COMMUNITY ECONOMIC RESILIENCE FUND (CERF) PROGRAM

L.A. County HRTC Meeting
www.laedc.org/CERF
L.A. County CERF HRTC Meeting Agenda
September 16, 2022

- Welcome and Introductions of new partners
- Grant Status Update and Timeline
- L.A. County CERF HRTC 101 – 1-Pager and Resource Links
- L.A. County CERF HRTC partner count
- Community Outreach & Engagement Update
- Questions/Comments

- Next Meeting: September 30, 2022 @ 9:00 AM
CERF Timeline

- **September 2022**
  Grantees are chosen and contracting process begins; Contracts wrap-up by the end of October 2022

- **October 2022**
  Finalize contracts with Planning Phase awardees

- **Fall 2022**
  Release Implementation Phase Draft Guidelines for Public Comment and host Draft Guidelines Workshops
  Release CERF Tribal Funding Opportunity Draft Guidelines and host Draft Guidelines Workshops

- **Winter 2023**
  Release Implementation Phase Solicitation
  Release CERF Tribal Funding Opportunity Solicitation

- **Winter 2024**
  Planning Phase encumbrance deadline
  Planning Phase expenditure deadline

https://laedc.org/cerf/
L.A. County CERF HRTC Resource Links

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

• CERF SFP Link:
  • 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

• L.A. County’s HRTC CERF Website:
  • www.laedc.org/cerf

• L.A. County CERF Engagement Form
  • https://forms.office.com/r/9nNb2mStrV

• CERF FRIDAY MEETING LINK:
  • https://us02web.zoom.us/j/86583986066
The L.A. County CERF HRTC has convened and/or facilitated the support of 220 entities throughout the county which included representation from all entities identified in the SFP.

Please visit: www.laedc.org/CERF for the full list of partners.

| 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. |
L.A. County CERF HRTC One-Pager
### 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

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| • Identify models that include shared structures, participatory, inclusive of diverse stakeholders | • Identify stakeholder profiles and models for effective and inclusive community engagement  
  • The who and how | • 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 |
L.A. County CERF HRTC Convener Roles if awarded NTE 21 months

- Director (1)
- Program Managers (2)
- Administrative Assistant (1)
- Research and Data Analyst (1)

Competencies, Skills, and Characteristics to consider when looking at candidates

- Experienced in managing State and/or Federal Grants/Apprenticeships and other programs
- Experience managing sub-contractors, sub-recipients, contractors, etc.
- Experience leading Regional Initiatives and stakeholders' business/philanthropy, CBOs, educational partners
- Experience in Economic Development planning and community engagement (Grassroots development experience)
- Experience utilizing communication tools including email marketing services (e.g. MailChimp) and social media management software
- Grant management and reporting experience
- Salesforce (or another CRM)/Microsoft Suite and tech savvy
- Works/Lives in the region and understands the ecosystem and demographics and comfortable working in underserved communities
- Culturally Competent
- College graduate and/or 5 plus years of experience that aligns with duties and responsibilities
- Understanding of the educational ecosystem in the region
- Excellent Life and Soft Skills
Other Discussion Items

- Working Group to get language for RFPs
- On-Boarding – Prepare orientation/onboarding video/material
- Preparations for ½ day sessions in the community to get more than 1-hour discussions
- SWOT analysis of the proposal so we can target where we need to improve
- Budget analysis to see how to target fund distribution defined by OE Committee
- Provide LAEDC with information on existing or upcoming events, grants, etc., that could lend to the process framework.
- CERF will include an opportunity for tribal partners to apply.
Thank you!

For more info, please visit: www.laedc.org/cerf

Questions can be sent to Suli Kenyatta
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