



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 is a green highway sign that reads 'Los Angeles COUNTY LINE' in white, sans-serif capital letters. The sign is mounted on wooden posts. In the background, a city skyline with several skyscrapers is visible under a clear blue sky. A palm tree trunk is in the foreground, partially obscuring the view of the buildings.

Los Angeles
COUNTY LINE

L.A. County CERF HRTC Meeting Agenda

December 2, 2022

- Welcome, and Introductions of new partners
- Grant status and activity update
- Partner Engagement and OPR Listening Session update
- Sub-Committee updates
- Upcoming meeting dates
- Questions/Comments



Important Planning Phase Dates noted in CERF SFP

Now

- Contracting with State of California and Fiscal Agents
- Conducting final interviews for support staff
- The HRTC will need to review guidelines proposed by the state
- Drafting RFP Scopes for review and input by Sub-Committees
- Defining roles and responsibilities

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.**

The LA County CERF HRTC has convened and/or facilitated the support of 280 plus organizations and almost 400 plus individual stakeholders throughout the county which includes 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 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

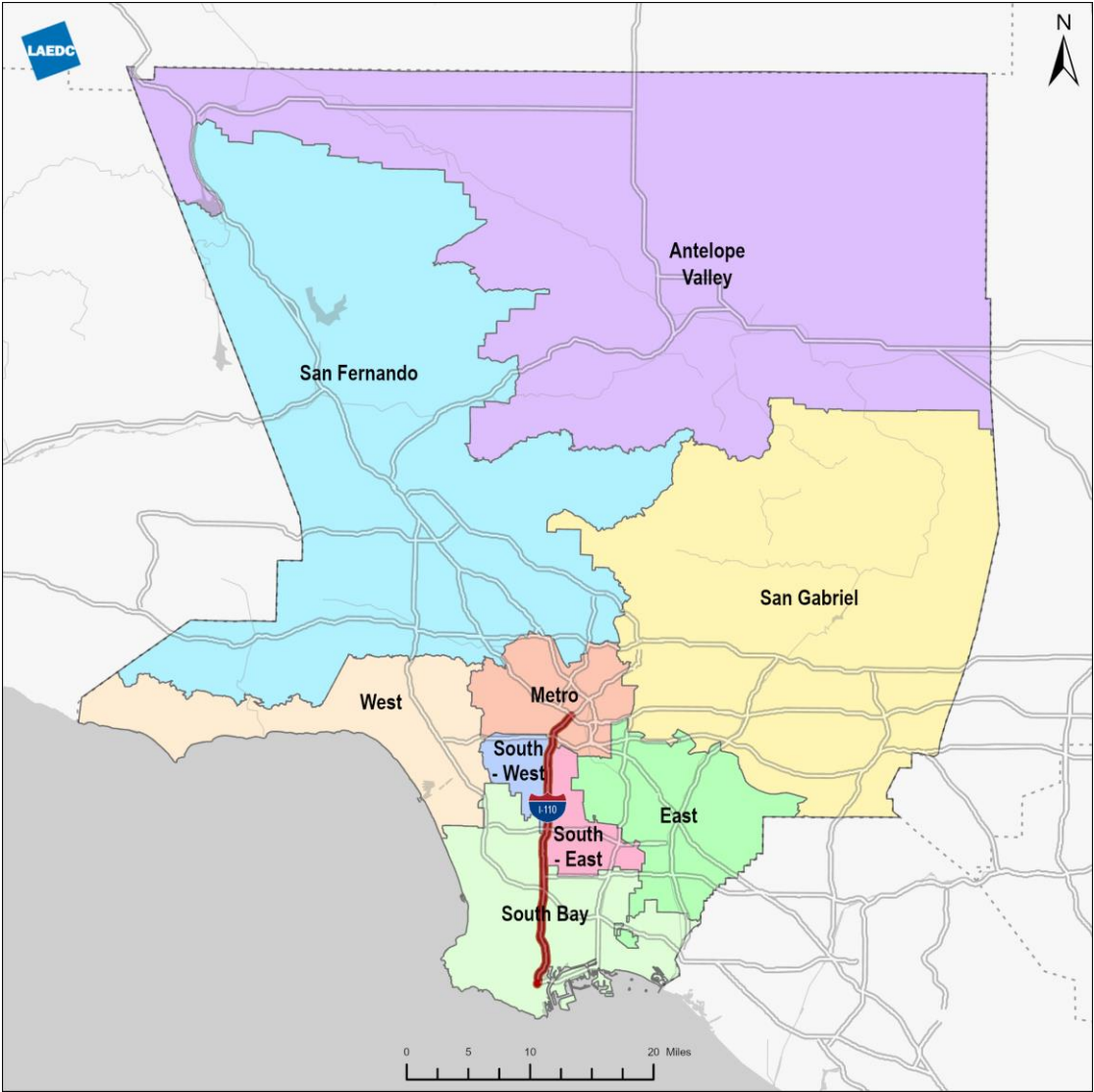
SPA 6a South LA- East Planning Area (Communities East of the 110 freeway) -
Broadway-Manchester, Florence, Florence-Firestone, Green Meadows, Willowbrook, Watts, Compton, Vernon Central, Lynwood, Rancho Dominguez, West Rancho Dominguez , East Rancho Dominguez

