

KERN COALITION - CERF COMMUNITY ECONOMIC RESILIENCE FUND

California created the Community Economic Resilience Fund (CERF) to help families and businesses invest in their communities.

WHAT IS CERF?

The Community Economic Resilience Fund (CERF) was created to help our vulnerable communities recover from the economic distress of COVID-19. The program seeks to increase the opportunities and quality of life of disinvested communities by supporting the development of plans and strategies that lead to high-quality, good-paying jobs in industries that don't negatively impact our environment.

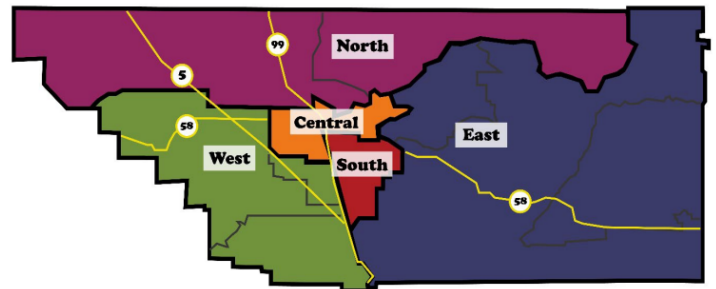
WHY IS CERF IMPORTANT?

CERF is a transformational effort that seeks to change the way decisions are traditionally made by including everyone in planning for the economy. The CERF program aims to:

- Uplift marginalized communities and ensure their voices are heard in shaping Kern County's economic future.
- Make sure that people from disinvested communities can find pathways to good job opportunities in growing industries.
- Help our community get ready for a future with clean energy.
- Ensure that industries prioritized reflect the communities needs.

WHY YOU SHOULD BE PART OF CERF:

- You deserve a better job. You deserve a brighter future.
- Join your neighbors, business owners, and many others to make plans that will lead to good-paying jobs that will also help us clean up our communities.
- Together, we will identify viable industries that create jobs that are at a livable wage, including benefits and retirement planning, and allow for professional growth pathways.
- Join us! Monthly meetings are happening in your region. Participate in person or virtually via Zoom.
- Be part of the plan that gives you the power to make real change.
- Flex your power for your future and your neighborhood.



FOR MORE INFORMATION VISIT: WWW.KCCD.EDU/KERN-COALITION-CERF