

# **Building an Equitable Green Economy**

**National Coalition of Promise Zones  
2021 Federal Convening**

**September 24, 2021**

**E•D•A**

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

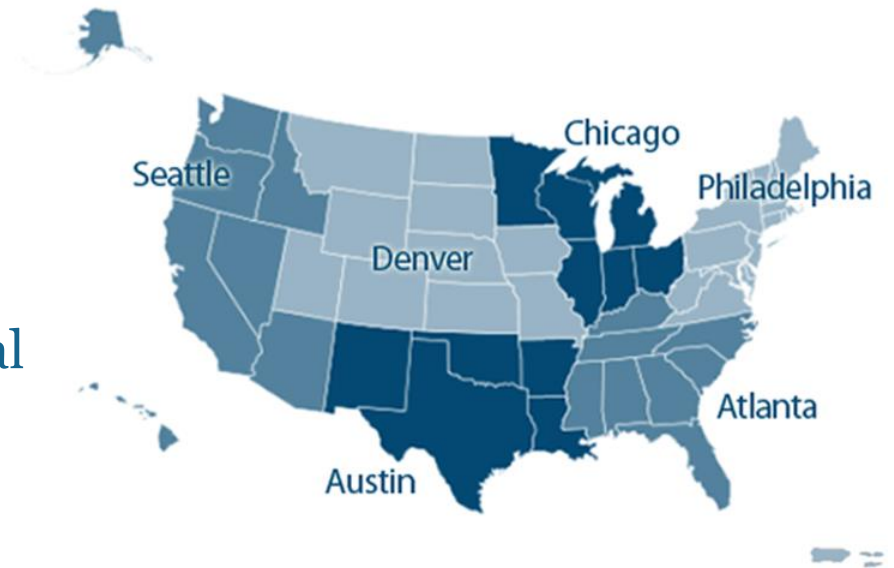
*Getting America Back to Work!*



# EDA's Mission

*To lead the federal economic development agenda by promoting innovation and competitiveness...*

- Increase America's global ECONOMIC COMPETITIVENESS
- Support COMMUNITY-LED ECONOMIC DEVELOPMENT
- Help communities develop RESILIENT AND AGILE local economies
- Fosters regional economic development efforts in communities across the nation with focus on distressed communities.







## HOW DO WE DO IT?

EDA has grant programs which focuses their efforts on strategic investments that foster job creation and attract private investment and economic capacity building.

EDA is very flexible and can support a range of projects from:

Planning

Technical Assistance

Construction and more

## ECONOMIC DEVELOPMENT INTEGRATION:

- Partnership and Collaboration work expands the capability of EDAs work and impact.
- Especially important in equity and sustainable green economy



# EDA's Program Portfolio

*American  
Rescue Plan  
funds are EAA  
funds*



Economic Adjustment  
Assistance (EAA)



Public Works



Planning



Technical  
Assistance



Research and  
Evaluation



Trade Adjustment  
Assistance for  
Firms (TAAF)



Innovation and  
Entrepreneurship



Revolving Loan  
Funds (RLF)  
*Part of EAA*



# EDA's Investment Priorities



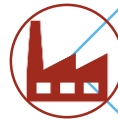
**Equity**



**Recovery & Resilience**



**Workforce Development**



**Manufacturing**



**Technology-Based Economic Development**



**Environmentally-Sustainable Development**



**Exports & Foreign Direct Investment**

To learn more about EDA's Investment Priorities, visit:  
<https://eda.gov/about/investment-priorities/>





# Equity

- Equity:

Economic development planning or implementation projects that advance equity across America through investments that directly benefit

1) one or more **traditionally underserved populations**, including but not limited to women, Black, Latino, and Indigenous and Native American persons, Asian Americans, and Pacific Islanders or

2) **underserved communities within geographies** that have been systemically and/or systematically denied a full opportunity to participate in aspects of economic prosperity such as Tribal Lands, Persistent Poverty Counties (XLSX), and rural areas with demonstrated, historical underservice.

For more information on these populations and geographies see:

<https://www.whitehouse.gov/briefing-room/presidential-actions/2021/01/20/executive-order-advancing-racial-equity-and-support-for-underserved-communities-through-the-federal-government/>.





# Environmentally-Sustainable Development

- **Environmentally-Sustainable Development:** Economic development planning or implementation projects that help address the climate crisis including through the development and implementation of [green products](#) (PDF), [green processes](#) (PDF) (including green infrastructure), [green places](#) (PDF), and [green buildings](#) (PDF).





