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CALIFORNIA JOBS FIRST

Catalyst Phase Webinar

December 19, 2024

Agenda

Introduction	5 mins
California Jobs First Background	10 mins
Catalyst Phase Review	10 mins
Catalyst RFP Overview	10 mins
Next Steps and Questions	25 mins

Introduction

Why we're here

Webinar Objectives

1. Review the California Jobs First initiative
2. Introduce the California Jobs First Catalyst funding
3. Review the main components of the upcoming Catalyst projects RFP
4. Prepare organizations to be ready to apply for funding

Who we are

Stewardship Committee

LAEDC: Regional Convener



Charles Johnson
Project Director,
California Jobs First



Chioma Agbahiwe
Senior Program Manager,
Outreach and Engagement,
California Jobs First

CCF: Fiscal Agent



Nicole Hildreth
Program Associate,
California Jobs First
Fund

HR&A Advisors: Sector Investment Coordinator



Connie Chung
Partner in Charge
Managing Partner

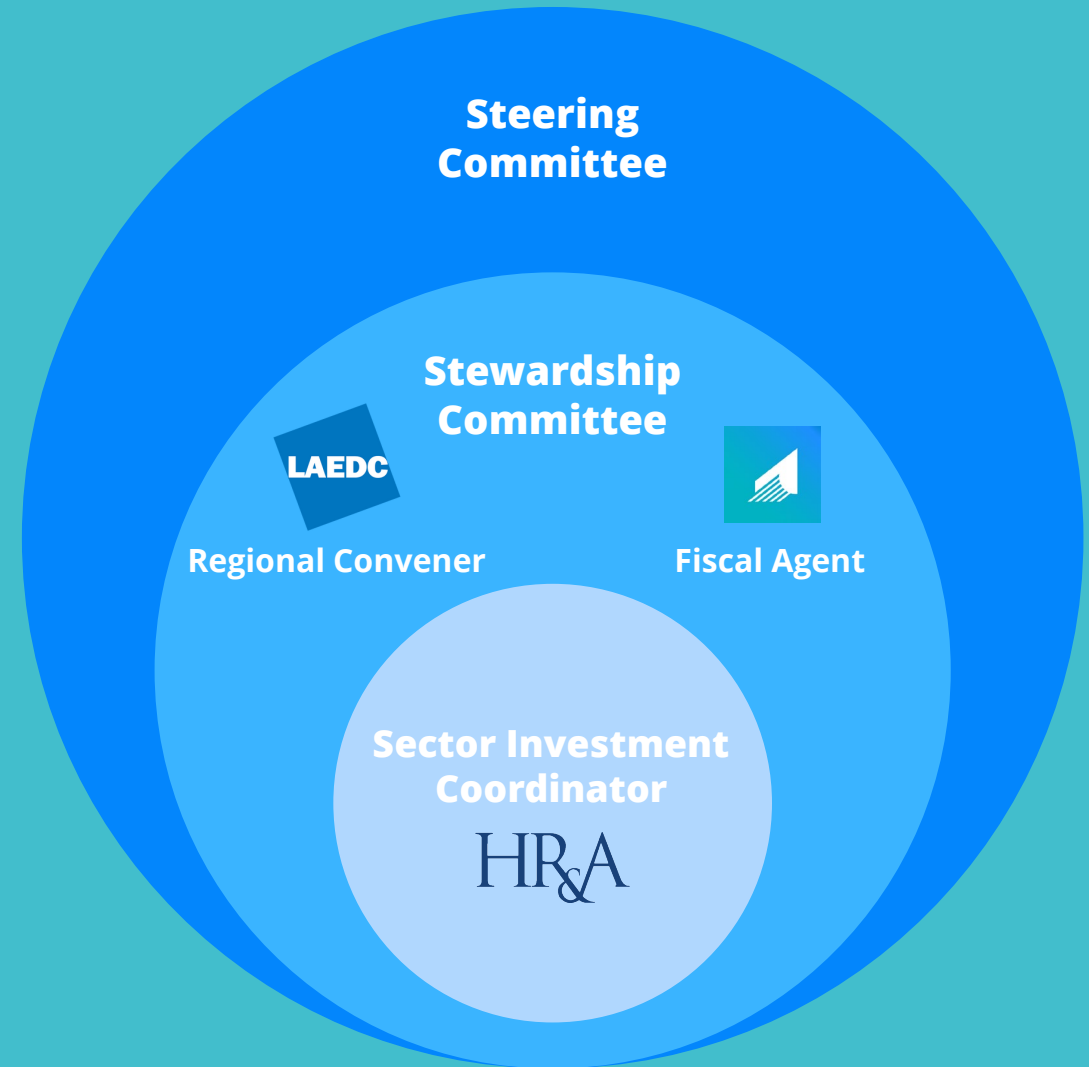


Jane Carlson
Project Manager
Principal



Matt Phillips
Workstream Manager
Director

Los Angeles County Jobs First Collaborative



Sector Investment Coordinator (SIC)

The LA regional SIC work plan will focus on the following areas:

Catalyst Project Solicitation & Evaluation

- Work with Steering Committee RFP Subcommittee on drafting the RFP and Scoring Criteria
- Support outreach efforts aimed at education and information dissemination
- Evaluate project proposals and recommend projects for Steering Committee funding approval
- Provide technical assistance to project applicants

Building Industry Ecosystems

- Prepare Activation Plans for January and June deadlines
- Oversee implementation of Activation Plans throughout contract term
- Leverage industry ecosystems for catalyst project support and implementation funding

Supporting Industry Ecosystems

- Support LAEDC and CCF in ongoing Catalyst Phase efforts
- Liaise with the Steering Committee on Catalyst Phase programmatic efforts
- Provide technical assistance for external funding searches and applications

California Jobs First Background

What is California Jobs First?

The **\$450M Regional Investment Initiative** (formerly known as CERF) is a signature program within the **California Jobs First (CJF)** portfolio. This new approach to economic development seeks to:

- **center disinvested communities** in economic development planning
- **build a resilient, climate-friendly economy** across the state
- **create accessible, high-quality jobs** and prosperous communities for all

REGIONAL INVESTMENT INITIATIVE PROGRAM GOAL

To build an equitable and sustainable economy that prioritizes job quality and access and fosters long-term economic competitiveness and resilience in the overall transition to a carbon-neutral economy across California's 13 diverse regions.

