



**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](http://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**



# LA County CERF HRTC Meeting Agenda

January 27, 2023

- Welcome, and Introductions of new partners
- Grant status and activity update
- Partner Engagement /Stakeholder map to date
- Sub-Committee updates
- Upcoming meeting dates
- Questions/Comments



# Important Planning Phase Dates noted in CERF SFP

## Now

- CCF Finalizing Contract with State of California
- The HRTC will need to review guidelines proposed by the state
- Drafting and finalizing RFP Scopes for review and input by Sub-Committees
- Defining roles and responsibilities and finalizing communications toolkit

## Two Months – (Effective from date contract is signed with Fiscal agent)

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

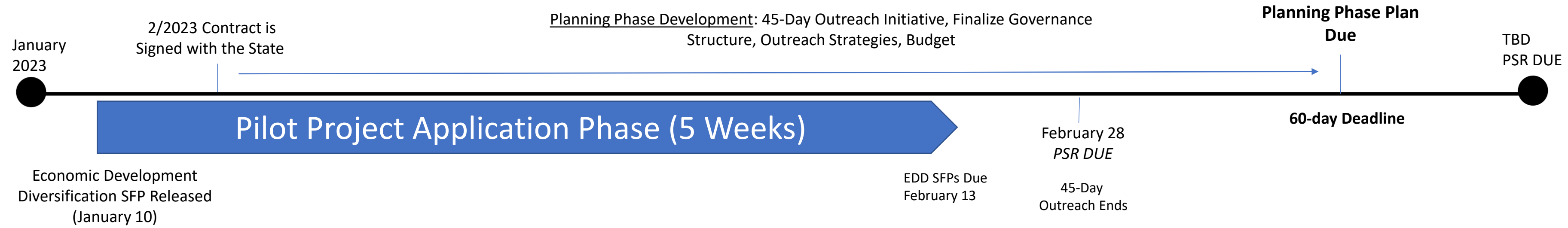
- The structure of the HRTCs, including the **governance structure (roles only) (OE & Governance will need collaboration coupled with input from the HRTC)**. Final governance structure due within 90 days.
- The plans with estimated expenses for the following: Convening the Collaboratives and an inclusive 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 - (Date will be extended due to contracting delays, new date TBD)

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.**

# Q1 Notable Deliverables




Q1 Planned Activity	Proposed Timeline
Fiscal agent to Finalize and Sign State Contract and finalize Contract for Convenor	February (tentative)
Finalize outreach Materials and Website	February - March
Develop micro and subgrant processes and issue RFPs	February - March
RFPs released for CERF Research and Hub leads	March
Contracts with Research and Hub leads	March
Complete Process Mapping for Outreach and Engagement	March
Complete subgroup mapping and begin convening subgroup partners	March

# Pilot SFP and Implementation SFP

Economic Development Pilot SFP was released on January 10th. Final SFPs will be due February 13th. HRTC open meeting to discuss a potential unified submission today at 11am.



Tribal SFP will be released late summer/early fall



Implementation SFP – Late Summer/Early Fall – listening session and public comment period

**The LA County CERF HRTC  
has convened and/or  
facilitated the support of 300  
plus  
organizations/community  
partners and 400 plus  
individual stakeholders  
throughout the county  
which includes  
representation from all  
entities identified in the SFP.**

