

UPLIFT CENTRAL COAST COALITION

Community Based Engagement Services Q&A Session



August 24, 2023

Uplift | About The Uplift Coalition

The Uplift Coalition is a six-county partnership working to attract investment and expand opportunity for Central Coast residents. Led by three economic development organizations, Uplift is widening and deepening its collaborative efforts under California's Community Economic Resilience Fund (CERF).



6
Counties

3
Economic Development
Organizations

129

Letters of Support
Provided in 2022*





*Received during 2022 CERF application period; additional letters were submitted in June 2023.

Uplift | CERF & Uplift Objectives

CERF is an unprecedented investment and partnership between the State of California and regions to create new opportunities between regions, communities, and individuals.

A REGION WHERE ALL HAVE THE OPPORTUNITY TO ADVANCE AND THRIVE

Through CERF, Uplift aims to:

-  **uplift our residents** and our regional economy
-  build a regional plan that **invests in strategies and projects**
-  **create opportunities** that **meet communities** where they are
-  grow **sustainable** industries, **diversify regional economies**, and improve **equitable** access to **high quality jobs**

Community Based Contracts | Overview of Scope of Work*

Awardees will support Uplift in reaching out to disinvested communities to gather information about barriers and opportunities for local economic development that will be part of the Strategic Plan.



Conduct General Outreach & Engagement

- Gather demographic information to help describe and represent community members
- Distribute project information
- Conduct other engagement activities (e.g., surveys, canvassing, outreach, etc.)



Host Community Roundtables & Listening Sessions

- Engage community members to participate in in-depth conversations about the local economy and how it affects their lives
- Attend facilitation training hosted by Uplift
- Support eligible participants requesting inclusivity funding



Socialize Findings for Uplift Reports, Meetings & Final Strategic Plan

- Share findings with community members and organizations you collaborate with
- Collect input about the learnings to create shared ownership and honor community time & input
- Share Uplift content and opportunities with the community



Coordinate with the Uplift Project Team

- Propose to Uplift the type and nature of convenings, including number of community members you intend to reach
- Monthly check-in with Uplift Project Team to discuss achievements and potential challenges
- Produce report summarizing findings, methods used, etc.
- Develop presentation about findings

*Please refer to the RFP for additional details.

Community Based Contracts | Structure

Through CERF, Uplift will award a total of 30 contracts of \$15,000 each to selected Community Based Organizations (CBOs) for core general operating support. To ensure regional inclusivity, Uplift will award 15 contracts to each sub-region.

Scope

CBOs can use the funding to cover budgetary items such as:

- A percentage of staff salary
- Venue rentals
- Materials and supplies for listening session and community meeting presentations and facilitation
- Marketing materials
- Interpretation services
- Refreshments when required for listening sessions and community convenings
- Small purchases of technical equipment (laptop, projector, screen, etc.)

Community Based Contracts

Tentative High-Level Timeline

Milestone	Dates
Proposal Due to Uplift	September 11, 2023
Proposal Review, Follow Up Questions	September 11 - 29, 2023
Announcement of Community Benefit Funding	First week of October 2023
Onboarding and Contracting	October - November 2023
Implementation Phase	November 2023 - April 2024
Final Report Due	April 30, 2024

Community Based Contracts | Selection Process

Applications will be reviewed and selected by Uplift's Regional Steering Committee, which is representative of CERF's stakeholder groups and both sub-regions.

Regional Steering Committee

- The Regional Steering Committee is comprised of two Sub-Regional Steering Committees that convene monthly and include representatives across all 12 CERF stakeholder groups*.
- Nominations were solicited from the public and 24 members were selected by the Vision Committee using a process that sought to ensure diverse representation across the region and our communities.

Contract Selection Process**

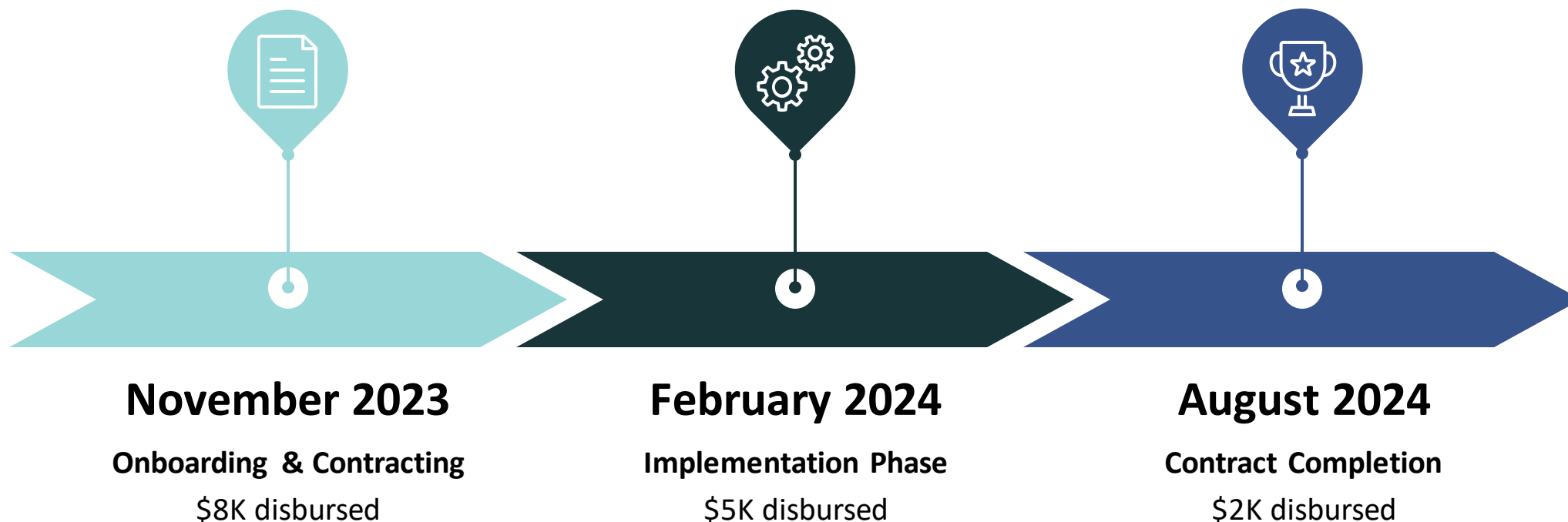
- The Regional Steering Committee will review applications and select the awardees using a fair and equitable voting process.
- Applications will be evaluated on criteria not limited to proven experience, staff capacity to work within the project timeline, geographic scope, bilingual staff or capabilities, and more.

*CERF identifies the following stakeholder groups for inclusive representation: Labor Organizations; Grassroots and Community-Based Organizations; Employers, Businesses, & Business Associations; Government Agencies; Economic Development Agencies; Philanthropic Organizations; Education and Training Providers; Workforce Entities; Environmental Justice Organizations; Worker Centers; Disinvested Communities; California Native American Tribes; Other Regional Stakeholders.

**Please refer to the RFP for additional details on selection criteria, etc.

Community Based Contracts | Funding Disbursement

Contracting and funding will be provided through the Economic Development Collaborative (EDC), which serves as Uplift's fiscal agent to the State of CA. Uplift will provide an invoice template.



Q&A



Thank you!

Quinn Brady | quinn@upliftcentralcoast.org

upliftcentralcoast.org

