



**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](http://www.laedc.org/CERF)



Los Angeles  
COUNTY LINE

A green rectangular sign with white text, mounted on wooden posts. The sign is set against a background of a city skyline with palm trees under a clear blue sky. The entire scene is framed by a large orange circular border.





# LA County CERF HRTC Meeting Agenda April 21st, 2023

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- Welcome, and Introductions of New Partners
- Grant Status and Activity Update
  - Website and CRM Status
- Roles & Responsibilities Review + Graphic
- Governance Structure Graphic
- Planning Phase Plan
- Process Mapping
- Partner Engagement/Stakeholder Mapping
- Upcoming Meeting Dates
- Next Steps
- Questions/Comments





## Grant Funding Status

- Advance
- Payments to Vendors
- CRM & Site
- Process Mapping
- Research Reports

**Expenditures and Advance Payment Summary (Must align with Advance Payment Exhibit B3)**

<b>A. Cost Categories</b>	<b>B. Approved AP Budget</b>	<b>C. Monthly Expenditures</b>	<b>D. Cumulative AP Expenditures</b>	<b>E. Available AP Balance</b>
1. Staff Salaries	\$191,427.00	\$	\$	\$
2. Staff Benefits	\$58,573.00	\$	\$	\$
3. Staff Travel	\$	\$	\$	\$
4. Operating Expenses	\$	\$	\$	\$
5. Events/Conferences	\$	\$	\$	\$
6. Research	\$600,000.00	\$	\$	\$
7. Data, Planning, Communication Tools	\$	\$	\$	\$
8. Community Engagement	\$400,000.00	\$	\$	\$
9. Participant Compensation	\$	\$	\$	\$
10. Furniture & Equipment	\$	\$	\$	\$
a. Small Purchase (Unit cost of under \$5000)				
b. Large Purchase (Unit cost of over \$5000)				
c. Equipment Lease				
11. Contractual Services	\$	\$	\$	\$
12. Indirect Costs	\$	\$	\$	\$
13. Other Program Services	\$	\$	\$	\$
<b>14. Total AP Expenditures</b>	<b>\$1,250,000.00</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>



# Research Reports

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## Three Informative Reports

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### Labor Market Analysis

- Current state of L.A.'s job market
  - Ethnic survey for race-based geo recovery & transition strategy
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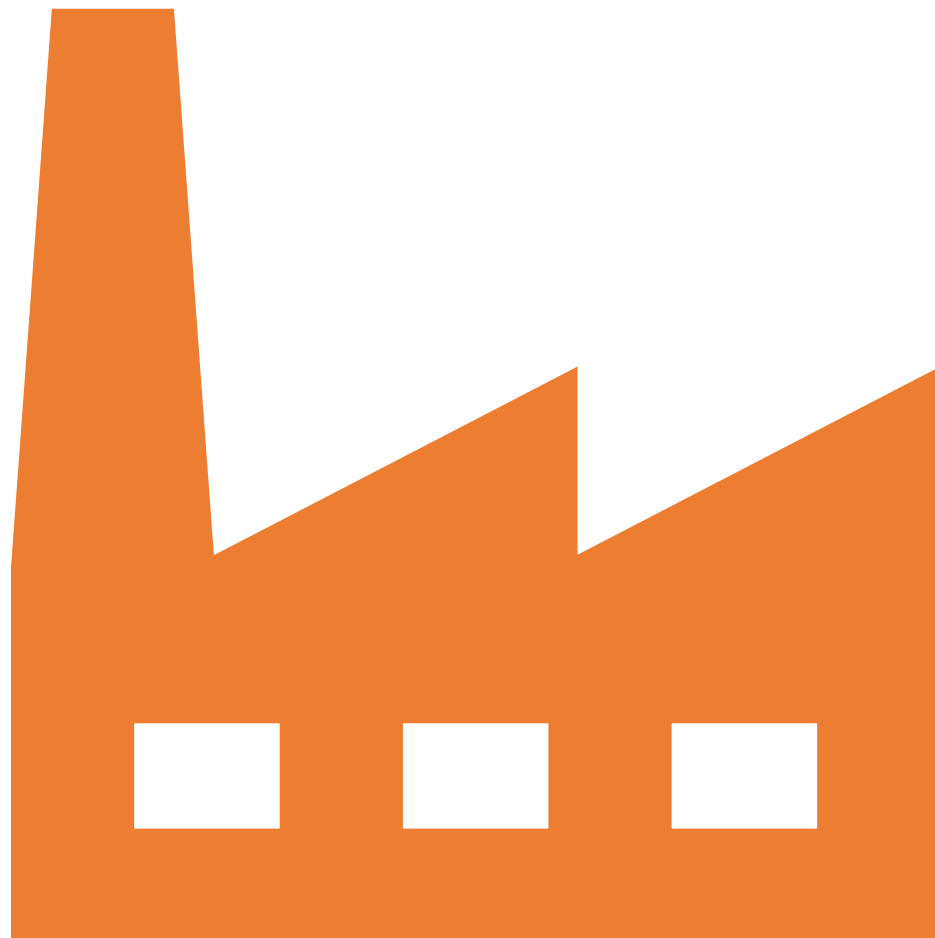
### Industry Cluster

