



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

November 04, 2022

- Welcome, and Introductions of new partners
- Grant Status Update - Next Steps/Onboarding Form for new partners
- Sub-Committee Meetings
- Question/Comments



Important Planning Phase Dates noted in CERF SFP

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

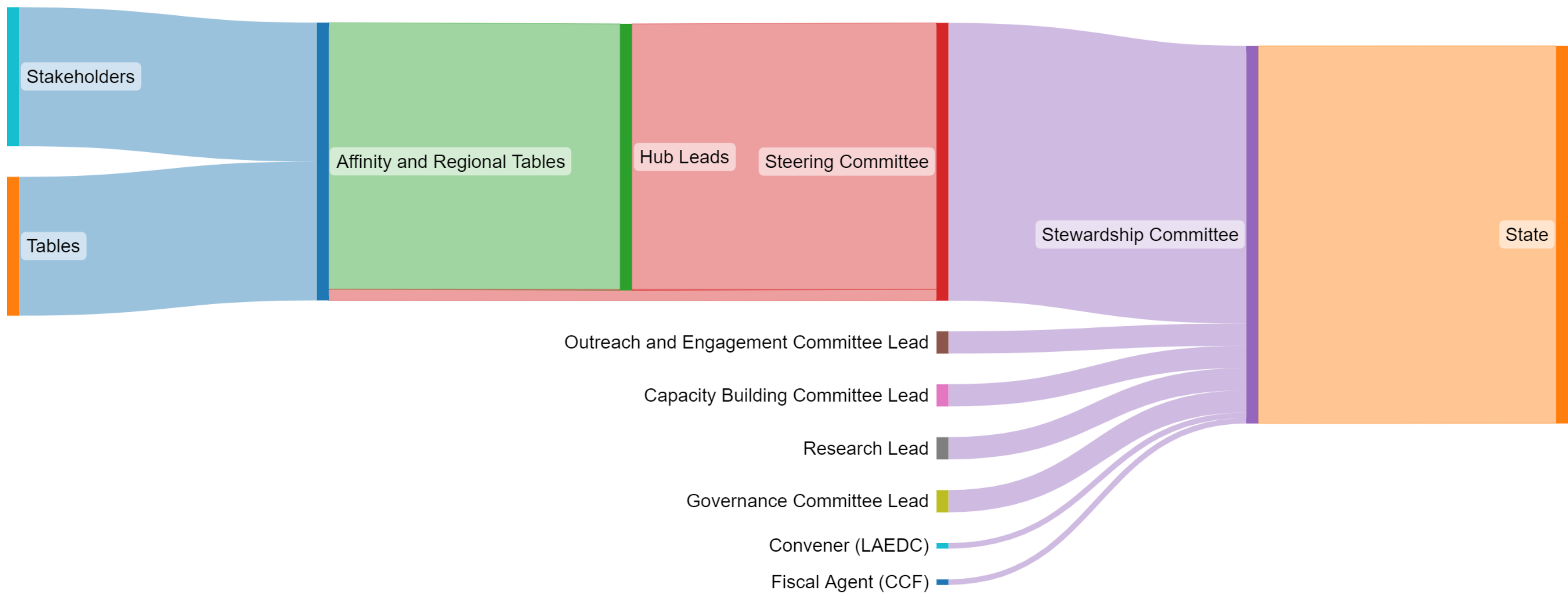
Awardees must submit the **Planning Phase Plan within the first two months** of the Planning Phase (SFP Page 60) . Includes:

- 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 partnership, 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 6b - South LA-West Planning Area (Communities West of the 110 freeway) - Adams-Normandie, Athens Village†, Athens-Westmont, Baldwin Hills, Century Palms/Cove, Crenshaw, Exposition Park, Exposition, Figueroa Park Square, Gramercy Place, Harbor Gateway, Harvard Park, Hyde Park, Jefferson Park, Leimert Park, Paramount, Rosewood, Rosewood/West, South Park, University Park, Vermont Knolls, Vermont Square, Vermont Vista, View Heights, View Park/Windsor Hills, West Vernon

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 - Inglewood, 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

