



# Community Economic Resilience Fund

County of Nevada, Board of Supervisors  
February 28, 2023

For 27 years, Valley Vision has served as a trusted nonprofit civic leadership organization in the region, driven by a “triple bottom line” approach of co-equally advancing **social equity, economic prosperity, and environmental sustainability**, and with a proven record in bringing diverse groups together to develop long-term solutions to the region’s greatest problems. This history of civic leadership and engagement runs across local, regional and statewide platforms, and across sectors and disciplines.

# Community Economic Resilience Fund ("CERF")

A one-time use of State general funds that will **distribute \$600 million to regions across California** to support **regional economic development**.

## CERF Core Values

- **Equity** - including those most in need in the decision-making and making sure outcomes are to their benefit
- **Job Quality & Access** - creating high quality jobs and ensuring people have the skills and resources necessary to obtain them
- **Sustainability** - preventing and mitigating increasing climate impacts
- **Economic Competitiveness & Diversification** - making sure California continues to be a strong economic force both nationally and globally and thinking innovatively in order to do so
- **Economic Resilience & Recovery** - continuing recovery efforts from recent economic shocks (i.e. recession, pandemic) while also planning for the future.





# Our Sacramento Region

Valley Vision is the regional convener and fiscal agent for our region.



Includes the counties of:

- Colusa
- El Dorado
- Nevada
- Placer
- Sacramento
- Sutter
- Yolo
- Yuba

## PLANNING PHASE

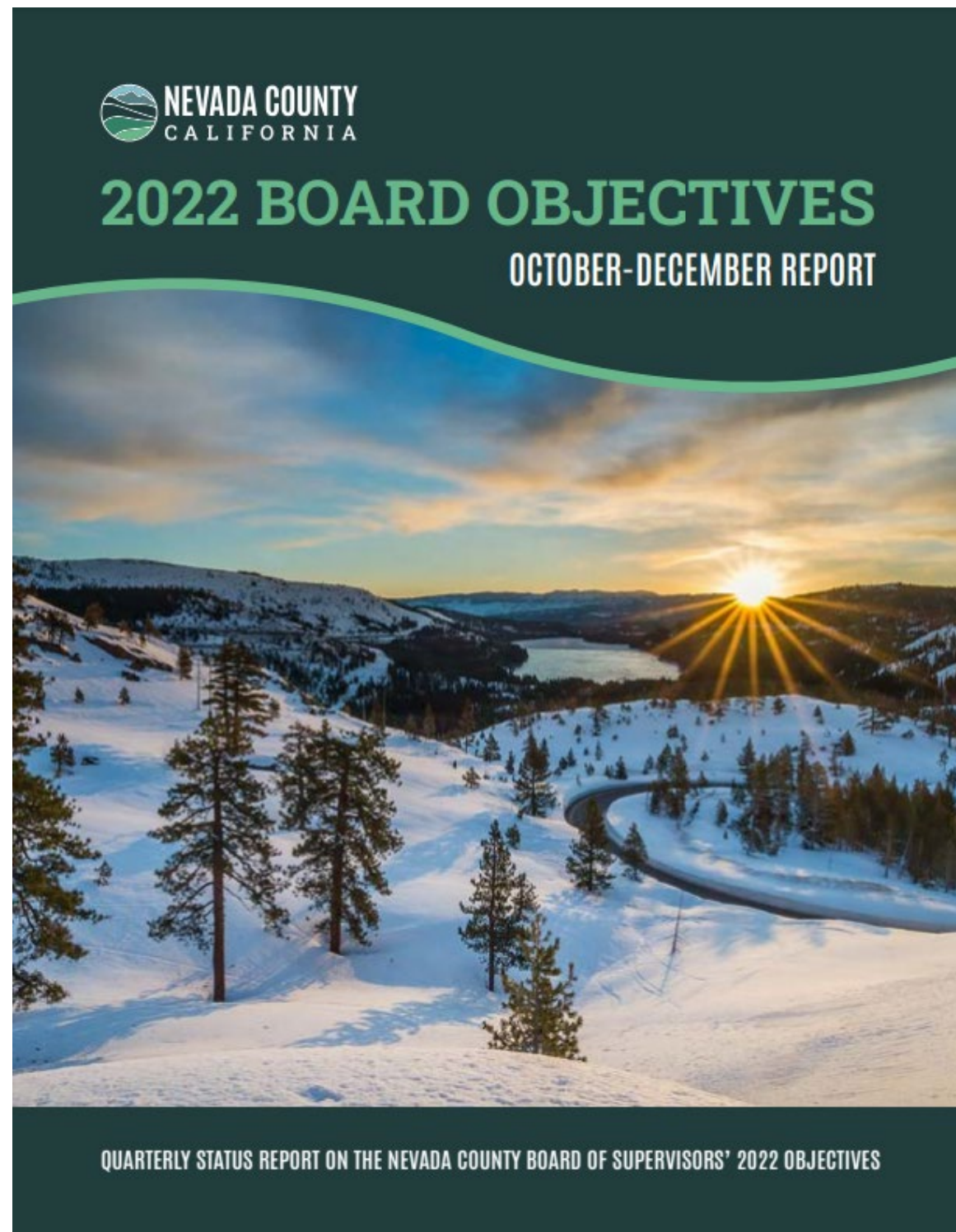
- 13 regions, up to \$5M each
- Regional Collaboratives - Inclusive planning groups that include balanced representation from:
  - Labor
  - Business
  - Community
  - Government
  - Indigenous communities
  - Economic Development
  - Philanthropy
  - Education
  - Workforce
  - And others
- Regional Economic Plans