- Analysis of trends and growth
  - Where the good paying jobs will be.
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### Environmental Impact

- Snapshot of Public Health in L.A.
  - Assessment of Climate Change
  - Analysis of emerging industries
-

# Potential Industries of Focus



- Aerospace and Defense / Advanced - Manufacturing \*(captures high-tech across multiple industries like aerospace, electric vehicles, biomed and pharmaceuticals, industrial gas production-like green hydrogen, etc.)
- Entertainment/ Film and Television Production/Distribution/Digital Media
- Healthcare/ Biotech/Bioscience
- Ocean Economy
- Trade and logistics
- Energy
- Construction, Architecture, and Engineering

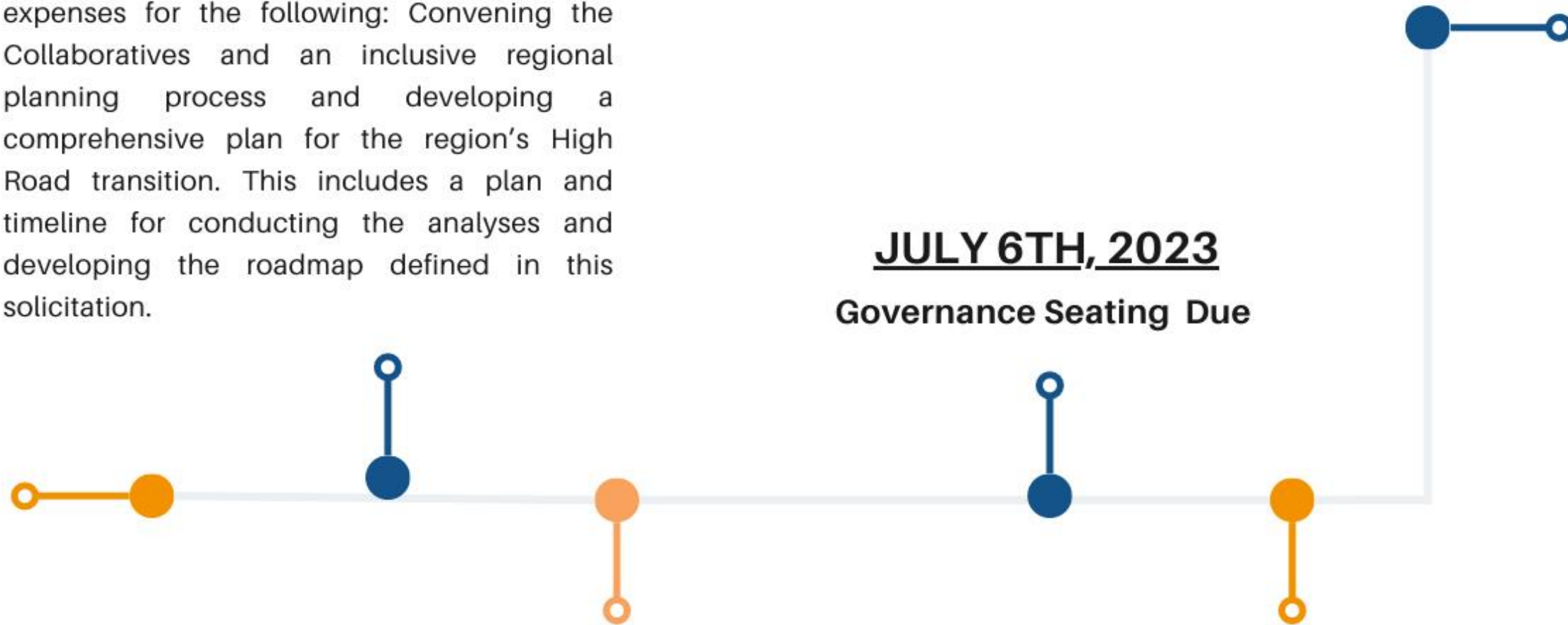
**MAY 1ST, 2023**

**Planning Phase Plan Due**

The structure of the HRTC 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.

**MARCH 1ST, 2023**

Fiscal Agent and State execute the contract.



**JUNE 30TH, 2024**

**Regional Plan Pt. 2 Due**

**JULY 6TH, 2023**

**Governance Seating Due**

**JUNE 6TH, 2023**

**Final Governance Structure Due**

Includes roles, narrative, and election process.

**AUGUST 31ST, 2023**

**Regional Summary Report Pt. 1 Due**

Part 1 - Snapshot of socio-economic conditions (Research) in the region: mapping stakeholders, providing a regional summary, and conducting analyses.

**IMPORTANT DATES**

# Roles & Responsibilities

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- Open for review, comments, and suggestions



# CERF STEERING COMMITTEE

Los Angeles High Road  
Transition Collaborative

DRAFT VERSION 4.19

20 Seats



CBOS-Equity, Env.  
Justice, &  
Disinv. Communities

5 Seats



Residents, Workers, &  
Community Partners

2 Seats



Business & Industry

2 Seats



Labor

2 Seats



Municipal Partners

2 Seats



Education

**33 SEATS**

## REPRESENTATION

Subset of the Affinity and Subregional Table representatives and Hub Leads, additional representatives to ensure the voice of all the required CERF stakeholders. A supermajority of the seats (75-80%) on the Steering Committee will be dedicated to community-based leaders of disinvested communities, rooted in grassroots and community-based organizations (tied to targeted outcomes and funding priorities).

A transparent election process will be used to select the membership of the Steering Committee. The Committee will be composed of 33 seats. Members will have voting authority and will be ineligible for funding in the Hub Structure.

