Eastern Sierra Region
Community Economic Resilience Fund (CERF)
Lunch & Learn July 13, 2022
Agenda

1. Brief Recap of CERF process
2. Status of Partnership Agreement Letters
3. Update on Governance Model.
4. Budget Break Down
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.
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
The Eastern Sierra Region

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

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

Potential High-Growth Sectors:
Forestry & Biomass Utilization ● Forest Heath & Fire Mitigation ● Climate & Energy Innovation ● Sustainable Tourism ● Health Care & Social Assistance
Requirements for Phase 1: Partnership Agreement

Partnership Agreement Letter

- Each participant must submit a letter to SBC
- Governance structure
- Description of type of entity
- Description of knowledge and experience
- Contact, role, email, signature
- Due to SBC July 15th (extend to the 18th)
## Received To Date

- Alpine County
- Amador County
- Tuolumne County
- Inyo 350
- Whitebark Institute
- Tuolumne County Arts
- City of Sonora
- Sierra Nevada Conservancy
- Mammoth Lakes Trails and Public Access
- Cerro Coso Community College
- Blue Mountain Electric Company
- San Joaquin SBDC
- Eastern Sierra Council of Governments
- Town of Mammoth Lakes
- City of Bishop
- Allan Pietrasanta
Required Stakeholders

- Employers, businesses, and business associations
- Labor organizations
- Grassroots and cbo’s, community organizers, and community members
- Environmental justice organizations
- Disinvested communities
- California Native American Tribes
- Government agencies
- Economic development agencies
- Philanthropic organizations
- Education and training providers
- Workforce entities
- Other regional stakeholders capable of contributing to the success of the project
HRTC Council

- 21 members + Non-voting Chair
- 3 from each county (or cities within counties)
- 5 are chairs of the Committees
- Represents the diversity of required stakeholders

Committee Structure
- 7 voting members per Committee
- Open ex officio membership
- 1 voting member from each County
- Committee chair sits on HRTC board
- Committee decisions matriculate to board

Decision Making Process
Decision making in committees and board based on modified consensus model (Support, Can Live With, Abstain Oppose)
1. Straw Poll
2. Discussion
3. Poll-No consensus triggers vote.
Operational decisions require a majority vote of committee and board members.
Project decisions require a ⅔ vote of committee and board members.
Foreseen Challenges and Solutions to Building the HRTC

### Capacity
- Add social infrastructure (staffing) capacity
- Flexible/consistent meeting schedule
- Allow for secondary voting members when primary is unable to attend
- Hybrid-style meetings

### Engaging Disinvested Communities
- Focus on relationship-building
- Tailor language used in all communications for accessibility for all literacy levels
- Convey how public contribution informs the Planning Phase

### Growing the HRTC in Phase 1 and 2 of CERF
- Always allow ex officio members to join HRTC
- Regularly reevaluate HRTC to ensure fair representation
- Allow for HRTC composition to be updated during Phase 1 or 2 as needed

July 13, 2022
Community | Environment | Economy
Requirements for Phase 1: Data Collection Strategy

Regional Data Strategy

- Stakeholder mapping
- Regional economic summary
- Regional labor analysis
- Regional economic cluster analysis
- Regional workforce education and training analysis
- Disinvested communities analysis
- Regional climate analysis
- Public health analysis*
- SWOT analysis
- Alignment with state policy
- Contract with CSUC CED for economic data
- SBC does climate data
The current rough breakdown of budget allocations is split into three categories: Management, Partnership and Capacity Building Data. These numbers are approximations.

**Management**
- SBC Lead on:
  - Project Management
  - Contracting
  - Community Outreach
  - Fiscal Sponsorship

**Community Partnership and Capacity Building**
- Direct Identified partnerships with:
  - ESCOG
  - CSEDD
  - MLJTC
  - Bishop BRC

**Data and Analysis**
- CSU Chico lead on economic analysis
- SBC lead on Climate analysis
- Cal Poly Humboldt lead on Public Health Analysis

Budget Break Down:
- **Management**: $1.3 million
- **Community Partnership and Capacity Building**: $2.7 million
- **Data and Analysis**: $1 million
Additional Information:

Need Partnership Agreements by COB July 18th

Need Tribal Partner, Columbia College, Latino Organization

Governor's Office of Planning and Research

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

California Labor and Workforce Development Agency Guidelines

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

Contact/ Follow up info:

Sierra Business Council
CERF Team
Email: cerf@sierrabusiness.org
Website: https://www.sierrabusiness.org/archives/cerf/