Socioeconomic Subcommittee
Meeting #3
1:00 pm-3:00 pm
April 20, 2021

DRAFT Meeting Summary #3

Attendees:
See Attachment A

Action Items

1. Socioeconomic Subcommittee (Subcommittee) members will submit comments to CRC regarding the circulated reports by May 4th.

Welcome and Introductions
Sam Magill (Facilitator), Sacramento State Consensus and Collaboration Program (CCP), welcomed members of the Socioeconomic Subcommittee (Subcommittee) of the Blue Ribbon Committee for the Rehabilitation of Clear Lake (Committee) to their third meeting. He provided an overview of virtual meeting protocols for attendees and then introduced the Committee Chair, Eric Sklar, for opening remarks. Mr. Sklar highlighted the importance of socioeconomic issues in the region and thanked members for their participation and contribution to the progress the Committee has made over the last year.

Subcommittee co-chairs Terre Logsdon, Scotts Valley Band of Pomo Indians, and Wilda Shock, Lake County Economic Development Corporation (EDC), thanked everyone in attendance for their time and engagement in supporting the work of the Committee.

The Facilitator commenced a round of introductions for all attendees and then proceeded to review the agenda for the current meeting, highlighting the focus on the UC Davis Center for Regional Change’s (CRC) presentation on their research and workgroup outcomes.

Housekeeping Items and Local Updates
Ms. Logsdon announced that Scotts Valley Tribe of Pomo Indians has a tribal enterprise called Clean Carbon Company that has recently signed a lease at 2150 South Main Street. The environmental department of the tribe will be moved to that location, and the Clean Carbon Company will operate from the back of that building, while the front will include cultural displays for visitors. The moving process to this location has begun and operations should commence there later this year.

Reviewing the Charge of the Blue Ribbon Committee for the Rehabilitation of Clear Lake
Socioeconomic Subcommittee
The Facilitator provided a brief review of the establishment of the Committee under the California Natural Resources Agency (Resources) including the support of the effort on the part of Councilmember Aguiar-Curry. He pointed out that while the legislation is focused on lake health, it also highlights the intention to create jobs and incite economic development. Further, the Committee itself has expressed interest in other socioeconomic recommendations. Subcommittees are charged with creating actionable recommendations for consideration and refinement by the Committee, thus the intention of this Subcommittee is to provide recommendations associated with socioeconomic issues to the Committee.

Funding Update
The Facilitator also provided a brief update regarding the Committee’s funding. The Committee’s 2020 recommendations consist of $5.7M for specific actions related to lake health research and projects. In 2021, $3.55M was awarded to implement select recommendations. Assemblywoman Aguiar-Curry, Resources, and the Committee continue to seek general fund appropriation for the remaining funds in the 2021 budget. He noted that many of the funds came from Prop 68, which is allotted to environmental projects.

UC Davis Center for Regional Change (CRC) Research and Work Group Outcomes
Jonathan London, UC Davis CRC, provided an introduction to the research CRC has been conducting in relation to socioeconomic analysis, tribal engagement, and community economic development in order to understand the ways in which the Committee can promote well-being in the area. The goals of this research were to develop holistic analysis to support the Subcommittee’s and Committee’s recommendations around socioeconomic issues, provide a baseline of analysis to measure success over time, and to initiate collaborations between local stakeholders. He provided an overview of the CRC deliverables, which will be submitted by the end of June 2021, including the following:

- Lake County regional socio-demographic report (drafts of which were presented in 2020)
- Tribal communities and natural disaster planning and recovery (a summary of which was presented at the April Committee meeting, while the full report draft will be presented at this meeting)
- Regional disaster planning and recovery issue brief and white paper (a draft of which will be presented at this meeting)
- Economic development issue briefs (to be presented at this meeting) on the following topics:
  - Environmental education
  - Youth and workforce development
  - Broadband development
  - Agriculture and natural resource tourism

He explained that CRC is expecting feedback from the Subcommittee on the items presented in this meeting including clarifying questions, correction and insights, and discussion around how CRC’s work can support the Committee’s decision-making.

