



LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION
Collaboratively Advancing Growth and Prosperity for All

COMMUNITY ECONOMIC RESILIENCE FUND (CERF) PROGRAM

L.A. County HRTC Meeting

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, a photograph shows a city skyline with several skyscrapers, including the US Bank Tower, and palm trees in the foreground.

Los Angeles
COUNTY LINE

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



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/wssfp_21-06.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

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

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.
- 



LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION
Collaboratively Advancing Growth and Prosperity for All

Thank you!

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

Questions can be sent to Suli Kenyatta
Suli.Kenyatta@laedc.org

A large circular graphic on the right side of the slide. The top half of the circle features a green rectangular sign with the words "Los Angeles" in a large, white, sans-serif font, and "COUNTY LINE" in a smaller, white, sans-serif font below it. The sign is mounted on a wooden post. The bottom half of the circle shows a city skyline with several tall buildings, including a prominent one with a tiered top, and palm trees in the foreground. The background of the slide is a solid blue color.

Los Angeles
COUNTY LINE