



Board of Directors Meeting

Friday, September 18, 2015

10am-3pm

Kern Community College District
Atlantic & Pacific Rooms, 2nd Floor
2100 Chester Avenue
Bakersfield CA 93301

Meeting Contact

Mike Dozier, Executive Director
559-278-0727

Office of Community and Economic Development
5010 N Woodrow Avenue
M/S WC 142
Fresno CA 93740

AGENDA | September 18, 2015

Item		Page(s)	
I.	Convene Meeting, Introductory Remarks		Mayor Swearingin
II.	Recognition of Our Sponsors and Dignitaries Welcome to Kern County		Mayor Swearingin Harold Hanson Bakersfield City Council
III.	Public and Board Comment		Board and Public
IV.	Manufacturing Day Proclamation • October 2, 2015		Mike Dozier
V.	Consent Calendar • Minutes • Secretariat Report o Communications o SJV Rural Development Center o Community and Regional Planning Center o SJV Regional Broadband Consortium o SJV Regional Industry Clusters Initiative	7-10 11 12-17 18-19 20-21 22-23 24-26	Mike Dozier
VI.	Strategic Growth Council	5	Randall Winston
VII.	Strategy Action Proposal Background and History		Mike Dozier
VIII.	Executive Committee Vision		Mike Dozier/Luisa Medina
IX.	LUNCH		
X.	Strategic Session • Harvard Report	6	Bill Carney Carney Associates LLC
XI.	Public and Board Comment and Meeting Feedback		Board and Public
XII.	Adjournment		Mayor Swearingin



Thank you!

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Thank you!



California Partnership for the
San Joaquin Valley

2015-2016* Partnership Board of Directors Meeting Schedule

2015

DATE	COUNTY
March 20	Madera
June 19	Kings
September 18	Kern
December 11	Stanislaus

2016

DATE	COUNTY
March 18	Merced
June 17	Tulare
September 16	Fresno
December 2	Madera

*Meeting schedule is tentative

Meeting Scheduling

- Meetings are typically scheduled on a quarterly basis on the third Friday of the month. The exception is December which is scheduled for the first week of that month.
- Meetings are typically scheduled from 10am to 3pm

Brief Biography: Randall Winston

Randall Winston was appointed Acting Executive Director of the Strategic Growth Council in July 2015. Prior to his appointment, Winston served in Governor Brown's office as Special Assistant to the Executive Secretary, where he helped lead implementation of Governor Brown's Executive Orders on Green Buildings and Zero Emission Vehicles as well as international climate change policy.

Winston has professional experience in architecture, urban development, venture technology and finance, most recently having worked for the architecture and integrated design practice Foster + Partners prior to joining Governor Brown's office as an Executive Fellow through the Center for California Studies' Capital Fellows Program. He was a founding director at Causes, a venture technology company led by Facebook's founding president, and worked in Beijing, China for SOHO China, an integrated urban development and architecture firm, as well as Goldman Sachs Gao Hua Securities, a China mainland joint-venture with Goldman Sachs.

Winston received a Master of Architecture degree from the University of Virginia and a Bachelor of Arts in government from Harvard University. He is a member of the American Institute of Architects, Urban Land Institute and Pacific Council on International Policy.



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La Verne CA 91750
628.825.0270

Brief Biography: Bill Carney

Bill Carney founded CARNEY Associates LLC in 2008 following a 30-year career leading regional economic development and business organizations in California. During this period he served in the capacity of president and CEO of the Stanislaus County Economic Development Corporation, the San Gabriel Valley Economic Partnership and the Inland Empire Economic Partnership. During his career, he directed a wide variety of initiatives in business attraction and retention, regional marketing and small business assistance and lending.

He served as the chairman of the board of the California Association for Local Economic Development (CALED) and as chairman of TeamCalifornia. He was also the founding chairman of the Center for Public Policy Studies at CSUS.

Prior to entering the field of economic development, Carney spent 10 years in Europe with a major U.S. manufacturer with assignments in Italy, France and the United Kingdom. He holds a bachelor's degree in government from the University of Redlands.

CARNEY Associates assists non-profit business organizations, local governments and economic development groups to develop impactful strategic plans. CARNEY Associates also provides expert facilitation services for a wide variety of organizations.



Meeting of the Board of Directors

Friday, June 19, 2015, 10am-3pm

Hanford Civic Auditorium
400 N. Douty Street
Hanford, CA 93230

I. Convene Meeting – Introductory Remarks

The meeting of the California Partnership for the San Joaquin Valley (Partnership) was called to order by Co-Deputy Chair Luisa Medina at 10am on Friday, June 19, 2015. A portion of the board meeting and water forum was recorded by The Chronicle Group, led by Jim Thebaut, for its upcoming documentary which will advocate for all people to have access to safe, affordable and sustainable drinking water and adequate sanitation.

II. Recognition of Sponsors and Dignitaries

Ms. Medina thanked sponsors Adventist Health – Central Valley Network for their contribution to lunch and refreshments, City of Hanford Parks and Recreation for the venue, Self-Help Enterprises for their contribution towards the Audio-Visual at the meeting and West Hills Community College for the June 18 water tour lunch.

Legislators recognized at the meeting were Shelly Abajian from the Office of Senator Diane Feinstein, Erica Mello from the Office of Congressman David Valadao, Edward Neal from Lemoore City Council, Allen Ishida of Tulare County Board of Supervisors, Craig Pedersen of Kings County Board of Supervisors and Francisco Ramirez of Hanford City Council.

Introductions were made around the board table. Board members in attendance were James Aleru, Lynne Ashbeck, Steve Bestolarides, Vito Chiesa, Elaine Craig, DeeDee D'Adamo, Amarpreet Dhaliwal, Randy Dodd, Lee Ann Eager, Bryn Forhan, Frank Gallegos, Carole Goldsmith, Pat Gordon, Genoveva Islas, Carlton Jones, Dan Leavitt, Luisa Medina, Andrew Mendoza, David Nelson, Suzi Picaso, Luis Santana, Gary Serrato and James Tague. Also in attendance was Board Advisory member Robert Tse and Board deputies Jenny Moffitt, Albert Rivas and Jim Suennen.

