



A Call to Action to Realize a California For All

By many economic measures, California is booming.

- California is the world's 5th largest economy and is growing faster than the U.S.ⁱ
- More businesses start here than anywhere else in the country – including many that become industry leaders thanks to our innovative spirit, world-class colleges and universities, state-of-the-art labs, and a truly diverse workforce.
- The state continues to grow and is projected to add 10 million people over the next 30 years, reaching a population of 50 million by 2050.ⁱⁱ

But California is also a tale of two states. The state has the highest poverty rate in the nation when adjusting for the cost of living, and there are growing disparities between coastal and inland regions.ⁱⁱⁱ For example, 70 percent of job growth since 2010 has been in coastal California, and inland California counties are declining in income relative to the state as a whole.^{iv} Yet inland communities also have a strong history to build on and numerous assets to leverage for future economic growth.

California's regions are increasingly interconnected; our future success relies on reversing our growing disparities.

What is Regions Rise Together?

Regions Rise Together is a vision for inclusive and resilient economic development and sustainable land use and transportation planning across California and its regions.^v It includes:

- A process to gather input from stakeholders across California's diverse regions.
- An opportunity to reinforce the State's core goals and values around responding to the climate crisis, protecting natural areas, supporting growth in existing communities, expanding alternatives to driving, and growing quality jobs.
- An action plan to achieve a more inclusive, sustainable and resilient economy as well as to better connect California and its regions.

What is the approach taken by Regions Rise Together?

Each region has distinct strengths and assets. Regions Rise Together is about encouraging each region to build on its advantages, to form new partnerships, and to develop new ways of working across sectors and communities within and across regions.

Regions Rise Together is also highlighting how all regions are interconnected and the role of the State to improve systems that link our regions and knit the state together, such as rail and higher education. The initiative further recognizes the need to leverage civic, political and private sector leaders, particularly in encouraging investment, travel, and partnership between coastal and inland regions.

Where is Regions Rise Together working?

Regions Rise Together means all regions of California and over time will engage throughout the entire state.

In 2019, the effort begins with a focus on the eight-county San Joaquin Valley and the two-county Inland Empire.

Who is leading Regions Rise Together?

Regions Rise Together is led by the Governor's Office of Business and Economic Development (GOBiz) and the Governor's Office of Planning and Research (OPR).

The State has formed a partnership with CA Fwd and the California Stewardship Network on engaging with regions as well as for the CA Economic Summit.

Other partners include the California Association of Councils of Governments (CALCOG) and the state's Metropolitan Planning Organizations and Councils of Government.

The team is also coordinating with Inland California Rising, an emerging coalition of leaders from the San Joaquin Valley and Inland Empire.

The Focus for Summer/Fall 2019: Joint strategy sessions and engagement

Meetings, listening sessions and speaking events are being held throughout the San Joaquin Valley and Inland Empire. Joint strategy sessions will take place in:

- Inland Empire on September 13, 2019 in San Bernardino
- Kern County & Southern San Joaquin Valley on September 25, 2019 in Bakersfield
- Central & Northern San Joaquin Valley on October 3, 2019 in Merced
- North State on October 7, 2019 in Redding

These efforts will align with Governor Newsom's keynote at the CA Economic Summit on November 7-8 in Fresno.

What is the approach to policy buy-in and generating ideas for action?

Inclusive economic development happens when diverse stakeholders come together across a range of sectors at the regional scale to identify long-term regional priorities and make commitments to achieve them. Regions Rise Together encourages such regional action, and staff from State agencies will hold interviews, meetings and convenings at regional and statewide levels. The information gathered will be unified and shared with State leadership prior to the CA Economic Summit. The joint strategy sessions are an opportunity to workshop initial strategies and to model broad-based regional dialogue and consensus building.

What are the key pillars of work for Regions Rise Together?

1. Promoting Regions Up Planning and Partnerships
2. Changing our Mental Map of California
3. Improving Connections Across Regions to Link California

What are examples of this work?

Promoting Regions Up Planning and Partnerships

Regions Rise Together will support and institutionalize cross-sector civic partnerships at the regional scale, like IEGO in the Inland Empire and the DRIVE Initiative in Fresno. It also will strengthen and leverage the role of regions in planning, such as the role of the Council of Governments in the 2019 Housing Planning and Production Grants trailer bill.

Regions Rise Together is exploring alignment of state resources toward regions, highlighting stellar projects taking place in each region, and expanding targeted outreach to inland California for statewide programs, such as Strategic Growth Council funds.

Changing our Mental Map of California

Regions Rise Together is changing the way we think about California through several approaches:

- Encouraging companies to expand facilities to inland parts of the state, not to locations outside of California.
- Facilitating peer-to-peer learning between regions and communities, such as through
- High Speed Rail station cities convenings.
- Encouraging philanthropy and investors to put resources into inland California, such as by establishing a new investment fund and leveraging opportunity zones.
- Encouraging tourists and visitors to travel to all parts of California, and exploring the creation of Sister Cities within California.

Improving Connections Across Regions to Link California

Regions Rise Together will enhance interconnectedness throughout the state. It will assist in realizing an integrated statewide rail system that leverages the backbone of high-speed rail, supporting integration of the state's public higher education systems, and promoting expanded access to broadband, especially in rural areas. Regions Rise Together will explore new tools for infill and urban revitalization, and for further preserving natural and working lands.

Join us so all Regions Rise Together!

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ⁱ Fortune.com, California is 5th biggest Economy; Passes UK. U.S. Bureau of Economic Analysis, retrieved from FRED, Federal Reserve Bank of St. Louis, March 29, 2019

ⁱⁱ Public Policy Institute of California (PPIC), <https://www.ppic.org/publication/californias-population/>.

ⁱⁱⁱ 3 United States Census Bureau, The Supplemental Poverty Measure 2017, retrieved from <https://www.census.gov/library/publications/2018/demo/p60-265.html>, September 12, 2018.

^{iv} PPIC, California's Future, <https://www.ppic.org/wp-content/uploads/californias-future-january-2019.pdf>.

^v The Press Enterprise, Regions Rise Together: building a plan for inclusive, sustainable growth across California, <https://www.ppic.org/wp-content/uploads/californias-future-january-2019.pdf>.