Meeting Agenda – 3/1/23

• Welcome & Introduction of New Members
• LAEDC Update
  – LA HRTC Member Enrollment
  – State Contracting & Statewide CERF Launch
• Outreach & Engagement Guiding Principles
• Outreach Plan & Approach
  – The WHO - 27 Subgroups
  – The HOW - Tactics for Outreach Success
  – Poll & Discussion: Tactical Outreach for Subgroups
LA-HRTC Guiding Outreach Principles

We are committed to ensuring equitable participation of all across the LA County Region. Our Outreach Plan will be guided by the following principles: (page 16-C.4- LA HRTC proposal)

• The LA-HRTC will use an “uplift all voices approach”.

• O & E work is anchored in an affinity-based subgroup structure with participants from disinvested communities.

• All constituents shall have an equitable opportunity to participate and have their needs/voices included.

• No subgroup’s needs or voices can be overshadowed by any other group, whether larger or not.
Outreach & Engagement Approach

Step 1 - Defining the Who
Which stakeholders and subgroups of underserved individuals are under-voiced and often overlooked in the economic development planning process?

Result:
The O & E Committee Identified 27 Subgroups

Subgroups are represented at Affinity Hub Tables
Subgroups Identified

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 are included as either members of a Planning Table or a HUB Planning group:

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

Subgroups will convene and issues, data & reporting roll-up to Affinity-Hub Tables
## Linking Subgroups & Tables

**OE Committee Plan Mandates:**
- Engagement Focused by subgroups not geographies
- 90 CBO Microgrants + 10 Partner Grants
- Geo & Ethnic Planning Forums Post Community Outreach

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<th>Youth</th>
<th>Families</th>
<th>Homeless, Veterans, Seniors</th>
<th>Employers and Business</th>
<th>Economic Development</th>
<th>Civic Eng. &amp; Place-Based Coalitions</th>
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<tbody>
<tr>
<td>At-Risk Youth</td>
<td>Tribal Family</td>
<td>Homeless</td>
<td>Lg. Business</td>
<td>CDCs</td>
<td>Sub-Regional Tables</td>
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<td>Justice Involved.</td>
<td>Social Svc Agencies</td>
<td>Veterans Svc Groups</td>
<td>Sm. Business</td>
<td>Business Improvement Districts</td>
<td>Placed Based Coalitions</td>
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<td>Foster Youth</td>
<td>Faith Based</td>
<td>Seniors</td>
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<td>Opportunity Youth</td>
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<td>Chambers</td>
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| Underemployed Adults       | Labor and Workers           | Immigrant                  | Sustainability          | Academia            | Institutional & Government        |
| Formerly Incarcerated      | Labors                      | Immigrant Rights           | Environ Justice         | School districts    | Government                        |
| Disabled Adults            | Worker Centers              | Undocumented               | Clean Mobility          | Community colleges  | Elected officials/Cities          |
| Mentally Impacted          | Workforce Dev.              | Street Vendors             | Green Equity            | Universities        | JPAs                              |

| Sustainability             |                                 |                            |                           |                     | COGS                              |
|                           |                                 |                            |                           |                     | no sub-contracts                  |

|                           |                                 |                            |                           |                     |                                    |
|                           |                                 |                            |                           |                     |                                    |

|                           |                                 |                            |                           |                     |                                    |
|                           |                                 |                            |                           |                     |                                    |
LA CERF HRTC Outreach Tactics

“We will deploy a variety of outreach tactics to ensure that community members are able to access information, and participate in engagement activities in the manner that best fits the specific subgroups” (pg. 13-14 LA HRTC proposal)

• Subgroups identified a range of outreach tactics that beset align with the unique characteristics of their disinvested community members.
Connecting with Our Subgroups

Step 2 : THE HOW - Reaching Our Subgroups

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)

The HOW? How will we best reach our constituents?
Outreach Tactics Questions

What are your top 2 subgroups do you primarily serve?

• At-Risk Youth
• Families
• Homeless, Veterans & Seniors
• Employers/Small Business
• CDCs. BIDS, EDCs, or Tribal Planning Agencies
• Underemployed Adults
• Placed Based Coalitions/Soc. Justice Orgs
• Labor Unions/Workers
• Immigrants
• Environmental Advocates
• Academia
• Government & Municipal Agencies

Which 2 tactics are most effective in reaching your constituents

• Door-to-door canvasing
• Street Team based outreach
• In Language Flyers/Mailers
• Hosting Community Events
• Co-events with family or childcare centers
• Direct Response Text Messages
• Email Campaigns
• Paper-based Surveys
• Tech Driven Surveys (QR codes)
• Agency collaborations
• Other