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



GIS SPA Finder Map

Economic Diversification Pilot Projects Draft Guidelines

Public Comment Period

The Employment Development Department (EDD), in collaboration with the Labor and Workforce Development Agency, the Governor's Office of Planning and Research, and the Governor's Office of Business and Economic Development, is seeking public comment on the Economic Diversification Pilot Projects proposed guidelines as part of the Community Economic Resilience Fund Program (CERF).

The EDD will consider all public comments received by **Wednesday, December 7, 2022**.
Submit all comments to WSBCERF@edd.ca.gov

Economic Diversification Pilot Projects: Overview

- Fund pilot projects aligned with values of CERF that demonstrate potential uses of CERF implementation funds
- Up to \$50 million available
- No more than 13 projects funded; geographic equity prioritized
- Differences from Implementation grants

"This grant program shall be structured to provide a small initial tranche of funding for economic diversification pilots with demonstrable high road elements." - SB 162 (CERF enacting legislation)



Economic Diversification Pilot Projects: Eligibility

- Implementable within 24-month Period of Performance
- Tied to locally-adopted plan or strategy developed in consultation with diverse stakeholders, including the public, from within the past five years
- Eligible Applicants
 - Non-profit organizations and foundations
 - Community-based organizations
 - Institutions of higher education
 - California Native American Tribes
 - Local governments, Special Districts, or Metropolitan Planning Organizations



Economic Diversification Pilot Projects: Initial Required Components

- Project Narrative
- Letter of support from one of the following in project's jurisdiction
 - Local or regional government
 - Economic development agency
 - Workforce development agency
 - California Native American Tribe
 - Initial CERF High Road Transition Collaborative (HRTC)
- Displacement or dislocation mitigation strategy
- Clear indicators and metrics for project success



Economic Diversification Pilot Projects: Grant Requirements

1. Support labor standards
2. Address geographic equity
3. Organize strategies by industry or geography, or both
4. Include a range of economic diversification activities
5. Coordinate with state and federal investments
6. Align with regional workforce programs
7. Align with State climate goals



Economic Diversification Pilot Projects: Preliminary Evaluation Criteria

- Consistency with CERF Objectives
- Project Readiness
- Anticipated Impacts
- High Road Standards
- Geographic Equity
- Alignment with State Climate Goals
- Capacity of Applicant



Listening Session Feedback

Why is this Pilot Project phase being rushed through when the State hasn't issued contracts?

How are HRTC's supposed to provide a letter of support when they haven't been officially created yet?

How is the State ensuring that these pilot projects are being selected using relevant data and research?

Has the State considered how the tight timeline will prevent community-based organizations with limited capacity from applying?

Can this pilot project phase be delayed until after the Planning phase has officially started?

Why was there no mention of these pilot projects in the initial CERF SFP?

Given the broad scope of language in the SFP, how will applicants know if their project would even be eligible for consideration.

Why is this \$50 million dollars being taken out of the pool funding for phase two implementation projects?

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

- Research SME:
Matt Horton, Director of the
Center for Regional Economics
and California Center, Milken
Institute

(Listed alphabetically by sector.)

