

BUILDING A NEW CALIFORNIA ECONOMY 2025 VISION



MESSAGE FROM THE CEO

Resilient. Sustainable. Inclusive.

There is a lot on the horizon for CA FWD in 2025. After a year of change and transformation for the organization, we're incredibly excited about what this new year will bring.

In the past, we've followed up our annual [California Economic Summit](#) with a report, the Roadmap to Shared Prosperity. We're changing things up a bit this year. Instead of a report laying out a range of policy priorities, we're giving you this quick and clear vision of the work CA FWD is leading in 2025. You'll find it's all in service of our core vision: **building a New California Economy where people across every region and community can prosper, both today and into the future.**

As it has for nearly 20 years, the work starts with our allies and networks. CA FWD has long provided the interconnective tissue between communities, regions, and the state—and increasingly, to the world outside California's borders. With our core partner, the [California Stewardship Network](#), we knit together diverse threads of policy and programmatic work into a statewide movement to create a resilient, sustainable, and inclusive economy.

With today's global challenges, we know it's more important than ever to support economic advancement strategies that are **regions-up** and focused on the **growth and stewardship** of California's valuable communities, land, and resources. We also know that we can't do this work without addressing and responding to climate change. Climate resilience is inextricable from sustainable economic growth.

Whether we're focused on supporting regional partners to build priority projects on the ground, or pushing for stronger state support for cross-region industries like the bioeconomy and advanced manufacturing, all our work recognizes that an economy built without attention to the reality of climate change is an economy that won't provide the tangible benefits all Californians deserve.

I invite you to take a look at our strategic priorities, goals, and activities we are driving forward in 2025, and I look forward to working together to build stronger and more resilient economies across all of California!

In Partnership,


Kate Gordon
CEO, CA FWD

OUR APPROACH *How we're building a New California Economy*

STRATEGIC PRIORITIES

REGIONS-UP

Shared Capacity to Grow and Engage

Thriving Regions

Models for Inclusive Economic Growth

Leadership Development

GROWTH + STEWARDSHIP

Building Blocks of an Inclusive, Resilient, and Sustainable Economy

Industrial (R)evolution

Fiscal Resilience in a Changing Climate

To build a New California Economy, CA FWD, along with our partners, is committed to advancing our core programs through the following projects:

REGIONS-UP

Investor Exchange Series

Convening two Investor Exchanges—follow-up events to the Investor Exchange held at the 2024 California Economic Summit—to connect regional projects to private funding opportunities for sustained implementation driving capital to regional priorities.

“The [California] Jobs First Investors Exchange was extremely informative and I came away with actionable items, connections and ideas.”

- OCT. 2024 INVESTOR EXCHANGE PARTICIPANT

Policy Advocacy to Support Regional Economic Action

Catalyzing a policy agenda that supports a durable and sustainable regions-up economic development system for the state of California.



“The uniqueness of California’s regions are a true asset in our diverse state, which is why empowering regions to build thriving and sustainable economies is critical for the success of California as a whole. The work of the CSN and CA FWD helps support the strength of regions by creating a network of shared learning for regional leaders, as well as a platform for collective action.”

- EVAN SCHMIDT, CEO, VALLEY VISION AND MEMBER, CSN

Community Benefits Hub

[Partnering with the Possibility Lab](#) at the University of California, Berkeley to develop community benefits resources and tools designed to align public investment, community priorities, and private sector goals.

“This partnership with CA FWD is about equipping communities across the state with the tools they need to effectively advocate for their futures.”

- AMY E. LERMAN, PROFESSOR OF POLITICAL SCIENCE AND PUBLIC POLICY AT UC BERKELEY, AND EXECUTIVE DIRECTOR OF THE POSSIBILITY LAB

REGIONS-UP

CA FWD Young Leaders Program

Launching a new cohort of the [CA FWD Young Leaders Program \(YLP\)](#), formerly the Young Leaders Advisory Council, to elevate the next generation of empowered industry, policy, and non-profit leaders through professional development curriculum, peer knowledge exchange, and opportunities to engage with experts.

CSN Peer Exchanges

Convening bi-annual opportunities for California Stewardship Network (CSN) members to collaborate as peers, share best practices, and strategize around statewide collective action priorities.



Supporting California’s Regions to Build a Sustainable & Resilient Industrial Economy

Lifting up and connecting regions across the state in their efforts to build a more sustainable economy that provides high road jobs and broadly shared economic opportunity, with targeted projects on the bioeconomy and the battery supply chain.

Increasing Fiscal Stability of Public Budgets

Advancing efforts to reform California’s Rainy Day Fund to reduce the volatility of the state’s revenue structure by saving more in the Fund during strong revenue years.

Supporting implementation of the state’s risk disclosure agenda and connecting and convening public and private sector partners on implementation of related legislation, including SB 261.

Catalyzing investment in Climate Resilience

Convening cross-sector experts through [Resilient Design Sprints](#) to tackle the fiscal risks climate impacts pose to governments, identify market gaps, and implement strategies to leverage the insurance sector as a tool for reducing public risk.

Advancing a climate resilience implementation accelerator that provides models for adaptation action and drives structural reforms to overcome barriers to implementation.

GROWTH + STEWARDSHIP