COMMUNITY ECONOMIC RESILIENCE FUND (CERF) PROGRAM

L.A. County HRTC Meeting
www.laedc.org/CERF
• Welcome, and Introductions of new partners

• Grant Status Update - Next Steps/Onboarding Form for new partners

• Sub-Committee Meetings

• Question/Comments
Now
• Contracting with State of California and Fiscal Agents
• Preparations for hiring support staff
• The HRTC will need to review guidelines proposed by the state
• Drafting RFP Scopes for review and input by Sub-Committees

Two Months
Awardees must submit the Planning Phase Plan within the first two months of the Planning Phase (SFP Page 60). Includes:
• The structure of the HRTCs, including the finalized governance structure (OE & Governance will need collaboration coupled with input from the HRTC).
• The plans with estimated expenses for the following: Convening the Collaboratives and an inclusive regional planning process and developing a comprehensive plan for the region’s High Road transition. This includes a plan and timeline for conducting the analyses and developing the roadmap defined in this solicitation.

March 31, 2023
Awardees must submit the Regional summary report (SFP Page 12/60). The Regional Plan includes two parts:
• Part 1 - Snapshot of socio-economic conditions (Research) in the region: mapping stakeholders, providing a regional summary, and conducting analyses.
• Part 2 - Establish a forward-looking economic development and transition roadmap.
L.A. County CERF Onboarding Form

Thank you for your interest in the California Economic Resiliency Fund (CERF) supporting Los Angeles County communities most in need of access to regional economic opportunities. To learn more about the LA County HRTC, please click here.

In addition by completing this onboarding form you agree with the LA County HRTC Collective Partnership Agreement Letter and goals of the LA County HRTC. What is the Collective Partnership Agreement Letter? Creating resilient regional economies will require partnerships, power sharing, and a shared burden of responsibility. Traditional systems have discouraged disinvested communities from engaging in economic development and participating in decision-making. CERF aspires to disrupt business-as-usual processes and ensure disinvested communities participate in regional planning and economic development efforts. LAEDC as the Regional Convener, has invited a diverse group of stakeholders to form the initial HRTC and develop a partnership agreement letter together. HRTC members joining the Collective Partnership Agreement Letter should also consider that regional tables will evolve throughout the planning process to ensure they accurately capture the diversity of each region. The Collective Partnership Agreement Letter will be a fundamental component in developing trust, partnership, and a commitment to power-sharing among HRTC members.

Once you review the letter, please sign and upload a copy to this form. HRTC members in the Collective Partnership Agreement Letter commit to working in partnership to achieve the goals set out in the program and collectively share the weight of responsibility in creating a more inclusive, equitable, and competitive regional economy.

To access the letter template please visit https://laedc.org/cerf/ then go to the Meetings and Recaps section titled “LA County CERF Collective”

SPA 6a South LA- East Planning Area (Communities East of the 110 freeway) - Broadway-Manchester, Florence, Florence-Firestone, Green Meadows, Willowbrook, Watts, Compton, Vernon Central, Lynwood, Rancho Dominguez, West Rancho Dominguez, East Rancho Dominguez


SPA 7 - East Los Angeles Planning Area - Artesia, Bell, Bell Gardens, Bellflower, Cerritos, City Terrace, Commerce, Cudahy, Downey, East La Mirada, East Los Angeles, East Whittier, Hawaiian Gardens, Huntington Park, La Habra Heights, La Mirada, Lakewood, Los Nietos, Maywood, Montebello, North Whittier, Norwalk, Pico Rivera, Santa Fe Springs, Signal Hill, South Gate, South Whittier, Vernon, Walnut Park, West Whittier/Los Nietos, Whittier, Whittier Narrows, Whittier Unincorporated/td

SPA 8 - South Bay Harbor Planning Area - Ingleswood, La Rambla, Lawndale, Lennox, Lomita, Long Beach, Manchester Square, Manhattan Beach, Palos Verdes Estates, Rancho Dominguez, Rancho Palos Verdes, Redondo Beach, Rolling Hills, Rolling Hills Estates, San Pedro, Santa Catalina Island, Torrance, West Carson, Wilmington, Wiseburn

- SPA 1 - Antelope Valley
- SPA 2 - San Fernando
- SPA 3 - San Gabriel
- SPA 4 - Metro
- SPA 5 - West
- SPA 6a - South LA/East
- SPA 6b - South LA/West
- SPA 7 - East
- SPA 8 - South Bay/Harbor
Post-Award Program Requirements & Deliverables

A. Planning Phase (Phase I) Requirements Overview

- The Planning Phase requirements involve building inclusive planning tables, which will result in developing 1) High Road Transition Collaboratives, and 2) Regional Plans.