# Environmentally-Sustainable Development - Definitions

- Green Products. An economic development project that results in a clearly defined end product that furthers or contributes to the environmental quality (e.g. reuse/recycling/restoration/preservation), greenhouse gas mitigation (e.g., renewable energy, energy efficiency), and/or climate resiliency (e.g., green infrastructure) of the associated community or region. The end-product (i.e., what is being developed or produced) can take numerous forms, such as an activity, item, plan or program.

Green Process/Function. An economic development project that results in clearly defined green enhancements to the resource, energy, water, and/or waste efficiency of an existing function or process (including the use of green or natural infrastructure). The enhancements reflect changes to the life-cycle process of an existing function so that the function is performed in a more environmentally-sustainable manner (e.g., improves energy efficiency, uses renewable energy, contributes to reuse/recycling/restoration/preservation, reduces anticipated climate risks like flooding).

Green Building. An economic development project that results in the construction or renovation of a structure using green building techniques that result in a net positive outcome in terms of energy, materials, and/or water use efficiency and designed with consideration of impacts from climate change (e.g., flooding). Such buildings or structures would preferably pursue or plan to pursue and receive U.S. Green Building Council Leadership in Energy and Environmental Design (LEED™) certification (or other comparable green building certification).





# Recovery & Resilience

- Economic development planning or implementation projects that build economic resilience to and long-term recovery from economic shocks, like those experienced by coal and power plant communities, or other communities impacted by the decline of an important industry or a natural disaster, that may benefit from economic diversification-focused resilience.
- Includes COVID related







# *Planning*

Supports local organizations – Economic Development Districts, Native American Tribes, and others with short and long-term planning efforts.

Planning can also support creating economic recovery and resilience plans, address strategies towards addressing equity and a green sustainable economy.



## **PLANNING NEEDS TO BE INCLUSIVE**

**Comprehensive Economic Development Strategy (CEDS)** captures existing economic conditions and devises strategies for economic resilience, growth, and sustainability





## Examples:

A CEDS built in a 5 year Strategy for equitable growth w/ goals which included:

Foster Upward Mobility

Provide comprehensive and coordinated skill development starting from child care to higher ed, including vocational, post secondary and life long learning

Strategies to expand economic opportunity for all communities with focus on BIPOC and underserved communities

**For more CEDS examples:**

<https://www.cedscentral.com/best-practices.html>

## In other languages:

**Resiliencia Económica**

**PLANIFICACIÓN E IMPLEMENTACIÓN**

Según la Agencia Federal para el Manejo de Emergencias (FEMA), “La resiliencia es la capacidad de las personas, las comunidades, las empresas, las instituciones y los gobiernos para adaptarse a las condiciones cambiantes; y prepararse, resistir y recuperarse rápidamente de las interrupciones de la vida cotidiana, como resultan ser los eventos peligrosos». El sur de Puerto Rico comprende las interrupciones de la vida cotidiana más que la mayoría de los lugares del mundo, como zona frecuente de huracanes, terremotos recientes y la pandemia de COVID-19. Los *stakeholders* declararon unánimemente la necesidad de más: una respuesta más rápida,.....los procesos de formulación de políticas públicas que le afecten, como es el caso de los Planes de Mitigación de Amenazas. Siguiendo las pautas de EDA-CEDS, el aumento de la resiliencia dependerá de las siguientes acciones.....





## For applications:

**Project must be consistent with a regional CEDS (Comprehensive Economic Development Strategy) or other equivalent planning document accepted by EDA.**

## Applicant eligibility:

- Federally Recognized Indian Tribes
- States, counties, cities, or other political subdivisions of a State, including special purpose units of State or local government engaged in economic or infrastructure development activities
- Institutions of higher education
- Public or private non-profit organizations acting in cooperation with officials of a political subdivision of a State

Individuals and for-profit entities are **not eligible**.



Distressed areas, lack of revenue, often has slower recovery

Projects can include facility improvements that can prevent flooding such as pump stations in vulnerable areas.







Funding Program: EDA FY2018 Disaster Supplemental

Projected Outcomes:

- ❖ Community green space, trail and watershed restoration
- ❖ Reduction of runoff and sedimentation into the city storm drainage
- ❖ Reduction of downstream flooding in the port district and business area
- ❖ Economic Opportunity
  - ❖ Port Businesses remain open
  - ❖ Airport access and commerce movement
- ❖ Catalyst project to further improve city stormwater
- ❖ Catalyst to further address Mission Bay flooding and future transportation hub





Scope: Expanding and modernizing old labs, classrooms, and lecture spaces for health and science and nursing programs.