**Please visit:**  
[www.laedc.org/CERF](http://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.



**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

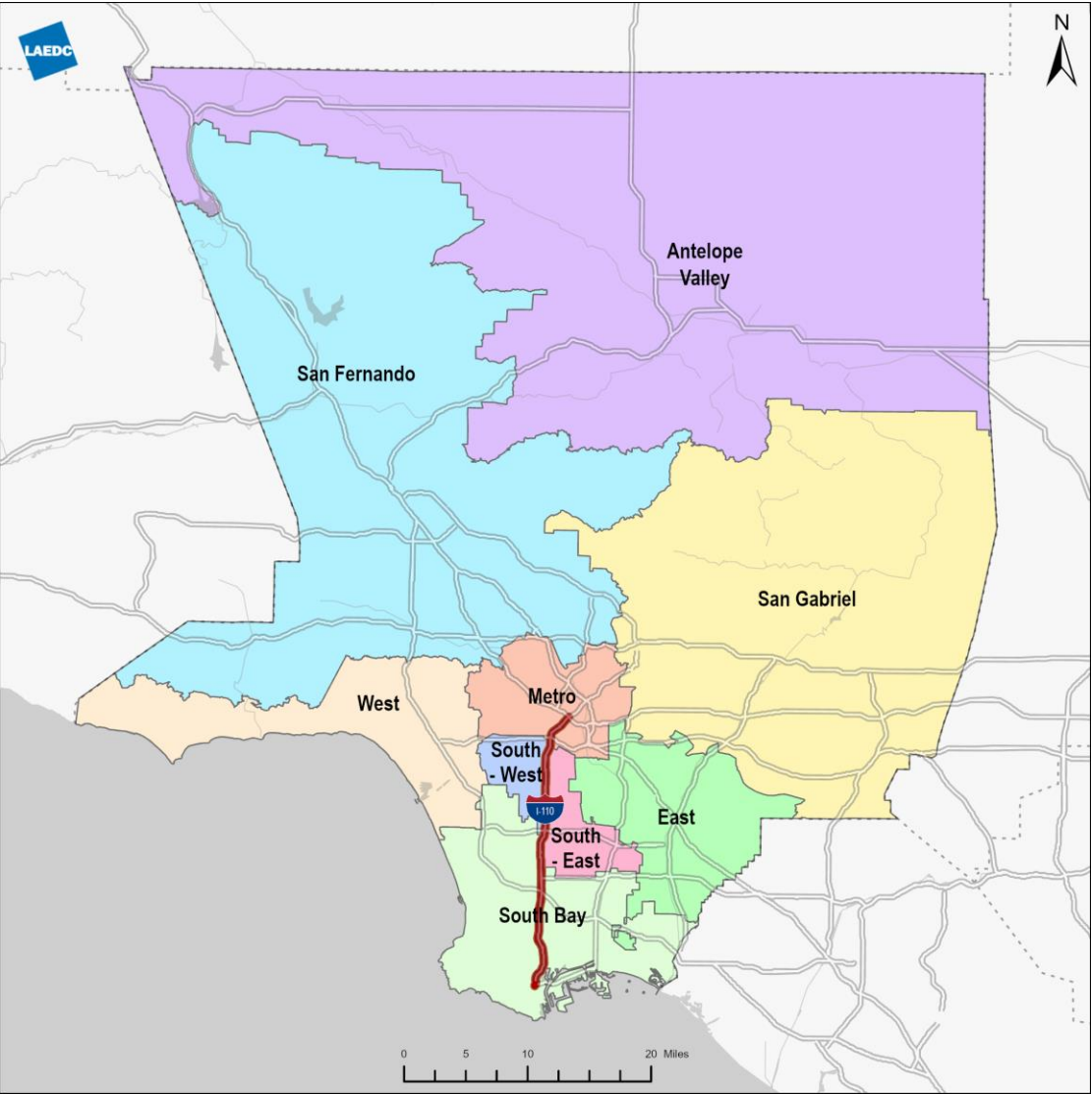
**SPA 6b - South LA-West Planning Area (Communities West of the 110 freeway) -**

