



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



Los Angeles
COUNTY LINE

A green rectangular sign with white text, mounted on wooden posts. The sign is set against a background of a city skyline with palm trees under a clear blue sky. The sign is part of a larger circular graphic that frames the entire image.

LA County CERF HRTC Meeting Agenda

January 13, 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

- Contracting with State of California and Fiscal Agents
- Conducting final interviews for CERF Program Director and onboarding 3 new CERF staff
- 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 creating 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:

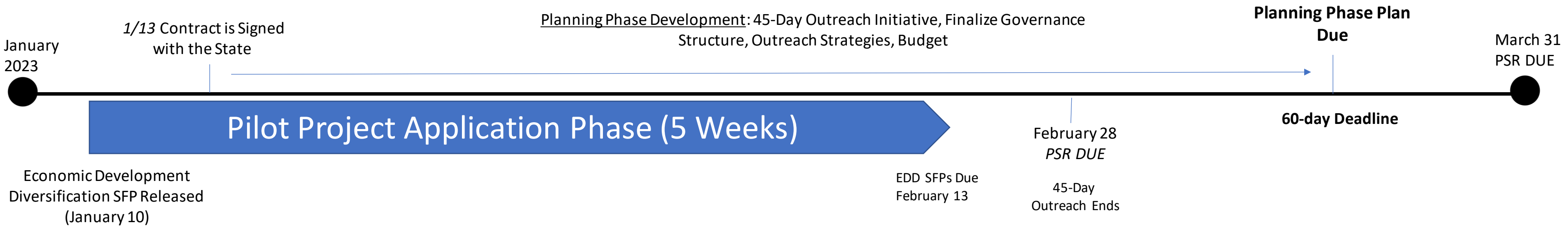
- The structure of the HRTCs, including the **finalized governance structure (OE & Governance will need collaboration coupled with input from the HRTC)**.
- The plans with estimated expenses for the following: Convening the Collaboratives and an inclusive regional planning process and developing a comprehensive 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 - (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
Develop position descriptions and hire fiscal agent and regional convener program staff	January
Prepare outreach Materials and Website	January
Develop micro and subgrant processes and issue RFPs	February
RFPs released for CERF Research and Hub leads	February
Contracts with Research and Hub leads	February
Complete Process Mapping for Outreach and Engagement	February
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.



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.

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.

Please visit:

www.laedc.org/CERF

for the full list of partners.

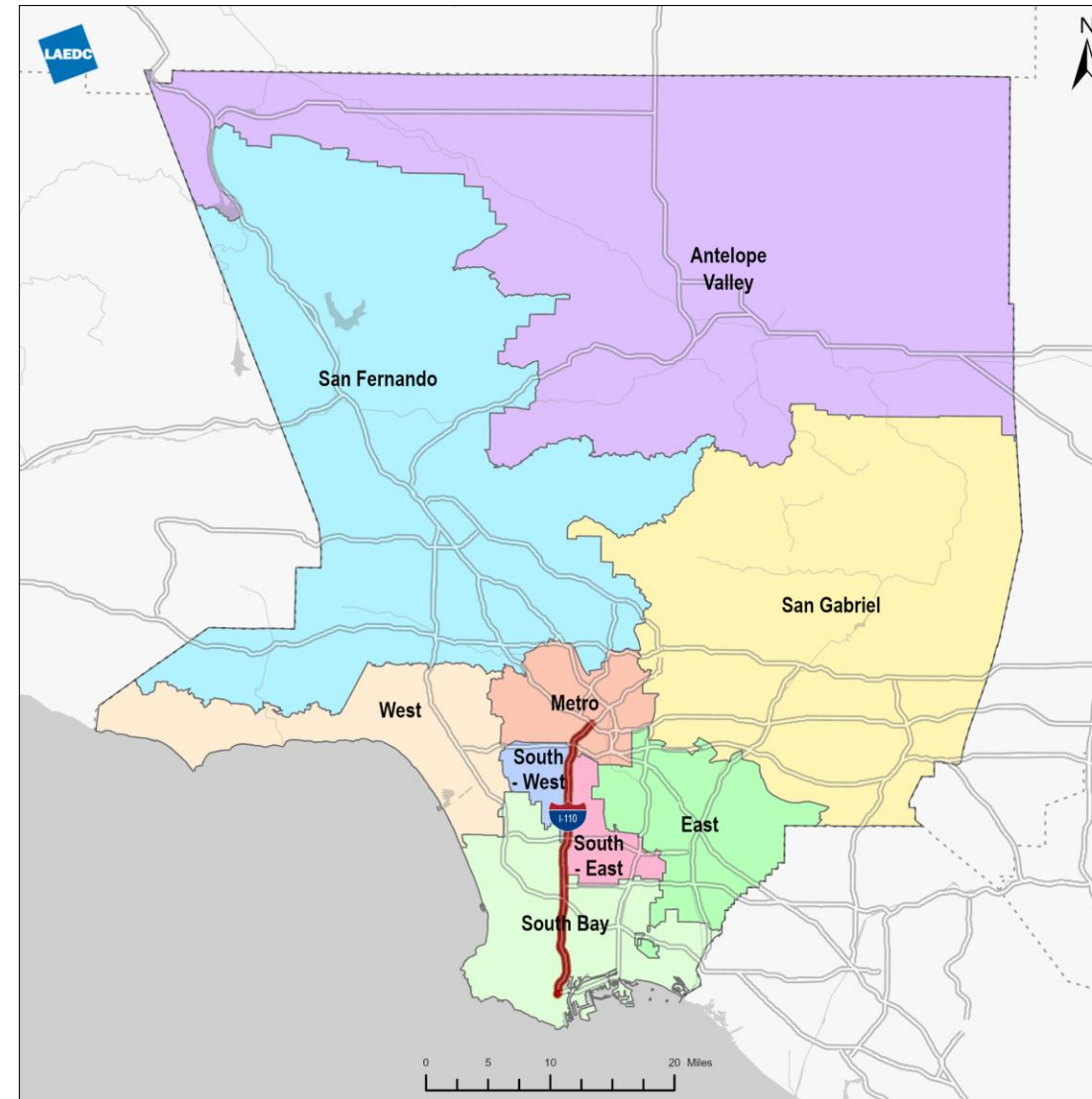
SPA 6a South LA- East Planning Area (Communities East of the 110 freeway) -
 Broadway-Manchester, Florence, Florence-Firestone, Green Meadows, Willowbrook,
 Watts, Compton, Vernon Central, Lynwood, Rancho Dominguez, West Rancho
 Dominguez , East Rancho Dominguez