III. Oath of Office

Supervisor Vito Chiesa administered the oath of office to reappointed board member Carole Goldsmith and new board members Andrew Mendoza and Luis Santana.

IV. Public and Board Comment

Board member James Tague remarked positively on the vendors and their displays being present at the meeting.

DeeDee D'Adamo discussed the prior day's water tour and thanked her staff and those involved with the planning and execution. The tour participants traveled from downtown Hanford first to a facility in Lemoore to see Point of Entry (POE) treatment to remove arsenic from the water. The group next travelled to East Porterville which is a community largely disadvantaged and served by individual private wells. Many of the wells are dry and people are using bottled water and community shower facilities. Tour participants could see the household tank program at this stop. The tour also traveled to a community in the foothills outside Porterville to see the Triple R Mutual Water Company and the Ion Exchange treatment for removal of nitrate.

There was no public comment.

V. Consent Calendar

Bryn Forhan moved to approve the consent calendar as published. The motion was seconded by Genoveva Islas.

VI. Safe Drinking Water

Board member DeeDee D'Adamo and Cindy Forbes representing the State Water Resources Control board introduced the topic of Safe Drinking Water: Challenges and Opportunities. [View presentation.](#)

VII. San Joaquin Valley Impacted Communities

Presentations were given by Paul Boyer of Self Help Enterprises ([view presentation](#)) and Community Water Center representatives Ryan Jensen ([view presentation](#)) and Kristin Dobbins ([view presentation](#)).

VIII. Funding Opportunities

Darrin Polhemus, of the State Water Resources Control Board (SWRCB), led a discussion about funding opportunities and introduced Bill Croyle, Deputy Director of the California Department of Water Resources. Mr. Croyle reported on efforts being made to coordinate with SWRCB and U.S. Department of Agriculture (USDA) to address funding gaps. Emergency funding is also being put in place with a portion being dedicated to disadvantaged communities. [View Mr. Polhemus' presentation.](#)

Janice Waddell, USDA Acting State Director, made a presentation on water and environmental programs. View presentation. [View presentation.](#)

Sarah Reyes from The California Endowment spoke to the board about the health issues surrounding the lack of water due to the drought. Water quality, even in good times with much rain and ground water presents water quality issues. Now this problem is drastic, dramatic and ever increasing in the state of California. We have one of the largest economies in the world and it has communities within that lack access to safe drinking water.

IX. Introduction to Vendors

Technology vendors Carollo Engineers, Ionex SG Limited, and AdEdge, set up exhibits for board members and meeting guests.

X. Lunch

XI. Technology Options

Eugene Leung, SWRCB, introduced the following water technology vendors/presentations: [View presentation.](#)

- Penny Carlo, Carollo Engineers/Biological nitrate treatment program for the City of Delano. [View presentation.](#)
- Phil Chandler, Ionex SG. RRR-Optimized Ion Exchange technology. [View presentation.](#)
- Yoram Cohen, UCLA Arrow Project. Potable water treatment for remote communities. [View presentation.](#)
- Doug Craver, AdEdge Water Technologies. Arsenic absorptive media point of use technology. Arsenic is a colorless and odorless contaminate that can have very serious effects on our health. [View presentation.](#)

XII. Regional Solutions

David Orth, General Manager of the Kings River Conservation District, and Kristin Dobbin of the Community Water Center, discussed regional drinking water solutions. [View presentation.](#)

XIII. Affordable Safe Drinking Water Proposal

Board member DeeDee D'Adamo and Liz Haven, both representing the State Water Resources Control Board, discussed potential solutions with a safe drinking water proposal. [View presentation.](#)

The Brown Administration has the issue of safe, affordable drinking water as a top priority with a team which has been working to solve the problem to provide an integrated structure for California water systems.

XIV. Discussion

Luisa Medina introduced time for discussion; Gita Kapahi, SWRCB, manned the microphone to reach all board members and guests throughout the room with their questions and comments on the day's topics.

Supervisor Chiesa was struck by how much money is available for solutions. Stanislaus County has domestic wells which have gone dry; and it has spurred much thought for him.

Lee Ann Eager discussed her trip to Washington, D.C., and her discovery that people consider the drought and water problems to be a California issue and they don't know how to help us. She believes that we need to reach across the country and let them know what we're doing here in the San Joaquin Valley.

DeeDee D'Adamo replied that the drought isn't just in California but is a western states challenge and a climate change issue. Lynne Ashbeck agreed with DeeDee and believes that we need to communicate our story more effectively with a communications strategy. Ms. Eager said that she spoke directly with Senator Feinstein who said she would have folks come to the Central Valley and see it first-hand.

Board Advisory member Robert Tse of USDA CA Rural Development told the board that most of the officials aren't aware of what's happening in California.

Genoveva Islas spoke briefly about greywater recycling, which is the re-use of water from sinks, showers, baths, clothes washing machines or dish washers.

Tom Esqueda, City of Fresno's Director of Public Utilities, discussed groundwater contamination and a new State funded treatment plant.

DeeDee D'Adamo addressed the issue of feeling frustration in Washington, D.C., noting that our drinking water issue isn't getting the attention that it should. She stated that there is unprecedented cooperation on this issue in California and everyone is sharing information and trying to make the most out of the system. Water re-use, integrated management and funding are all keys to a possible solution.

Bill Croyle stated that he travels around the state and hears a lot of conversations about their one water source; but what he has learned through Australia's drought is that we must have redundant sources.

The open discussion was brought to a close to save time for Supervisor Chiesa and Sarge Green from the California Water Institute, staff to the Partnership on the work group, to give a brief introduction to the groundwater act.

