

CERF Outreach & Engagement Committee Notes

March 1st, 2023

New Updates:

- LA HRTC Fiscal – CCF agent has received the contract with the State. CCF will be entering into a MOU with LAEDC to formalize the Convenor role. Next step updates will be forthcoming.

LA HRTC Member Enrollment

- Graphs attached below.

Outreach & Engagement Updates and Overview

- O/E co-chairs reaffirmed the commitment to reference the committee's guiding principles in the O/E work that will be conducting as we officially launch our CERF program.
- Overviewed our WHO: which stakeholders and subgroups of underserved individuals are under-voiced and often overlooked in the economic development planning process?
 - The O & E Committee worked to Identify 27 Subgroups that were included in the proposal.
 - Subgroups will be represented at Affinity Hub Tables

Our outreach plan uses an inclusive engagement approach that is anchored in ensuring that disinvested populations whose voices are often overlooked in economic development planning remain at the center of our work. As such we have identified 27 subgroups in our communities that we define as “disinvested populations” Disinvested subgroups are centered in the outreach and engagement effort and is included as either members of a Planning Table or a HUB Planning group:

- | | | | |
|---------------------------|-----------------------------------|----------------------------------|------------------------------|
| 1. At Risk Youth | 8. Homeless Individuals | 15. Formerly Incarcerated Adults | 21. Small Nonprofits |
| 2. Foster Youth | 9. COVID Income Impacted Families | 16. Low Income Workers | 22. Small Businesses |
| 3. Justice Involved Youth | 10. Single Parent Families | 17. Union Workers | 23. Tribal Businesses |
| 4. Seniors/Elderly | 11. Native American Families | 18. Gig Workers | 24. Women-Owned Business |
| 5. Veteran Families | 12. Disabled Individuals | 19. Self Employed Individuals | 25. Minority-Owned Business |
| 6. Immigrant Families | 13. Domestic Violence Survivors | 20. Single Parent Families | 26. Veteran Owned-Business |
| 7. Low Income Families | 14. Mentally Impacted Individuals | | 27. Immigrant Owned Business |

Hub Centered Outreach & Planning

We use planning Hubs and Tables as mechanisms to convene stakeholders across the project. Twelve specific hubs were established to convene CBOS that represented key disinvested subgroups who will conduct outreach, identify community needs and recommend strategies. Other key voices, like in our small business, government, philanthropic and are convened across Planning Tables that are led by partnering organizations and stakeholders from across our region.

OE Committee Plan Mandates:

- Engagement Focused by subgroups not geographies
- 90 CBO Microgrants + 10 Partner Grants
- Geo & Ethnic Planning Forums Post Community Outreach

Youth	Families	Homeless, Veterans, Seniors	Employers and Business	Economic Development	Civic Eng. & Place-Based Coalitions
<ul style="list-style-type: none"> At-Risk Youth Justice Involved Foster Youth LGBT Youth Opportunity Youth 	<ul style="list-style-type: none"> Tribal Family Social Svc Agencies Faith Based Domestic Viol Violence Prevention Single Parent 	<ul style="list-style-type: none"> Homeless Veterans Svc Groups Seniors 	<ul style="list-style-type: none"> Lg. Business Sm. Business Trade Assoc. Industry Clusters Chambers 	<ul style="list-style-type: none"> CDCs Business Improvement Districts Regional EDCs Tribal Agencies Planning Ag 	<ul style="list-style-type: none"> Sub-Regional Tables Placed Based Coalitions Social Justice Orgs Faith Based
Underemployed Adults	Labor and Workers	Immigrant	Sustainability	Academia	Institutional & Government
<ul style="list-style-type: none"> Formerly Incarcerated Disabled Adults Mentally Impacted 	<ul style="list-style-type: none"> Labors Worker Centers Workforce Dev. 	<ul style="list-style-type: none"> Immigrant Rights Undocumented Street Vendors 	<ul style="list-style-type: none"> Environ Justice Clean Mobility Green Equity Climate Advocates 	<ul style="list-style-type: none"> School districts Community colleges Universities <p><i>no sub-contracts</i></p>	<ul style="list-style-type: none"> Government officials/Cities JPAs COGS <p><i>no sub-contracts</i></p>

LA HRTC Outreach Tactics

- Subgroups previously identified a range of outreach tactics that beset align with the unique characteristics of their disinvested community members.
 - The LA HRTC will reach deeply into disinvested communities across the entire CERF Region by deploying an outreach team, which partners with 27 identified subgroups representing disinvested community members in each of our 9 geographic subareas (page 16 LA-HRTC proposal),
- How will we best reach our constituents?
 - A zoom poll was conducted to survey what subgroups are being primarily served and what were the 2 most effective tactics partners have used to reach out to their community. Importance for partners to design their outreach tactics around their specific and unique communities.
 - What are your top 2 subgroups do you primarily serve?
 - Top 3 results:
 - 37% At Risk Youth
 - 37% Employers & Small businesses
 - 32%Families
 - Which 2 tactics are most effective in reaching your constituents?
 - Top 3 results:
 - 47% Hosting Community events
 - 37% Street team-based outreach
 - 32% Agency collabs
 - **Action Items:**
 - Committee members asked to consider other options to list such as social media, phone banking, front lawn chats, block parties, live podcasting, etc. AND for the poll to be conducted with the entire HRTC at the next meeting.
 - Revisit discussion on process mapping (methodology (workflow, tracking of activities in order to measure and ensure integrity of our outreach process) on how this work will be administered by all partner agencies to conduct outreach and engagement activities that will collect lived experience data (barriers, needs, etc.) toinform our regional plan.

