



Redwood Region
RISE

**NORTH
EDGE**
Business Financing &
Community Development


CCRP
California Center
for Rural Policy

Cal Poly
Humboldt.

September 25, 2025

Redwood Region RISE (Resilient Inclusive Sustainable Economy)
Quarterly Collaborative Meeting (Zoom)

Learn More: bit.ly/Redwood-RISE

Welcome Everyone / ¡Bienvenidos todos!



You have arrived at the 2025, Q3 **Quarterly Collaborative Meeting** of **Redwood Region RISE's** Implementation Phase.

Today's theme is **Forest & Fire Resilience in the Redwood Region** 🔥

Please introduce yourself in the chat—name, affiliation (if applicable) and where you are zooming in from: <https://native-land.ca/>

What's a good book you've recently read that has helped you better understand today's world, particularly as it relates to RISE's work? Share the title and tell us how it connects to our work here!

Let us know in the comments!

Land Acknowledgement



Redwood Region RISE's Collaborative is located on the present and ancestral Homeland and unceded territory of Indigenous People. Tribes and Nations in our region include:

Bear River Band of the Rohnerville Rancheria; Big Lagoon Rancheria; Big Valley Band Rancheria; Blue Lake Rancheria; Cahto Tribe; Coyote Valley Band of Pomo Indians; Elem Indian Colony; Elk Valley Rancheria; Guidiville Indian Rancheria; Habematolel Rancheria of Pomo Indians; Hoopa Valley Tribe; Hopland Band of Pomo Indians; Karuk; Koi Nation; Manchester Band of Pomo Indians; Mattole; Middletown Rancheria of Pomo Indians; Pinoleville Pomo Nation; Potter Valley Tribe; Pulikla Tribe of Yurok People; Redwood Valley Little River Band of Pomo Indians; Robinson Rancheria; Round Valley Indian Tribes; Scotts Valley Band of Pomo Indians; Sherwood Valley Rancheria; Tsnungwe; Tolowa; Tolowa Dee-ni' Nation; Trinidad Rancheria; Wailaki; Wiyot; Yurok Tribe; Yokayo Rancheria.

We make this land acknowledgement in recognition that our words must be matched by action and approach.

Learn more: ["What Good Is a Land Acknowledgment?"](#)

Housekeeping Notes

Reminder: *This meeting is our check-in space to get updates and progress reports of Redwood Region RISE and California Jobs First.*
→ *The work happens at the Tables!*

- **Welcome (Back)!**
- **Convening Team** 🙌
- **Informational Meeting:** No per diems
- **Sector-focused** Collaborative meetings
- **Slides, Spanish recap** will be shared after
- Please **mute your microphone**
- **Questions in chat** (DMs to the team)
→ *we gather & answer your questions!*



Agenda



Goals for today:

Theme: Forest and Fire Resilience

- Learn about regional, and statewide efforts to reduce fire risk and transition our forests to healthy management. Reminder of RISE's sustainable forestry strategies via our Sector Coordinators and Catalyst projects

11:00-11:05	Welcome (Back)!	CCRP
11:05-11:10	Admin Updates <ul style="list-style-type: none"> ○ November 5th, 2025 In-Person Convening Update ○ Newest Sector Coordinator: Capacity Support & Workforce ○ Sustainability Working Group Update ○ State Implementation Funding ○ RRRISE Catalyst RFP After-Action Review: Key takeaways 	CCRP
11:10-11:25	Collaborative Report Outs <ul style="list-style-type: none"> ● Voting Members ● Tribal Table ● Economic Development Finance (EDF) Working Group ● Sector Investment Coordinators (Advisory Councils) 	Collaborative Bodies and their Facilitators
11:25-11:35	Supporting Sustainable Forestry & Fire Resilience in our Region	Sector Investment Coordinator Mary Anne Petrillo and team
11:35-12:00	Catalyst Project Highlights How are we addressing fire risk, resilience, and forest health?	Catalyst Project Leads
12:00-12:25	Sustainable Forestry Panel Expert panel discussion featuring regional and statewide agency representatives on transforming fire risk challenges into career opportunities and supporting healthy forest management transitions.	North Coast Resource Partnership; Wildfire Solutions Coalition; Sierra Business Council
12:25-12:30	<ul style="list-style-type: none"> ● Recap & next steps ● RSVP NOW! November 5, 2025 → In-Person Quarterly Collaborative Meeting in Lake County (<i>limited number of scholarships available</i>) 	CCRP
12:30	Adjourn Meeting	CCRP

Implementation Phase Admin Updates: Overview

- **RRRISE Progress update:** Key accomplishments this quarter
 - November 5th, 2025 In-Person Convening: **RSVP open (just a few open spots!)**
 - Welcome Capitol Impact (new Sector Coordinator for Workforce)
 - Sustainability Working Group: Kicks off next week
 - Voting Members: New term starts now!
- **RRRISE Catalyst RFP After-Action Review:** Thanks everyone for contributing! Recommendations will be integrated into policies and procedures for future regranting
- **California Jobs First Update**
 - Tribal Funding Awarded - Congrats to Scotts Valley Energy Corp.
 - State Implementation Funding:
 - Round 1 Awarded - Congrats UCANR Hopland Extension Center.
 - Round 2 Launched - *Join GO-Biz' [Office Hours](#) at 1pm today!*

Collaborative Report Outs:

What have we been up to and how are we supporting the forestry and fire resilience efforts?