  - Inclusive Table-Building
  - Strength and Diversity of Collaborative Partnerships
  - Ongoing Regional Processes
  - Collaborative Governance Structure

B. High Road Transition Collaboratives

- Governance Structure
- Outreach and Engagement Plan
- Partnerships
- Inclusivity

C. Regional Plans

- Collaboratives will develop a regional economic recovery and transition plan that addresses essential elements of a High Road strategy.
The Regional Plan includes two parts

• **Part 1** presents a snapshot of socio-economic conditions in the region: mapping stakeholders, providing a regional summary, and conducting analyses.

• **Part 2** 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.
Regional Plan: Part 1

1. Stakeholder Mapping
2. Regional Summary
   - Economy and Economic Development
   - Climate and Environmental Impact
   - Public Health Analysis
3. Labor Market Analysis
4. Industry Cluster Analysis
5. SWOT Analysis
Regional Plan: Part 2

1. Vision and Goals

2. Strategies for the growth of targeted industries
   - Industrial Cluster Development
   - Workforce Development

3. Strategies for increasing economic diversification

4. Strategies for responding effectively to economic shocks

5. Strategies for increasing economic equity

6. Strategies for increasing health and environmental equity

7. Strategies for aligning with State strategies
Strategic Investments and Projects

The Collaboratives will also identify 2-5 strategic investments or projects to enact recovery and transition to be funded in Phase II (Implementation)

1. Demonstrate Proposed Impacts to Communities/Industries

2. Demonstrate Project Feasibility, Commitments, and Community Support

3. Promote State Climate Goals

4. Support Labor Standards and Job Quality

5. Demonstrate Clear Role in Regional Strategy
   - 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.)
## OE Committee Plan Mandates:

- Engagement Focused by subgroups not geographies
- 90 CBO Microgrants + 10 Partner Grants
- Geo & Ethnic Planning Forums Post Community Outreach

### Affinity Hubs & Sub Regional Table Model

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<tr>
<th>Youth</th>
<th>Families</th>
<th>Homeless, Veterans, Seniors</th>
<th>Employers and Business</th>
<th>Economic Development</th>
<th>Civic Eng. &amp; Place-Based Coalitions</th>
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- Formerly Incarcerated
- Disabled Adults
- Mentally Impacted

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- Workforce Development
- Immigrant Rights
- Undocumented Street Vendors

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- No sub-contracts

| Institutional & Government | |
|---------------------------||
| Government                | |
| Elected officials/Cities  | |
| JPAs                      | |
| COGS                      | |

- No sub-contracts
LAEDC is committed to cultivating and preserving a culture of inclusion and connectedness. Understanding that we, like the population we serve, come from all walks of life and are a stronger organization because of it, the LAEDC is committed to a culture that values and prioritizes diversity and free expression within its team. We are proud to be an equal opportunity employer that stays true both to our roots here in Los Angeles County and to our mission by ensuring that anyone, regardless of one’s background, origin, orientation, or station in life, and other characteristics that make our employees unique, can find a home at the LAEDC with our team.

Current LAEDC Opportunities:

- Administrative Assistant (CERF – Community Economic Resilience Fund)
- Program Director – (CERF – Community Economic Resilience Fund)
- Program Manager (Communications) – (CERF – Community Economic Resilience Fund)
- Program Manager (Outreach) – (CERF – Community Economic Resilience Fund)

Please visit laedc.talentplushire.com for more information.

RFP OPPORTUNITIES:
Below you will find open requests for proposal (RFP) from LAEDC or our partners. You may contact the person listed on
Thank you!

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

Questions can be directed to cerf@laedc.org.