



Uplift

Central Coast

Catalyst Predevelopment Grant
Bidder's Forum

Friday, October 11, 2024



WELCOME

Catalyst Predevelopment Grant Bidder's Forum Agenda

- » Welcome
- » Uplift and California Jobs First Overview
- » Catalyst Predevelopment Phase Overview
- » Catalyst Predevelopment Grant Q&A
- » Wrap Up

Uplift Overview and California Jobs First Overview

What is California Jobs First?

California Jobs First (formerly known as the Community Economic Resilience Fund or CERF) is a state level program designed to bring funding to each region of the state for **sustainable, equitable economic growth**



California Jobs First funded the development of regional **industrial strategies** that include **identification of priority sectors**, and a **workforce development** strategy focused on **equity and sustainability**.

Uplift Central Coast

Who We Are

EDC, MBEP, and REACH are the three economic development organizations that formed the Uplift Central Coast Coalition (Uplift) to deliver the planning component of **California Jobs First** for the six-county region. **Uplift, in partnership with community, created a forward-thinking economic development plan to help the region thrive.**



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Santa Cruz | San Benito | Monterey | San Luis Obispo | Santa Barbara | Ventura

What We Do

- 1** Develop a **broad coalition** that reflects the diversity of the Central Coast. Facilitate deliberately **inclusive process centering lived experiences** of disinvested communities.
- 2** Conduct comprehensive **industry and workforce** analysis. Analyze **demographic and socio-economic conditions** of the region.
- 3** Develop plan prioritizing **access to high quality jobs, especially for disinvested communities.**
- 4** Recommend **series of investments to grow sustainable industries and diversify regional economies.** Apply for implementation funding.

Uplift's Approach to California Jobs First



The intersection of Economic Opportunity, Equity, and Sustainability is the North Star that guides governance, stakeholder engagement, project criteria, and program metrics.

Strategy Topics

Based on insights from the data and input from the community, Regional Plan Part II concentrates on strategies at varying priority levels pertaining to the below topics:



Catalyst Predevelopment Phase Overview

The State Awarded Uplift \$9M for Catalyst Funding

Catalyst funding is for sector-specific pre-development activities. This will enable the Central Coast to take projects from exploratory and last-mile to ready-to-go projects that can access local, state, and federal funds, as well as private and philanthropic investments. As stated by the State of California, the goal of funding Catalyst projects is to:



Invest in **industries that will advance priorities** identified during each region's Planning Phase



Fund projects that ensure **workers and disinvested communities** are the primary beneficiaries



Leverage federal, state, and private **dollars**

High-Level Catalyst Predevelopment Requirements

As shared by the State of California, the following are baseline requirements that all Catalyst and Implementation projects must meet to be eligible for funding. Projects will also need to align with regional criteria, Regional Plan Part II strategies, and meet criteria for the identified stage of readiness.

Equity

- At least 40% of funds provide direct, meaningful, and **assured benefits to disinvested communities**
- Include an applicant or co-applicant located in or **servicing a disinvested community**
- Align with Executive Order N-16-22 (Embedding **Racial Equity**)
- Include **equity impact** assessment
- Include **displacement analysis** (and avoidance strategy if necessary)
- **Community engagement** strategy with feedback mechanisms

Climate

- **Align with major state climate goals** and policies, such as:
 - CARB Scoping Plan
 - EO N-82-20 (Land and Water Protection)
 - EO N-19-19 (Climate Agenda)
 - Sustainable Groundwater Management Act (SGMA)
- Projects may **not fund new fossil fuel** extraction or activities, or expand fossil fuel production

Job Quality and Access

- Promote the **creation of quality jobs** with healthcare and retirement benefits, upward mobility, access to training, consistent scheduling, safe working conditions, and opportunities for collective worker input
- Ensure **equitable access to quality jobs** for communities throughout the region

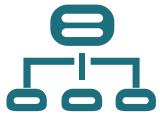
Catalyst Predevelopment Grant Application Expectations

The following information and additional details are covered in depth in Notice of Funding Opportunity (NOFO).



