



Los Angeles Regional CERF Collaborative

Outreach & Community Engagement Committee

Status Update: 6/29/22

Purpose & Goals

CERF Goals

1. Build a Sustainable, Resilient & Inclusive LA Economy
 - With focused effort on disinvested communities
 - Include recovery needs from the pandemic
 - Factor in impacts of climate change
2. Develop more inclusive economy to better withstand acute disruptions
3. Foster greater resiliency in transition toward a carbon-neutral economy.
4. Support creation of quality jobs and equal access to those jobs.

Outreach & Engagement Committee Objectives

- Identify & include members of all Disinvested Communities
- Gather input from & include entire the geographic region
- Define Most Pressing Needs for Underserved/Under-voiced
- Develop high-level inclusive outreach strategy
- Include all mandatory categories of stakeholders
- Adopt inclusive planning processes & meaningful engagement tactics.

Required Stakeholder Categories

Task #1 – Defining the WHO

Identify & include members of all Disinvested Communities

Mandatory CERF Categories:

- 1. Employers, Business & Trade Associations
- 2. Labor
- 3. Economic Development
- 4. Workforce Development
- 5. Government
- 6. Academia
- 7. Philanthropy
- 8. Community Based Organizations

What We have Done:

- Convene Committee of Initial Stakeholders
- Identified Subsegments of Disinvested Populations (Subgroups)



Required Stakeholder Categories

Task #1 – Define the WHO

- Develop A Plan for Meaningful engagement across diverse regional stakeholders
- Convene Committee Cross Section of Stakeholders
- Include Representation from Subsegments of Disinvested Communities

Mandatory CERF Categories:

- 1. Employers, Business & Trade Associations
- 2. Labor
- 3. Economic Development
- 4. Workforce Development
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Capturing Their WHY

TASK #2 – THE WHY

- 1) Subgroup members define why their community segment is considered “disinvested”, and
- 2) Why is it critical for this group to be included in the CERF outreach plan

Breakouts by Subgroup



Stakeholder Inclusivity: Required Groups & Subgroups

| | | | | | |
|--|--|--------------|--|-------------------------------|--|
| Employers, Business & Trade Associations | Large Corporate Employers Public Agency Employers Large Nonprofit Employers Small Nonprofit Employers Business Trade Associations Local Chambers of Commerce Ethnic Chambers of Commerce Tribal Chambers of Commerce Small Businesses Self Employed Individuals Gig Worker Associations Veteran Business Associations | Government | 88 Cities LA County Supervisors State Elected Officials Council of Governments Joint Power Authorities Public Agencies | Community Based Organizations | Faith Based Institutions At Risk Youth Services Agencies Foster Youth CBOs Senior Services Agencies Social Service & Family Support Domestic Violence Survivors Formerly Incarcerated/Justice Inv. Immigrants/Immigrant Services Small Business Service Providers Tribal Service Agencies Homeless Veterans Housing Agencies Low Income Residents Civic Engagement Coalitions Disabled & Mentally Impacted |
| Labor | Unions | Academia | Local School Districts Community Colleges Universities Independent Schools | | |
| Economic Development | Community Development Corporations Economic Development Agencies Local Planning Agencies Business Improvement Districts | Philanthropy | Regional Community Foundations Statewide Foundations National Foundations Corporate Foundations Center for Nonprofit Management Question: Mayor's Fund (How does this play into plan) | | |
| Workers & Workforce Development | Worker Centers Workforce Development Boards Worker's Rights Advocates Disabled Worker Associations | | | | |

Geographic Inclusivity

Estimated 53 Orgs - Outreach Committee

- Antelope Valley – 0
- San Fernando - 2
- San Gabriel - 4
- LA West - 1
- LA Metro – 3
- LA East - 4
- South LA - 9-
 - South LA East
 - South LA West
- Hub Cities/Gateway - 3
- South Bay – 2
- Region Wide Agencies - 25



HOW DO WE ENGAGE

Task #3 – How do We Engage Subgroups

Common Outreach & Engagement Tactics

1. Listening sessions
2. Public forums,
3. Interviews,
4. Convening of Street Teams
5. Door to door canvassing
6. Social media posts
7. Facebook meetings
8. Online surveys,
9. Focus groups
10. Personal interviews
11. Phone surveys
12. Local Radio
13. Ethnic Media
14. Written surveys and online questionnaires

Group Poll: Which Tactics Work Best to Reach Your Constituency?
What innovative Approaches can you recommend for your subgroup?