Member Enrollment and Stakeholder Analysis:

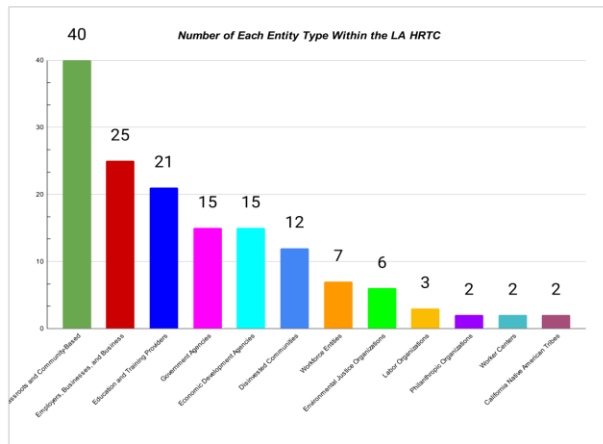
Community Economic Resilience Fund
Los Angeles HRTC Outreach Committee Update Report
As of 02/28/2023

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
Adaptivity			3			1				5
Anti-Frag & Place Based Coalitions			1	1			1	2	1	6
Economic Development	2	3	1	4	1	2	2			20
Employers, Business & Associations	1	2	2	30	3			4	2	47
Families		1	3				2	1		7
Homeless, Veterans & Seniors		1		4			1			7
Immigrants			1		4				2	7
Institution & Government				5				1		6
Labor & Workers		1		5						6
Leadership			1		6					7
Underserved Adults	1	4	6			4				17
Youth	2	2	2	7		3	1	2	3	26
Total Count - LA HRTC Members	9	11	18	52	10	12	11	9	24	151

Note: Each Affinity Hub is comprised of subgroups that represent 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.

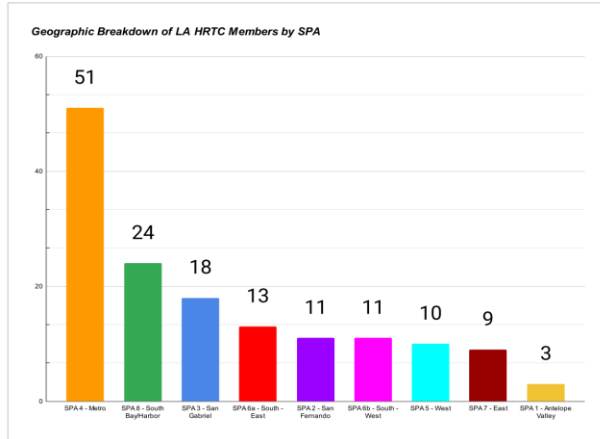
Operationalizing Stakeholder Inclusivity: Nontraditional Approach



Community Economic Resilience Fund

Los Angeles HRTC Outreach Committee Update Report
As of 02/28/2023

	Total Count	%
LA HRTC Members:		
# of HRTC Members (fully executed & data)	142	71.72%
# of HRTC Members Executed (data incomplete)	56	28.28%
Total HRTC Member Count	198	100%
Geographic Breakdown of LA HRTC Members		
SPA 4 - Metro	51	34.00%
SPA 8 - South Bay/Harbor	24	16.00%
SPA 9 - San Gabriel	18	12.00%
SPA 6a - South - East	13	8.67%
SPA 2 - San Fernando	11	7.33%
SPA 6b - South - West	11	7.33%
SPA 5 - West	10	6.67%
SPA 7 - East	9	6.00%
SPA 1 - Antelope Valley	3	2.00%
Total	150	100%
Stakeholder Type (per SFP)		
Grassroots and Community-Based Organizations	40	
Employers, Businesses, and Business Associations	25	
Education and Training Providers	21	
Government Agencies	15	
Economic Development Agencies	15	
Disinvested Communities	12	
Workforce Entities	7	
Environmental Justice Organizations	6	
Labor Organizations	3	
Philanthropic Organizations	2	
Worker Centers	2	
California Native American Tribes	2	
Primary Subgroup Representation (12 Affinity Hubs)		



Affinity Hub	Primary Constituency Served	Secondary Constituency Served
Youth	Focus: foster, at risk, opportunities, justice involved & LGBT youth	26
Families	Focus: clean, violence, social services, legal, LGBT & single-parent families	11
Homeless, Veterans & Seniors	Focus: veterans, seniors, homeless & those not seeking employment	7
Underemployed Adults	Focus: underemployed adults, incl. justice involved or disabled workers	17
Labor & Workers	Focus: laborers, worker centers, workforce development	6
Immigrants	Focus: immigrant rights, underserved individuals, street vendors	9
Employers, Business & Trade Assoc.	Focus: chambers, industry clusters, trade assoc., large and small businesses	27
Environmental & Sustainability	Focus: environmental justice, clean mobility, green equity & climate advocacy	9
Economic Development	Focus: CDFI, low, mid, high, regional CDFI, small agencies, planning org.	20
Civic Eng. & Placed-Based Coalitions	Focus: sub-regional tables, shared based coalitions, social justice orgs, faith base	6
Academia	Focus: school districts, community colleges, universities	5
Institution & Government	Focus: academia, government, elected officials/term, PMA, CDFI	8
Unregistered Community Stakeholders Engaged		
Stakeholder Type (per SFP)	Primary Entity Type	
Grassroots and Community-Based Organizations, Community Organizers, and Community Members		11
Government Agencies		8
Education and Training Providers		7
Philanthropic Organizations		3
Economic Development Agencies		3
Employers, Businesses, and Business Associations		2
Workforce Entities		1
Disinvested Communities		1
Labor Organizations		0
Environmental Justice Organizations		0
California Native American Tribes		0
Worker Centers		0