XV. California Water Commission Prop 1 Water Quality, Supply and Infrastructure Improvement Act of 2014

David Orth presented an overview of the water storage investment program. [View presentation.](#)

XVI. Public Comment

No public comment.

XVII. Adjournment

Luisa Medina thanked all board members for their attendance and active participation in the day's discussions. In the absence of any further public or Board comments the meeting was adjourned at 2:37pm.

Secretariat Report

September 2015

The following Secretariat Report provides an update of Partnership activity during the second quarter of 2015, April through June, as well as other responsibilities of the Secretariat (Office of Community and Economic Development).

- I. Communications
 - Outreach efforts/meetings
 - Information distribution
 - Media including Facebook and Twitter

- II. Office of Community and Economic Development
 - San Joaquin Valley Rural Development Center Update
 - Community and Regional Planning Center

- III. Advanced Communications Services Work Group
 - San Joaquin Valley Regional Broadband Consortium Update

- IV. Economic Development Work Group
 - San Joaquin Valley Regional Industry Clusters Initiative Update



California Partnership for the
San Joaquin Valley

Communications Update

Recorded below are the efforts of the Secretariat staff throughout the San Joaquin Valley to achieve the goals of the Partnership. Please refer to the Initiative Updates (following the Communications Update) for further information.

Staff Outreach Efforts

Date	Event
6-1-15	Bitwise Industries Presentation to Mendota HS Students (Mendota)
6-1-15	City of Parlier re: CalGRIP Grant Evaluation (Parlier)
6-2-15	Merced Rescue Mission re: Grant Opportunities (Fresno)
6-2-15	SJV Municipal Workshop Addressing Energy and Water Challenges and Policy Solutions (Fresno)
6-4-15	Arvin Economic Development Strategic Plan Advisory Committee, Session #2 (Arvin)
6-5-15	Firebaugh Business Association re: Firebaugh Outdoor Market (Firebaugh)
6-9-15	City of Parlier re: CalGRIP Grant Evaluation (Parlier)
6-10-15	Cutler-Orosi Joint Unified School District Superintendent re: Fresno State Parent University (Orosi)
6-11-15	Firebaugh Business Association re: Firebaugh Outdoor Market (Firebaugh)
6-11-15	Presentation to Orange Cove City Council re: Walkability Audit (Orange Cove)
6-17-15	Cultiva La Salud Advisory Council Meeting (Fresno)
6-18-15	Arvin Economic Development Strategic Plan Advisory Committee, Session #3 (Arvin)
6-22-15	Washington Colony Elementary School District Trustee and Superintendent re: Fresno State Parent University (Fresno)
6-23-15	Huron Middle School Principal re: Fresno State Parent University (Huron)
6-23-15	VAST Networks re: Rural Broadband (Fresno)
6-24-15	Presentation to Orange Cove City Council re: USDA RBEG project progress (Orange Cove)
6-24-15	Roundtable Discussion re: Drought Conditions in Rural Communities (Fresno)
6-26-15	AMOR re: Westside Wellness & Enrichment Center (Fresno)
6-29-15	Broadband Roundtable Discussion re: Connecting Rural Areas (Fresno)
6-30-15	Firebaugh Business Association re: Firebaugh Outdoor Market (Firebaugh)
6-30-15	Mendota Westside Youth re: Mendota Open Market (Mendota)
7-1-15	UC Berkeley Law, New Business Practicum re: Technical Assistance in Rural Communities (Merced)
7-1-15	Stakeholders Advisory Committee to the Water Commission
7-2-15	Monthly California Association of Local Economic Development (CALED) Executive Committee
7-6-15	County of Fresno, Biola Community Development Corporation and Biola Community Services District re: Fresno COG Cycle 2 Active Transportation Program grant (Fresno)
7-7-15	City of Orange Cove re: Community Garden (Orange Cove)
7-8-15	VAST Networks re: Rural Broadband (Fresno)
7-8-15	Intro to Economic Development Course meeting

Staff Outreach Efforts

Date	Event
7-9-15	City of Orange Cove re: Community Garden (Fresno)
7-9-15	Taft Economic Opportunities Workshop (Taft)
7-9-15	California Economic Development Association (CEDA) Board Meeting
7-9-15	City of Taft Planning Strategy meeting
7-10-15	Grant Writing Training Workshop (Atwater)
7-14-15	Firebaugh Business Association re: Firebaugh Outdoor Market (Firebaugh)
7-14-15	Mendota Westside Youth re: Mendota Open Market (Mendota)
7-15-15	University Economic Development Association (UEDA) Board Meeting
7-16-15	Arvin Economic Development Strategic Plan Advisory Committee, Session #4 (Arvin)
7-16-15	Spanish translation at County of Fresno, Biola Community Development Corporation and Biola Community Services District Fresno COG Cycle 2 Active Transportation Program grant community outreach meeting (Biola)
7-17-15	Manufacturing Cluster Meeting
7-20-15	Cultiva La Salud Educacional Forum (Fresno)
7-21-15	Greenhouse Gas Reduction Programs: Cap & Trade Funding Opportunities for the San Joaquin Valley (Merced)
7-22-15	CA Small Business Advocate Meet & Greet and Grow CA Business Summit Planning Meeting (Fresno)
7-23-15	Firebaugh Business Association re: Firebaugh Outdoor Market (Firebaugh)
7-28-15	Fresno County Housing Authority re: Rural Multi-Unit Dwelling Grants (Fresno)
7-28-15	Fresno Business Council
7-29-15	Community College Board of Governors Task Force on a Strong Workforce
7-30-15	Fresno State - Northern CA Community Loan Fund Community Facilities Challenge Planning Meeting (Fresno)
7-30-15	Team Selma Meeting (Selma)
7-31-15	Firebaugh Business Association re: Firebaugh Outdoor Market (Firebaugh)
8-5-15	UC Berkeley Law, New Business Practicum re: Technical Assistance in Rural Communities (Fresno)
8-5-15	Stakeholders Advisory Committee to the Water Commission
8-6-15	Arvin Economic Development Strategic Plan Advisory Committee, Session #5 (Arvin)
8-6-15	SJV Councils of Government Directors
8-11-15	CA Coalition for Rural Housing re: USDA RCDI project planning (Turlock)
8-11-15	Reedley High School Principal re: Fresno State Parent University (Reedley)
8-11-15	Roundtable Discussion re: Drought Conditions in Rural Communities (Fresno)
8-12-15	Cultiva La Salud Advisory Council Meeting (Fresno)
8-12-15	San Joaquin Valley Electric Vehicle Charging Workshop (Tulare)