## RESPONSIBILITIES

Serve as the primary validating body for the HRTC with voting authority on major decisions related to the design and implementation of HRTC strategies for the region.

Key decision points include:

- Budget Allocation, Goals/Outcomes and Types of Data, Outreach and Engagement Strategy, Regional Strategy (Phase 1), and Economic Development and Transition Roadmap Project Strategies to prioritize implementation projects (Phase 2).
- These decisions will be informed by data and need analysis, in addition to substantial input from the Affinity and Subregional Tables, Hub Leads, and the Stewardship Committee.



# 1. CERF STRUCTURE

# 2. OUTREACH & ENGAGEMENT FUNDING STRUCTURE





# Planning Phase Plan

2. **Planning Phase Plan:** Awardees must submit a report laying out:
  - a. The structure of the HRTCs, including the governance structure, and
  - b. The plans with estimated expenses for the following:
    - i. Convening the Collaboratives and an inclusive regional planning process
    - ii. 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.

The state acknowledges that the details of this plan may change over time. The Planning Phase Plan should be 10-20 pages.

Awardees must submit the Planning Phase Plan within the first two months of the Planning Phase.



# Stakeholder Analysis

## Stakeholder Count

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**4/18/23**

**Total Number of  
Organizations Engaged**

389

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**Number of Organizations  
Officially Onboarded (CERF  
Collective Partnership  
Agreement submitted)**

258

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**Number of Orgs Not Fully  
Onboarded**

**131**



# CERF Collective Partnership Agreement Letter



[Place on letterhead or insert logo]

## Collective Partnership Agreement Letter Community Economic Resilience Fund: Los Angeles County Region

[Insert Date]

Los Angeles County Economic Development Corporation  
444 S. Flower Street, 37th Floor  
Los Angeles, CA 90071

To the Los Angeles County Economic Development Corporation (HRTC Regional Convener):

The [Insert Entity Name] is pleased to inform you that we are in agreement with the goals of the Community Economic Resilience Fund (CERF) proposal for the Los Angeles County Region developed by the California Community Foundation (Fiscal Agent), and the Los Angeles County Economic Development Corporation (Regional Convener) in collaboration with a broad array of community partners in the region.