## IMPLEMENTATION PHASE

- Upwards of \$500M total
- Projects that:
  - Demonstrate proposed impacts to communities in need
  - Demonstrate community support
  - Promote state climate goals
  - Support labor standards and job quality
  - Demonstrate clear role in regional strategy
  - Complement existing funding sources
  - Supported by the Collaborative



# CERF Program aligns with Nevada County's 2023 Board Objectives



## Economic Development

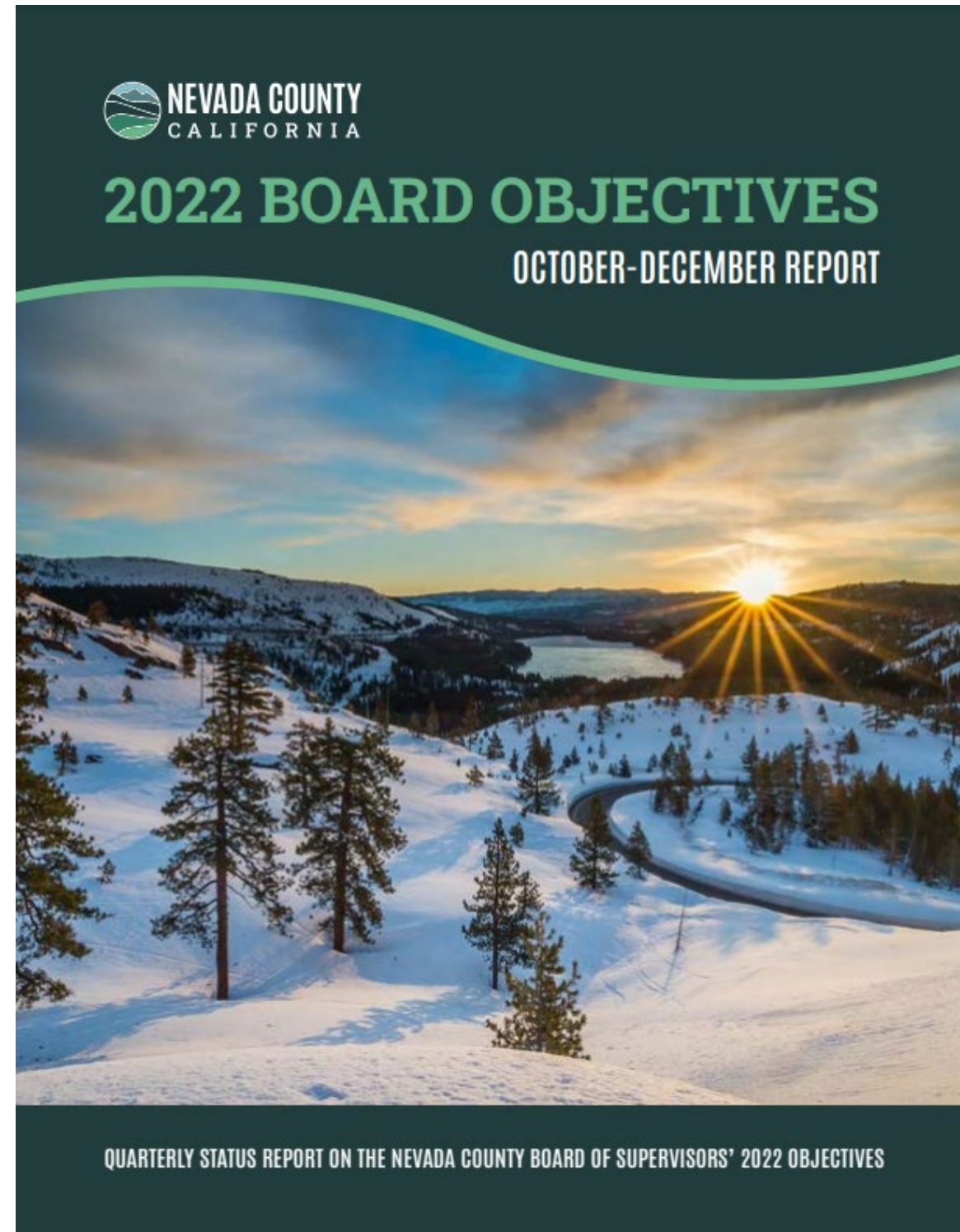
"Promote economic development by emphasizing resiliency and entrepreneurship; retaining and attracting high quality jobs; investing in major infrastructure projects; and working with local, state and federal partners to support our small business, nonprofit, and tourism sectors."