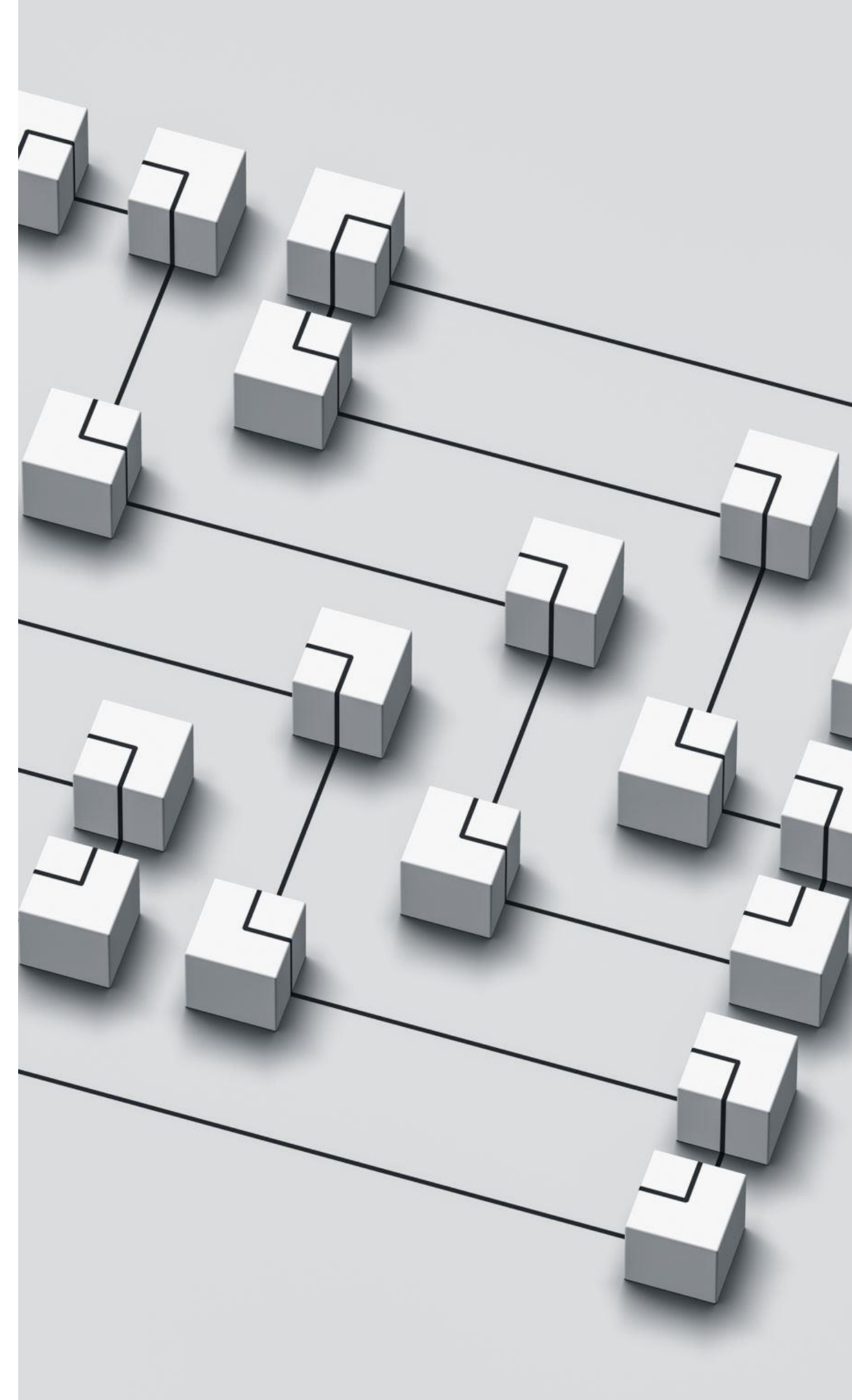
- Governance Structure
- Outreach and Engagement Plan
- Partnerships
- Inclusivity

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. HRTC 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