We agree to participate actively in the CERF planning process, including the development of a fair and democratic governance structure that shares decision-making and balances the interests of all represented groups, as well as contribute to the outreach and engagement strategy. We are committed to working in partnership with a wide range of regional stakeholders with diverse interests to create a more inclusive, equitable, sustainable, competitive, and resilient economy for the Los Angeles County Region.

Our organization is [describe entity type and role in the community or region in one paragraph.]

We will bring to the table [describe entity's knowledge, experience, and reason to be at the planning table in one paragraph.]

Our primary contact for this process will be:

Contact Person: [Insert Name]  
Email Address: [Insert Email Address]  
Phone: [Insert Phone Number]  
Address: [Insert Address]

Sincerely,

Authorized Signatory: [Name, Title] [Insert Signature above]      Date [Insert Date Above]

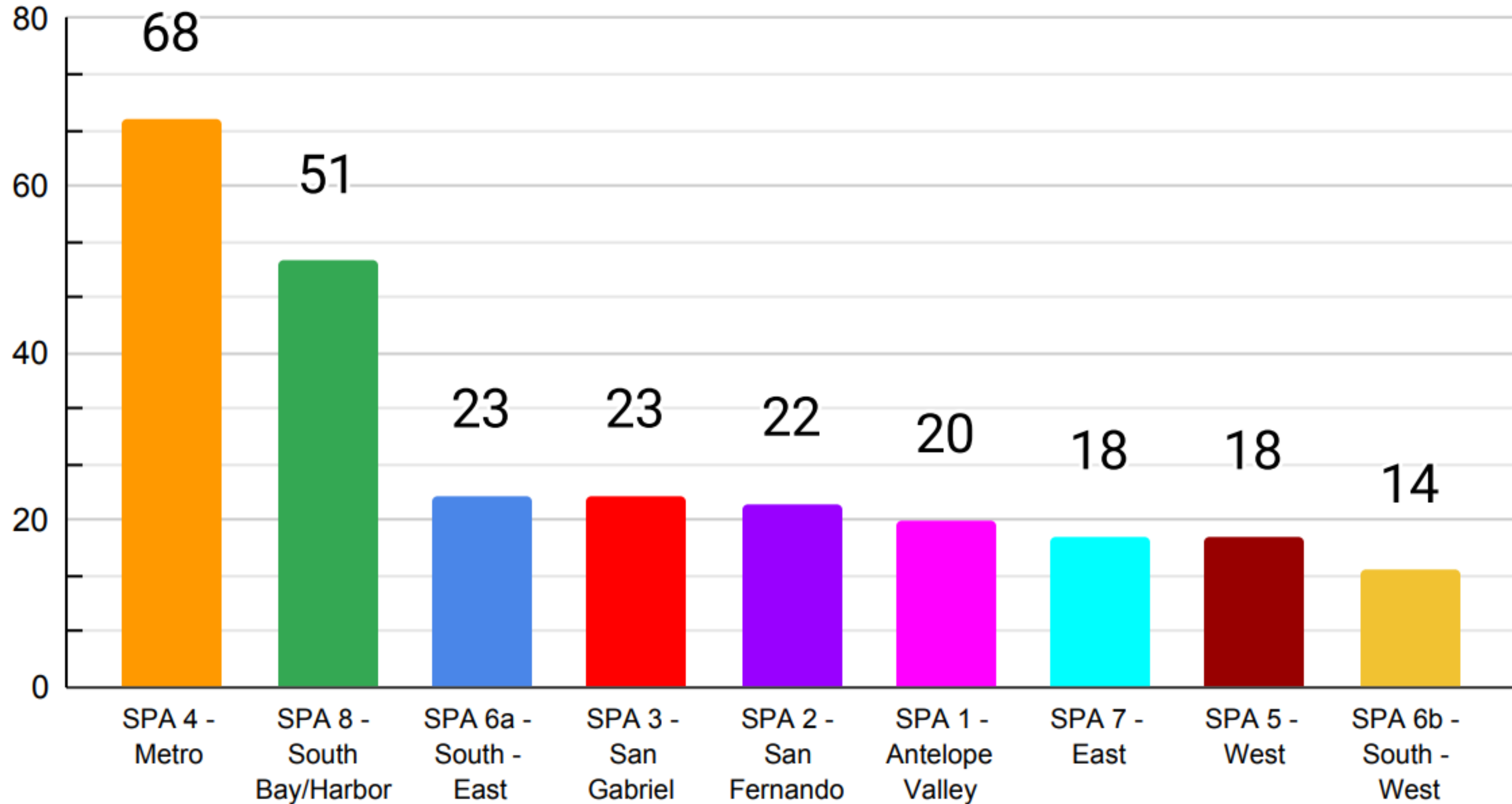
# Become a Member of the LA HRTC



- Submit an Onboarding Form and a CERF Collective Partnership Agreement Letter
- For questions regarding your organization's onboarding status, email [CERF@laedc.org](mailto:CERF@laedc.org)

