



**LOS ANGELES COUNTY**  
ECONOMIC DEVELOPMENT CORPORATION

*Collaboratively Advancing Growth and Prosperity for All*

# COMMUNITY ECONOMIC RESILIENCE FUND (CERF) PROGRAM

[www.laedc.org/CERF](http://www.laedc.org/CERF)

A large circular graphic with a teal-to-blue gradient background. Inside the circle, there is a green rectangular sign with white text that reads 'Los Angeles COUNTY LINE'. Below the sign, there is a photograph of a city skyline with several tall buildings and palm trees in the foreground.

**Los Angeles**  
**COUNTY LINE**



# LA COUNTY CERF Planning Table

The region is meeting virtually every other week on Fridays from 9-10am through October 1, 2022, in anticipation of the announcement. If an announcement is made on funding, additional meetings and information will be provided thereafter.

- **SFP Link:** [https://edd.ca.gov/siteassets/files/jobs\\_and\\_training/notices/docs/wssfp21-06.pdf](https://edd.ca.gov/siteassets/files/jobs_and_training/notices/docs/wssfp21-06.pdf)
- **State's CERF Website:** <https://opr.ca.gov/economic-development/just-transition/cerf.html>
- **LA County's CERF Website:** [www.laedc.org/cerf](http://www.laedc.org/cerf)
- To sign up for the LA County CERF Friday meetings <https://forms.office.com/r/9nNb2mStrV>
- **CERF FRIDAY MEETING LINK:** <https://us02web.zoom.us/j/86583986066>



# Deliverable #1: High Road Transition Collaboratives

Collaboratives will provide information about the formal and informal partnerships and coalitions they developed and discuss how they did so. The report will include the following:

1. **Governance Structure:** Lay out the governance structure and explain whether and how the structure evolved over time to respond to the region's needs. If the structure has evolved, explain why.
2. **Outreach and Engagement Plan:** Summarize the engagement plan and explain whether it has evolved over time. If the plan has evolved, explain how and why.
3. **Partnerships:** Discuss the formal and informal partnerships and coalitions that are built throughout the process include number of MOUs, strategies to sustain, etc.
4. **Inclusivity:** Discuss how these partnerships and coalitions advance the goals of responding to the needs of diverse stakeholders and especially disinvested communities



## Deliverable #2: Regional Plan

- Collaboratives will develop a regional economic recovery and transition plan that addresses essential elements of a High Road strategy.
- The plan will be co-developed with diverse stakeholders throughout the process, from visioning to analysis, and to strategy and roadmap creation.
- Analyses and plans must account for sub-regional and inter-regional dynamics.
- The plan must be built on existing regional and/or subregional economic development plans and strategies as appropriate.
- The regional plan has two parts:
  - Snapshot of socio-economic conditions in the region: mapping stakeholders, providing a regional summary, and conducting analyses
  - Establishes a forward-looking economic development and transition roadmap using the information obtained in Part 1. HRTCs will develop a series of investment strategies that will be informed by the forward-looking economic transition roadmap.



# Analyses and the Roadmap Must Address the CERF Objectives

- **Equity:** Analyses must consider the needs and the interest of diverse communities across the region, with an explicit intention to include populations historically excluded from planning and economic development processes, especially disinvested communities.
- **Sustainability:** Analyses must focus on economic development that is self-sustaining and aims at a carbon-neutral, climate-resilient economy addressing the needs of the region's communities.
- **Job quality and access:** Analyses must prioritize jobs that provide a family-sustaining wage, health benefits, a pension, worker advancement opportunities, a safety net, and collective worker input. These jobs are stable, with predictable schedules, and safe working conditions.
- **Economic competitiveness and resilience:** Analyses must focus on strategies to avoid, withstand, and recover from economic shocks so that the CERF Region can compete effectively in the global economy and deliver prosperity to communities in the region.

# Regional Plan: Part 1 – Regional Baseline

The first part of the regional plan presents a baseline of the region. It considers the region's stakeholders, assesses the factors affecting the region's economic, environmental, and health conditions, and conducts detailed economic and workforce analyses. The intention is to ensure that the plans take a full account of the factors shaping economic development in the region before developing strategies for recovery and transition

## STAKEHOLDER MAPPING

## REGIONAL SUMMARY

- ECONOMY & ECONOMIC DEVELOPMENT
- CLIMATE & ENVIRONMENTAL IMPACT
- PUBLIC HEALTH ANALYSIS

## LABOR MARKET ANALYSIS

## INDUSTRY CLUSTER ANALYSIS

## SWOT ANALYSIS

# Regional Plan: Part 2 – Economic Development & Transition Roadmap

HRTCs will also be required to develop a holistic economic development and transition roadmap with strategies that prioritize the creation of high-quality jobs, equitable access to jobs and resources, and emphasizes developing sustainable and resilient economies and industries.