Basic Requirements

- Applicants can be nonprofits, nongovernmental organizations (NGOs), academic institutions, local governments, community foundations, or labor organizations.
- Applicants must **submit a Letter of Intent (LOI) by Friday, October 18.**
- Based on Uplift’s review of the Letters of Intent, **Uplift will invite applicable organizations to apply** for funding.



Preliminary Stages

- Uplift will provide a range of funding allocation awards to successful applicants.
- **Concept projects** (*up to \$50,000*) are in the early stages of development.
- **Accelerator projects** (*up to \$250,000*) have moved beyond the initial idea phase and are beginning to take shape.
- **Launchpad projects** (*up to \$1,000,000*) are considered feasible and viable, having undergone initial development steps.



Bidders Support

- Uplift **released the NOFO** on October 1.
- Uplift will support community applicants by **hosting this Bidders Forum and answering questions** throughout the application process.
- Uplift will share applicant name, project title, and contact information **publicly to promote future collaboration.**

Concept Projects

Concept projects, eligible for up to \$50,000 of funding, are in the early stages of development. They may be an idea that needs dedicated funding to explore further to refine potential projects.

Key Considerations for Concept Projects

- + Concept Projects should demonstrate a **clear understanding of the problem** or opportunity they aim to address.
 - + Concept Project Applicants should **explain how the grant will be used to gather data**, conduct initial research, or test the feasibility of their concept.
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Think of this as a project that is **just getting started**.

Accelerator Projects

Accelerator projects, eligible for up to \$250,000 of funding, have moved beyond the initial idea phase and are beginning to take shape through early planning and analysis.

Key Considerations for Accelerator Projects

- + Accelerator projects should **show a clear trajectory from planning to full implementation**, identifying any risks and potential solutions.
 - + Accelerator projects **require more detailed planning and preparatory work** to advance toward implementation.
 - + Accelerator projects should **have a clear outline of the next steps** required to move to the implementation stage, including studies, detailed planning, and solutions to potential challenges.
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Think of this as a project that is **further along in the planning process.**

Launchpad Projects

Launchpad projects, eligible for up to \$1,000,000 of funding, are considered feasible and viable, having undergone initial development steps.

Key Considerations for Launchpad Projects

- + Launchpad Projects **require funding to clear final hurdles** such as, but not limited to, research and development, site selection, permitting, or additional studies, before moving to full-scale execution.
 - + Projects should demonstrate that they are **ready for execution** and have completed or cleared most of the predevelopment hurdles.
 - + Each **project should stand on its own**. If there are multiple projects that can be feasibly separated and implemented on their own, these should be submitted as separate applications.
 - + Applicants should show that they have **already identified or secured additional funding sources**, such as matching funds, to ensure long-term sustainability.
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Think of this as a project that is **nearly ready to activate**.

CATALYST PREDEVELOPMENT PHASE OVERVIEW

Application Components

Invited applicants will be required to provide the following information using the specified application platform by Friday, December 13.



Cover Letter: Note to Uplift and Executive Summary of the application



Past Performances: Examples of similar work that demonstrates the applicant's readiness to complete the proposed project



Detailed Project Description: Objectives, methods, expected outcomes, and timeline of the proposed project



Letters of Support: Endorsements from organizations that have worked with, or are currently working with, your organization



Financial Statement or Audit: Examination of applicant's financial health (e.g., balance sheet, income statement)



Predevelopment Activities: Description of the predevelopment activities for the proposed project such as feasibility studies and market analysis



Budget and Financial Projections: Budget Summary and Narrative including direct and indirect expenses



Community Engagement: Demonstration of how the lead organization has engaged the community in the development of the proposed project



Team Qualifications: Names and descriptions of the experience of project sponsors and leaders



North Star: Description of how the proposed project advances economic opportunity, equity, and sustainability