- **Voting Members**

- Co-Chair for this quarter: Cindy Vosburg (*Del Norte Chamber of Commerce & Visitor Bureau*) and Sal Munoz Moreno (*Redwood Parks Conservancy*)

- **Equity Council (now: Equity Committee, part of Voting Block)**

- Co-Chairs Maria Dahlin and Thomas Nicholson Stratton, Facilitator Lulu Mickelson

- **Tribal Table**

- Facilitators Grant Klopmeier and Lorna McLeod with the Northern California Indian Development Council (NCIDC)

- **Economic Development Finance (EDF) Working Group**

- Chair Susan Seaman (North Edge Financing), Facilitator Regional Government Services (RGS)

Collaborative Report Outs:

What have we been up to and how are we supporting the forestry and fire resilience efforts?

- **Sector Investment Coordinators:**

- Arts, Culture and Tourism - calder.johnson@gmail.com
 - Health and Caregiving - RRRISE@nchiin.org
 - Renewable and Resilient Energy - mmarshall@bluelakerancheria-nsn.gov
 - Working Lands and Blue Economy - maryanne@westcenter.org
- Operationalizing [Activation Plans](#)
 - Assessing strategy feasibility to ensure realistic and achievable outcomes
 - Regional projects for the State's 2nd round of Implementation Funding

Supporting Sustainable Forestry & Fire Resilience in the Redwood Region

**Over to our Working Lands and Blue Economy
Sector Investment Coordinator –**

Mary Anne Petrillo and team at West Business
Development Center



Image: Redwood National and State Parks



Working Lands & Blue Economy Activation Plan Update

September 25, 2025

Mary Anne Petrillo

Sector Investment Coordinator

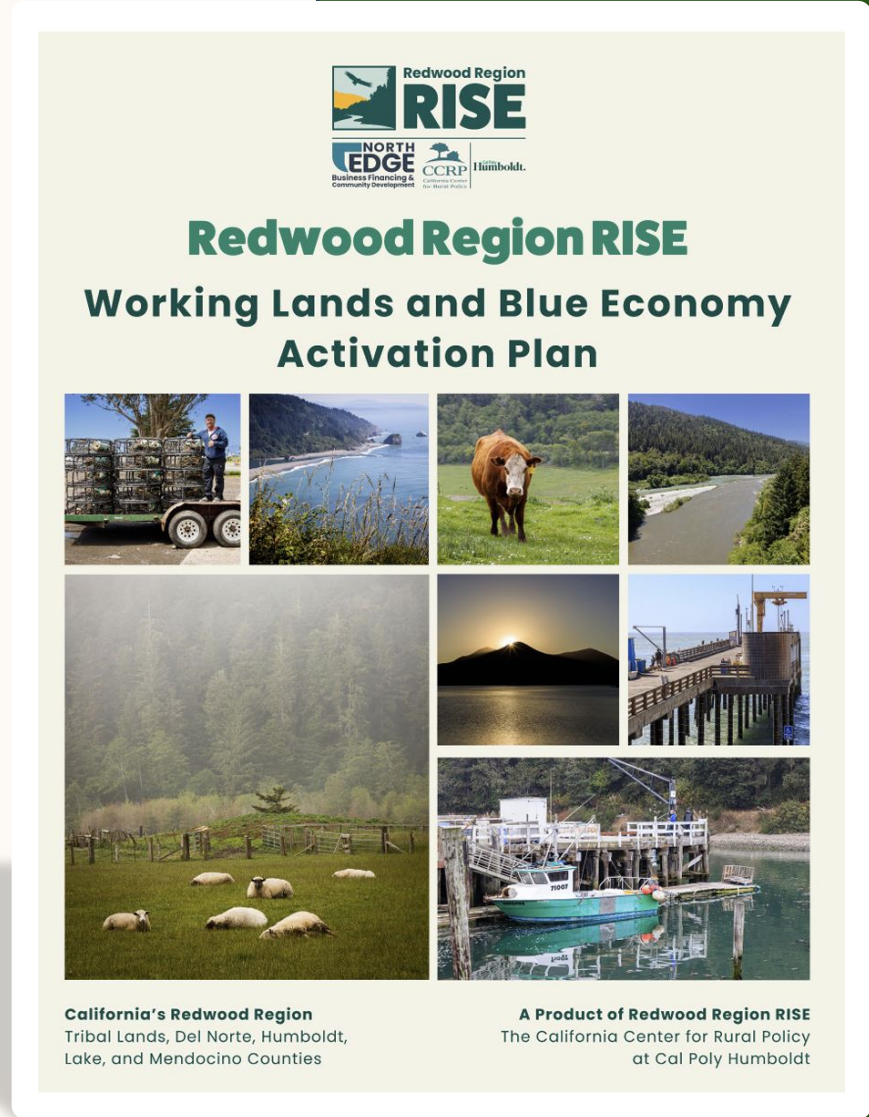
West Center



Activation Plan

The **activation planning process** ensures California's economic investments are **regionally driven, targeted, and ready to implement**, aligning local strengths with statewide growth priorities. This approach adds value by making development more **equitable, accountable, and impactful**, accelerating job creation and long-term resilience across the state.

