

## LA County CERF Outreach and Engagement Committee Notes 2/15

### General Updates:

- **CERF Factsheet** – Presented CERF one pager to help with recruitment efforts. Fact Sheet is a simplified one pager that conveys CERF objectives and goals, why CERF is important, why it's important to get involved and how to join the collaborative. Any requests for revisions or suggestions please email CERF@LAED.ORG.
- **CERF Recruitment Email Template** - Presented an email language template to help the collaborative with recruitment efforts. Encouraging partners to email stakeholders and organizations that we would like to invite to join our collaborative. Any requests for revisions or suggestions please email CERF@LAED.ORG.
  - CERF Recruitment Email Template
- **LA HRTC Stakeholder Committee Update Report** – Presented a report on our current Stakeholder engagement numbers conveying number of engaged and enrolled members, broken down by SPAs and subgroups.

Attachments below.

# Fact Sheet



## CERF FUNDS

\$600M Program Total

### Phase 1: Planning Phase

\$5M per 13 regions - Regional High Road Transition Planning Grants

### Phase 2: Implementation Phase

~\$500M total in Regional Implementation Grants

## JOIN

1. Complete our Onboarding Form to join our L.A. HRTC.
2. Submit your L.A. County CERF Partnership Agreement Letter.

Join our L.A. HRTC Collaborative [here](#).

## RESOURCES

You can find additional information and resources at [laedc.org/cerf](https://laedc.org/cerf)

[CERF Program Guidelines](#)

[LA HRTC Press Release](#)

If you'd like to discuss this further, please reach out to our team at

[CERF@LAEDC.ORG](mailto:CERF@LAEDC.ORG)

# COMMUNITY ECONOMIC RESILIENCE FUND (CERF)

## CERF Goals & Objectives :

The CERF program was created by the State of California to help local regions develop regional economic development plans. In Los Angeles County, CERF will help local stakeholders to:

- Create high-quality and accessible jobs for all Californians
- Help local communities to transition and thrive in a carbon-neutral economy
- Invest in COVID-19 recovery and build long-term economic resiliency
- Integrate the priorities of local residents in the region's 10-year plan

The program seeks to develop and promote plans and strategies to identify high-quality, good-paying jobs in eco-friendly industries to increase the opportunities and quality of life of disadvantaged communities.

CERF will also support businesses that invest in their workforces, pay living wages, and engage in environmentally sustainable business practices.

## Why CERF is Important :

CERF is a one-of-a kind effort that calls for equity and inclusion in economic planning.

### The CERF program will:

- Uplift under-voiced community needs to ensure they are included in Los Angeles County's 10-year Regional Economic Recovery Plans
- Ensure disinvested community members can access job and economic opportunities in high growth sectors
- In this process, CERF will map and support local community readiness to transition toward a carbon-neutral tomorrow and outline ways you can participate and benefit

## Why You Should Get Involved :

Through this historic initiative, organizations and community stakeholders will get a seat at the table within our Los Angeles High Road Transition Collaborative (L.A. HRTC) to join the conversation and help design the blueprint that will be the future of the Los Angeles County region.

- Be at the forefront of helping community members attain high quality green jobs by identifying and funding projects, pipelines and regional strategies
- Help create a more equitable region while working collaboratively with other community partners

## Email Template for Recruitment

The CERF program was created by the State of California to help local regions develop regional economic development plans. In Los Angeles County, CERF will help local stakeholders to:

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CERF is a one-of-a kind effort that calls for equity and inclusion in economic planning. The CERF program will:

- Uplift under-voiced community needs to ensure they are included in L.A.'s 10-year Regional Economic Recovery Plans
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- In this process, CERF will map and support local community readiness to transition toward in a carbon-neutral tomorrow and outline ways you can participate and benefit

Through this historic initiative, organizations and community stakeholders will get a seat at the table within our Los Angeles High Road Transition Collaborative (L.A. HRTC) and be at the forefront of helping community members attain high quality green jobs by identifying and funding projects, pipelines and regional strategies in our regional economic planning process.

Join our collaborative by completing our Onboarding Form and submitting a Partnership Agreement Letter [here](#).