Staff Outreach Efforts

Date	Event
8-12-15	Unlocking Valley Renewables Conference
8-12-15	CCLR- Brownfield Workshop
8-14-15	Winton School District representatives re: Fresno State Parent University (Winton)
8-14-15	Investing in Manufacturing Communities Partnership (IMCP) Executive Committee
8-19-15	UEDA Board of Directors
8-20-15	Arvin Economic Development Strategic Plan Advisory Committee, Session #6 (Arvin)
8-21-15	Merced Rescue Mission re: Grant Opportunities (Merced)
8-19-15 to 8-21-15	CALED Board of Directors Retreat and Strategic Planning
8-24-15	The Maddy Institute re: grant opportunities (Fresno)
8-25-15	SJVRDC-Community Water Center Drought Practitioners Convening (Fresno)
8-25-15	Manufacturing Day Planning Meeting
8-28-15	Fresno Regional Foundation re: Drought Grant Writing Workshops (Fresno)
8-28-15	i6 Challenge Grant Meeting
9-3-15	Arvin Economic Development Strategic Plan Advisory Committee, Session #7 (Arvin)
9-8-15	Fresno Business Council
9-9-15	Central Valley Business Incubator Board Meeting
9-10-15	Stanislaus Alliance
9-10-15	Investing in Manufacturing Communities Partnership Executive Committee (IMCP)
9-8-15 to 9-11-15	35 th Annual America's SBDC Conference (San Francisco)
9-11-15	IMCP at University of Southern California
9-14-15	California Economic Summit Leadership
9-15-15	Manufacturing Cluster Meeting

Electronic Information Distribution

Date	E-Blast
6-18-15	Sustainable Development Workshop
6-23-15	Planners Who Lunch: Speaker Series
6-24-15	Sustainable Development Workshop
6-24-15	Greenhouse Gas Reduction Programs
6-25-15	IMCP Workshop
6-25-15	Weekly Drought Update
6-25-15	Sustainable Development Workshop

Electronic Information Distribution

Date	E-Blast
7-1-15	Greenhouse Gas Reduction Programs
7-1-15	2015 San Joaquin Valley Blueprint Awards Press Release
7-2-15	Weekly Drought Update
7-8-15	Sustainable Development Workshop
7-8-15	Greenhouse Gas Reduction Programs
7-8-15	2015 San Joaquin Valley Blueprint Awards: Call for nominations
7-8-15	Weekly Drought Update
7-14-15	Fall Policy Conference
7-15-15	Greenhouse Gas Reduction Programs
7-15-15	CDFA California Roundtable
7-15-15	Weekly Drought Update
7-16-15	2015 San Joaquin Valley Blueprint Awards: Call for nominations
7-16-15	Building the Lean Culture
7-20-15	EDA July Newsletter
7-21-15	Unlocking Renewables Summit
7-22-15	Sustainable Development Workshop
7-22-15	2015 San Joaquin Valley Blueprint Awards: Call for nominations
7-22-15	Weekly Drought Update
7-23-15	Heat Illness Prevention Workshop
7-28-15	SJV Electric Vehicle Workshop
7-28-15	Betts Company Training Workshop
7-29-15	Weekly Drought Update
7-30-15	2015 San Joaquin Valley Blueprint Awards: Call for nominations
7-30-15	MMR Power Solutions News Release
8-4-15	Save the Date 4 th Annual San Joaquin Valley Affordable Housing Summit
8-4-15	HUBZone Training Workshop
8-4-15	Health 2.0 Sacramento
8-5-15	2015 San Joaquin Valley Blueprint Awards: Call for nominations
8-5-15	Unlocking Renewables Summit
8-5-15	Sustainable Development Workshop
8-5-15	Weekly Drought Update
8-6-15	SJV Electric Vehicle Workshop
8-6-15	Smart Manufacturing Summit

Electronic Information Distribution

Date	E-Blast
8-6-15	CA Competes Tax Credit
8-11-15	Manufacturing & Food Processing Apprenticeship Forum
8-11-15	H2O Hackathon
8-12-15	Parent University
8-12-15	Weekly Drought Update
8-13-15	2015 San Joaquin Valley Blueprint Awards: Call for nominations
8-18-15	Parent University
8-19-15	2015 San Joaquin Valley Blueprint Awards: Call for nominations
8-19-15	Weekly Drought Update
8-19-15	2014 Survey on Drought-Related Job Impacts
8-20-15	Energizing Energy Efficiency
8-20-15	Save the Date 4 th Annual San Joaquin Valley Affordable Housing Summit
8-27-15	Weekly Drought Update
8-27-15	California Department of Food & Agriculture: Food Access Working Group
9-2-15	Energizing Energy Efficiency
9-2-15	Weekly Drought Update

Communications Tools

Partnership Website

The Partnership website is updated on a regular basis. In particular, the news section on the homepage is populated with newspaper articles which cover the initiatives on which the Partnership is focused. In addition, board meetings and other Partnership-related events are refreshed in the Events section.

Annual Report

The 2014 Partnership Annual Report which covers the time period of July 1, 2013, through June 30, 2014, may be downloaded from the Partnership website. [Download 2014 Partnership Annual Report](#).

