



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

LA County CERF HRTC Meeting Agenda

March 10, 2023



- Welcome, and Introductions of new partners
- Grant status and activity update
- Partner Engagement/Stakeholder Mapping
 - Partner Collaboration Sheet
- CERF LA HRTC Fact Sheet & Email Recruitment Template
- Sub-Committee updates
 - O/E Committee – Poll activity, Jamboard activity
- Upcoming meeting dates
- Questions/Comments

Important Planning Phase Dates

Now

- CCF executed the contract with the State on March 1, 2023
- The HRTC will need to review guidelines proposed by the state
- Drafting and finalizing RFP Scopes for review and input by Sub-Committees
- Roles and responsibilities have been finalized and the formal governance structure document is in progress
- CERF Kickoff in Sacramento for all Regions March 22-23

May 1, 2023

- 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.


August 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 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
for the full list of partners.

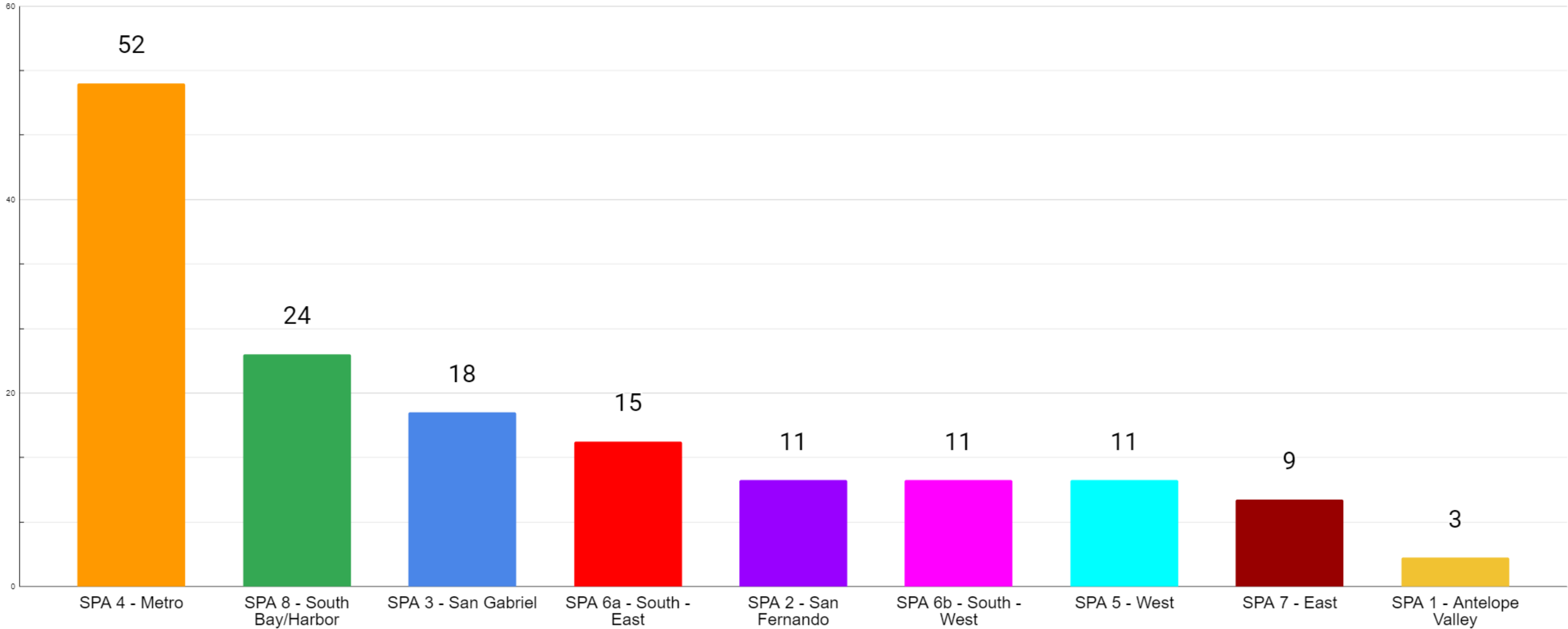
Labor organizations
Employers, businesses, and business associations
Grassroots and community-based organizations, community organizers, and community members
Government agencies
Economic development agencies
Philanthropic organizations
Education and training providers
Workforce entities
Environmental justice organizations
Worker centers
Disinvested communities
California Native American Tribes
Other regional stakeholders capable of contributing to the success of the project.



Stakeholder Count	3/06/23
Number of Organizations Officially Onboarded (CERF Collective Partnership Agreement submitted)	199
Total Number of Organizations Engaged	328