If you'd like to discuss this further or have any questions, please reach out to the LA County HRTC CERF team at [cerf@laedc.org](mailto:cerf@laedc.org) or visit our website at [laedc.org/cerf](https://laedc.org/cerf)

[Attached Fact Sheet PDF]

Community Economic Resilience Fund			
Los Angeles HRTC Outreach Committee Update Report			
As of 02/14/2023			
		Total Count	%
<b>LA HRTC Members:</b>			
# of HRTC Members (fully executed & data)		130	68.42%
# of HRTC Members Executed (data incomplete)		60	31.58%
<b>Total HRTC Member Count</b>		<b>190</b>	<b>100%</b>
<b>Geographic Breakdown of LA HRTC Members</b>			
	SPA 1 - Antelope Valley	3	2.17%
	SPA 2 - San Fernando	11	7.97%
	SPA 3 - San Gabriel	36	11.59%
	SPA 4 - Metro	44	31.88%
	SPA 5 - West	10	7.25%
	SPA 6a - South - East	13	9.42%
	SPA 6b - South - West	10	7.25%
	SPA 7 - East	8	5.80%
	SPA 8 - South Bay/Harbor	23	16.67%
	<b>Total</b>	<b>138</b>	<b>100%</b>
<b>Stakeholder Type (per SFP)</b>			
	Grassroots and Community-Based Organizations	39	
	Government Agencies	15	
	Labor Organizations	3	
	Philanthropic Organizations	2	
	Employers, Businesses, and Business Associates	21	
	Economic Development Agencies	15	
	Education and Training Providers	20	
	Workforce Entities	7	
	Environmental Justice Organizations	4	
	Worker Centers	1	
	Disinvested Communities	10	
	California Native American Tribes	1	
<b>Primary Subgroup Representation (12 Affinity Hubs)</b>			

Affinity Hub		Primary Constituency Served	Secondary Constituency Served
Youth	Focus: foster, at risk, opportunity, justice involved & LGBT youth	23	11
Families	Focus: dom. violence, sexual service ags, tribal, LGBT & single parent families	11	14
Homeless, Veterans & Seniors	Focus: veterans, seniors, homeless & those not seeking employment	7	3
Underemployed Adults	Focus: underemployed adults, not justice involved or disabled workers	15	11
Labor & Workers	Focus: laborers, worker centers, workforce development	5	9
Immigrants	Focus: immigrant rights, undocumented individuals, street vendors	8	3
Employers, Business & Trade Assoc.	Focus: chambers, industry clusters, trade assoc., large and small businesses	23	28
Environmental & Sustainability	Focus: environmental justice, clean mobility, green equity & climate advocacy	9	6
Economic Development	Focus: CBOs, bus. imp. dev., regional EDCs, tribal agencies, planning ag.	19	19
Civic Eng. & Placed Based Coalitions	Focus: sub-regional tables, place based coalitions, social justice orgs, faith b.	5	10
Academia	Focus: school districts, community colleges, universities	5	1
Institution & Government	Focus: academia, government, elected officials/ethers, PHs, CBOs	8	11
<b>Unregistered Community Stakeholders Engaged</b>			
		Primary Entity Type	
<b>Stakeholder Type (per SFP)</b>			
Grassroots and Community-Based Organizations, Community Organizers, and Community Members		11	
Government Agencies		8	
Labor Organizations		0	
Philanthropic Organizations		3	
Employers, Businesses, and Business Associations		2	
Economic Development Agencies		3	
Education and Training Providers		5	
Workforce Entities		1	
Environmental Justice Organizations		0	
Worker Centers		0	
Disinvested Communities		1	
California Native American Tribes		0	

Community Economic Resilience Fund										
Los Angeles HRTC Outreach Committee Update Report										
As of 02/14/2023										
Geographic Diversity by Affinity Hub (Member Count)										
LA HRTC Affinity Hub	SPA 1	SPA 2	SPA 3	SPA 4	SPA 5	SPA 6	SPA 6b	SPA 7	SPA 8	Total
Academia			3		1	1				5
Civic Eng. & Placed Based Coalitions			1	1	1	1	1	1		6
Economic Development	2	3	1	3	1	2	2			14
Employers, Business & Associations	1	2	1	7	3		4	2	3	23
Families	1		3			2	1			7
Homeless, Veterans & Seniors		1		4		1				6
Immigrants				4	1			2	1	8
Institution & Government				5				1	2	8
Labor & Workers		1		4						5
Sustainability			1	6	1					8
Underemployed Adults		1	4	4		4				13
Youth	2	2	2	6	3	1	10	2	5	33
Total Count - LA HRTC Members	3	11	16	44	10	12	10	8	23	138

Note: Each Affinity Hub is comprised of subgroups that represented specific types of constituencies that the HRTC represents. Our goal is to represent the voice of our local stakeholders, community members and residents, NOT the voice of our individual organizations. We serve the need of our residents, stakeholders and beneficiaries of services. Organization Representatives or individuals may participate in the table of one or more affinity hub.

Operationalizing Stakeholder Inclusivity: Nontraditional Approach

LA HRTC has adopted a Nontraditional Approach