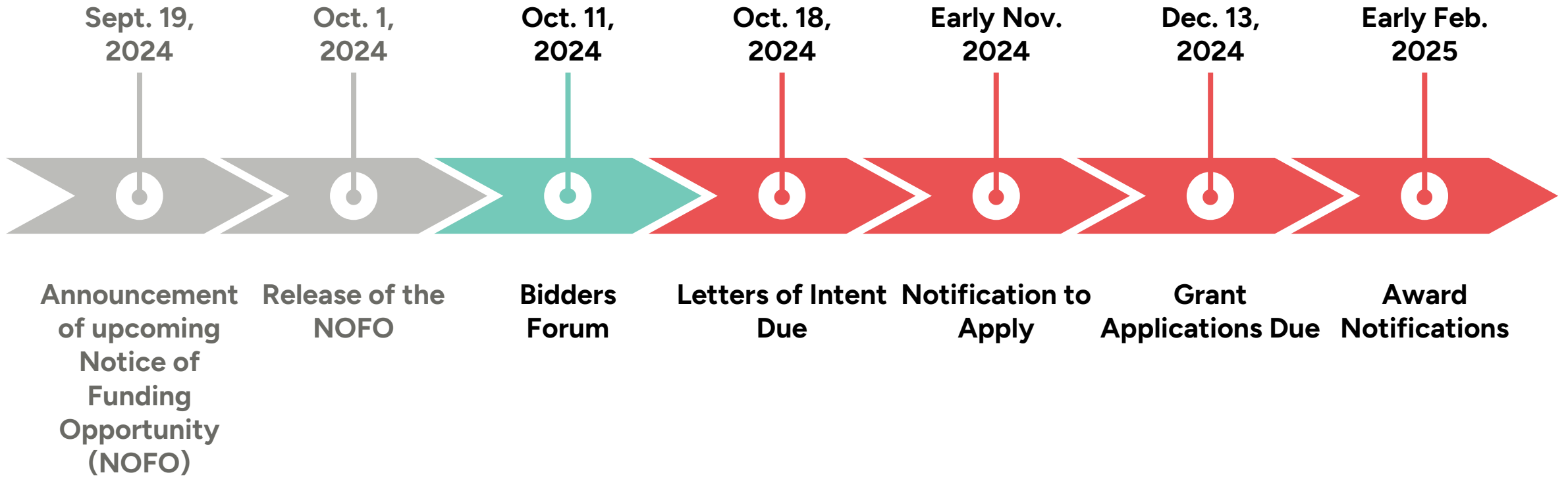
Partnerships: Memorandum of Understanding (MOU) detailing roles of each party, and key team members



Regional Plan Strategies: Description of how the proposed project aligns to strategies in the Regional Plan

CATALYST PREDEVELOPMENT PHASE OVERVIEW

High-Level Catalyst Predevelopment Grant Timeline*



Projected contract dates will be **February 1, 2025, through August 31, 2026.**

Catalyst Predevelopment Phase Grant Q&A

Are entities allowed to be included in more than one proposal? Can organizations submit two letters of intent for two different stages?

- **Yes, entities can submit LOIs for more than one project (which may or may not be at different stages of readiness). Entities can be included in more than one LOI or act as the fiscal agent to more than one entity that is applying. Please see page 6 in the NOFO for more details.**

Can one LOI cover more than one project?

- **An LOI is intended for one project. If you have multiple projects, please submit an individual LOI for each project.**

Is a Memorandum of Understanding (MOU) with partners required or will letters of commitment from partners suffice?

- **Yes, an MOU will be required during the application phase. Please see page 9 in the NOFO for more details.**

Will the Application Submission be a similar format as the LOI (online form), or will we be able to put together our own packet to submit?

- **Yes, the application submission will utilize a similar online platform as the LOI. All applications will follow a specified template and will be submitted online. Uplift will provide detailed instructions to entities who are invited to apply.**

While an "Objective" on page 6 states leveraging other funding sources to maximize impact, this does not seem to be included in the "Evaluation Criteria", why was this omitted?

