Weekly Webinar #3

An Inclusive Approach to Recovery During COVID-19

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Regions
Rise
Together

A vision for high road economic recovery across all California regions

Egon Terplan, OPR/SGC
May 2020
California is growing towards 50 million people and our regions are increasingly interconnected.

Today’s traditional regional boundaries no longer match the geographies where we live, work and play.

As the 5th largest economy globally, California is also best understood as a state of distinct and diverse regional economies.

And our post COVID economy will leverage these regional economies.
Pre COVID California was a tale of two states: 70% of job growth 2010-2017 went to coastal areas; Inland counties saw income decline relative to state.
Environmental burdens had been heavily concentrated in inland CA.
Yet inland areas – and all regions – have great assets to leverage for future economic recovery.

Expansion of higher education in Merced (UC Merced)

Rail, agricultural land, and renewable energy in Kern County
Each region has a different mix of industry clusters that face different economic impacts today.

Source: State of CA EDD [https://www.labormarketinfo.edd.ca.gov/geography/regional-planning-units.html](https://www.labormarketinfo.edd.ca.gov/geography/regional-planning-units.html)
Economic recovery will require tailoring strategies for the distinctiveness of each regional economy.
Last year we launched **Regions Rise Together** as a framework for **sustainable and inclusive economic development**.

The Governor’s team is also partnering with other organizations.
We held day-long joint strategy sessions in the Inland Empire, Southern San Joaquin Valley, Northern San Joaquin Valley, and North State.

Convened over 1,000 business, civic, and governmental leaders in regions statewide.
We delivered messages of **Regions Rise Together** in regional/statewide newspapers.

**With Gov. Newsom’s new budget, California seeks to help all regions rise**

By Kate Gordon and Lenny Mendonca, Special to CalMatters

**The Fresno Bee**

California Dream must work for everybody, or it works for nobody

**Regions Rise Together: building a plan for inclusive, sustainable growth across California**

By Lenny Mendonca and Kate Gordon | PUBLISHED: May 10, 2019 at 8:46 a.m. | UPDATED: May 10, 2019 at 2:48 p.m.
Regions Rise Together is organized around three pillars of work

1. Changing our **mental map** of the State.

2. Supporting **regions up** planning and policy.

3. Improving the **connective tissue** between regions.
I. Changing the mental map of opportunity in California
II. Supporting Regions Up Economic Development Planning

Engaging partners leading regional economic development strategies statewide.

Image from Ontario, Inland Empire
III. Strengthening connective tissue among regions – e.g. broadband, rail, and water.
Applying the “Regions Rise Together” lens:
Bounce forward to comprehensive high road recovery

• **A just transition:** Focus on diversifying the economy and putting people back to work in quality jobs.

• **An inclusive process:** Build an inclusive regional partnership to guide long-term economic development planning (business, labor, community, and government).

• **An integrated approach:** Design an economic recovery that addresses land use, transportation, climate resilience, and social infrastructure.
  - Leverage other infrastructure and planning processes (e.g. Regional Transportation Plans and Sustainable Communities Strategies)
Regions Rise Together means all regions of the state
Agenda

• CA Governor’s Office of Business and Economic Development (GO-Biz)
• Local Initiative Supports Corporation Los Angeles (LISC LA)
• Sierra Business Council (SBC)
• Strategic Growth Council (SGC)
Questions

- Link provided at bottom for survey and questions
Questions

• Indicate “Webinar or Video” in Subject on ZenDesk
On this GO-Biz COVID-19 update webinar, you will hear updates from our Office of the Small Business Advocate, Business Investment Services, International and Sustainable Freight and Goods Movement teams on resources, guidance and state actions taken to assist businesses impacted by the COVID-19 pandemic.