## CERF alignments:

- Program is intended to enhance economic resiliency to economic shocks, as well as recovery from the pandemic
- State is looking to fund projects that create "high road careers" -- high quality jobs with living wages and benefits, growth opportunities, reduced health risks, etc.
- Designated space for regional collaboration across sectors and stakeholder groups that has the potential to create long term partnerships even after or outside of CERF.



# CERF Program aligns with Nevada County's 2023 Board Objectives



## Climate Resilience

"Safeguard Nevada County's economic durability, environmental integrity, and public health and safety by preparing for, adapting to, and mitigating changing climate conditions in a way that reflects our rural quality of life."

## CERF alignments:

- Regional Summary Analysis - research on anticipated climate impacts and the region's vulnerability through economic and public health lenses
- State is looking to fund projects that prevent and mitigate climate effects and doing so in a regional approach that is able recognize local needs and priorities instead of prescribing a "one size fits all" solution.

# CERF Vision & Impact for Our Region

**CERF is a transformative opportunity that allows us to establish a collective vision for our region. Through CERF we will:**

- 1 Provide an opportunity to build a comprehensive regional inclusive economic development vision
- 2 Elevate communities in need and activate supportive projects
- 3 Create a pipeline for investments to support economic development projects through CERF and other sources
- 4 Build regional capacity for collaboration and strategies for place-based economic development that go beyond CERF



# What could CERF look like in Nevada County?

From the recent Economic and Workforce Opportunity Profile, by the Los Rios Centers of Excellence:

## Assets

- Beautiful natural resources
- Vibrant creative economy, burgeoning food scene, destination for outdoor enthusiasts
- High quality of life amenities for residents
- History and culture of innovation
- Assets in education, workforce, business attraction and retention, entrepreneurialism, and more

## Challenges

- Nevada County has an aging population: with about half of the County's population over 55 compared to a quarter in the state overall
- There is a daily net loss of workers in the County (more leave each day than come in for work)
- Nevada county overall has low wages compared to surrounding counties and the state overall

# What could CERF look like in Nevada County?

Wildfires, especially large ones like the Jones Fire in August 2020, pose a huge threat to not only the physical environment, but also the wellbeing and livelihoods of the people who live in impacted areas.

CERF allows us to take preventative action while simultaneously growing and building an economy that is responsive to changing and emerging sectors.

As surfaced from our Nevada County Roundtable on February 7th, examples of potential projects that would fall under the CERF guidelines:

- Building a workforce around forestry, vegetation management, and watershed management
- Financing and seed funding for small companies and startups, i.e. green waste
- Investments in environmental tech such as the manufacturing of fire suppression technology, organic processing, and recycling

This is just one example, other sectors could include food & ag, tourism, and health and life sciences.

# HOW DO WE DO THIS?

## A Sub-regional Approach

- Take into account the different economies and needs within our region, as identified during our application process
- Jointly led by "hub partners"
  - Sub-regional Convener
  - Sub-regional Outreach and Engagement Leader
- Each region will have representatives on the leadership council
- Activities
  - Research
  - Community Engagement
  - Capacity-Building & Technical Assistance
- Once priorities are identified, we may transition to sector and strategy-based tables





**Leadership Council**

**Planning Phase Activities**

- Data, Research, and Evaluation
- Capacity Building & Technical Assistance
- Community Engagement