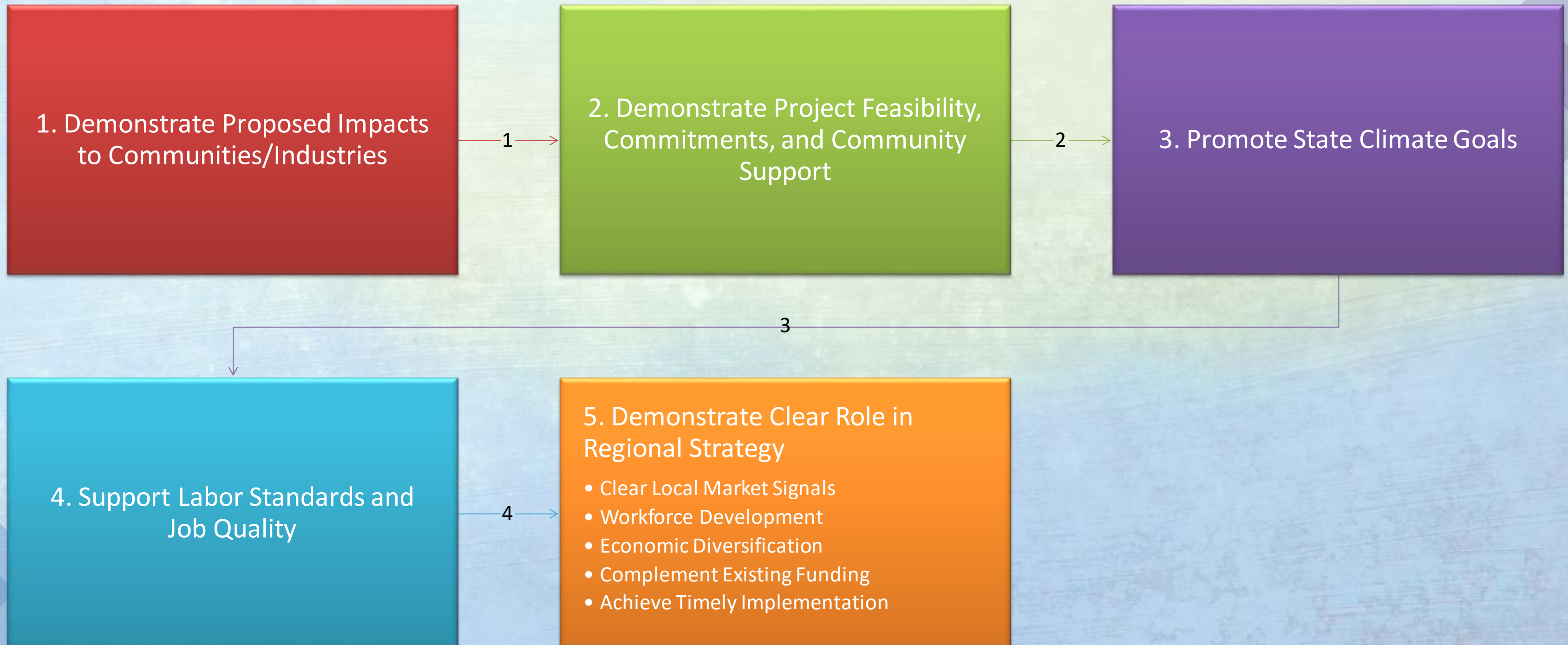
5. Strategies for increasing economic equity

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)



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.)

Affinity Hubs & Sub Regional Table Model

OE Committee Plan Mandates:

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

Youth	Families	Homeless, Veterans, Seniors	Employers and Business	Economic Development	Civic Eng. & Place-Based Coalitions
<ul style="list-style-type: none">• At-Risk Youth• Justice Involved.• Foster Youth• LGBT Youth• Opportunity Youth	<ul style="list-style-type: none">• Tribal Family• Social Svc Agencies• Faith Based• Domestic Viol• Violence Prevention• Single Parent	<ul style="list-style-type: none">• Homeless• Veterans Svc Groups• Seniors	<ul style="list-style-type: none">• Lg. Business• Sm. Business• Trade Assoc.• Industry Clusters• Chambers	<ul style="list-style-type: none">• CDCs• Business Improvement Districts• Regional EDCs• Tribal Agencies• Planning Ag	<ul style="list-style-type: none">• Sub-Regional Tables• Placed Based Coalitions• Social Justice Orgs• Faith Based
Underemployed Adults	Labor and Workers	Immigrant	Sustainability	Academia	Institutional & Government
<ul style="list-style-type: none">• Formerly Incarcerated• Disabled Adults• Mentally Impacted	<ul style="list-style-type: none">• Labors• Worker Centers• Workforce Dev.	<ul style="list-style-type: none">• Immigrant Rights• Undocumented• Street Vendors	<ul style="list-style-type: none">• Environ Justice• Clean Mobility• Green Equity• Climate Advocates	<ul style="list-style-type: none">•School districts•Community colleges•Universities <p><i>no sub-contracts</i></p>	<ul style="list-style-type: none">• Government• Elected officials/Cities• JPAs• COGS <p><i>no sub-contracts</i></p>

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](https://laedc.org/cerf/) 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



LOS ANGELES COUNTY
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Thank you!

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

Questions can be directed to
cerf@laedc.org.

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