Eastern Sierra Region
Community Economic Resilience Fund (CERF)
Lunch & Learn June 1, 2022
Agenda

1. Introduce potential stakeholders to Sierra Business Council as a CERF convener.

2. Familiarize potential stakeholders with the CERF program goals, objectives, and application process.

3. Solicit feedback on stakeholders we should be reaching out to; identify economic development and climate resilience projects; capture “blue sky” ideas.

4. Direct stakeholders to additional resources to understand and contribute to the process.
About Sierra Business Council

Who We Are
We are a Sierra based nonprofit organization with a mission to increase community vitality, economic prosperity, environmental quality, and social fairness in the Sierra Nevada.

How We Work
Our on-the-ground programs and projects are designed to bring proactive change to the Sierra.

Our Role in CERF
SBC is pursuing the role of Regional Convener and Fiscal Agent for CERF efforts on behalf of the Eastern Sierra region.

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What is the CERF?

A one-time use of State general funds that will distribute $600 million to regions across California to support inclusive and low carbon economic development.

The state’s CERF Leadership Team consists of the California Labor and Workforce Development Agency (LWDA), the Governor’s Office of Planning and Research (OPR) and the Office of Business and Economic Development (GO-Biz).
CERF Program Objectives & Design

- Promote equitable and sustainable economic development
- Align and leverage federal and state funding to maximize economic resilience
- Support inclusive economic planning that prioritizes equity, job quality, and sustainability

CERF Regions

13

All 13 regions will receive planning and implementation dollars through competitive processes.

Phase 1: Planning

$5M

Each region will receive up to $5M to foster partnerships, create HRT Collabs, and develop regional economic plans.

Phase 2: Implementation

$500M

$500M will be rewarded across all 13 regions to implement projects that meet CERF program metrics.
CERF Timeline (anticipate 18-24 month process)

April-May
- Planning Phase Draft Guidelines
- Public Workshops

May 26
- Release Planning Phase Solicitation (8 weeks)

July 25
- Close Planning Phase Solicitation, begin scoring process

September
- Award Planning Phase grantees, begin contracting process

October
- Planning Phase project start date

November
- Release Implementation Phase Guidelines

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### Requirements for Phase 1: Planning

In order to apply for CERF, SBC will need to present an initial vision and goals for the High Road Transition Collaborative (HRTC) and how SBC will meet the Planning Phase Requirements.

#### Partnerships & Coalitions
- Governance structure plan
- Outreach plan
- Plans for creating inclusive coalitions

#### Regional Plans
- Develop high road regional economic plan
- Analyze: equity, sustainability, job quality/access, economic competitiveness

#### Vision & Goals
- Develop a vision and specific goals for creating a high road economy that is sustainable, inclusive, and equitable.

#### Analysis
- Stakeholder mapping
- Regional summary of economic & climate hazards
- Labor & industry analysis
The Eastern Sierra Region

7 counties ● 19,252 mi² ● 186,266 people

Current Economic Drivers:
Tourism & Travel Spending ● Health Care & Social Assistance ● Transportation & Warehousing ● Real Estate & Rentals

Potential High-Growth Sectors:
Forestry & Biomass Utilization ● Forest Heath & Fire Mitigation ● Climate & Energy Innovation ● Sustainable Tourism ● Health Care & Social Assistance
Local Knowledge SBC is Seeking

To build a High Road Transition Collaborative (HRTC) representative of the entire Eastern Sierra Region and develop plans that can adequately serve the area, we need engagement from community members, local leaders, and, most critically, from systemically disinvested populations.

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Additional Information:

Governor’s Office of Planning and Research

https://opr.ca.gov/economic-development/just-transition/cerf.html

Announcement Video

https://www.youtube.com/watch?v=INEG_tCL-oQ

California Labor and Workforce Development Agency Guidelines

https://edd.ca.gov/en/jobs_and_training/WDSFP_Workforce_Development_Solicitation_s_for_Proposals/
Thank you.

Contact/ Follow up info:

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