Our Redwood Region's forests, farms, and fisheries are more than resources—they are the living foundation of community, culture, and climate resilience. This **Activation Plan outlines a regional coordination framework** serving producers, processors, port authorities, Tribal communities, and value chain innovators across agriculture, forestry, and ocean-based industries through five interconnected strategies:



Working Lands Blue Economy Strategies



**BUILD
COLLECTIVE
CAPACITY**

**EXPAND
AND INTEGRATE
MARKETS**

**ENHANCE
WORKFORCE
AND COMMUNITY
RESILIENCE**

**PROMOTE
RURAL
INNOVATION**

**ADVANCE
RESEARCH
AND PILOT
PROJECTS**

Tactic:
Establish
Sector-Specific
Networks

Tactic:
Strengthen the
Value Chain -
Promote Regional
Products

Tactic:
Foster Education
and Skills
Development

Tactic:
Advance Rural
Economic
Growth

Tactic:
Develop Research
Initiatives –
Pilot Blue and
Green Business
Solutions

Catalyst Awardees

Timber & Workforce Development Three Initiatives (\$1,959,897)

Carving a Legacy: Tribal Traditions, Woodworking, and Workforce

Connecting Mass Timber to Regional Housing and Building Needs

Developing a Climate Forward Workforce and Innovation Pipeline

Blue Lake Rancheria Tribe
Mad River Mass Timber
Forest WRX Alliance

Career Pathways: Fire, Forest, Fish & Facilities (\$1,127,936)

Creating sustainable wage opportunities in natural resource jobs across three counties. **4F (Fire, Forests, Fish & Facilities)** initiative, builds a shared network for workforce development across fire, forestry, watershed, and cultural sectors.

Trees Foundation

Fire Lines & Fiber Bioregions: A Regional Wool Industry Cluster (\$607,856)

Assess the feasibility of a **Regional Wool Industry Cluster**—from raw fiber to finished product—and create a shovel-ready roadmap for implementation.

Kaos Sheep Outfit

North Coast Resilient Food Systems Initiative (\$2,306,574)

Develop a USDA-approved **meat processing plant** in Crescent City to address a critical infrastructure gap affecting farmers and ranchers across the Redwood Region.

Hmong Association of
Crescent City with North
Coast Food System
Network

Redwood Corridor SEEDS Network (\$450,000)

Advances Tribal food sovereignty, equitable land access, entrepreneurial kitchens, and resilient **community hubs along Redwood Highway**, fostering thriving-wage jobs, food security, and sustainable rural enterprise opportunities..

North Coast
Opportunities (NCO)

Anticipated Impact

Expected outcomes by August 2026 include:



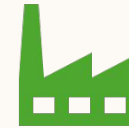
A workforce pipeline that equips 200 individuals with skills for forest, water, and coastal resilience, with at least 50 placed in family-sustaining jobs.



Launch of 20–35 new agricultural, food, or green manufacturing businesses.



Infrastructure revitalization across Noyo, Humboldt, and Del Norte harbors, supporting a 25% increase in tourism and commercial fishing revenues.



A four-county food hub network improving market access for over 100 producers.



Pilot deployment of scalable building models, wool and timber product development, kelp restoration and carbon sequestration projects.



Catalyst Project Highlights

- [Developing a Climate Forward Workforce & Innovation Pipeline for Forest and Community Resilience](#)
 - **Christy Prescott** – Executive Director, Forest WRX Alliance
- [Carving a Legacy: Tribal Traditions, Woodworking, and Workforce Development](#)
 - **Michael Shackelford** – Secretary/Treasurer, Blue Lake Rancheria Tribe
- [Red Hills Bioenergy Facility and Central Wood Processing Plant](#)
 - **Jeff Durtschi** – Managing Director of Omni BioEnergy (Technology partner of Scotts Valley Energy Corporation)
- [Career Pathways: Fire, Forest, Fish & Facilities](#)
 - **Damien Roomets** – Executive Director, Trees Foundation