- **The objective of providing Catalyst Grants is to enable projects to reach a stage where they can secure additional funding from State, Federal, and/or philanthropic sources in the future. This is not included as part of the evaluation criteria because it is not a requirement. Rather, it is one of the goals of the Catalyst Grant.**

On page 6 what does "within the same funding lane or across different lanes" mean? (The three different Project Stages? Other non-CA Jobs First financing?)

- **This statement means that if an entity is submitting applications for multiple projects, each application/project can be at the same project readiness stage (i.e., Concept, Accelerator, or Launchpad) or at different project readiness stages.**

For "Additional Considerations" on page 14, would additional points be awarded for projects that work regionally across jurisdictions and county lines? These will be more likely to secure future state and federal funding intended for regional solutions.

- **Yes, Uplift encourages regional collaboration. Projects that work across jurisdictions and county lines may receive higher consideration.**

Will there be additional funding stages available for implementation after the Catalyst Predevelopment Phase? If so, when are these expected to occur, and will recipients of the first phase be eligible or expected to receive funding in future phases?

- **Implementation funding from the state will open early 2025. Receiving Catalyst funding does not guarantee funding for implementation. Once Uplift receives more information on these funds, next steps will be publicly released.**

Are we understanding correctly that it is not expected that a grantee will produce an outcome of 40% of disinvested communities are impacted within the concept and accelerator tiers as it is predevelopment work?

- **Predevelopment activities across all development stages are intended to support projects in which at least 40% of its intended benefits are for disinvested communities.**

Is sustainability beyond FY25-26 of interest to Uplift? (If so, what might be expected?)

- **Yes, Uplift expects Catalyst funding awardees to be committed to partnering and seeking additional funding to eventually bring successful projects to completion. Uplift also encourages successful projects to share their knowledge to empower duplication elsewhere throughout the region. For projects that end up not being viable, Uplift expects learnings to be shared to support work with similar goals.**

Does this “Predevelopment”- focused NOFO include scaling successful practices to other counties? (i.e., would regional expansion/enhancement of current or pilot or demonstration infrastructure efforts be eligible?)

- **Yes, Uplift welcomes projects that involve scaling successful practices related to the Regional Plan strategies throughout the Central Coast to submit a Letter of Intent.**

Is a project to organize and convene a regional industry sector cluster to coordinate technical assistance across Central Coast counties eligible for funding?

- **Yes, Uplift welcomes projects that intend to convene industries related to strategies in the Regional Plan to submit a Letter of Intent.**

Any restrictions on subcontracting? Lead/subcontractors/partners?

- **Uplift will specify the partner and subcontract restrictions in the application to apply for funds.**

Please clarify the period of execution for the Catalyst Predevelopment Grant.

- **Projected contract dates will be February 1, 2025* through August 31, 2026.**

*Starting contracts on February 1, 2025, will require awardees partnering with Uplift to meet all due dates for requested documents in the contract period.

Can you also provide a way of addressing lack of NICRA? If NICRA is a requirement, some entities may be forced to change fiscal sponsors. Can an entity submit an LOI with its current fiscal sponsor, and later if accepted, submit the grant proposal with a new fiscal sponsor that can meet this requirement?

- **Requesting an indirect cost rate is optional; not a requirement.**
- **For entities requesting a negotiated rate, there is a 10% cap.**

Breakout Rooms

To informally discuss your project ideas with other bidders and identify potential opportunities for collaboration, you may join one of the following four breakout rooms.



WRAP UP

Reminders and Important Dates

- » Letters of Intent to apply for Catalyst Predevelopment Grant funding are **due next Friday, October 18, 2024**. LOIs must be submitted using the Google Form linked in the NOFO.
- » Please review Uplift's Regional Plan Part II which can be accessed on [Uplift's website](#).

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