Projected Outcomes:

- ❖ Addresses Oregon's nursing shortage particularly in rural areas and facility shortage for education and training in rural distressed areas
- ❖ Economic Opportunity
  - ❖ Creation of 241 jobs, saving 637 jobs
  - ❖ Leverage \$5 million private investments
  - ❖ Strengthen Local Economy
  - ❖ Diversify the Region's economy
  - ❖ Benefit towards jobs and public health





## Collaboration – resource, research, training, manufacturing, products

- ❖ **Mass timber – Advanced wood material, can be used for building materials including commercial construction, stronger more resilient, sustainable (IE CLT)**
- ❖ **Small diameter and diseased tree takings can improve forest health, fire resilience**
- ❖ **Lower carbon footprint material**
- ❖ **Mass timber can help manufacturers take advantage of local resources**
- ❖ **Opens need for newer industry training, resulting in jobs**
- ❖ **Colleges are creating new programs, labs, classes for advanced materials**
- ❖ **Training opportunities for BIPOC and tribal communities, local manufacturing, revamp mills**





**NOFOs****Description****Total American Rescue Plan funding: \$3B**

- |   |                                                    |               |                                                                                                                                                                                                      |        |
|---|----------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| 1 | <b>Travel, Tourism &amp; Outdoor Recreation</b>    | <b>\$750M</b> | Accelerate communities impacted by COVID-related travel and tourism decline through state grants (\$510M) and competitive grants (\$240M)                                                            |        |
| 2 | <b>Good Jobs Challenge</b>                         | <b>\$500M</b> | Establish or strengthen regional systems to train workers with in-demand skills through employer-driven training, supporting participants with wrap-around services and employer commitments to hire |        |
| 3 | <b>Economic Adjustment Assistance</b>              | <b>\$500M</b> | Invest in infrastructure, technical assistance, planning, and revolving loan programs through competitive grants available to every community                                                        | \$200M |
| 4 | <b>Indigenous Communities</b>                      | <b>\$100M</b> | Additional Economic Adjustment Assistance funds to specifically support Indigenous communities                                                                                                       |        |
| 5 | <b>Build Back Better Regional Challenge</b>        | <b>\$1B</b>   | Transform 20-30 economically distressed regions through substantial investment through groups of 3-8 projects, totaling ~\$25-75M per region; open to proposals up to \$100M                         | \$100M |
| 6 | <b>Statewide Planning, Research &amp; Networks</b> | <b>\$90M</b>  | Invest in economic plans, research to assess the effectiveness of EDA's programs, and support for stakeholder communities around key EDA initiatives                                                 |        |

**\$300M Coal Communities Commitment**Visit [www.eda.gov/arpa](https://www.eda.gov/arpa) for more information



# Build Back Better - Two-Phase Process

**Phase 1: 50-60 regions** awarded technical assistance grants to help regions prepare for Phase 2 and mature their clusters  
*Total: ~\$500,000 per region*

**Phase 2: 20-30 regions** from Phase 1 regions awarded implementation grants from full project cluster applications

*Total: ~\$25-\$75M, up to \$100M per region*

**Phase 1 concept proposal deadline:  
October 19, 2021**

**Phase 2 application deadline:  
March 15, 2022**

*Non-selected projects may be eligible for other EDA and federal funding. EDA will refer compelling projects to other agencies.*





# EDA AMERICAN RESCUE PLAN



The American Rescue Plan allocates \$3 billion to EDA in supplemental funding to assist communities nationwide in their efforts to build back better by accelerating the economic recovery from the coronavirus pandemic and building local economies that will be resilient to future economic shocks.

American Rescue Plan funding enables EDA to provide larger, more transformational investments across the nation while utilizing its greatest strengths, including flexible funding to support community-led economic development.

EDA is making a *Coal Communities Commitment*, designating \$300 million of its \$3 billion American Rescue Plan appropriation to ensure support for these communities as they recover from the pandemic and create new jobs and opportunities, including through the creation or expansion of a new industry sector.