The 2015 Partnership Annual Report is in production and will be distributed at the Partnership Annual Meeting in December.

e-Newsletter

Distribution occurs quarterly one week prior to the next scheduled board meeting. The next newsletter will be distributed one week prior to the September 2015 board meeting. The newsletter reports on the Partnership's initiatives and collaboratives and is sent to all Partnership stakeholders (1,480).

Media

Traditional methods of communications efforts with the media include press releases, media advisories, and interviews. In addition, Partnership activities have been picked up by Valley news agencies.

Date	Description
4-9-15	Merced Sun-Star. McDaniel to host grant-writing workshops to steer away from using discretionary funds
6-12-15	California Economic Summit. Task Force: Future of California economy depends on finding middle-skill job education
6-16-15	San Jose Mercury News. Poll: California's digital divide narrowing slightly
7-8-15	The Business Journal. White House-led initiative to support Valley manufacturing consortium.
8-5-15	Manufacturing Cluster Press Release

Partnership social marketing efforts include Facebook and Twitter. The Partnership Facebook page has 502 "fans" and is linked to Facebook pages of several partner organizations: facebook.com/sjvpartnership. The Partnership Twitter page has 504 followers: twitter.com/PartnershipSJV.

In addition, the Office of Community and Economic Development, the Partnership Secretariat, created a Facebook page that will directly coincide with the Partnership's social media efforts: facebook.com/fresnostateoced.

A San Joaquin Valley Regional Industry Clusters Initiative (RICI) website was launched for RICI: sjvrinci.org. This site was the destination for 2015 Manufacturing Summit registration and information.



Initiative: San Joaquin Valley Rural Development Center

September 2015

Quarter: 2nd Quarter 2015

Reporting Period: Apr 1-Jun 30, 2015

Staff Lead: Ismael Díaz Herrera

Update: Assisted 22 different rural entities and participated in 119 community events.

Small Communities Network

April 17: in partnership with Merced County and Supervisor Daron McDaniel, delivered grant-writing training workshop at Castle AFB in Atwater to 41 individuals representing community-based organizations, nonprofit organizations, county agencies, municipalities and census-designated places in Merced County. Workshop generated \$1,435 in discretionary revenue.

May 13: in partnership with San Joaquin Valley Electric Vehicle Partnership, NRG eVgo and Fresno Area Hispanic Foundation, delivered "Electric Vehicle Charging" workshop at Downtown Business Hub in Fresno to 35 individuals representing public and private fleets, county agencies and municipalities.

[UPCOMING] July 10: Grant-writing training workshop at Castle AFB in Atwater in partnership with Merced County and Supervisor Daron McDaniel.

[UPCOMING] August 12: "Electric Vehicle Charging" workshop at Southern CA Edison, Energy Education Center in Tulare in partnership with San Joaquin Valley Electric Vehicle Partnership.

[UPCOMING] August 13: "Sustainable Development & Land Recycling: Policy, Funding and Implementation" workshop in Fresno in partnership with Center for Creative Land Recycling.

[UPCOMING] September 24: "Innovative Finance Tools for Community Development" workshop at Southern CA Edison, Energy Education Center in Tulare in partnership with California Coalition for Rural Housing, Northern CA Community Loan Fund and SJV Housing Collaborative.

[UPCOMING] October 29: Grant-writing training workshop at Fire Station #2 in Porterville in partnership with City of Porterville.

Weekly newsletter continued to be distributed to the region's rural community stakeholders.

Completed: USDA Rural Business Enterprise Grant (*Orange Cove Emerging Small Businesses*)

Between January and June 2015, SJVRDC staff delivered 30 workshops to a group of 12 small businesses and entrepreneurs in the City of Orange Cove. Workshop topics included marketing strategies, e-commerce, social media, alternative financing, website development, QuickBooks, energy/water conservation, and cottage food operation. As a result of the SJVRDC's training, 5 jobs were retained, 4 new jobs were created, and 2 new businesses were created.

SJVRDC staff developed and implemented the Orange Cove "Be Sweet, Buy Local" campaign with input from 42 small businesses in Orange Cove. Each participating business was issued two "Be Sweet, Buy Local" sticker decals to display at their place of business, 60 frequent buyer punch cards, and 11 tote bags to raffle to punch card entries. Five-thousand fliers were also issued to Orange Cove residents via U.S. Mail to announce the launch of the Orange Cove "Be Sweet, Buy Local" campaign. The coalition also ordered 40 street banners displaying the "Be Sweet, Buy Local" campaign logo and the names of the participating small businesses to place along the City's downtown business corridor. The City of Orange Cove will also be placing signage along strategic entry points to the community in order to draw additional traffic to its downtown business corridor from neighboring Kings Canyon and Sequoia National Parks.

Ongoing: USDA Rural Community Development Initiative (*Pathways to Rural Economic Progress – San Joaquin Valley*)

Arvin, City of: began community-based Economic Development Strategy process and facilitated 3 Arvin Economic Development Strategy Advisory Committee meetings at Arvin Veterans Hall in Arvin.

Avenal, City of: included in USDA Farmers' Market Promotion Program proposal to development, implement and promote a local farmers' market. Proposal is pending.

Biola Community Development Corporation: in partnership with Biola Community Services District and County of Fresno, facilitated submission of Fresno Council of Governments, Cycle 2 Active Transportation Program grant proposal. SJVRDC staff helped promote, facilitate and provide Spanish translation at community input meeting.

Firebaugh, City of: in partnership with Padres Promotores de Firebaugh, SJVRDC staff provided assistance to Firebaugh Community Garden.

Huron, City of: SJVRDC staff provided overview of services to City Council. Included in USDA Farmers' Market Promotion Program proposal to development, implement and promote a local farmers' market. Proposal is pending.

Orange Cove, City of: included in USDA Farmers' Market Promotion Program proposal to development, implement and promote a local farmers' market. Proposal is pending.