WEBINAR AGENDA

- Agenda (0:59)
- Office of Small Business Advocate (1:10)
- Small Business COVID-19 Resources (1:28)
- Small Business Center Network (3:28)
- Small Business Covid-19 Resources (4:31)
- Business Investment Services Unit (12:48)
- Essential Infrastructure Workers (13:15)
- Business Contributions (14:23)
- Employee Connections (15:43)
Recording

- Posted on YouTube and on Website
Check Out #1 and #2

- Posted on YouTube and on Website
GO-Biz Program Impact Videos

- Posted on YouTube and on Website
*NEW! Program Impact #2*

- Community Development Block Grant Program (CDBG)
- California Federal Partners (CFP)
- Video made with Office of Field Policy and Management at US Department of Housing and Urban Development
- $1 billion May 11\textsuperscript{th} through formula
- $2 billion additional TBD at discretion of Secretary or a determined formula
The Governor’s Office of Business and Economic Development (GO-Biz) has compiled helpful information for employers, employees, and all Californians as it relates to the Coronavirus (COVID-19) pandemic. For a complete list of resources, please visit the California Coronavirus (COVID-19) Response website.

Subscribe to the GO-Biz newsletter to receive updates and announcements as they happen, including information shared by the California Department of Public Health.

Program Impact Videos

Learn more about specific topics. The below Impact Videos look to provide a deeper dive into federal funding opportunities during the COVID-19 pandemic.

- Paycheck Protection Program at the Small Business Administration, May 1, 2020 | Watch here
- Community Development Block Grant Program (CDBG) at the Dept of Housing & Urban Development (HUD), May 6, 2020 | Watch here

Weekly Webinars

Connect with GO-Biz and other agency leads, every Thursday as we explore resources and opportunities to meet this moment.

- Navigating Federal Funding in a Time of COVID-19, April 23, 2020 | Watch here | Presentation PDF | Transcript
- California Federal Partners for COVID-19, April 30, 2020 | Watch here
Staying Connected & Save the Date

• **Weekly Webinar #4 | 11:00AM – 12:00PM | Thursday, May 14th**

• Program Impact Video to be released on CDBG with California Department of Housing and Community Development (HCD)

• Subscribe to YouTube Channels

• Follow [@CAGOBIZ](https://twitter.com/CAGOBIZ), [@CAL_OPR](https://twitter.com/CAL_OPR), and [@CALSGC](https://twitter.com/CALSGC) on Twitter

• Subscribe to [GO-Biz’s Newsletter](https://gobiz.ca.gov), [OPR’s Federal Grants E-List](https://opr.ca.gov), and the [SGC newsletter](https://www.sgc.ca.gov).
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SUPPORTING SMALL BUSINESSES DURING COVID-19
A TOOLKIT FOR LOCAL GOVERNMENTS
MISSION

WITH RESIDENTS AND PARTNERS, LISC FORGES RESILIENT AND INCLUSIVE COMMUNITIES OF OPPORTUNITY ACROSS AMERICA -- TO CREATE GREAT PLACES TO LIVE, WORK, VISIT, DO BUSINESS AND RAISE A FAMILY.
LISC LA 2019 Impact

$31M Affordable Housing Lending

$1.6M Economic Development and Small Business Lending

$870K Grants Deployed to 19 organizations

412 New Units of Affordable Housing

270 Individuals supported through trainings and capacity building
Defer all payments

If possible, we recommend deferring all payments due from small businesses until 2021 or beyond. This includes utility bills, taxes, fees, and outstanding loan payments. Business loans should be deferred, put into forbearance, or restructured in another way. Utility bills, business licensing fees, and taxes should be deferred.
A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY

2. Provide business assistance

- Connect with technical assistance providers
- Identify firms that can re-position to respond to pandemic supply needs
A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY

Invest low cost capital

During this emergency, businesses need financing that can be deployed quickly and at low or no cost. We recommend that all cities establish an emergency loan fund for small businesses immediately. Capital can be deployed out of general operating funds, CDBG block grants, and/or EDA funds. Loans can be structured as recoverable grants or low-cost/no fee micro-loans with flexible terms.
4. Form public/private partnerships

- **Set up** - Loan pools for private firms to participate
- **Serve** - As the guarantor on government backed loans
- **Raise** - Grant dollars from philanthropy to provide grants
Cities across California have either passed or are planning to pass motions that allow for a temporary moratorium on commercial evictions.