VISION AND GOALS

STRATEGIES FOR THE GROWTH OF TARGETED INDUSTRIES

STRATEGIES FOR INCREASING ECONOMIC DIVERSIFICATION

STRATEGIES FOR RESPONDING EFFECTIVELY TO ECONOMIC SHOCKS

STRATEGIES FOR INCREASING ECONOMIC EQUITY

STRATEGIES FOR INCREASING HEALTH AND ENVIRONMENTAL EQUITY

STRATEGIES FOR ALIGNING WITH STATE STRATEGIES

## 1. Vision and goals

- Develop vision/goals for creating a High Road economy that is sustainable, inclusive and equitable

## 2. Strategies for the growth of targeted industries

1. Industrial Cluster Development: Current trends and projected growth; consider existing plans like CEDS along with elements that work together to support creation of quality jobs including clear local market signals, value chain and infrastructure, and innovation ecosystem.
2. Workforce Development: explain how the industrial strategy plans to match skills to available jobs, address talent and recruitment, and facilitate strategic collaboration among business, training and education institutions, labor, etc.

## 3. Strategies for increasing economic diversification

- Strategies must focus on economic diversification in at-risk locations (i.e., considering the impacts of economic disrupters such as climate change on the local workforce and economy). Investments must clearly address barriers to attraction and retention of businesses, as well as barriers to quality job access for disinvested communities.

## 4. Strategies for responding effectively to economic shocks

- Protecting diverse communities, especially disinvested communities, and using economic shocks and disasters as opportunities for growth

## 5. Strategies for increasing economic equity

- Strategies must refer to the analyses of workforce and demographic trends, and focus on closing gaps, reaching universal levels of service, or disaggregating results by race, ethnicity, income, etc.
- Strategies must create and sustain pathways into quality jobs and family-sustaining careers and improve job quality and wages in sectors that do not offer quality jobs.
- Strategies must support workers potentially impacted by at-risk industries and prevent displacement of incumbent workers or replacement of high-road jobs with low-quality jobs.

## 6. Strategies for increasing health and environmental equity

- These strategies must include limiting the impacts of economic development activities on the natural environment. They must also avoid exacerbating the effects of climate change and include pathways for mitigating the effects of anticipated climate impacts on targeted industries and occupations. They must also address public health needs, with special attention to the needs of disinvested communities.

## 7. Strategies for aligning with State strategies

- An assessment of how regional economic development strategies (i.e., planning priorities, grant programs, and regulations) can align with, support, and be supported by existing state strategies in areas like clean energy, air pollution reduction, transportation decarbonization, climate adaptation, sustainable water management, and natural and working lands.



# Strategic Investments and Projects

- The HRTC will identify 2-5 strategic investments or projects to enact recovery and transition to be funded in Phase II (Implementation) that meet the following criteria:
  - Demonstrate proposed impacts to communities/industries
  - Demonstrate project feasibility, commitments, and community support
  - Promote State climate goals
  - Support labor standards and job quality
  - Demonstrate clear role in regional strategy to support the creation of quality jobs with:
    - Clear local market signals
    - Workforce development
    - Economic diversification
    - Complement existing funding
    - Achieve timely implementation

# Committee Updates: Co-Facilitators

## Governance

- Business/industry sector:  
Maria Salinas, President & CEO, Los Angeles Area Chamber of Commerce
- CBO/non-profit sector:  
Tunua Thrash-Ntuk, President & CEO, The Center by Lendistry
- Government sector:  
Kelly LoBianco, Executive Director, LA County Department of Economic Opportunity

## Outreach & Engagement

- Business/industry sector:  
Angela Gibson-Shaw, President, Greater Los Angeles African American Chamber of Commerce
- Community Development:  
Nicole Anand, Deputy Director, Inclusive Action for the City
- Economic Development:  
Sharon Evans, CEO, Business Resource Group
- Workforce/Sustainability:  
Stella Ursua, Senior Programs and Partnerships Manager, GRID Alternatives Greater LA

## Data & Research

- CBO/non-profit sector:  
Nelly Nieblas, Federal and State Policy Associate, RespectAbility
- Research SME:  
Matt Horton, Director of the Center for Regional Economics and California Center, Milken Institute

(Listed alphabetically by sector.)