Dr. Clare Cannon, CRC, presented the first topic, a report prepared by PhD student, R.V. Alexander Volzer entitled “Promising Practices for Rural Economic Development After Disasters for Lake County,
CA.” The report was summarized and included sections on: Recovery Phases, Economic Data and Modeling, Business Recovery, Household Recovery, and Public Sphere and Political Economy. Per the research in these areas, CRC recommends an enhanced disaster planning process that integrates multiple jurisdictions and works with local community leaders, business groups, and non-profit organizations, to apply promising practices to the place-specific challenges and assets of Lake County. At this point, Dr. Cannon paused for questions and comments from Subcommittee members. The following comment was received at that time.

- Eliot Hurwitz commented that his organization has been working on an economic development recovery strategy and he would like to emphasize that while the report touches on jurisdictions at the local, state, and federal levels, the focus should be on local capacity. He commented that Lake County has ten subregion area plans and there are several municipal advisory councils. Educating and empowering local citizens makes use of local concern in a resource-challenged area. He also recommended a more detailed approach to data gathering in order to capture the diversity of the local economy.

Dr. Cannon then presented the next topic, a report prepared by Anne Visser, PhD entitled “Five Core Areas to Support and Promote Recovery to Natural Disasters: Insights from the Tribal Communities in the Clear Lake Region”. The overarching goals of this report included offering an understanding of challenges to disaster recovery identified in the Clear Lake Region, highlighting five recovery core areas for Tribal nations and communities as well as other stakeholders in the region, and providing a list of resources available from UC to address disasters and support community resilience. Ms. Cannon reviewed methodology and identified the five recovery core areas for Tribal nations and other stakeholders in the region. They include:

1. Economic Recovery
2. Health Care and Social Services
3. Housing
4. Infrastructure Systems
5. Environmental Stewardship

At this point, Dr. Cannon paused for questions and comments from Subcommittee members. The Facilitator pointed out that some Subcommittee members wondered how these reports would be used and that per Mr. London’s previous statement, the reports may support recommendations that the Subcommittee makes to the Committee. There were no additional questions at that point.

Dr. Asiya Natekal, UC Davis Assistant Professor presented on the next topic, Clear Lake: Wildfire Analysis. Her presentation reviewed the fire hazard severity zones in the County compared with the parcel level zoning data for the County. CRC’s recommendations based on this wildfire analysis are:

- Address wildfire risks in developments in the wildland-urban interface through plans, land use, and development regulations.
- Encourage coordination across cities, county, and tribal communities hazard mitigation plans.
- Consistency among plans to strengthen the goals and policy recommendations.
- Consistency across plans, land use, and development regulations for effective implementation.
At this point, Dr. Natekal paused for questions and comments from Subcommittee members.

- Ms. Logsdon pointed out that the County recently updated its Hazard Mitigation Plan and five tribes in the County created a multi-jurisdictional plan together which has been approved by FEMA and there is an update of the CWP that focuses on implementation. She asked what CRC’s recommendations are around maintaining consistency with these ongoing efforts.
  - Dr. Natekal recommended that the plans try to coordinate with one another on the timing of their planning and implementation processes. For example, FEMA updates their plans every 5 years and other jurisdictions could coordinate around that.

Sara Watterson, CRC GIS Manager presented on the next topic, Clear Lake: Environmental Education. She described two focus group discussions that took place in early 2021 and included tribal groups, non-profit groups, County organizations, and UC Davis organizations. The emerging themes from these focus groups included:

1. Community knowledge about Clear Lake is limited
2. Lake County tribes have been exceptional in their leadership
3. Environmental Education programs and resources exist in the area
4. Importance of many different avenues for expanding environmental education

Based on this research, CRC recommends that development of environmental education programs should ensure the active engagement of youth and the community to promote values to protect environmental resources. They also recommend establishing or expanding an environmental education center that focuses on the lake and history as well as boosts awareness and the desire to protect the natural beauty and culture of the region. This may include creating a comprehensive collection of current environmental education programs related to the lake’s benefits to understand what already exists. Ms. Watterson welcomed questions at this time.