Parlier, City of: SJVRDC staff provided fiscal management technical assistance to City staff.

San Joaquin, City of: helped promote City's Recreation Coordinator job position.

Taft, City of: participated in Greater Taft Economic Development Authority Stakeholders Luncheon in Taft.

Staff also provided assistance to both the Biola and Firebaugh Communities Gardens and the City of Parlier in evaluating its CalGRIP grant.

Ongoing: USDA Farmers Market Promotion Program (*Fresno County Rural Farmers Market Initiative*)

SJVRDC staff continued to assist designated Farmers' Market Managers in the communities of Biola, Firebaugh and Mendota with Fresno County Department of Public Health compliance and promotion of respective farmers' markets. All 3 farmers' markets will end their season by October 2015.

Submitted Grant Proposals (Total: \$214,500)

USDA Farmers' Market Promotion Grant (\$100,000): assist Cities of Avenal, Huron and Orange Cove with development, implementation and promotion of local farmers' markets.

USDA Rural Business Development Grant (\$75,000): deliver Good Agricultural Practices (GAP) training and USDA Rural Energy for America Program (REAP) grant and loan application technical assistance to small agricultural producers in Cutler and surrounding communities. Reedley College is a partner.

USDA Rural Business Development Grant (\$19,500): develop 'Buy Local' campaign and deliver business development training workshops to small businesses and entrepreneurs in Planada (Merced County).

PG&E Economic Vitality Grant (\$20,000): deliver Good Agricultural Practices (GAP) training and USDA Rural Energy for America Program (REAP) grant and loan application technical assistance to small agricultural producers in Cutler and surrounding communities. Reedley College is a partner.

Communications

The SJVRDC was selected as a finalist for the University Economic Development Association (UEDA) 2015 Awards of Excellence under the Community-Connected Campus category. SJVRDC staff will deliver a finalist presentation at the UEDA 2015 Annual Summit Sept 27-30 in Anchorage, AK.

<http://universityeda.org/top-economic-development-initiatives-in-higher-education-recognized-by-ueda/>

McDaniel to host grant-writing workshops to steer away from using discretionary funds

Merced Sun-Star • April 9, 2015

<http://www.mercedsunstar.com/news/local/article18013892.html>

The SJVRDC website has been partially populated and is now available for the general public to view:

www.sjvrdc.org.

Initiative: Community & Regional Planning Center

September 2015

Quarter: 2nd Quarter 2015

Reporting Period: Apr 1-Jun 30, 2015

Staff Lead: Jenna Chilingirian

Update:

The Community and Regional Planning Center (CRPC) is a joint venture at Fresno State between the College of Social Sciences, Department of Geography and City and Regional Planning and the Office of Community and Economic Development (OCED). Since January 2013, OCED staffs and administers the CRPC.

CRPC is designed to serve the San Joaquin Valley as a clearinghouse for planning related knowledge and is committed in providing highly innovative, real-world learning experiences to prepare students to become leaders in the field of Community and Regional Planning in the Valley.

Through Fresno State faculty, students and public and private sector partners, CRPC:

- Develops and delivers technical assistance to cities, addressing issues such as affordable housing, smart growth and land use planning, economic development, community engagement, and sustainability.
- Supports planning-related knowledge and innovation through disseminating resources and best practices.
- Encourages peer learning, data analysis and research, and incubating and testing new ideas for sustainable development and resource conservation in the San Joaquin Valley.

StreetsAlive: A Walking and Bicycling Audit Program

StreetsAlive is made possible by a \$39,880 environmental grant from the Fresno Regional Foundation. StreetsAlive is a technical assistance program to promote and support walkable and bicycle-friendly communities in the rural cities of Avenal, Mendota, Orange Cove, and San Joaquin. The program consists of community workshops, audit days, and peer learning exchanges.

Between April and June, CRPC hosted walkability workshops in Avenal, Mendota, and Orange Cove. Audiences included nonprofits, community groups, city leadership and staff, local businesses, chambers of commerce, law enforcement, and youth and residents. Workshops covered “good walking is good business,” economic and community development, elements of walkability, and smart growth planning efforts. CRPC also led a walkability audit for 6 business owners in Orange Cove along the city’s major business corridor.

In April, CRPC received programmatic support from Fresno State Recreation Administration students to conduct walkability questionnaires in Mendota. As part of their Research and Evaluation in Recreation, Parks, and Tourism course, a team of 7 students created a community questionnaire and walkability assessment tool. The questionnaires were handed out during a weekly Farmers’ Market in Mendota, and asked a series of questions about sidewalks, street connectivity, and the overall safety while walking and biking in their community. Students presented their findings in the class final. These tools will be replicated throughout the Central Valley by the CRPC.

Urban and Regional Transformation Cohort

The Urban and Regional Transformation (URT) cohort at Fresno State is a diverse group of faculty members who work as a team to develop research and strategies that support urban and regional transformation in the San Joaquin Valley. CRPC organized Cohort meetings and events on behalf of the University, including: a four-part speaker series, “Central Valley Families in Transformation: Current Trends and Community Responses,” and a GIS Workshop for community development professionals. .

