

CALIFORNIA JOBS FIRST

Redwood Region RISE

Redwood Region RISE

(Resilient Inclusive Sustainable Economy)

In-Person Convening, August 21st, 2026

Bear River Tish-Non Community Center

Learn More: **bit.ly/Redwood-RISE**

NORTH EDGE Business Financing & Community Development

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What's Next for RRRISE (1)

- **2:40–3:50 PM | Assets, Sustainability & Future Planning**

Regional Collaboration and Resources We Built Together

— Dawn & Leoni, CCRP

Regional Project Finance Council

— Susan Seaman, North Edge

Tribal Table: Path Forward

— RRRISE Tribal Table Members

Workforce Development Data & Resources

— Annie Sterling, Capitol Impact

Live Poll: Regional Dreams & Future Engagement

— Dawn, CCRP



Why Regional Collaboration?

Our economy has moved through major transitions — from **timber and fishing**, through the **rise and contraction of cannabis**, to today's mix of agriculture, tourism, and emerging sectors.

Across those transitions, our regional economic indicators have consistently trailed the state:

- **GDP per capita** → 62% in 2001, **47%** in 2021 of statewide level
- **Median household income** → **33–39% lower** than California overall
- **Poverty** → **14–20%** vs. 12% statewide
- **Labor force participation** → **77%** vs. 82% statewide

A persistent, region-wide challenge calls for a regional response.





3 Years of Regional Collaboration

Since February 2023, Redwood Region RISE has brought together communities, Tribes, organizations, sectors, and governments from across the Redwood Region.

- **175+** Organizations engaged
- **1,200+** Residents engaged
- **~500** Listening sessions, surveys & community meetings
- **Community-endorsed, regional governance body** with Tribal Table, and a Voting Block with its Equity Committee

- **$11.5 million:** California Jobs First + philanthropic funding deployed
  - **19** Community-endorsed projects
  - **26 micro-investments** in new projects, nonprofits, and small businesses

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Understand & Advance Our Regional Strategy

RRRISE Resource Hub: One place to access our plans, tools, data, and resources.

10-Year Regional Roadmap: Our shared framework for long-term economic development across the Redwood Region — and a federally recognized CEDS.

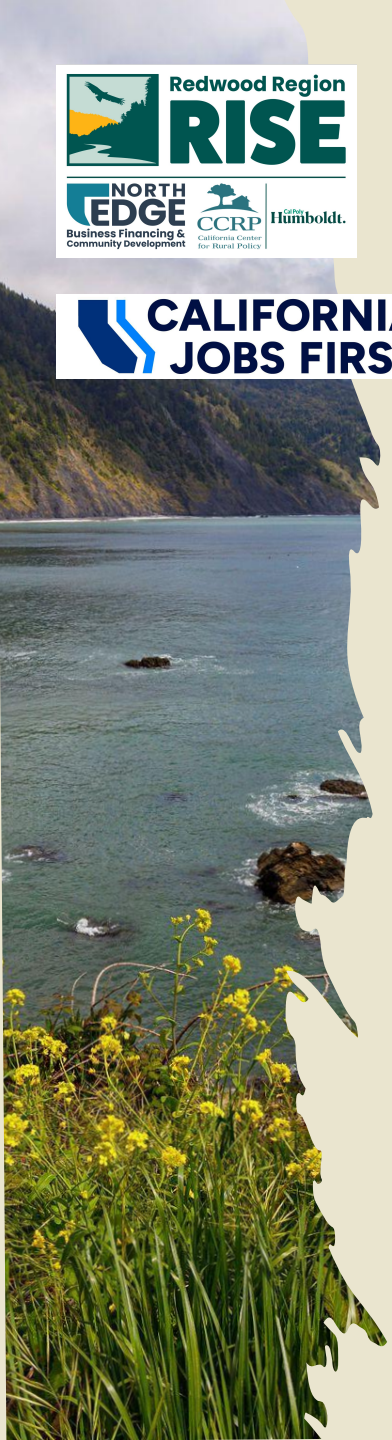
- **Part 1: Regional Snapshot -** Data on our economy, workforce, health, climate, and communities
- **Part 2: Strategies for Action -** Priorities across four key sectors and enabling areas

Four Sector Activation Plans:

- Arts, Culture, and Tourism
- Health and Caregiving
- Renewable and Resilient Energy
- Working Lands and Blue Economy

These resources can continue demonstrating regional alignment, informing projects, and strengthening funding proposals well beyond this convening.