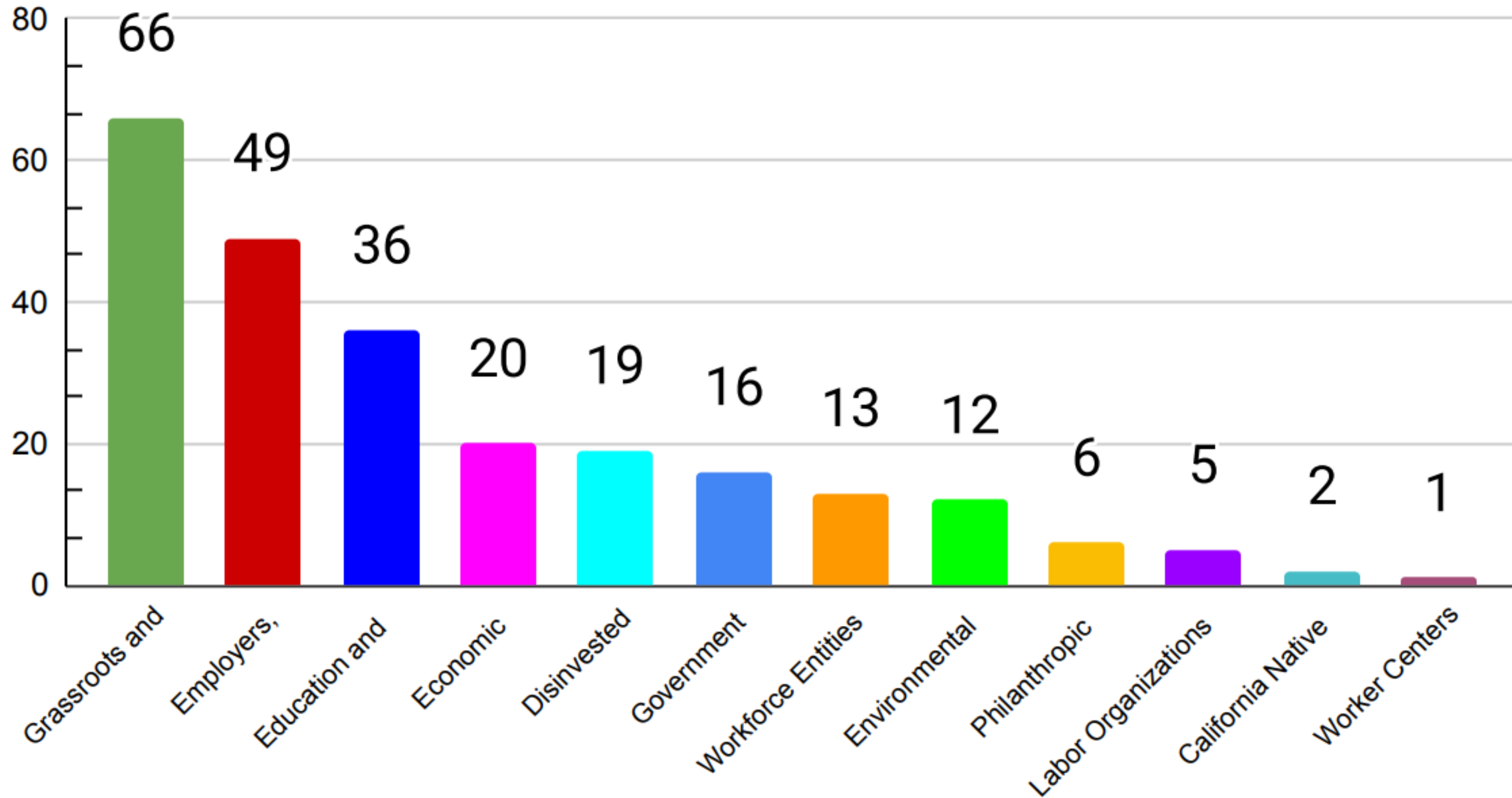


# ***Geographic Breakdown of LA HRTC Members by SPA***



***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***