Increased participation in organizations and committees

- San Joaquin Valley Greenprint Advisory Committee Member
- Assumed administrative responsibility for the Valley Planner’s Network
- Fresno County Health Improvement Plan-Land Use Planning Work Group Member
- Lowell Community Development Corporation Board Member
- Health and Housing Research Advisory Committee, established by the California Coalition for Rural Housing to conduct a comprehensive geo-spatial study that examines access to clean water, transit, education, health care, employment, and housing in the San Joaquin Valley

Increased participation in community activities

- Partnered with the Rural Development Center to form Westside Neighborhoods Network, a coalition of community stakeholders from Westside communities in Fresno County; CRPC facilitates “safe and walkable neighborhoods” discussions at monthly meetings
- Facilitated communitywide GIS workshop, “Application of GIS in city and regional planning,” basic GIS techniques useful in planning practice (mapping, data collection, spatial analysis)
- Represented OCED, CRPC and Fresno State at 3 Regional Planning Agencies Director’s Meetings, monthly transportation and land-use development meetings with the directors of the San Joaquin Valley Council of Governments and/or Metropolitan Planning Organizations (standing agenda item)



Initiative: San Joaquin Valley Regional Broadband Consortium

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Staff Lead: Eduardo Gonzalez

Update:

Digital Literacy

Parent University classes continue in several school districts throughout the San Joaquin Valley. Well over 4,500 parents have participated in the digital literacy trainings. This summer, Parent University curriculum will be aligned to meet state and national standards. A curriculum will be developed by OCED and the Regional Broadband Consortium (RBC) with input from stakeholders from throughout the Central Valley.

Infrastructure

- RBC staff met with representatives from Verizon and AT&T to discuss broadband infrastructure in Fresno, Kings, Tulare and Kern County.
- RBC and Vast Network met to discuss fiber coverage in the Central Valley. Vast Network provided Infrastructure fiber maps for the San Joaquin Valley including corridors and agriculture farm coverage.

Adoption

- RBC joined Univision Communications Inc. (UCI) and Common Sense Media in the ¡Avanzamos Connectados! (Connected, We Advance!) National campaign. The campaign highlights the importance of connectivity to educational attainment and provides families with information about affordable access along with guidelines for supervising Internet usage in the home.
 - Campaign goals are:
 - Inform parents about the importance of broadband access and its connection to educational performance, and encourage families to get broadband access at home;
 - Connect Hispanics with local resources to get broadband access and computer hardware at the best value; and,
 - Provide parents with guidelines for supervising safe and responsible Internet usage. Beyond this, the campaign will broaden to identify and involve other partners and strategies.

RBC will participate in National and local television programs, including radio and PSAs, on the local impact in the San Joaquin Valley. Television segments have been set up for the months of September and October this year and will air weekly on local and national Univision programming.

- California Emerging Technology Fund (CETF) and RBC have partnered to launch a local marketing campaign that involves the 211 California State Information Systems and Radio Bilingue in efforts to increase adoptions during the summer months. CETF set aside \$100,000 for marketing billboards, radio air time, marketing banners and interviews at local radio stations to inform Central Valley residents on low cost affordable Internet service. All marketing materials will be provided in Spanish and English.

Hardware/Software Availability

The Central Valley has adopted smartphones at rates much higher than the National average yet, there is an immediate need to increase the number of Central Valley families with broadband-connected computers at home.

To meet this need, Fresno State REFRESH was developed. Fresno State REFRESH is a partnership between OCED and Fresno State Technology Services. Below is program information:

Fresno State REFRESH Program Refurbishing Computers - Refreshing Potentials

Need: The San Joaquin Valley faces significant barriers to technology that impede the growth and development of low-income families and perpetuate poverty across the 8-county region. Equitable access to and participation in the global digital economy is essential for success in contemporary life. Yet, no organization in the San Joaquin Valley currently addresses the need to reduce the digital divide, the disparity between people who have access to technology and those who don't. Often San Joaquin Valley communities and individuals find themselves at different levels of readiness in their ability to access and use the Internet and utilizing a range of digital technologies, hardware, software and digital content.

Solution: Computer refurbishing, when combined with digital literacy and high-speed Internet adoption, is the most effective response to San Joaquin Valley's digital disparity and the demand for digital inclusion. Fresno State REFRESH and its collaborative partners will provide San Joaquin Valley families the opportunity to obtain computers, software, training and support, at low- or no-cost. This in turn will help families become computer literate and increase their access to current technology. The Fresno State REFRESH program seeks to receive computer systems and electronic devices from members of the community and from corporate donors/partners.

Goal: Fresno State REFRESH program aims to collect, recycle, and refurbish used computers and deliver them to San Joaquin Valley low-income families. The success of the program will be measured by the number of donated computer systems collected, refurbished and repurposed to families in need. The Fresno State REFRESH program will strive to help reduce the digital divide in the 8-county region of the San Joaquin Valley, one computer at a time.

Benefits:

- Addresses the problem of digital access for underserved populations by extending computer lifespans
- Provides functioning refurbish computers to individuals without access
- Provides job training to youth and unemployed adults that leads to a technical certification
- Mentor young people or assist older adults trying to learn computer skills to enhance employment opportunities
- Reduce landfill e-waste



Community and
Economic Development



California Partnership for the
San Joaquin Valley

Initiative: San Joaquin Valley Regional Industry Clusters

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Staff Lead: Karmjot Grewal

Update:

On June 2, the Clean Energy Cluster and the Sustainable Energies Roadmap co-hosted "*Tools and Solutions to Help Valley Jurisdictions Deal with Energy and Water Challenges*" – an event was for community members to learn about new developments and best practices for local governments to conserve energy and water resources while improving our local economy and air quality. This workshop focused on helping to seek funding for energy and water policies and programs. The Clean Energy Cluster is assisting with "Exploring the Clean Energy Potential in the San Joaquin Valley" - an event geared toward private sector business. It will showcase energy workshops for residents and businesses, as well as those interested in entering the renewables workforce. Additionally, there will be discussions with industry leaders, community members, elected officials, environmental stakeholders, utilities, opinion leaders and media. This event will be held on August 12 at Fresno State. Moving forward, the Clean Energy Cluster plans to have one more event this year which will focus on working with business owners in the San Joaquin Valley to provide students interested in pursuing careers in energy efficiency, with scholarships/internships/etc.