These moratoriums are not deferring rent payments, but rather prohibiting landlords from tenant evictions.

NEW:
- Cities and counties could consider providing property tax relief to owners that forgive a portion of commercial rent.
Launch a "Call for Data" Program

- Create a database of small businesses and to establish a direct line of contact with those that are most impacted by this pandemic.

- The database will arm local governments with a robust source of data-backed information that can be leveraged for external reports, philanthropic requests, and internal planning purposes.
A TOOLKIT TO SUPPORT YOUR SMALL BUSINESS COMMUNITY

7. **Initiate a "Buy Local Campaign"**

- Launch a social media marketing campaign
- Partner with Business Improvement Districts
- Support diverse chambers of commerce "Thai Tuesday"
- Educate the community on health standards

**NEW:**
- Promote policies that ensures that restaurants are using personal protective equipment in food preparation.
KEEPING OUR SHOPS ON THE BLOCK
KEEPING NUESTROS SHOPS ON THE BLOCK
KEEPING ATING SHOPS ON THE BLOCK
KEEPING 우리의 SHOPS ON THE BLOCK
KEEPING 們的 SHOPS ON THE BLOCK
KEEPING 私たちの SHOPS ON THE BLOCK

Keeping Our Shops on the Block During COVID-19: Resources for Small Businesses

We know that COVID-19 has had a devastating impact on many small businesses in our community. In a world where social distancing is the new norm, we encourage you to think outside the box, pivot your businesses plans, and develop new strategies to serve your clients. Most importantly we hope you stay connected to your community your neighbors, customers, and fellow businesses owners- we are all in this together!

KIVA. A crowd funding platform
LISC matches incremental loan amounts 1:1 as they are made to a Kiva borrower (i.e. When an individual Kiva lender contributes $25 towards a Kiva campaign, LISC contributes an additional $25 to the loan)

NOTE: A borrower must reach the campaign loan goal to access the loan funds and must be endorsed by a registered LISC Trustee.
Email: LALISC@lisc.org
Tel: 213-250-9550
Website: www.lisc.org/los-angeles
Twitter: @LISC_LA
2018 ECONOMIC IMPACT
SIERRA SBDC
START. GROW. THRIVE.

MILESTONES ACHIEVED 2019

491  $20.2M  28  1,137

Clients served with 2,297 hours of counseling
Capital infusion to the region
New businesses started
Jobs supported
Catalyze Economic Diversification

- Workforce Development
- Business Startup
- Infrastructure
- Economic Gardening
- Local Investment
- Natural Resources
Resources to Recover, Adapt and Improve

- Scaled Response to Scale of Crises
- 4 Rapid Response Webinars within 5 days of Shelter Order
- Increased Staff Resources by 400%
- Took in 700 New Clients in 30 Days
- Worked with Cities/Counties to Create Response Committees
- Rapid Business Surveys by Sector
- Targeted Outreach to Community Banks (23% hit rate on SBA)
- Staffed 2 Community Response Funds
- Created Resilience Fund
RESILIENCE FUNDS

We Help Keep Businesses Working by Providing:

**Capital**
Providing essential working capital to local business owners at a critical time when operations have been temporarily suspended.

**Coaching**
Delivering consulting services to improve business models and systems, leveraging productivity during suspended operations.

