

COMMUNITY ECONOMIC RESILIENCE FUND (CERF)

CERF is a program funded by the state that establishes 13 regions statewide to create economic plans. The Central San Joaquin Valley Region includes Madera, Fresno, Tulare, and Kings counties. Together, in 24 months, we hope to submit a regional economic plan made up of local priorities that **create higher quality jobs, remove barriers** to access those jobs, and **move towards a more carbon neutral economy.**



Introduction

Each region will be provided \$5 million to fund a 24 month planning process and pay for research, facilitators, outreach, and community involvement. The plan will include the following elements:

- Regional Summary
- Labor Market Analysis
- Industry Cluster Analysis
- SWOT Analysis
- Strategy & Planning
- Identifying Strategic Investments & Benchmarking Progress

Who Should Participate?

Stakeholders involved in local planning efforts, alongside voices that have not historically been included in economic development conversations. The CERF guidelines indicate representatives should include:

- Labor
- Education / Workforce Development
- Business & Business Associations
- Grassroots / Community Based Organizations
- Economic Development Organizations
- Government
- Environmental Justice Organizations

Why Participate?

- Opportunity to think long-term, comprehensively and inclusively.
- Opportunity to reconcile differences among stakeholders and find a path forward for inclusive, sustainable economic growth.
- Create partnerships that allow for better regional coordination, and advocacy.
- Fund efforts that may already exist but lack funding to scale.
- There is \$500 million available in implementation funds and potential for more.

Timeline



LOCAL

- Local Conveners
- Local Stakeholder Participants:

Labor

Education / Workforce

Business & Business Associations

Grassroots / Community Based Organizations

Economic Development Organizations

Government

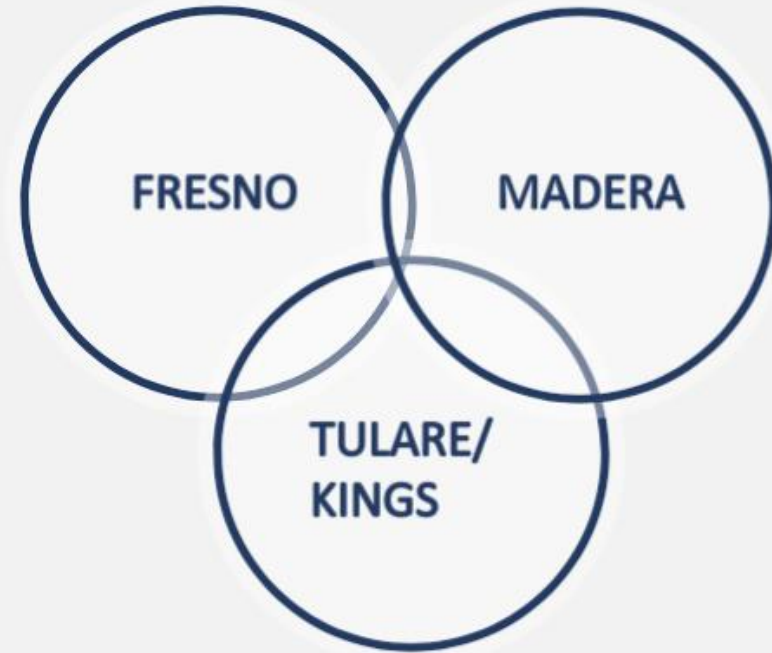
Environmental Justice Organizations

Tribal Communities

- Local Community Engagement Partners

REGIONAL

- Research: Plan Development Support- Urban Institute, CVHPI, Sierra Conservation District.
- Outreach Coordination & State Policy Support- OCED, CA FWD
- Regional Convener/ Fiscal: CVCF



Our Approach/ Next Steps

- Overall Approach- set 4 local tables (Tulare/Kings, Madera, Rural Fresno, Fresno DRIVE) and then look for common, regional priorities.
- Fund high quality research support and participation by key actors to make this a priority
- **Fresno County next steps for proposal development:**
- Dedicated team to organize your table and develop "governance" approach for planning process.
- Dedicated team to sketch out community engagement and inclusion approach.

Questions

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