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.

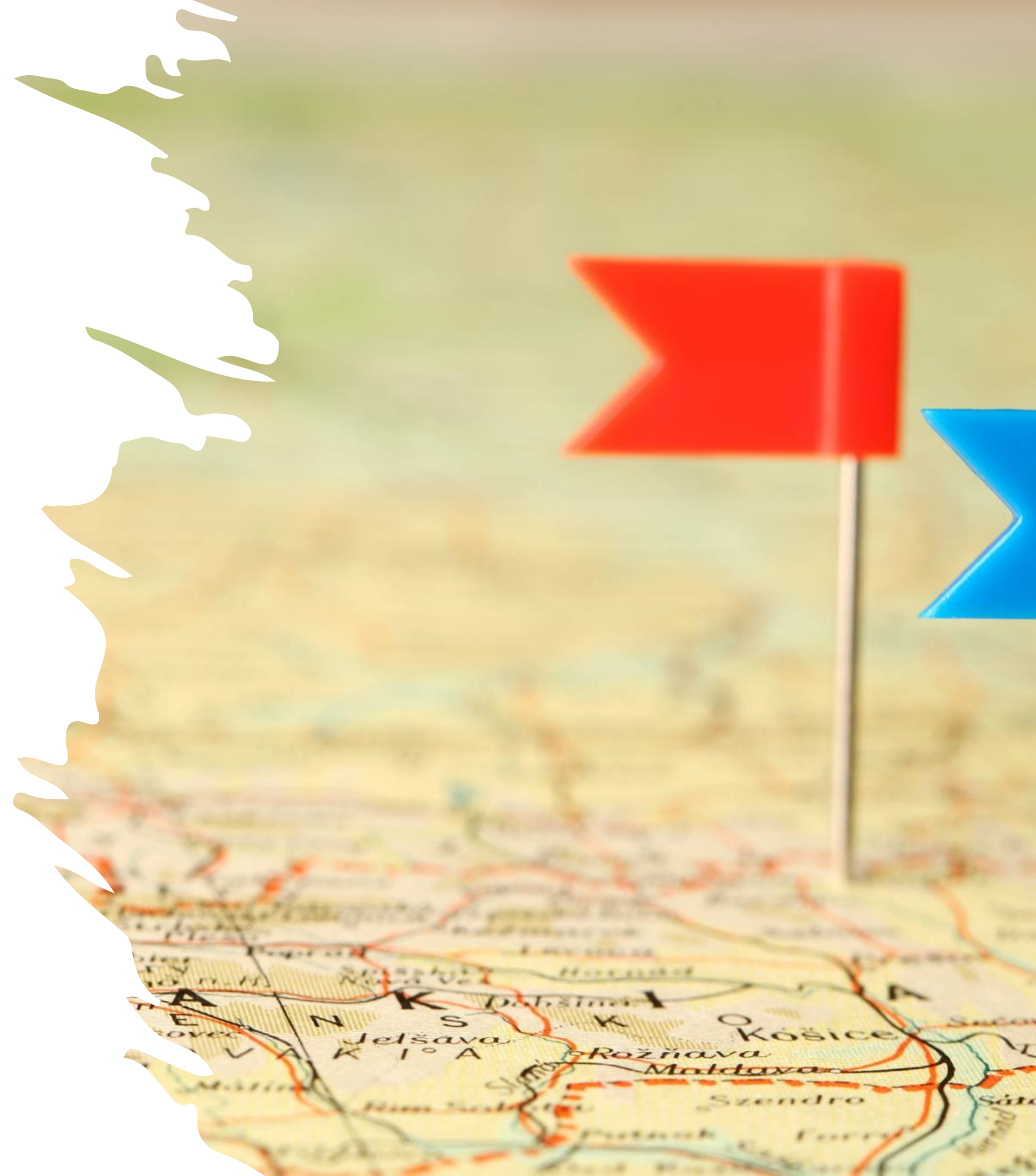
Once you review the letter, please sign and upload a copy to this form. HRTC members in the Collective Partnership Agreement Letter commit to working in partnership to achieve the goals set out in the program and collectively share the weight of responsibility in creating a more inclusive, equitable, 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 1-13-2023

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



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** - January 18th
3pm

**HRTC Bi-Weekly
Meeting** - January 27th
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.