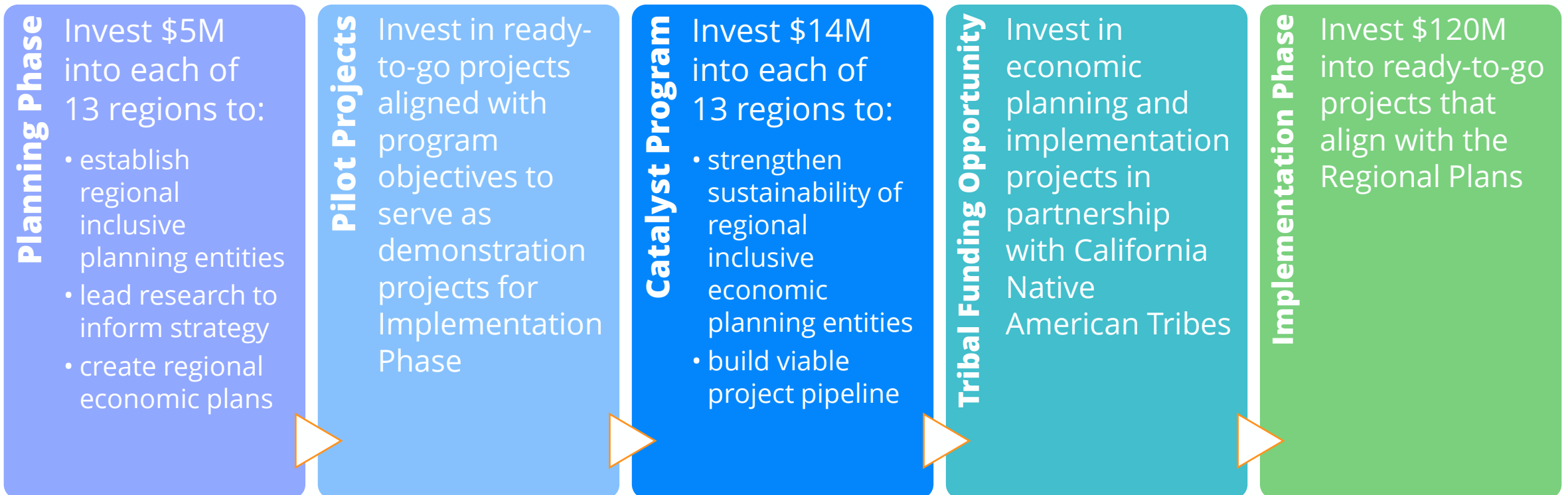


CJF Regional Investment Initiative

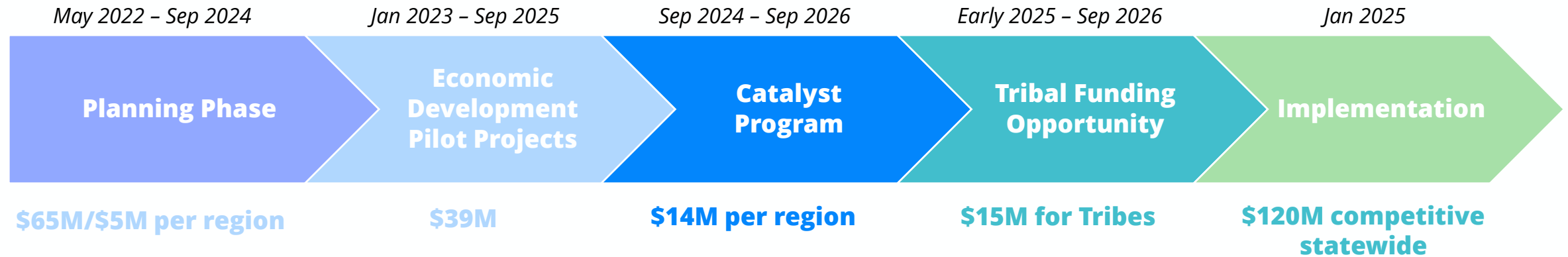
Program Outcomes

- **Establish** regional 'Jobs First Collaboratives'
- **Develop** regional economic plans
- **Create** a portfolio of ready-to-go projects
- **Bring to life** projects and programs