	NOFOS								
	STATEWIDE PLANNING, RESEARCH & NETWORKS \$90M		BUILD BACK BETTER REGIONAL CHALLENGE \$1B		TRAVEL, TOURISM & OUTDOOR RECREATION \$750M		ECONOMIC ADJUSTMENT ASSISTANCE \$500M	INDIGENOUS COMMUNITIES \$100M	GOOD JOBS CHALLENGE \$500M
GOAL	EDA is supporting states in planning efforts, investing in research that assesses the effectiveness of EDA's programs, and supporting stakeholder communities around key EDA initiatives.		This Challenge is designed to assist communities nationwide in their efforts to build back better by accelerating the economic recovery from the coronavirus pandemic and building local economies that will be resilient to future economic shocks. <i>\$100M for Coal Communities</i>		Through state and competitive grant programs, EDA is focused on accelerating the recovery of communities that rely on the travel, tourism and outdoor recreation sectors, which were hard-hit by the pandemic.		This program will help hundreds of communities across the nation plan, build, innovate, and put people back to work through construction or non-construction projects designed to meet local needs. <i>\$200M for Coal Communities</i>	EDA is allocating \$100 million in American Rescue Plan funding specifically for Indigenous communities, which were disproportionately impacted by the pandemic.	This Challenge aims to get Americans back to work by building and strengthening regional systems and sectoral partnerships to train workers with in-demand skills that lead to good-paying jobs.
SPLIT	Planning: \$59M	Research & Networks: \$31M	Phase 1: <\$500k each	Phase 2: \$25-75M, up to \$100M	State grants: \$510M	Competitive: \$240M			
APPLICANTS	State or designated entity	National research & TA providers	All EDA eligibles	Phase 1 finalists	State or designated entity	All EDA eligibles	All EDA eligibles	Tribes and organizations serving Native Hawaiians and Pacific Islanders.	All EDA eligibles
APPLICATION PROCESS	By invitation	Rolling	National competition	National competition	State grants allocation	Rolling	Rolling	Rolling	National competition
APPLICATION DEADLINE	STATE PLANNING GRANTS Application due 45 days after receiving invitation  RESEARCH AND NETWORKS GRANTS EDA encourages eligible applicants to submit as soon as possible		Phase 1 deadline: <b>October 19, 2021</b>  Phase 2 deadline: <b>March 15, 2022</b>		STATE TOURISM GRANTS Application due 60 days after receiving invitation  COMPETITIVE TOURISM GRANTS EDA encourages eligible applicants to submit as soon as possible		EDA encourages eligible applicants to submit as soon as possible	EDA encourages eligible applicants to submit as soon as possible	Application deadline: <b>January 26, 2022</b>





**Consider the project potential to help communities leverage public-private partnerships that foster collaboration, attract investment, create jobs, and drive economic resiliency and prosperity.**

### **Innovation, Collaboration, Partnerships**

- Take larger view, expanding boundaries
- Be innovative in your thinking and approach
- Be open to new concepts, possibilities
- Engage, outreach and be inclusive of multiple and diverse stakeholders, including BIPOC communities
- Think and Seek multiple benefits



## INTERAGENCY COLLABORATION AND INVESTMENT

- Assistance with Federal Resource Coordination
  - [Matrix of Federal Economic Development Assistance](#)
- Regional Economic Diversifications Summits ([REDS](#))
- Other [Integration Tools and Resources](#)
- [Leveraging Complimentary Federal Programs \(EDI\)](#)



## ALIGNING REGIONAL PLANS

- Assisting Communities to [integrate CEDS](#) with planning for complementary federal resources, such as:
  - ✓ Housing and Community Development (HUD Consolidated Plans)
  - ✓ Hazard Mitigation (FEMA)
  - ✓ Regional Transportation and Infrastructure



## DISASTER RECOVERY ASSISTANCE

- EDA often leads the Economic Recovery Support Function (ERSF) and provides [recovery assistance](#) in federally declared disaster areas





## CONTACT AND INFO

Frances Sakaguchi, Regional Economic Development Integrator (EDI),  
[fsakaguchi@eda.gov](mailto:fsakaguchi@eda.gov)

Visit the following EDA web pages for additional information:

[www.eda.gov/arpa](http://www.eda.gov/arpa)

- Fact Sheets
  - FAQs
  - Recorded Webinars
  - PowerPoint presentations
  - Updates on Notice of Funding Opportunities (NOFOs)
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- EDA Programs: <https://www.eda.gov/programs/eda-programs/>
  - EDA Funding Opportunities: <https://www.eda.gov/funding-opportunities/>
  - Success Stories: <https://www.eda.gov/success-stories/>
  - Disaster Recovery: <https://www.eda.gov/disaster-recovery/>
  - Economic Development Integration: <https://www.eda.gov/edi/>
  - EDA/EDR local contact: <https://www.eda.gov/contact/>