→ ***Please save your questions until the end, or drop them in the chat!***

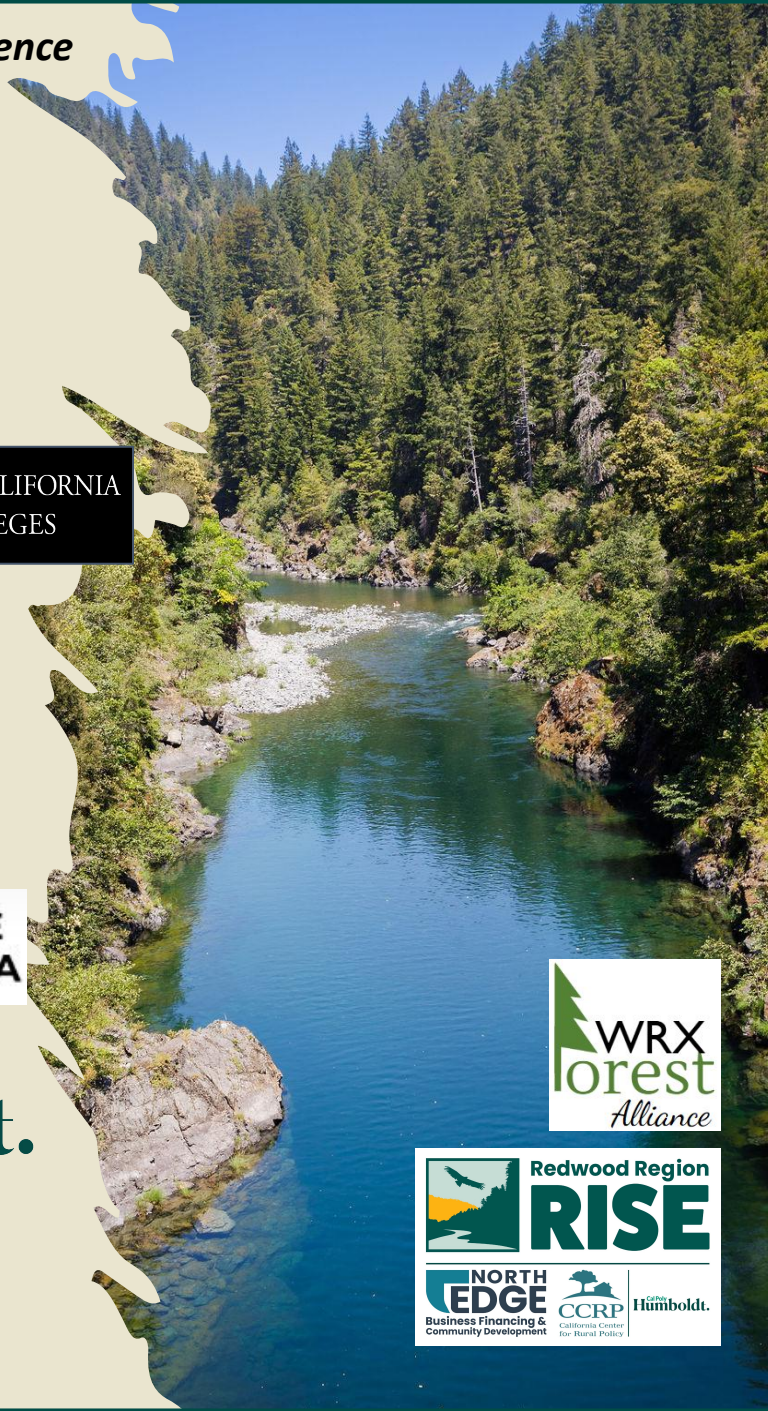
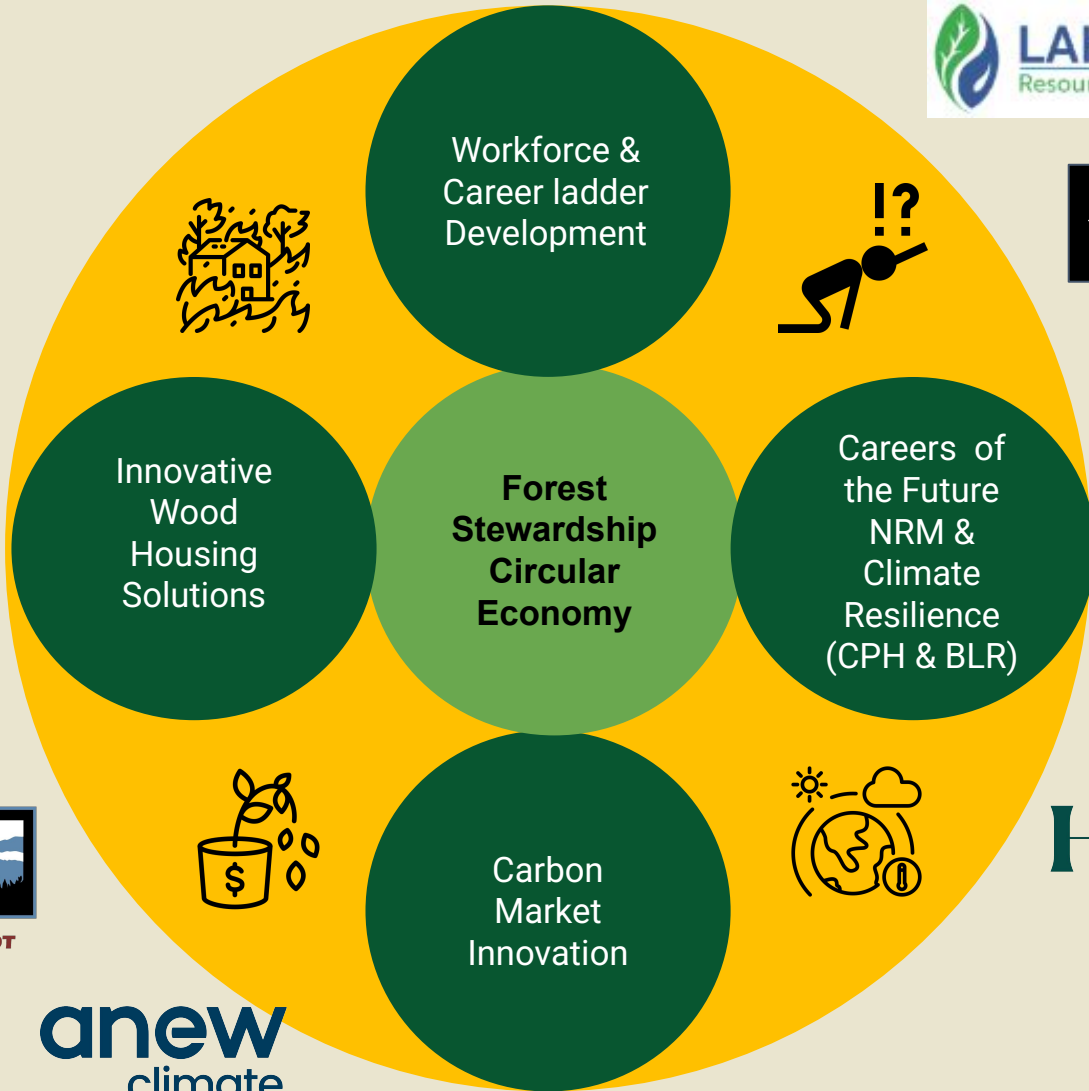
Developing a Climate Forward Workforce and Innovation Pipelines for Forest & Community Resilience