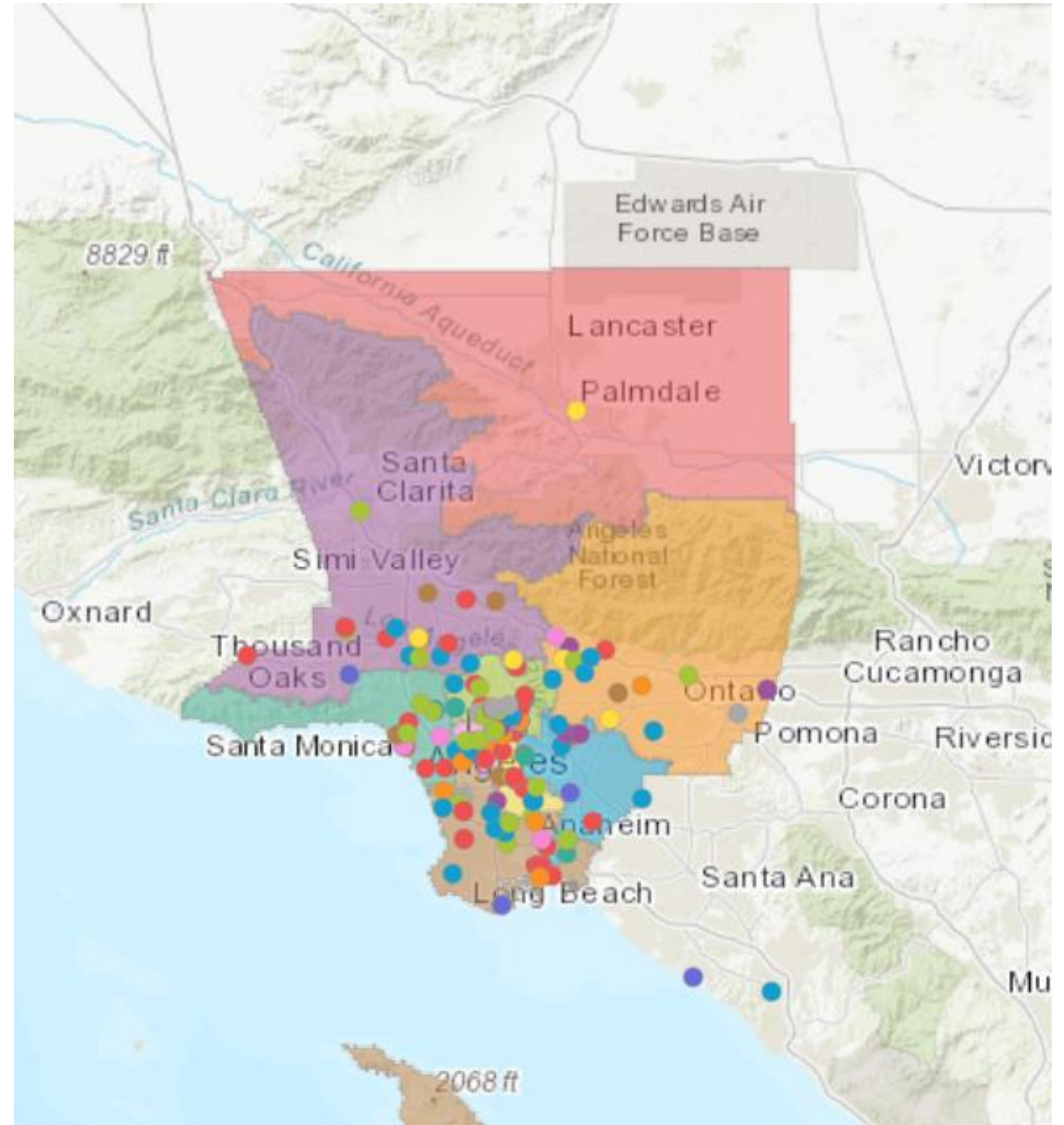
• Stakeholder entity type refers to the entities the LA HRTC is mandated by the State to include balanced representation from for reporting purposes

