



The Catalyst Program Opportunity

Valley CERF



CENTRAL
VALLEY
COMMUNITY
FOUNDATION

What is the 'Catalyst Program'?



Catalyst is a grant program offered by the State of California, specifically for the 13 CERF regions.

\$14m is available for the Valley CERF region to be spent over 28 months.

One comprehensive application involving several projects will be submitted for the Valley CERF region.

Proposals are due November 30, 2023.

What is the purpose of the Catalyst program?



- The purpose of CERF is to:
“build an equitable and sustainable economy across California... and foster long-term economic resilience in the overall transition to a carbon-neutral economy.”
- Catalyst funds are available to help fund early projects that [align with Valley CERF’s long-range plans](#), which are still being developed by our local and regional tables.
- The state is focused on [‘pre-development’ activities](#) to get our communities and region ready for larger amounts of public and private investment.

Catalyst Funding Categories



1

High Road
Transition
Collaboratives

2

Sector
Investment
Coordinators

3

Grant
Administration
for
Fiscal Sponsor

4

Projects

Catalyst Funding Categories



Category	Amount and Description
1. High Road Transition Collaboratives	<ul style="list-style-type: none">• <u>No more than \$2m</u>• Staff support for conveners to continue the HRTCs• Updating research• Coordinating the Implementation Phase of CERF• Community engagement; participation grants• Creating Economic Development Districts
2. Sector Investment Coordinators	<ul style="list-style-type: none">• <u>No more than \$1.5m</u>• Hiring up to 5 “Sector Investment Coordinators” to coordinate between Valley CERF and prioritized industry sectors• Catalog and develop projects needed for each industry to grow• Apply for state and Federal grants that support the industries• Coordinate with education and workforce partners, communities, and other organizations that can support the success of the industry

Catalyst Funding Categories



Category	Amount and Description
3. Grant Administration for Fiscal Sponsor	<ul style="list-style-type: none">• <u>No more than \$1.5m</u> for grant administration and compliance
4. Projects	<ul style="list-style-type: none">• <u>No more than \$9m</u>• Projects can be “<u>exploratory</u>” (evaluating whether they are possible and will produce the desired goal) or “<u>last mile</u>” (they are in development and need final funding to be complete)• Projects must align with CERF’s priorities: equity, sustainability, job quality and access, making our region’s economy strong and resilient• There are 3 types of Projects in Catalyst.

Catalyst Project Types



1

Feasibility

2

Basic
Environmental
Infrastructure

3

Support Costs for
Building and
Sustaining Project
Lead Organizations

Catalyst Project Types



Type	Description
1. Feasibility	<ul style="list-style-type: none">• <u>“Will this project work? What do we need to know to determine if the project is feasible?”</u>• Feasibility studies• Market analyses• Environmental assessments, surveys, and remediation for real estate and building projects• Site acquisition (buying real estate for a project)• Site and development plans• Project designs• Permitting• Establishing a regional tax increment financing district (TIF)• Developing Community Benefits and Workforce Agreements• Establishing partnerships, like Community Development Corporations or Community Development Financial Institutions• Revolving loan funds• Joint power authorities• Financial planning for Implementation Phase

Catalyst Project Types



Type	Description
2. Basic Environmental Infrastructure	<ul style="list-style-type: none">• <u>“Pre-development, construction, and development of long-term operations and maintenance plans for infrastructure”</u><ul style="list-style-type: none">• Clean water supply systems• Wastewater systems• Waste Disposal Systems• Pollution Control Services• Other examples – broadband, clean energy, clean transportation, educational and workforce development infrastructure aligned to CERF industry targets
3. Support Costs for Building and Sustaining Project Lead Organizations	<ul style="list-style-type: none">• <u>The “non-capital” expenses related to developing and implementing a Catalyst project</u>• Staff development• New and/or critical positions• Project planning and implementation tools (e.g. software, subscriptions, databases, etc.)• Financial services or legal review• Developing new pilot or demonstration projects and programs• Existing workforce programs• Technical assistance for partners

Next Steps for the Valley CERF Catalyst Proposal



1. **EDUCATE** the local HRTCs on the funding opportunity and invite input on spreading the word about the availability of funding.
2. **CATALOG PROJECT IDEAS** from throughout the region with a simple survey tool and virtual town halls.
3. **ORGANIZE THE CATALOG** of projects into types and share with HRTCs
4. **CONVENE MEETINGS** with HRTC participants to prioritize project types; solicit guidance from the State on developing the most competitive application.
5. **PRESENT** final recommendations to HRTCs.

The Valley CERF Catalyst Proposal Should:

- Promote CERF's priorities – equity, sustainability, job quality and access, and a strong and resilient economy
- Invest in projects that have the potential to scale and contribute to our long-term vision for the region
- Align with emerging, sustainable industries that produce high quality jobs
- Provide balance across jurisdictions, sectors, and types of projects
- Provide as much leverage as possible within the portfolio
(the projects should build off one another)
- Include project leads that can meet the financial requirements for reimbursement grants
- Prepare the region for greater public and private investment.

This is just the beginning!