Christy Prescott, Forest WRX Alliance



Building on Strengths & Opportunities

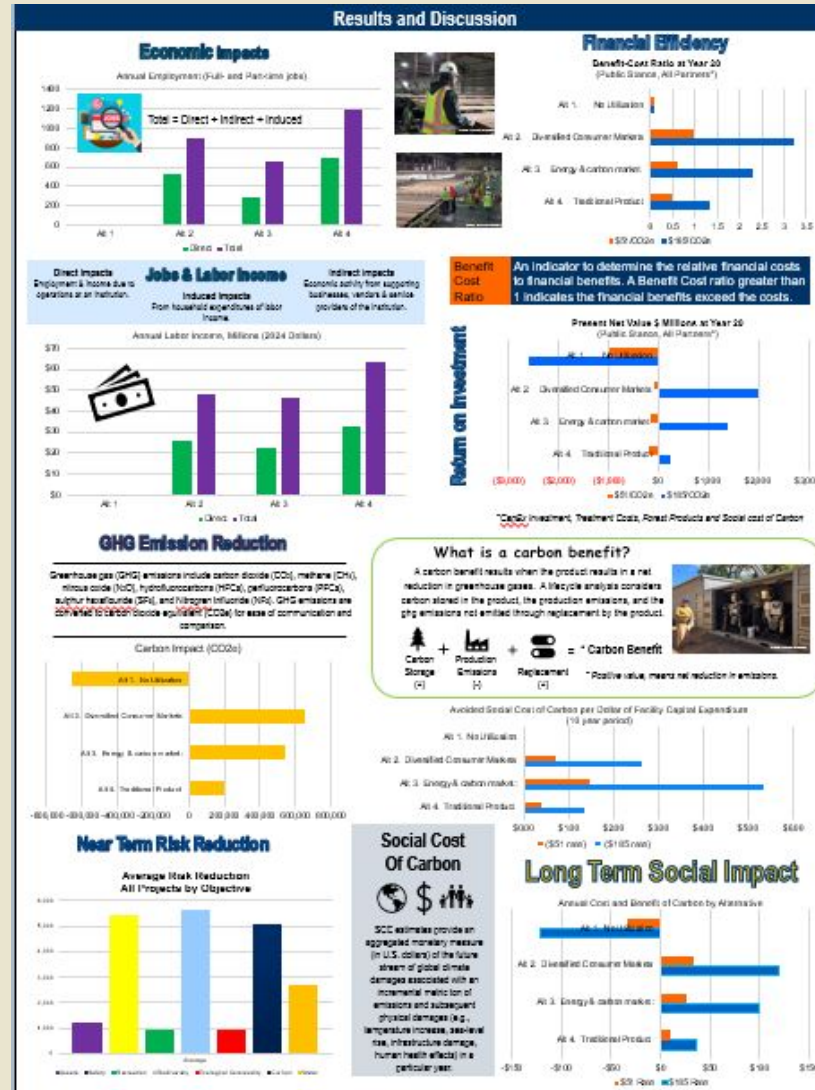
Addressing weaknesses & threats



Developing a Climate Forward Workforce and Innovation Pipelines for Forest & Community Resilience

Comparative Study: The Diversified Public Benefits & Economic Impacts of Biomass Utilization

- Economic Impacts: Jobs & Labor Income
- Sales Tax Revenue
- Increased Financial Efficiency
- GHG Emission Reduction
- Near Term Risk Reduction
- Long-Term Social Impact



Enhancing Equity Creating Living-Wage Jobs Leadership in Climate Resilience

- **Scale forest & grassland restoration capacity**
 - **Invest in workforce & career paths**
 - **Expand critical infrastructure**
- **Cultivate New Revenue Streams to Offset Costs**
- **Sustain invest in our communities & industries**
- **Increase jobs and labor income**
- **Reduce wildfire risks to communities & forests**
- **Sequester carbon in forests & built environment**