**Sub-regional Planning Tables**

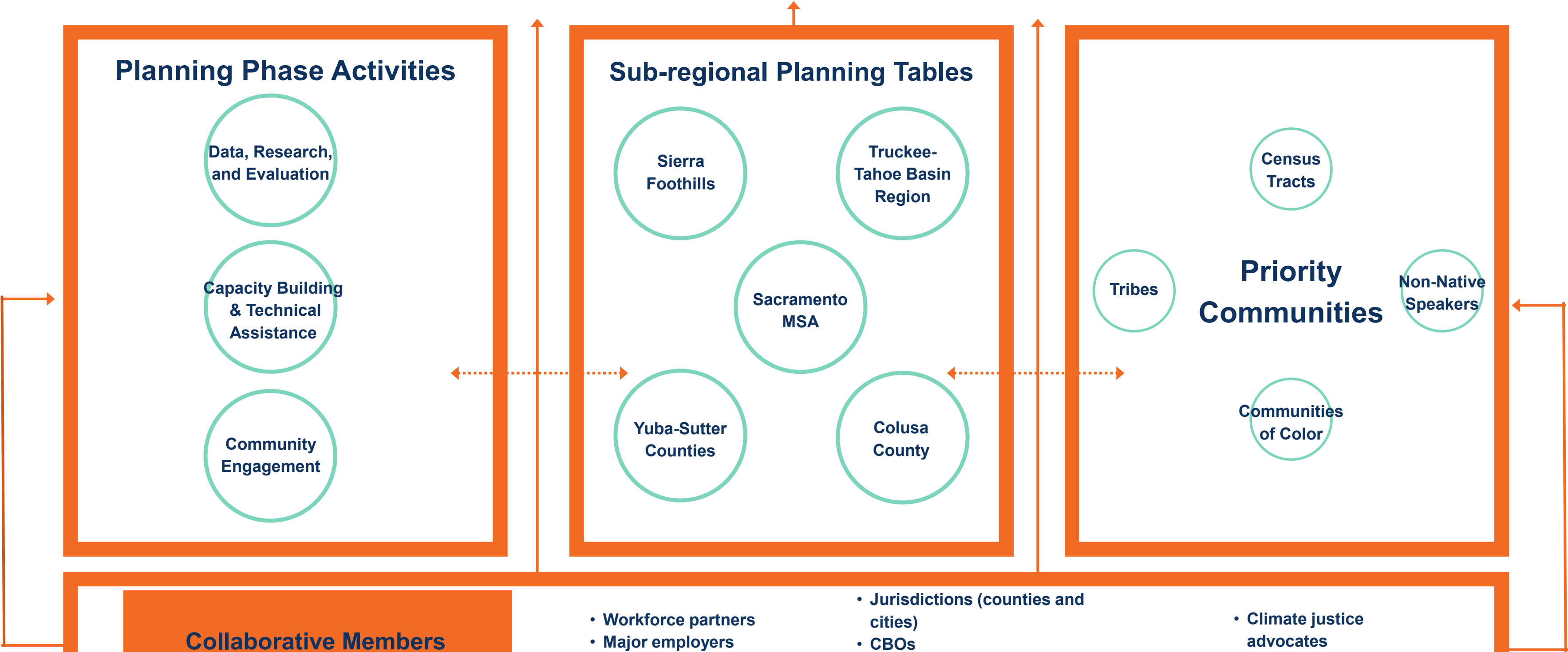
- Sierra Foothills
- Truckee-Tahoe Basin Region
- Sacramento MSA
- Yuba-Sutter Counties
- Colusa County

**Priority Communities**

- Census Tracts
- Tribes
- Non-Native Speakers
- Communities of Color

**Collaborative Members**

- Workforce partners
- Major employers
- Labor
- Jurisdictions (counties and cities)
- CBOs
- Direct community representation
- Small businesses
- Climate justice advocates
- Tribes



# Nevada County Role

Participating in our Coalition is the primary avenue in which Nevada County can communicate your priorities and challenges.

We hope you will continue to support the already ongoing efforts and work collaboratively with us.

Nevada County Roundtable, February 7th



# **Nevada County Coalition Members**

- **County of Nevada**, Kimberly Parker & Trisha Tillotson
- **Nevada County Economic Resource Council**, Gil Matthew
- **Nevada County Arts Council**, Eliza Tudor
- **Bear Yuba Land Trust**, Erin Tarr
- **California Heritage: Indigenous Research Project**, Shelley Covert
- **Curious Forge Arts Center**, Liam Ellerby
- **League to Save Lake Tahoe**, Gavin Fiege
- **Sierra Business Council**, Kristin York
- **Sierra College**, Karen Davis O'Hara
- **Sierra Nevada Memorial Hospital Foundation**, Sandra Barrington
- **Tahoe Truckee Community Foundation**, Stacy Caldwell
- **Town of Truckee**, Hillary Hobbs
- **Truckee Donner Recreation and Parks District**, Steve Randall



## Our Next Steps

### **Building a strong and cohesive coalition**

Begin to seat governance structure

Convenes sub-regional tables

### **Advance key research analysis to inform the plan**

Inventory and gap analysis of regional data assets as well as new assets

### **Planning Phase Workplan**

Draft timeline of research and community engagement activities



For additional questions or to join our efforts:

**cerf@valleyvision.org**



To view FAQs and other background info:

**https://bit.ly/SacCERF**