Connect Projects, Partners & Capital

Regional infrastructure for moving ideas forward

- **Partner Directory**
  Find organizations and potential collaborators across the region
- **Regional Projects Map**
  Discover active projects and projects seeking investment
- **Economic Development Finance Resources**
  Build project finance readiness and understand funding mechanisms
- **Regional Project Finance Council**
  Connect project sponsors with finance expertise and capital-readiness guidance

→ **Helping regional projects find the partners, expertise, and capital they need to move forward.**

Build Workforce Capacity & Tell Our Story

- **Career Pathway Maps**
  Connect occupations, credentials, training programs, and employers
- **Sector 1-Pagers**
  Workforce trends and investment opportunities at a glance
- **Impact Stories & Humans of the Redwoods**
  Put people and communities behind the numbers
- **Public Image Gallery**
  Free regional photography for presentations and outreach
- **Strategy & Explainer Videos**
  Accessible ways to introduce regional priorities and sector strategies
- **RRRISE Impact Report**
  Evidence of how investment is translating into regional outcomes



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Some of Our Most Valuable Assets Aren't Documents

The RRRISE Sustainability report highlighted something important:
RRRISE's value is not only in the plans, projects, and resources it produced.

- **RELATIONSHIPS**
  Connections and trust across counties, sectors, and communities
- **CONVENING**
  A regional space to exchange information and build partnerships
- **REGIONAL IDENTITY & VOICE**
  Greater visibility and a stronger collective presence
- **TRIBAL ENGAGEMENT**
  Stronger Tribal participation and leadership in regional economic development

Regional connective tissue that helps people and ideas find one another.

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The Work Is Already Continuing

Regional collaboration is here! Across the Redwood Region, partners are advancing:

- **Southern Humboldt Fire & Rescue** — Created a new permanent Joint Powers Authority with 13 rural fire agencies to collectively respond to local emergencies.
- **Great Redwood Trail Agency** — The Great Redwood Trail is a 307-mile, multi-use rail-to-trail project connecting our region; not RRRISE funded but RRRISE-aligned!
- **Mad River Mass Timber** — Managing previously underutilized small or fire-damaged wood into low carbon building materials to address housing and building needs in the region.
- **Regional Wool Facility** — Exploring how to locally process the 57,000 lbs of regionally produced wool and advance sustainable agriculture practices.
- **Blue Lake Rancheria, Pinoleville Pomo Nation & Middletown Rancheria** —Reducing energy costs through projects that advance Tribal-led energy sovereignty and provide work opportunities for Tribal youth and adults.

The opportunity is to keep connecting the work — so ideas, resources, and learning can travel across the region.



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What Do We Carry Forward Together?

Now, RRRISE will focus on advancing projects and strategies in our Regional Roadmap, showcasing impacts of regional work, and developing the vision & concrete activities needed to carry regional work into the future.

Together we need to decide **what is most valuable to carry forward — and how we work together to achieve it.**

Help Shape What Comes Next

1. How would your organization like to stay engaged?

2. What conditions would make continued engagement worthwhile?

3. What role do you hope your organization will play in the next chapter — and what support would help make that possible?

4. *OPTIONAL*: Your organization's contact information (so we can follow up)

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Scan the QR code below or in your Program & Resource Booklet on page 16.

Please raise your hand if you prefer a paper copy.

www.menti.com

Code: 4241 3411



Closing & Sendoff

- **3:50–4:00 PM | Closing**

Reflections, key takeaways, and closing remarks

Thank you to the Bear River Band of the Rohnerville Rancheria, all attendees, speakers, panelists, project leads, facilitators, and planning team.

Safe travels home everyone!



Thank You For Being With Us!

Ways to Stay in the Loop:

- **Receive our monthly newsletters: bit.ly/RISE_Mailer**
- **Explore our plans - bit.ly/sector-investment**
- **Join our quarterly Collaborative Meetings and other activities: bit.ly/meet-rrrise**
- **Check our Projects Map & add your project bit.ly/rise-projects-map**



Visit our RRRISE website: bit.ly/Redwood-RISE

Get in Touch

Always feel free to reach out to the California Center for Rural Policy (CCRP) at Cal Poly Humboldt

ccrp@humboldt.edu



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