Carving a Legacy: Tribal Traditions, Woodworking, and Workforce Development

Michael Shackelford
Secretary/Treasurer
Project Manager
Blue Lake Rancheria



Project Updates



Hired 3 full time staff

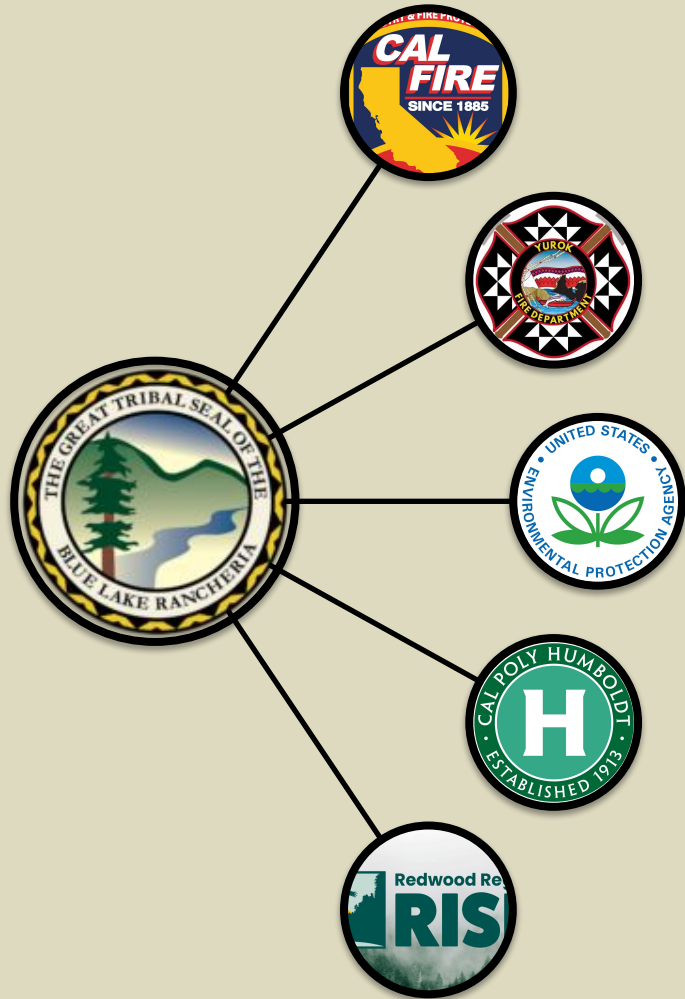
Integrated resource management planning

Procured key assets

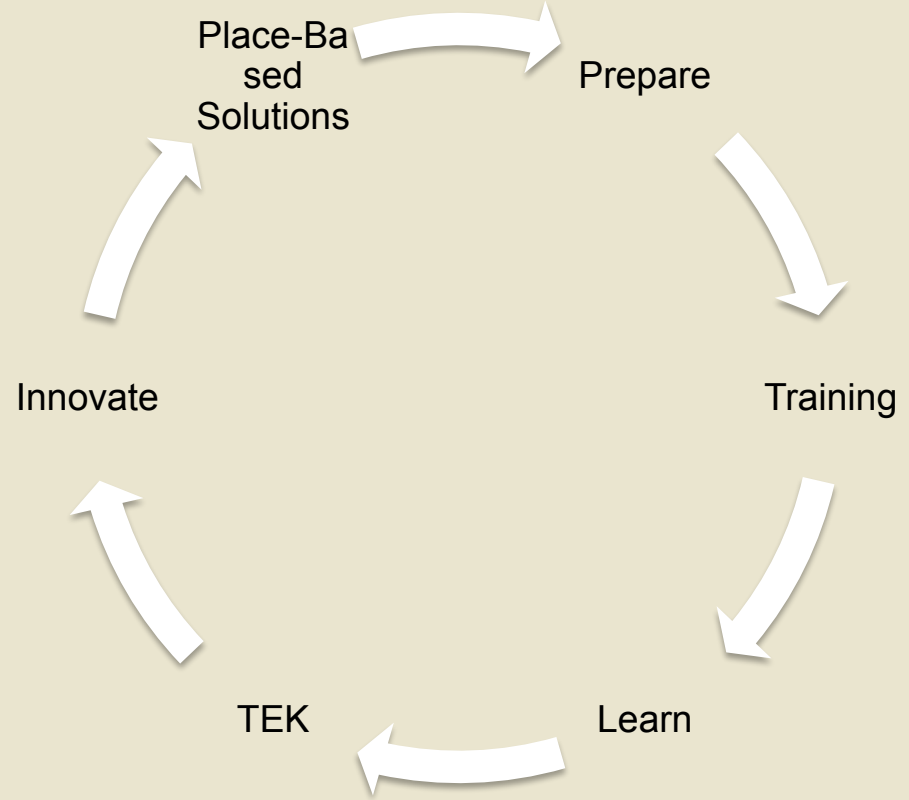
Began training



Synergy with other projects



Carving a Legacy: Tribal Traditions, Woodworking, and Workforce Development



Scotts Valley Band of Pomo Indians

Scotts Valley Energy Corporation
The Clean Carbon Corporation
Scotts Valley Indian Energy Corporation
Scotts Valley Energy Corporation Yuba City

Thomas Jordan, CEO
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Redwood Region RISE
Forest & Fire Resilience in the Redwood Region



Scotts Valley Band of Pomo Indians

Provide Economic Development and protect our:
Ecosystem | People | Land | Air | Water | Life
as we adapt to climate change