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



**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.

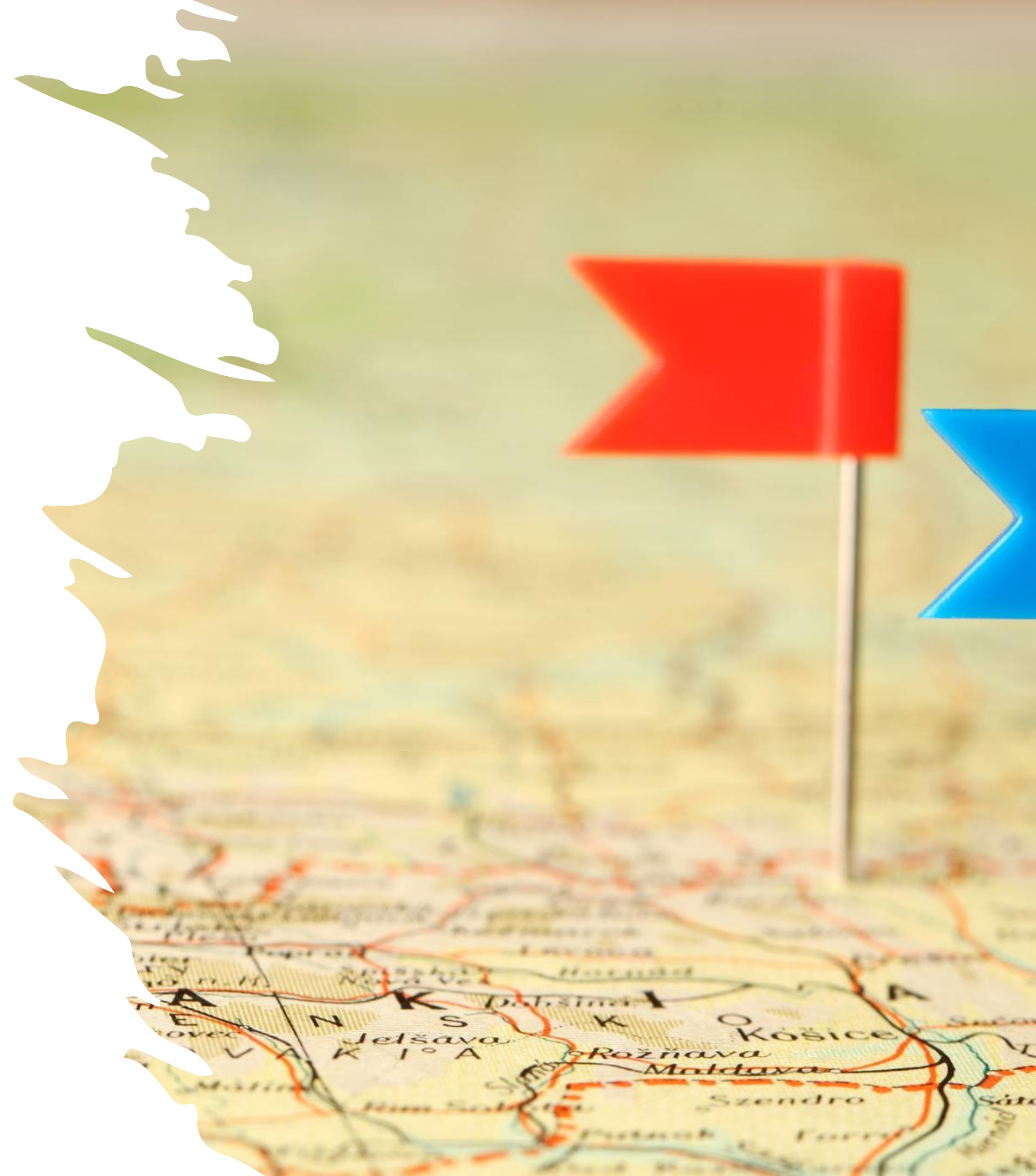
Once you review the letter, please sign and upload a copy to this form. HRTC members in the Collective Partnership Agreement Letter commit to working in partnership to achieve the goals set out in the program and collectively share the weight of responsibility in creating a more inclusive, equitable,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

GIS SPA Finder Map

# **LA County CERF Stakeholder Mapping as of 1-26-2023**

**145 partners have  
updated and/or  
completed the  
onboarding form**







# Stakeholder Map

# 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

**Governance Committee –**  
TBD

**Outreach & Engagement  
Committee – February 1**  
3pm

**HRTC Bi-Weekly Meeting –**  
February 10 9am





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# Thank you!

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

Questions can be directed to  
[cerf@laedc.org](mailto:cerf@laedc.org).

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**Los Angeles**  
**COUNTY LINE**