Kern Coalition

Community • Industry • Labor • Workforce Development

A Partnership for a Better Future

Community Economic Resilience Fund Program (CERF) | Phase I: Planning Phase

Regional Summary Part 1 Scope of Work

Purpose. The Kern Coalition solicits proposals from qualified consultants or firms specializing in research to support the development of economic initiatives as part of the Community Economic Resilience Fund (CERF) Planning Phase I through the development of the Regional Summary Plan Part 1. Based on the information gathered as part of Phase I (Planning), the intent of the Regional Plan is to develop 2-5 strategic investments or projects to enact recovery and transition to be funded in Phase II (Implementation). Please refer to the **CERF Planning Phase I RFP pp. 12 and the Strategic Investments pps. 17-19**.

The Regional Summary Plan requires research experience in economic development, knowledge of Kern County, and an understanding of equity in relation to underserved, low-income populations and disinvested communities (SB 535). This proposal intends to use data-informed research from labor market analyses on priority industry sectors to develop an integrated, localized regional and subregional recovery and transitional plan through a collaborative process of critical stakeholders that facilitates economic diversification, sustainability, and equity.

Note: In August 2023, the Kern CERF Coalition developed a Regional Summary Draft, to present a baseline of the region to account for the factors shaping economic development in Kern County before developing strategies for recovery and transition(i.e., Phase II Implementation). The document considered the region's stakeholders, assessed the factors affecting the region's economic, environmental, and health conditions, and included economic and workforce analyses. However, the body of work identified gaps in research (qualitative and quantitative) and lacked an emphasis on equity among the disinvested and under-resourced communities in the County. The document can be used as a tool for the final Regional Summary report.

The CERF Planning Phase I includes Kern County divided into five (5) subregions: East, West, North, South, and Central Kern. Through the sub-regional partners and Kern High Roads Transition Collaborative (KHRTC) Governance Council, projects addressing CERF objectives of equity, sustainability, job quality, economic Regional Plan Part I and Part II (Research) competitiveness, and economic resilience will be developed. These projects will be recommended for implementation as part of CERF Phase II Implementation.

Background. Community Economic Resilience Fund (CERF), authorized in Senate Bill 162, is an equity-centric, nontraditional approach to a post-pandemic economic recovery that leads to quality jobs and family-sustaining careers.

In the Summer of 2022, the Kern Coalition, consisting of five (5) local organizations, joined forces to lead an effort to bring tens of millions of state dollars, and hopefully, even more in private investment into Kern communities to create a diverse economy with high-quality jobs that are accessible to all.

The Kern Coalition consists of Kern Community College District (Kern CCD), Better Bakersfield and Boundless Kern (B3K) Prosperity, Kern Inyo Mono Central Labor Council (KIM CLC), Community Action Partnership of Kern (CAPK), and Building Healthy Communities (BHC) Kern. The Coalition serves as co-conveners of the Kern High Roads Transition Collaborative (KHRTC) through Kern CCD, which serves as the fiscal agent for the Community Economic Resilience Fund (CERF).

> **Mission.** The Kern Coalition's mission is to unify and bolster local efforts that advocate for the equitable attainment of good, quality jobs that promote a resilient economy and positive health, social, and environmental outcomes in disinvested communities through diverse representation and securing direct investments for economic development strategies.

> **Vision.** To eliminate generational poverty and promote equitable economic mobility for all in Kern County by ensuring investments dismantle systemic barriers.

Expected Timeline. The period of engagement begins on September 1, 2023 through January 31, 2024.

Scope of Work. Refer to the **CERF Planning Phase I pps. 15-17** and the **Kern Coalition Proposal** for background information.

As referenced above, a body of work was completed in August 2023 referred to as the Regional Summary Draft, to use as a basis for the final Regional Summary report. The final report will include community-based engagement and feedback, subregional technical assistance workgroups, and project-related grants, such as the Catalyst Predevelopment grants.

The qualified contractor will build on the (i) Baseline research to support the accomplishment of CERF objectives, provide (ii) Technical Assistance and Capacity Building to support strategy and project development; (iii) prepare analyses of the project: (a) community environment and health impacts; (b) Community economic & labor market impacts; (c) policy and permitting impacts; (d) resource development; and (e) other relevant support as authorized and approved by the Kern Coalition.

Collaboratives will develop a **regional economic recovery and transition plan**, referred to as the Regional Plan - Part 1.

Regional Plan (Part 1)[1].

The first part of the regional plan presents a baseline of the region. It considers the region's stakeholders, assesses the factors affecting its economic, environmental, and health conditions, and conducts detailed economic and workforce analyses. The intention is to ensure that the plans take complete account of the factors shaping economic development in the region before developing strategies for recovery and transition.

Area 1: Stakeholder Mapping

A snapshot of the historically active stakeholders that can influence creating a High Road economy in the CERF Region and/or benefit from it.

- Provide the list of organizations and entities and discuss their potential role in developing the plan and engaging in the Implementation Phase. These stakeholders may include but are not limited to employers, businesses, community-based organizations, community members and residents, government and economic development agencies, labor organizations, philanthropic organizations, academic institutions, education and training providers, workforce entities, and industries.
- Overview of the state of disinvested communities in the region. Discuss how and in which areas these communities face economic barriers. Include a snapshot of the plan to outreach to organizations that represent these communities and how the HRTC intends to ensure their active participation.
- Create and show a network of existing partners and their existing regional and subregional plans, strategies, and related reports to demonstrate synergies, potentials, and challenges.
- Clarify opportunities for collaborations and partnerships.