Economic Development

Expand opportunities for Economic Development

Wildland Fires

More than 70% of the land in Lake County has burned in wildfires since 2015



Tribal EcoRestoration Alliance

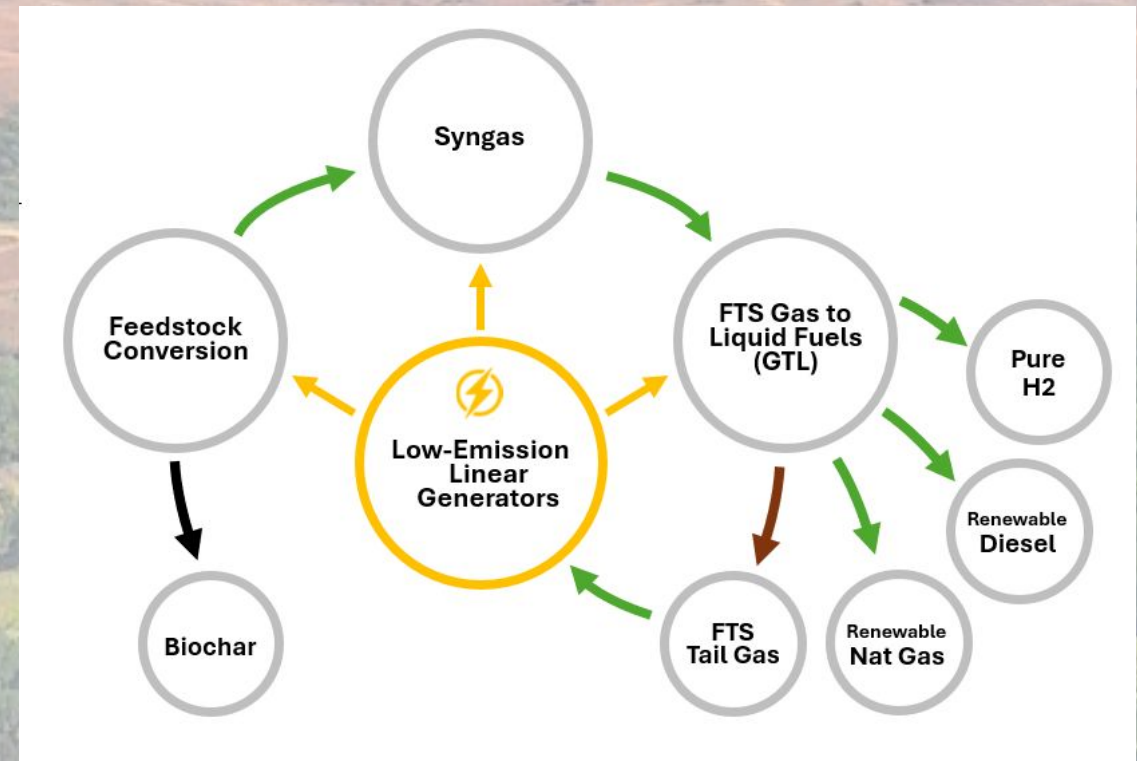
Partnership to train & employ Tribal members in ecological restoration

Bioenergy & Biochar Production

Waste woody biomass and recyclable plastics as feedstock

SVEC Bioenergy Vision

- **SVEC Bioenergy creates renewable hydrocarbons from carbon already in the environment for:**
 - Organic waste conversion to renewable fuels and electricity
 - Pure Hydrogen to Liquid Vehicle Fuels
 - Biochar and CO2 sequestration
 - Waste “Tail” Gas used to power entire system
 - LGen produce ultra low emission electricity





Tribal Goals & Objectives

- **Align with cultural values**
- **Supports risk reduction for community**
- **Creates an economic incentive for fire safe activity**
- **Reduces the impact of wildfire**
- **Expand renewable energy use in Indian Country**
- **Reduce greenhouse gas emissions**
- **Create jobs**



SVEC Bioenergy

- SVEC Bioenergy is **NOT** biomass burning
- SVEC Bioenergy is a solution for **100%** renewable energy goals
- SVEC Bioenergy uses waste biomass as feedstock
- Feedstock needs to be processed to a narrowly defined specification
- SVEC designed a wood campus to provide biomass to multiple bioenergy project sites

RISE Funding – Wood Processing Plant



- One wood campus can support 8-12 distributed bioenergy sites creating a job generation cascade
- 4 key positions funded under RISE include plant supervisor, operator technician, equipment operator, and driver
- Funds support effort to recruit, hire train and retain selected candidates
- Pinoleville Rehab Services will provide training specific to each role and TERA will teach tribal cultural sensitive forest management practices
- Recruiting will focus on disadvantaged individuals with Scotts Valley first priority, native Americans 2nd priority and non-native Americans 3rd priority

Thank You

Thomas Jordan

Chief Executive Officer

Scotts Valley Energy Corporation (SVEC)

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(707) 349-8545

www.scottsvalley-nsn.gov/tribal-enterprises/scotts-valley-energy-corporation/bioenergy-feasibility-assessment





