

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

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

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 • Elected officials/Cities • JPAs • COGS <p><i>no sub-contracts</i></p>

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 canvassing
- 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