

## LA County CERF OE Committee Meeting Notes (7/6)

### General Notes

#### **Outreach & Engagement Committee Objectives**

- Include all mandatory categories of stakeholders
- Go Deeper to Identify/Include ALL Disinvested Subgroups
- Include entire LA County Geographic regions; 9 SPA regions
- Define Most Pressing Needs for Underserved/Under-Voiced
- Develop high-level inclusive outreach strategy
- Inclusive planning process & meaningful engagement tactics

#### **Progress so far:**

- +/- 64 Initial Members
- Identified 68 distinct “disinvested subgroups”
- Convened/Scheduled 8 initial subgroup meetings.

\*\* The OE Committee’s goal should be to create flexibility to add any subgroups that are not initially in the original member list or groups that we uncover during the planning phase.

#### **Discussion: Outreach Strategy**

- A. Approach anchored in Grassroots Engagement
- B. Subgroup Input is Key to Planning Process
  - Outreach & OE Committee to continue to ID Partners
  - “Stipend” to Subgroups Participate in CERF Planning Meetings
- C. Language Diversity: In Language Outreach

\*\* Language should leave the HRTC a broad variety of offerings that allow the group to tailor tactics to the needs of specific subgroups.

#### **Possible Budget Items**

CRM System / surveying tool

Translation System / Company to improve language diversity and save time.

Food (incentive)

High Tech + Low Tech Categories

Advertisements

GIS Mapping Consultant for any “specialized” outreach efforts – how to ensure that the consultant is valuable and not wasted money.

## **Geographic + Ethnic Review**

1. Collect Subgroup Data
2. Analyze Subgroup Data by Geography + Ethnic Cross Section
3. Inform Planning Process

## **Things to Consider**

**\*\*** In our outreach tactics, how will our group ensure that community engagement is building the capacity and training of residents and their networks to understand the vision in continuous ways.

The HRTC must develop leadership of residents to be involved in different aspects of the structure by allocating specific dollars that will provide the cultural and training capacity to achieve this.

Residents are engaging with the entire process and using their own experiences to connect this project with these communities → How do we ensure that residents are comfortable to provide feedback and leadership.

Can philanthropic dollars help support this?

## **Building Capacity in 2 ways**

- Training to engage and feedback
- Coaching residents to empower them to feel ownership to be engaged

Example: 75,000 for 15-20 residents including a stipend and training them for 4 months. – Geographic and culturally appropriate.