L.A. County CERF HRTC

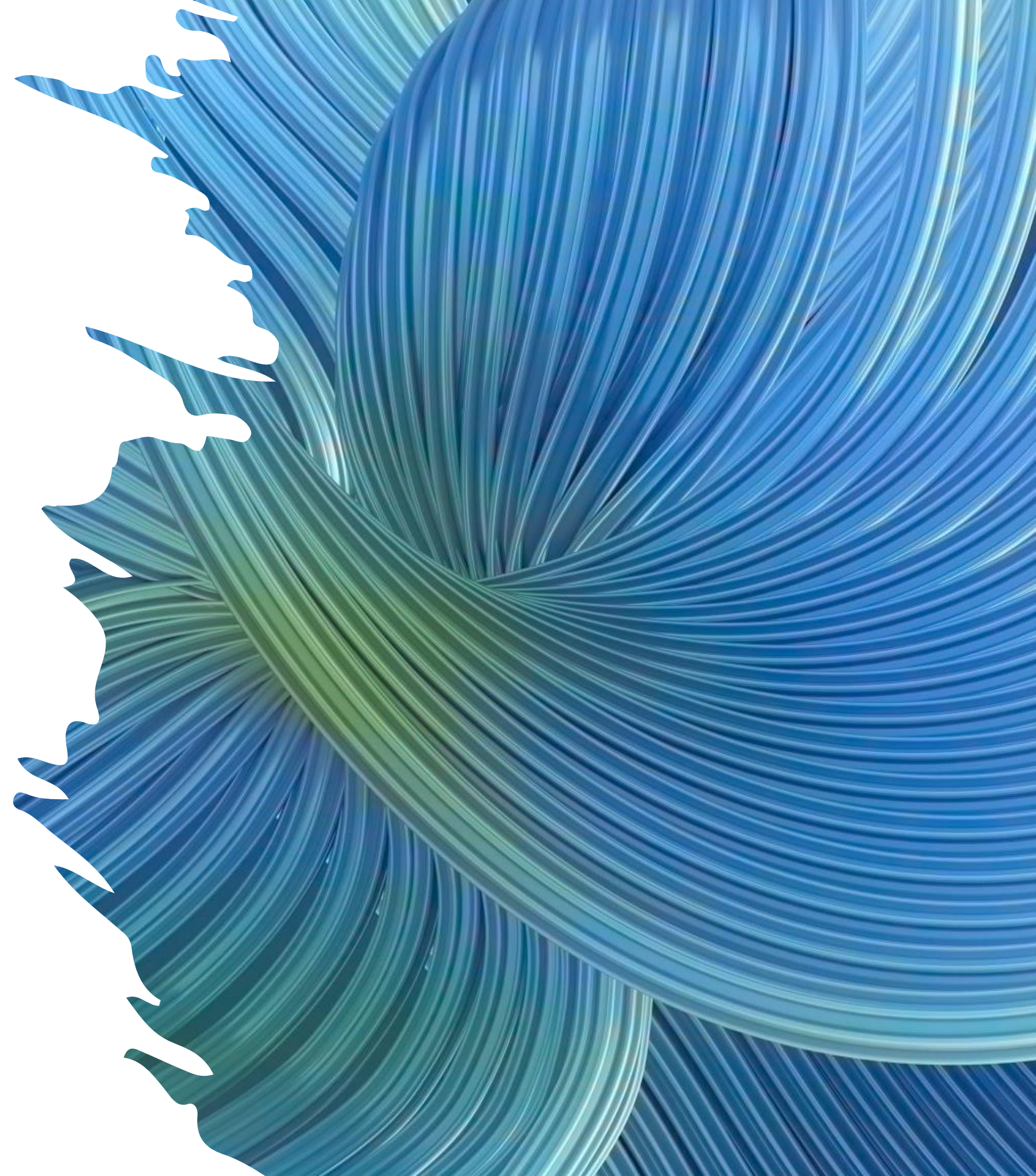
Upcoming Meeting Dates

Research Committee – December 6th 3pm

**Governance Committee – December 14th
4pm**

**Outreach & Engagement Committee –
December 7th 3pm**

**HRTC Weekly Meeting – December 9th
9am, December 16th 9am, January 6th 9am**





LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION

Collaboratively Advancing Growth and Prosperity for All

Thank you!

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

Questions can be directed to
cerf@laedc.org.

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