- The Facilitator informed Subcommittee members that there is a water laboratory project being discussed in the Technical Subcommittee this week, which would likely have an environmental education component.
- Amanda Martin, Lake County Chamber of Commerce thanked CRC for their focus on youth education and awareness. She mentioned that there is cross over in theme with a project currently on-going with the Chamber of Commerce that may be relevant. She would be interested communicating with Ms. Watterson on coordination of efforts.

Carolyn Abrams, CRC Research Analyst presented on the next topic, Clear Lake: Youth Education & Workforce Development. This effort is ongoing an included a focus group that was held on April 7, 2021 and had representation from Lake County Office of Education, Mendocino College Lake Center, Scotts Valley Band of Pomo Indians, and Mendocino-Lake Community College District Board of Trustees. This effort will also include another focus group, the time of which is to be determined. Themes that emerged from this focus group included:

1. There is a need for research and education opportunities for youth.
2. Young people would benefit from opportunities to learn about land management, fire science, and lake restoration.
3. There is a large interest in learning about the land in a way that benefits the community and individuals.

4. Tribes are underutilized when it comes to land management. Based on this research, CRC recommends the integration of local science/environmental centers with educational institutions to create hands-on learning opportunities and pipeline programs for youth. They recommend the expansion of curricula and course offerings at the community colleges and creation of an extension program that can be open to other residents. They also recommend the prioritization of tribal knowledge to support and inform land management practices and to connect cultural elements of the lake with revitalization efforts. Ms. Abrams welcomed questions and comments at this time.

- Mr. Hurwitz commented that he recommends that a key area of interest is forest management. It is a career that would be developed in the county. It also ties watershed management to lake health. He also recommended that CRC reach out to Professor Kafka at UC Davis’ Center for Biomass who has looked at the economics of biomass utilization.

Ms. Abrams also presented on the next topic, Clear Lake: Broadband. Data on this subject was collected from the CRG Valley Vision Meeting in November 2020, The California Economic Summit in December 2020, and an ongoing literature review. Themes that emerged from this data collection in analysis included:

1. The Clear Lake region is disproportionately affected by both the lack of broadband access and the lack of high-quality broadband.
2. The pandemic has exacerbated the harmful impacts of the digital divide.
3. Broadband is a bipartisan issue

Based on this research, CRC recommends support of short- and long-term funding measures that enable widespread, high-quality broadband access in Lake County. They also recommend exploration around alternative methods for broadband access that might be better enacted in rural communities. They recommend the creation of a coalition as an umbrella structure to increase broadband access in Lake County, as well as digital literacy and infrastructure. Ms. Abrams paused for questions and comments from Subcommittee members at this time.