# Committee Updates: Updates & Action Items

## Governance Action Items

- Identify models that include shared structures, participatory, inclusive of diverse stakeholders

## Outreach & Engagement Action Items

- Identify stakeholder profiles and models for effective and inclusive community engagement
  - The who and how

## Data & Research Action Items

- Repository of existing research required under the SFP that the group can utilize
- What remains to be studied, analyzed and at what level of detail, cost and timeframe

# Proposal Checklist and Timeline: Completed

Section	Element	Responsible Drafting Party	Timeline
A	Phase 1 Concept Proposal	Regional Convener Fiscal Agent Research and Data Committee Governance Committee	Initial Draft 7/8 Final Draft 7/15
B	Proposed Work Plan	All 3 Committees	Initial Draft 7/8 Final Draft 7/15
C	Outreach and Engagement Plan	Outreach and Committee	Initial Draft 7/8 Final Draft 7/15
D	Collective Partnership Agreement Letter	Governance Committee Regional Convener	Initial Draft 7/8, Final Draft 7/15 Signed Letters by 7/18
E	Application Package Exhibits – budget, budget narrative, supplemental budget, proposed work plan Signed statement of willingness	All 3 Committees  Regional Convener Fiscal Agent	Initial Draft 7/8, Final Draft 7/15  7/18
F	Application Package Appendices	Regional Convener Fiscal Agent	7/18

**The LA County CERF HRTC convened and/or facilitated the support of 125 entities throughout the county which included representation from all entities identified in the SFP as follows:**

- Labor organizations
- Employers, businesses, and business associations
- Grassroots and community-based organizations, community organizers, and community members
- Government agencies.
- Economic development agencies.
- Philanthropic organizations
- Education and training providers
- Workforce entities
- Environmental justice organizations
- Worker centers
- Disinvested communities
- California Native American Tribes
- Other regional stakeholders capable of contributing to the success of the project.



## Phase 2—Implementation Grants:

- a. Provide approximately \$500M in rolling, competitive grants from fall/winter 2022 to October 2026. Includes reserve funding for each region for competitive bidding.
- b. Fund projects in localities across the regions based on regional plans developed and criteria outlined.
- c. Ensure projects support economic resilience and transition for regions, while promoting economic diversification, sustainability, and equity. Outcomes will drive the growth of globally competitive, sustainable industries with well-paying, accessible jobs and bolster equity outcomes by race, ethnicity, gender, and geography.



### ***Best-Case Scenario Timelines***

Month	Program Progress
February/March 2022	<ul style="list-style-type: none"><li>• Continue to develop guidelines with stakeholder input</li><li>• Conduct focused listening sessions</li></ul>
April 2022	<ul style="list-style-type: none"><li>• Release Planning Phase Draft Guidelines for Round 2 Public Comment</li><li>• Host Regional Guidelines Workshops</li></ul>
May/June 2022	<ul style="list-style-type: none"><li>• Incorporate comments from Round 2 Public Comment Period</li><li>• Release Planning Phase Solicitation</li><li>• Bidder's Conference</li></ul>
Summer 2022	<ul style="list-style-type: none"><li>• Planning Phase Solicitation Awards and Initiate Contracting Process</li></ul>
Fall 2022	<ul style="list-style-type: none"><li>• Release Implementation Phase Draft Guidelines for Public Comment</li><li>• Incorporate comments on Implementation Phase Guidelines</li><li>• Host Guidelines Workshops</li></ul>
Winter 2023	<ul style="list-style-type: none"><li>• Release Implementation Phase Solicitation</li><li>• Bidder's Conference</li></ul>
October 2026	<ul style="list-style-type: none"><li>• Encumbrance deadline</li></ul>



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# Thank you!

For more info, please visit:  
[www.laedc.org/cerf](http://www.laedc.org/cerf)

Questions can be sent to Suli Kenyatta  
@ [Suli.Kenyatta@laedc.org](mailto:Suli.Kenyatta@laedc.org)

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