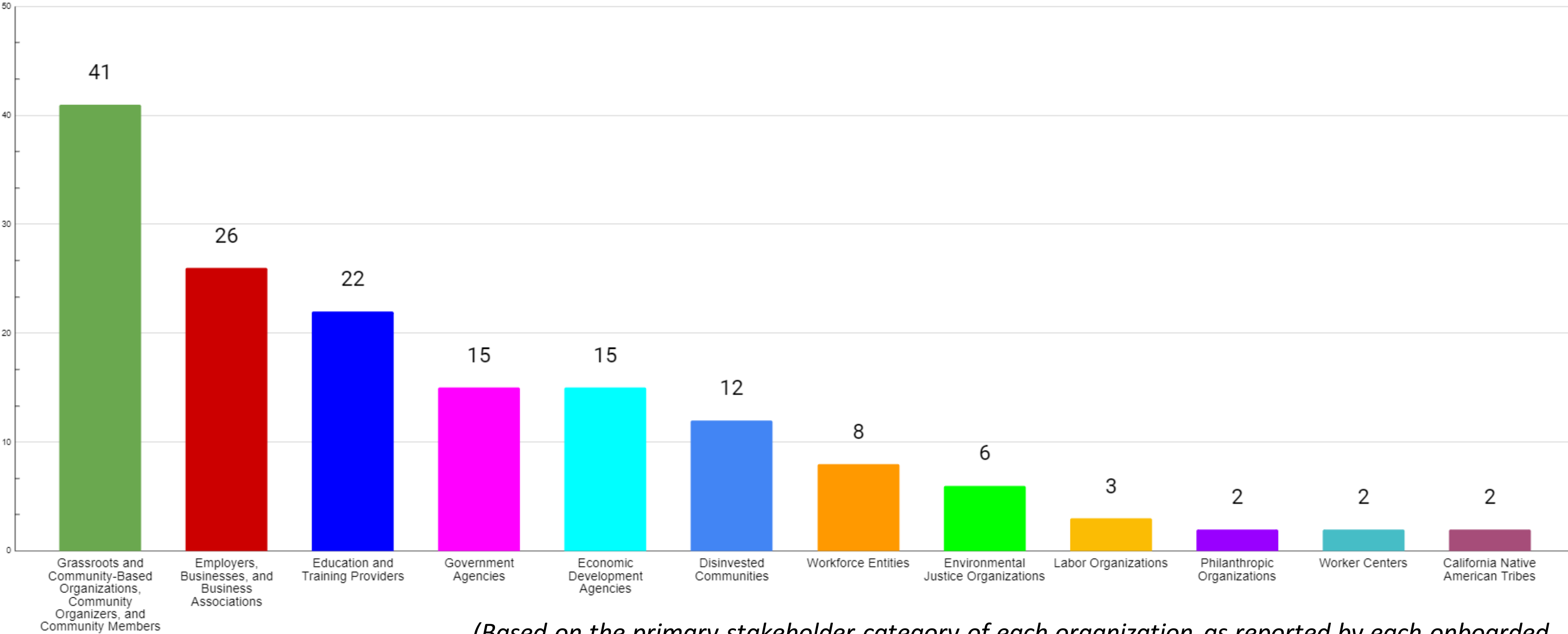


Geographic Breakdown of LA HRTC Members by SPA



(Based on the location of each organization's headquarters as reported by each onboarded member)

Number of Each Entity Type Within the LA HRTC



(Based on the primary stakeholder category of each organization as reported by each onboarded member)

- Stakeholder entity type refers to the entities the LA HRTC is mandated by the State to include balanced representation from for reporting purposes



Stakeholder Map



Click here to access the GIS Map

LA HRTC Partner Collaboration



Become a member of the LA HRTC



Submit an Onboarding Form and a CERF
Collective Partnership Agreement Letter



For questions regarding your organization's
onboarding status, email CERF@laedc.org

Outreach and Communication Tools

- **CERF LA HRTC FACT SHEET**
- **EMAIL RECRUITMENT TEMPLATE**

**Resources are located:
laedc.org/cerf**

Outreach and Engagement Polling Activity

The Outreach and Engagement Committee would like to poll the LA HRTC members to identify best practices for outreach and engagement tactics within our disinvested communities.

[CLICK FOR POLL](#)

Outreach & Engagement Jam Board Activity

What do outreach & engagement activities mean to you?

engagement

Personal connection with targeted audience

Long term process

Time to engage, learn, think, and respond.

Townhalls and block parties

connecting with local community members and business owners to capture their experience and needs

Door-to-Door, Phone Trees, Text Banking, Tabling, Presentations at Community Events or Community Programming, Information on Bulletin Boards

Opportunities to share what each community needs to recover from COVID, unemployment, etc.

Convening Forums, townhalls and digital assets outreach

Ensuring that community members have an opportunity to share their ideas for economic resiliency

A commitment

Getting a specific message out to our target audience through direct contact (via notices, virtual/in-person meetings, etc.)

Define the audience who needs to give and receive information to accomplish the goals. Find the impacted people and where and how they can be best informed.

Fostering informed thought ideas and strategies

Creating a communication tool that is accessible to all with updates, opportunities, project descriptions, etc.

Provide very specific ways to express needs and concerns as we go during the life of the project.

[CLICK FOR JAM BOARD](#)
[ACTIVITY](#)

L.A. County CERF HRTC Upcoming Meeting Dates

**Governance
Committee –
TBD**

**Outreach &
Engagement
Committee –
March 15 3pm**

**HRTC Bi-
Weekly
Meeting –
March 24 9am**



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Thank you!

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

Questions can be directed to
cerf@laedc.org.

A large circular graphic on the right side of the slide. The top half of the circle features a green rectangular sign with the words 'Los Angeles' in a large, white, sans-serif font, and 'COUNTY LINE' in a smaller, white, sans-serif font below it. The sign is mounted on a wooden post. The bottom half of the circle shows a city skyline with several tall buildings, including a prominent one with a tiered top, and palm trees in the foreground. The background of the slide is a solid blue color with a subtle gradient.