Phases & Objectives



Regional Investment Initiative Timeline



Catalyst Program



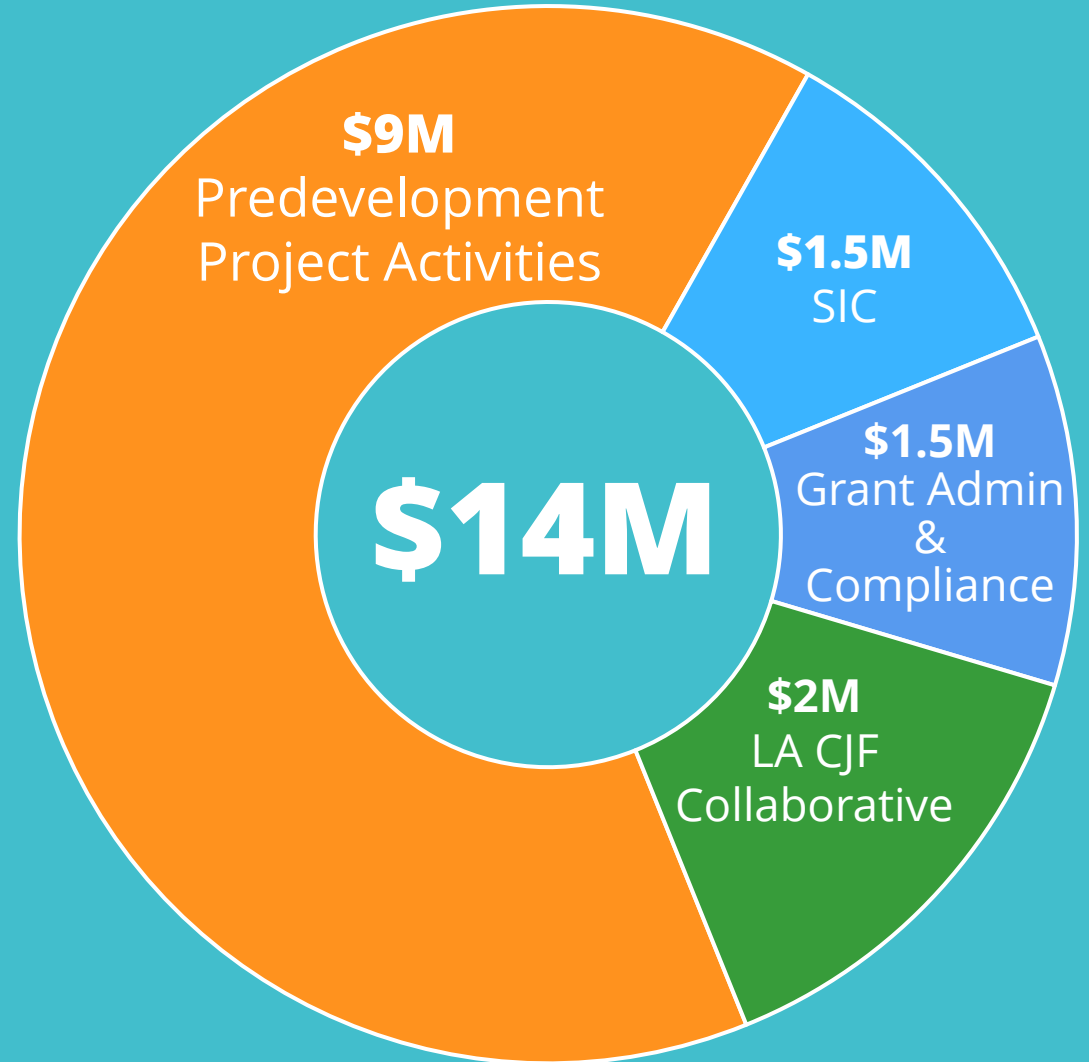
Catalyst Phase Review

CJF Catalyst Phase

The LA Collaborative was awarded **\$14M** for the Catalyst Phase to **create a portfolio of projects and programs** for the Los Angeles region.

This phase bridges the gap between the Planning and Implementation phases by **investing in project predevelopment activities.**

Catalyst Program Funding Components
Catalyst Phase funds are allocated towards the following activities to support project pre-development:



What Is Project Predevelopment?

CJF Catalyst funds aim to create a portfolio of **projects and programs that will be 'ready-to-go'** after completing Catalyst activities

These are projects that can be implemented upon receipt of additional state, federal, or private investments.

Predevelopment Activities

Catalyst Phase funds can support project activities such as:

Project Scoping

Studies, assessments, and partnership creation for long-term project development

Financial Planning

Design and development of long-term funding strategies

Construction

Basic environmental infrastructure pre-development and development of long-term operations and maintenance plans

Capacity-Building

Support costs for building and sustaining the capacity of project leads and partners

Project Readiness

Predevelopment

- **Exploratory**
 - Early stages of development
 - Idea or 'back-of-the-envelope' plan needing funding for feasibility assessment
- **Last-Mile**
 - Completed feasibility work (or pilot)
 - Some necessary plans/studies completed
 - Potential funding sources identified

*Eligible for Catalyst Phase Predevelopment Funding via **the January 27th RFP***

Ready-to-Go

- **Completed necessary plans/studies**
- **Additional funding sources secured or imminent**
- **For construction projects:**
 1. Proof of site control
 2. Preliminary permitting/approvals
 3. Additional criteria defined by Interagency Team

*Eligible for Implementation Phase Funding via **future state-issued RFP***

Project development towards readiness

CJF Catalyst Phase

The LA Collaborative will direct **\$9 million** for **predevelopment activities** that support strategic community projects and initiatives in the LA County region that:

- Are aligned with strategies set forth in the **LA County Regional Report Part 2** (LA Regional Plan)
- Advance the CJF goals of equity, climate, and high-quality jobs

Catalyst Program Project Goals

Through Catalyst Phase funds, the LA Collaborative hopes to create projects that advance the following:



Centering Disinvested Communities

In line with the CJF program's focus on investing in communities historically excluded from or ineligible for funding, Catalyst Phase funds will prioritize projects that **benefit *disinvested communities* (as identified in the state's definition).**

Disinvested Communities

The California Jobs First program defines 'disinvested communities' as any of the following:

Cal EPA 'Disadvantaged' Census Tracts

Census tracts identified as 'disadvantaged' by the California Environmental Protection Agency

Low Income Census Tracts

Census tracts with median household incomes at or below 80 percent of the statewide median income or with the median household incomes at or below the threshold designated as low income by the Department of Housing and Community Development's list of state income limits adopted pursuant to Section 50093 of the California Health and Safety Code

GO-Biz California Competes Tax Credit- Eligible Areas

'High poverty area' and 'High unemployment area' as designated by the California Governor's Office of Business and Economic Development California Competes Tax Credit Program

California Native American Tribes

Communities as defined by the list maintained by the California Native American Heritage Commission (NAHC)

Target Investments

Catalyst Phase investments should align with the **7 target industries and 3 sector-neutral and economic mobility strategies** identified in the **Regional Plan**.

Project application reviews will consider the project's **alignment with target sectors** and whether it implements one or more **strategies in the Regional Plan**.

Target Industries

Aerospace Manufacturing

Clean/Renewable Energy

Transportation & Logistics

Construction

Bioscience

Healthcare

Video Production & Distribution

Sector-Neutral & Economic Mobility Strategies

Enhance the Small Business & Entrepreneurship Ecosystem

Build & Align Career Pathways

Transition Industries into the Carbon-Neutral Economy

Catalyst Funding RFP

Request for Proposals

- \$9M in available Catalyst Phase **funds to be distributed across 22 or more projects**, depending on response rate, strength of proposals, and project size.
- Up to **\$400,000 eligible per project**
- Formal Request for Proposals (**RFP**) for project applications will be **available January 27, 2025**.
- **Technical assistance**, provided by the Sector Investment Coordinator (SIC), will be available at various points **throughout the RFP process**.

RFP Milestones

Jan 27, 2025 – RFP Released

Jan & Feb 2025 – Proposal Conferences

Feb 2025 – Formal Q&A process

Mar 10, 2025 – Submission Deadline

Early June 2025 – Award Notification

Aug 1, 2025 – Contract Start

Draft RFP Eligibility Requirements: Lead Applicant

- ❑ Must be a community-based organization (CBO), nonprofit, nongovernmental organization (NGO), labor organization, academic institution, or local government.
- ❑ Must be **based in LA County**.
- ❑ Must be **onboarded to the LA Jobs First Collaborative prior to the release of the RFP**.
- ❑ **For-profit entities may not be the lead applicant** but are eligible to be a part of a partnership or consortium, so long as the lead entity is eligible to apply.

*Final eligibility criteria will be available when RFP is released

Draft RFP Eligibility Requirements: Projects

- ❑ Advance **equity, climate, job quality and access, economic competitiveness, and economic resilience** goals through activities that **support members of disinvested communities**.
- ❑ Align with the **Sector-Specific** and/or **Sectoral Neutral strategies** described in the Regional Plan
- ❑ **Be a predevelopment project**
- ❑ **Include at least one CBO or worker-based organization as a project partner**, with a Letter of Intent establishing planned collaboration signed by all project partners
- ❑ Be able to **start by no later than August 1, 2025**, and be **completed by July 31, 2026**.

*Final eligibility criteria will be available when RFP is released

Next Steps

- ❑ **Get onboarded** with the LA Regional Collaborative
- ❑ **Develop agreements** with project partners
- ❑ **Look for the RFP release** on January 27, 2025
- ❑ **Join us for a proposal conference** in Jan or Feb
- ❑ **Reach out if you need technical assistance** prior to submission



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The logo for California Jobs First features a stylized outline of the state of California in dark blue. A bright blue line starts at the top left of the state and extends downwards and to the right, ending near the bottom right corner.

We'd love to hear from you!

**For questions regarding this RFP, email CCF-CERF@calfund.org
with the subject line "CJF-Catalyst-01 - Questions"**