Rural Resilience Partnership

Career Pathways: Fire, Forests, Fish & Facilities Project

Focus: FIRE TRAINING

Fire Training

2025 Wildland Readiness Drill

147 Firefighters/Firelighters Trained

16 New FFT2s

Participating Agencies

Petrolia VFD, Telegraph Ridge VFD, Palo Verde VFD, Honeydew VFC, Shelter Cove FD, Whitethorn FPD, Redway FPD, Wailaki Cultural Fire, Native Health in Native Hands, Fruitland Ridge VFPD, Garberville FPD, Humboldt County Prescribed Burn Association, Salmon Creek VFD, Miranda FD, Myers Flat VFD, Bell Springs VFD, Whale Gulch VFD, CAL FIRE Humboldt – Del Norte Unit, BLM, Cal Poly Humboldt & REACH Air Medical Services

2 Newly Qualified Strike Team Leaders



Workforce Development

Strike Team/Task Force 2075C

1st Southern Humboldt Strike Team formed

3 OES Assignments at the Green Fire, Gifford Fire, and Dillon Fire

26 FFs from **5** Southern Humboldt Departments

\$900,000 Gross Revenue



Sustainable Forestry Panel

- **Karen Gaffney** – Director of Strategic Planning & Communication, North Coast Resource Partnership (NCRP)
- **Steve Frisch** – President, Sierra Business Council; Wildfire Solutions Coalition
- **Emily Blackmer** – Government and Community Affairs Director, Sierra Business Council; Wildfire Solutions Coalition

→ Questions: Local/regional → state → synthesis & policy impacts

→ If time allows, Q&A at the end (*feel free to drop questions in the chat*)



THE WILDFIRE SOLUTIONS COALITION

Together, we can break California's
cycle of catastrophic wildfire.

wildfiresolutionsca.org



The Coalition

The Wildfire Solutions Coalition was launched in June 2025 in response to the growing urgency of California's wildfire crisis.

The cross-sector Coalition is unified in the critical need to move the state from wildfire response to wildfire risk reduction.



[Coalition Members](#)

OUR GOAL

Secure the long-term funding needed to fully implement California's wildfire resilience strategy



WHAT'S AT STAKE:



Human Lives

Over 50,000 Californians have died from wildfire smoke impacts since 2008



Economic Costs

Wildfires cost California \$117 billion per year in economic losses



Air Quality

Wildfire smoke has increased air pollution to levels not seen in over 20 years



Carbon Emissions

Wildfires are one of California's largest sources of greenhouse gas emissions



Ecosystem Health

The amount of high-severity wildfire has no historical precedent

WHAT WE STAND TO GAIN:



Public Health

Preventing extreme wildfires will protect Californians' health, especially in low-income and disadvantaged communities



Cost Savings

Investments to reduce wildfire risk are extremely efficient – they save at least \$6 for every \$1 invested



Economic Opportunity

Wildfire resilience investments will create tens of thousands of jobs in communities across the state



Water Security

Reducing extreme wildfire protects our water supply from dangerous contamination and expensive damage



Climate Action

Nature-based solutions are the most cost-effective way to reduce emissions and mitigate climate risks

The Challenge

WE NEED CONSISTENT FUNDING

to address California's wildfire crisis

- Addressing California's wildfire crisis will cost at least \$2.5-\$3 billion a year for 10 years, including local, state, federal, and private funding.
- The State of California currently allocates only \$200M in continuously appropriated annual funding for wildfire resilience projects, which expires in 2029.
- Prop 4 makes \$1.5 billion available to be spent over the next few years.
- The passage of Prop 4 demonstrates that nearly 60% of Californians support increased funding for wildfire resilience.
- Federal funding is declining in the "new" environment.

How We Will Work

- Expand & mobilize a broad-based, statewide coalition for wildfire resilience
- Elevate wildfire resilience as a near-term priority for state and local leaders
- Build strong public support for specific strategies to expand wildfire resilience funding





Our Ask

Join the Coalition to secure sustained funding so California can execute its wildfire strategy and break out of the cycle of crisis.



**THE WILDFIRE
SOLUTIONS
COALITION**

wildfiresolutionsca.org



THE WILDFIRE
SOLUTIONS
COALITION

Thank you



SIERRA
BUSINESS COUNCIL

Northern Sierra Partnership

info@wildfiresolutionsca.org

wildfiresolutionsca.org



The Coalition is 50+ members and growing!



Recap & Next Steps

- **RSVP NOW for RRRISE In-Person Collaborative Meeting:** November 5, Robinson Rancheria, Lake County (***Just a few spots available!***)
- **State Implementation Funds** – Round 2 Launched
- **Continued Project Assistance** by Sector Investment Coordinators and Economic Development Finance (EDF) Working Group

Our Upcoming Meetings (*It's going to be a busy fall!*)

- [Later today at 1pm](#) → **GO-Biz Office Hours for Implementation Rnd 2**
- [Oct 1, 3:30-5pm](#) → **EDF Working Group Expert Session**
- [Oct 3, 10-11:15am](#) → **Tribal Table Meeting**
- [Oct 7-8](#) → **California Jobs First Council Visit (Invite-Only)**
- [Oct 30, 11am-1pm](#) → Tentative: **Leadership Team Meeting**
- [Nov 5](#) → **RRRISE In-Person Convening, Lake County**

Our RRRISE Leadership team continues to meet monthly :)

Do you have events coming up? Drop 'em in the chat!

Contact us with any questions or concerns: ccrp@humboldt.edu

[Check out our Calendar](#)