Area 2: Regional Summary

A summary background of the demographic and socio-economic conditions of the region, highlighting areas with low and high economic diversification and resiliency, as well as any industry trends that impact the regional economy. The regional summary must identify regional inequities, such as economic, health, and environmental, currently facing the region's communities.

The regional summary must include the following analysis and discussion:

1. Economy and Economic Development
    a. Identify economic development opportunities and forces in the region.
    b. Review inequities in economic development across the region.
    c. Identify major low- and high-wage industries and occupations in the region.
    d. Explore economic well-being and the cost of living across the region.
    e. Economic Shocks: Discuss the impacts caused by economic shocks (e.g., pandemics, natural disasters) or longer-term economic shifts (e.g., global market

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[1] Phase I planning efforts will inform regional investment opportunities during Phase II of the program.

signals, automation, policy levers) in the region. These include economic harm to communities (i.e., workers, small businesses, impacted industries, the public sector, and selected regions and populations) and the potential for new economic development opportunities.

2. Climate and Environmental Impact: Identify anticipated climate impacts and the factors that increase the region's vulnerability to those impacts.
   a. Identify short-term and long-term impacts of climate change on the people and economy of the region. These include disproportionate impacts on disinvested communities and expected increases in occupational hazards for workers.
   b. Identify significant sources of air pollution, water pollution, toxic and hazardous waste, and their impacts on diverse communities, especially disinvested communities.
   c. Identify significant sources of Greenhouse Gas (GHG) emissions and their impacts on diverse communities, especially disinvested ones.
   d. Assess the impacts of climate change on targeted emerging industries, sectors, or clusters and how these impacts might hinder the success of the proposed plans and transition strategies (e.g., damage to critical infrastructure, loss of productivity, loss of population).
3. Public Health Analysis:
   a. Provide a snapshot of the impacts of the current economic trends and climate change's effects on public health, especially on disinvested communities.
   b. Explore the leading causes of chronic illnesses and diseases in the region and whether and how they are related to economic inequalities, climate impacts, environmental factors, etc.
   c. Analyze health disparities across the region, disaggregated by race, gender, and other demographics.

Area 3: Labor Market Analysis

A snapshot of labor and workforce dynamics in the region, including an overview of significant employers, occupations, and wages, the impacts of the recent trends, changes, and forces on the labor market, and projected labor trends in existing key industries. The analysis must also identify the following:

- Industry-specific labor standards that meet high-road priorities.
- Barriers that limit access to high-quality jobs.
- Relevant training programs, apprenticeships, or high-road training partnerships in the region.

Area 4: Industry Cluster Analysis:

A snapshot of current significant industries as well as industry trends and projections. The analysis must also:

- Include an in-depth analysis of potential growth clusters based on the region's comparative advantages, market trends, workforce, infrastructure assets, policy trends, aligned state/federal investments, supply chain, and innovation ecosystem.
- Identify significant sources of GHG emissions, air and water pollution, and toxic or hazardous waste from existing or proposed clusters.
- Conduct measurements of potential for job growth within industries.
- Identify workers and sectors at risk of displacement due to identified trends and analyses.

Area 5: SWOT Analysis

An in-depth analysis of regional Strengths, Weaknesses, Opportunities, and Threats (i.e., SWOT), especially as it relates to equitable economic resilience and growth of sustainable industry clusters. The SWOT analysis will draw from data and components through the above analyses.

The following are specific services and/or items that the successful consultant will be required to provide if awarded the contract and should be addressed in each proposal.

- Use of recent economic assessments that describe the landscape of the County and identify threats, weaknesses, strengths, and opportunities for economic diversification, expanding renewable energy, utilizing the region's potential for carbon storage, electrification of transportation, and supporting the California decarbonization and climate resiliency goals. [refer to CERF Application, pages 3-5]
- The Research Team *(multiple technical and research consultants)* will compile existing demographic, socioeconomic, industry, and LMI data and prepare baseline data on CERF objectives. These data will be compiled into data decks that identify unique assets, challenges, and equity gaps to support subregional decision-making.
  - o Develop the Kern County Sustainable Communities Dashboard, grounded in social, economic, and environmental indicators. The dashboard will identify leading, leveraging, and linking indicators to gauge progress towards attaining goals outlined in this and other local area plans.
  - o A comprehensive and contextualized Data Deck and/or Asset Map will be developed for each Community Visioning and Planning Meeting (CVPM) containing local, state, and federal statistics reflecting the CVPM topic. The data deck will include subregional baseline data, including contextualized equity gaps and potential for progress toward the CERF objectives. The data deck will support sub-regional Strengths, Weaknesses, Opportunities, and Threats (SWOT) analyses and develop strategies to improve community health, environmental justice, high-quality jobs, economic growth, expansion of sustainable industries, and more resilient economies.

Other considerations.

- Community engagement. A significant portion of the CERF Phase I grant involves a high-level of community engagement and sustained participation from all sub-regions.

The Research component will be a continuation of community engagement with data and information sharing with key stakeholders. To ensure we are responsive to all participants, within reason, the following are areas of emphasis when presenting or developing collateral, documents, and related material.
- ○ Cultural Sensitivity
- ○ Language Barriers
- ○ Closed captioning
- ○ Technical assistance
- Geographic representation of the subregions. It is expected that the research will include sub-regional economies as well as a holistic landscape analysis.
- Geographic representation. Similar to the above, the CERF Coalition uses the hybrid model for meetings, in-person across all five (5) subregions and virtual, during evening or mid-day hours during the work week or weekend. This will also need to be practiced by the Research team.
- CERF Kern Coalition meets weekly. It is expected the selected firm will meet with the Kern Coalition frequently (up to weekly, however, that will be determined at another time) and be prepared to share initial findings and research.