**Community**
Investing local resources into the small businesses that create our communities' unique characters to prevent permanent closures.
Goal is $5 million to Reopen 300 businesses
120 Clients to Date
5 Loans To Date
1 Reopened Business to Date
Public Engagement and Partnership

Kirin Kumar
Community Assistance for Climate Equity Program Manager
Kirin.Kumar@sgc.ca.gov
About the California Strategic Growth Council
Our Vision
Healthy, thriving, and resilient communities for all

Our Mission
The mission of the Council is to coordinate and work collaboratively with public agencies, communities, and stakeholders to achieve sustainability, equity, economic prosperity, and quality of life for all Californians.
SGC’s Programs

Four Grant Programs
• Affordable Housing & Sustainable Communities
• Sustainable Agriculture Land Preservation
• Transformative Climate Communities
• Climate Change Research

Two Capacity-Building Programs
• California Climate Investments Technical Assistance
• Regional Climate Collaboratives

Two Integrated Policy Programs
• Health in All Policies
• High Speed Rail Sustainability
Commitment to Equity

SGC’s Programs Prioritize

• Low-Income Communities
• Disadvantaged Communities

Racial Equity Action Plan (2019)
California Climate Investments Technical Assistance Program
Climate Change Investments Technical Assistance (CCI TA)

Preparing Communities for Success

CCI TA creates a more equitable playing field by helping under-resourced applicants access funds to help them transition to climate-smart communities.
Goals of SGC’s TA Program

- Direct Assistance
- Capacity Building
- Integrating CCI Programs
## Current Technical Assistance

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<tr>
<th>Agency</th>
<th>Program/Programme</th>
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<tbody>
<tr>
<td>SGC</td>
<td>Affordable Housing Sustainable Communities (AHSC)</td>
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<td></td>
<td>Transformative Climate Communities (TCC)</td>
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<td></td>
<td>Sustainable Agricultural Lands Conservation Program (SALC)</td>
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<td>Caltrans</td>
<td>Active Transportation Program (ATP)*</td>
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<td>Low Carbon Transit Operations Program (LCTOP)*</td>
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<td>CalSTA</td>
<td>Transit &amp; Intercity Rail Capital Program (TIRCP)*</td>
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<td>CARB</td>
<td>Low Carbon Transportation Investments (LCTI)*</td>
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<td>CSD</td>
<td>Community Solar*</td>
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<td>CDFA</td>
<td>State Water Efficiency &amp; Enhancement Program (SWEEP)</td>
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<td>Healthy Soils Program (HSP)</td>
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<td>Alternative Manure Management Program (AMMP)</td>
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New Capacity Building Initiatives
Building Long-Term Capacity

Upstream Capacity Building
- Education and awareness raising
- Community visioning
- Skill building
- Partnership development

Project Development Support

Specific Project Assistance
- Program-specific education
- Outreach
- Partner networking sessions
- Project scoping
- Direct application assistance
- Implementation assistance
Institute for Local Government
BOOST Pilot Program

- Supports **capacity building** activities including:
  - One-on-one coaching
  - Staff trainings
  - Stakeholder engagement
  - Climate action planning

- ILG Beacon program partnership with:
  - 10 jurisdictions
  - 2 regions

- **Build** awareness of funding opportunities available to address climate action.
- **Organize** your projects so your city can be best positioned to meet its goals.
- **Optimize** existing resources and build more capacity.
- **Strengthen** relationships with key stakeholders and identify new opportunities for regional engagement and collaboration.
- **Transform** your city’s approach to addressing climate action.
Partners Advancing Climate Equity Pilot

• Two year capacity building and technical assistance pilot
  • Phase 1: Peer-to-peer networking and leadership development cohort
  • Phase 2: Tailored technical assistance
• Inform future State capacity building efforts
SB 1072: Regional Climate Collaboratives Program

• Regional collaboratives of local experts and stakeholders
• Focus on under-resourced communities
• Aims to build the community-driven leadership, knowledge, skills, experience, and resources to transition to a sustainable and resilient future
Potential Collaborative Activities

- **Outreach and build awareness** of competitive grant programs
- **Convene stakeholders** to discuss community needs and potential projects
- **Develop community and project plans** that demonstrate local needs
- **Support the development of partnerships** between stakeholders
- **Advise on the development of multi-benefit projects and align with potential funding sources**
- **Support with assistance and training** for grant application development, project management, implementation and monitoring
For more information:

Kirin Kumar

kirin.kumar@sgc.ca.gov
Closing

• Questions
• Survey
• Share and Stay Connected
Thank you!

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