The Water Cluster held a meeting on June 18 featuring Mazzei injectors and a presentation on computational fluid dynamics. This technology provides a path to designing optimum fluid handling equipment. Additionally, there were two technical presentations - one on the latest wireless communication system for farm operational control and the other was on employment training panels (ETP). ETP is an ongoing program for reimbursing companies and organizations for training programs that support employee development. On June 4 Water Cluster members participated in "Drought and, Groundwater in the San Joaquin Valley" which explored how the region is coping with the current crisis and preparing for the implementation of the 2014 groundwater legislation. The event featured a presentation by Ellen Hanak, director of PPIC's Water Policy Center, and a panel of local leaders who discussed key water issues facing the region. On June 22 the Water Cluster sponsored an *Irrigation 101* workshop in Kerman. Representatives from U.S. Department of Agriculture Farm Service Agency (FSA), U.S. Department of Agriculture, Natural Resources Conservation Service (NRCS), and PG&E, shared information about how to maximize irrigation efficiency through EQIP programs and energy efficiency programs for agriculture. The next Water Cluster meeting is September 17.

The Ag Cluster plans to direct its focus toward improving and strengthening public/private sector partnerships. On April 21 the Ag Cluster held a meeting regarding Fresno County Health Department and its involvement with the farm-to-school program. Members of Fresno County Health Department as well as the Food Hub were present and shared their insight on how we can sustain momentum on this program and try to set up field trips and farm visits for students in rural communities in the upcoming school year. In July the Ag Cluster held a follow-up meeting regarding the farm-to-school program to push for more private farm owners to join the cluster and learn about the opportunities to work with school districts. Ag Cluster members decided to hold meetings every third Thursday of the month for the remainder of the year to work on the farm-to-school initiative. Ag Cluster plans are to have workshops for cluster members on various topics pertaining to new technology, networking and best practices in the agriculture industry.

The Manufacturing Cluster hosted a Manufacturing Summit on May 7 at the Fresno Convention Center. The event was filled with expert panelists and keynote speakers discussing vital manufacturing issues key to the Central Valley. The summit brought together manufacturers, executives, innovative solution providers, private and public sector constituents and analyst thought leaders to discuss the critical issues affecting today's manufacturing organizations in the San Joaquin Valley. Breakout sessions included 3D printing, ETP funds, international trade agreements, manufacturing training and education, Go-Biz incentives, and job creation. 40 vendors from throughout the valley were exhibiting and showcasing their businesses and networking with attendees. There were over 400 attendees that represented each of the counties in the San Joaquin Valley. The event was widely attended by private sector manufactures and business owners. The event was also opened to high school students in ROP programs geared towards jobs in manufacturing. Over 50 students from different ROP programs from 5 regional high schools attended the summit. The Manufacturing Summit helped identify growth opportunities, requirements, and a priority defined by the region's manufacturing employers. Participants outlined areas of investment that can advance the regional manufacturing ecosystem and define the ongoing collaboration between employers and community partners, including the leveraging of resources to implement sustainable manufacturing priorities in the Valley. The planning has already begun for the 2016 summit which will take place on March 3. The cluster is working on bringing more private sector business owners to join the cluster as well. The goal is to have 50 manufacturers join the cluster by December.

The Health and Wellness Cluster Advisory Committee (HWCAC) met several times this quarter to discuss regional initiatives and priority actions. Currently HWCAC is partnering with California Health Care Foundation (CHCF) on a project working to connect state health data published on the portal, paired with other useful sources, with communities in a tangible and relevant way. Such data is highly valuable to community organizations, local clinics and hospitals, concerned citizens, and policy makers here in Fresno. It's paramount that these vital data gets into the hands of community members. Through this partnership, we hope to see how we can best apply data to help move the needle on local health issues. This pilot project is a five-month initiative that will be working with three communities throughout the state of California, and Fresno is one of the pilot cities. HWCAC is working with Fresno County Department of Public Health, Fresno State, and local community groups to not only figure out how to use this vital data but to fortify the relationship between the Fresno health community and California Health and Human Services. HWCAC is working with CHCF to analyze the data gathered from the pilot project and put together an outline of results to distribute statewide.

The Manufacturing, Energy, Water, and Agriculture Cluster (MEWA) Advisory Committee met on June 24 to discuss cross-cluster opportunities and receive updates on regional initiatives. The MEWA Advisory Committee agreed that the Regional Industry is satisfied with the updates that have been made to the website that was created earlier this year. A map of the San Joaquin Valley indicating locations of Regional Industry partners was posted on the RIC website's homepage. MEWA Champions plan to have more private partners at the table for future quarterly meetings. The next meeting is scheduled for September.

Networking

Date	Event
04/01/15	Health and Wellness Cluster Meeting
04/08/15	Health and Wellness Cluster Meeting
04/14/15	Clean Energy Cluster Meeting
04/14/15	Health and Wellness Meeting Open Data Forum
04/15/15	Clean Energy Cluster: Fresno Green Team meeting
04/16/15	Manufacturing Cluster Meeting
04/21/15	Ag cluster meeting
04/22/15	Manufacturing cluster meeting
04/24/14	Health and Wellness FCHIP Wellness Workgroup
04/27/15	Ag cluster: Agtech Connect event
04/28/15	Health Cluster: Telemedicine conference in Sacramento
04/29/15	Clean Energy Cluster: conference Call
04/29/15	Manufacturing Cluster meeting: planning committee
4/30/15	Manufacturing Cluster meeting: planning committee
05/06/15	Manufacturing Cluster Summit Mixer
05/17/15	Manufacturing Cluster: Manufacturing Summit
05/12/15	Health and Wellness Cluster: HHS Tribal grant meeting
5/15/15	Clean Energy Cluster Meeting
5/27/15	Manufacturing Cluster Meeting
06/02/15	Clean Energy Cluster Event
06/08/15	Manufacturing cluster meeting: manufacturing day
06/18/15	Water Cluster Meeting
06/22/14	Water Cluster: Irrigation 101 workshop
06/24/15	Quarterly MEWA Meeting
06/25/15	Energy & Water Efficiency in Agriculture Manufacturing Workshop
06/30/15	Manufacturing Cluster Meeting