- Mr. Hurwitz suggested that CRC talk to the Lake County Broadband Solutions Company, which has been trying to put together a locally owned broadband access company, which is challenging due to the terrain.
- Lisa Wilson, Chamber of Commerce stated that she would like to partner with CRC in a more meaningful way. Broadband is on the Chamber’s priority list and is interested in how to move this initiative forward.
- Ms. Logsdon that there had been more funding and resources for broadband development in the past decades, but there needs to be a coordinating mechanism. One challenge is the tying of funding to mapping, which is based on census counts because the variability among people’s experience. A coordinating coalition is an important component of moving this topic forward.
- Mr. Eyler highlighted that the issue of broadband access was a component research that he completed a few years ago. He also stated that it is important to recognize the limits of what broadband connection can and cannot accomplish for revitalization of the County overall.
• Brock Falkenberg, Lake County Office of Education, stated that there have been many efforts around this issue over the years and nothing seems to move forward. The question is whether the county has the personnel or capacity to move this forward.
  o Mr. London suggested a mapping of organizations that have been involved in these efforts to answer the question around capacity in the County.
• Ms. Logsdon pointed out that cost of equipment is a barrier to broadband access as is the fact that companies cannot hire and retain qualified staff.
• Mr. Eyler agreed with the issues mentioned by Ms. Logsdon and recommended a campaign to identify areas that could act as centers to focus on implementing broadband in order to increase assets. This may include a corporate partner who can philanthropically offer installation in partnership with the State’s investment.
  o Mr. Eyler commented that a pilot program is being developed that requires funding to accomplish this for 50 homes in the county. There have been 20-25 distinct neighborhoods identified to follow-on if the initial pilot goes well.
• Ms. Logsdon asked what the next steps are for the CRC research.
  o Dr. London explained that CRC will be revising all materials that were presented at this meeting, and will be submitting final materials to the Committee by the end of June.
  o The Facilitator requested that all written comments regarding CRC’s reports (which were recirculated last week and may be recirculated for convenience) be submitted to CRC by May 4th (Action Item #1).

Committee Recommendation Brainstorming

The Facilitator reiterated the Subcommittee’s task to recommend projects and actions to the Committee. He proposed a brainstorming session to generate priorities for projects that should be recommended to the Committee. Below is a list of topics and projects that were discussed at that time.

• **Workforce development**
  o Workforce alliance and its contractors (MPIC)
  o EDD
  o Detailed economic/business modeling for forest management
  o Adult ed funding? Coordinate statewide regionally/within the county
• **Fire Resiliency**
  o TERA
  o Local neighborhood empowerment for fire resiliency
  o Occidental Arts and Ecology Center- hand crews for fire treatments
  o Local Fire SAFE Councils- reach out/engage
• **Environmental Ed**
  o Lake Co Environmental Summit
  o Clear Lake Water Lab
• **Tribal land use and economic development**
  o TERA
- **Broadband**
  - Develop coalition model (Eyler report)
  - Funding for a pilot project to develop proof of concept

**Action Item Review and Next Steps**
To close the meeting, Ms. Logsdon thanked everyone for their participation and engagement especially around CRC’s presentations. Ms. Shock thanked CRC staff for the work they have completed for their presentation today. Mr. Sklar further thanked Subcommittee members for their participation.

The facilitation team thanked everyone for their participation and closed the meeting.

**ADJOURN**
## ATTACHMENT A: Roster of Participants

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<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tr>
<td>Terre Logsdon, Subcommittee Co-Chair</td>
<td>Scotts Valley Band of Pomo Indians, Blue Ribbon Committee</td>
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<td>Wilda Shock, Subcommittee Co-Chair</td>
<td>Lake County Economic Development Corporation (EDC), Blue Ribbon Committee</td>
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<td>Eric Sklar</td>
<td>Blue Ribbon Committee Chair</td>
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<td>Lisa Wilson</td>
<td>Clear Lake Campground, Lake County Chamber of Commerce</td>
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<td>Robert Eyler</td>
<td>Economic Forensics and Analytics, Inc.</td>
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<td>Eliot Hurwitz</td>
<td>Siegler Springs Community Redevelopment Association</td>
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<td>Christopher Taliaferro</td>
<td>Lake County Employment Development Department</td>
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<td>Brock Falkenberg</td>
<td>Lake County Office of Education</td>
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<td>Amanda Martin</td>
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<td>Carolyn Abrams</td>
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<td>Bernadette Austin</td>
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<td>Asiya Natekal</td>
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<td>Clare Cannon</td>
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<td>Jonathan London</td>
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<td>Sarah Waterson</td>
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<td>Sam Magill</td>
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<td>Danaka DeBow</td>
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