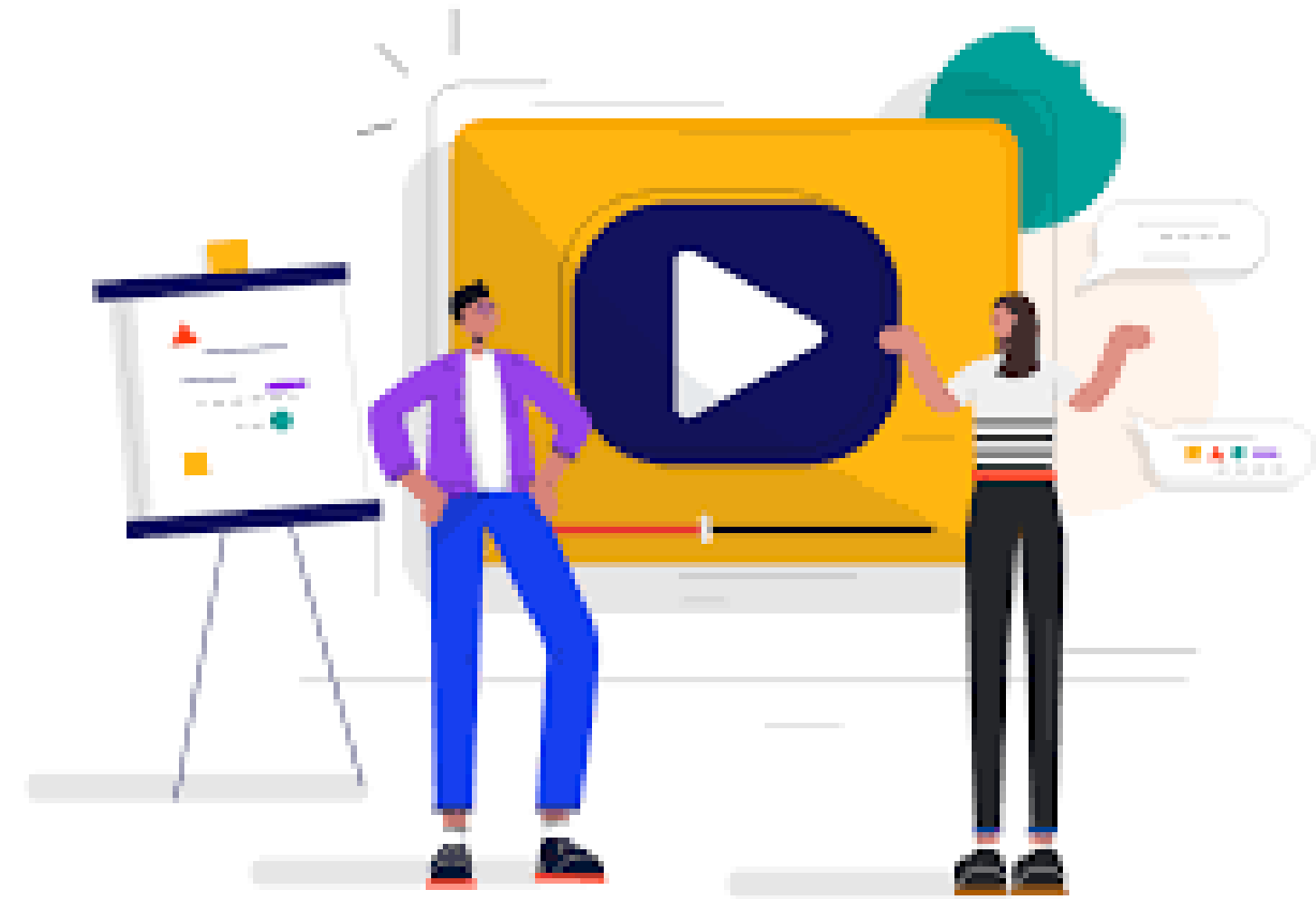


# Stakeholder GIS Map



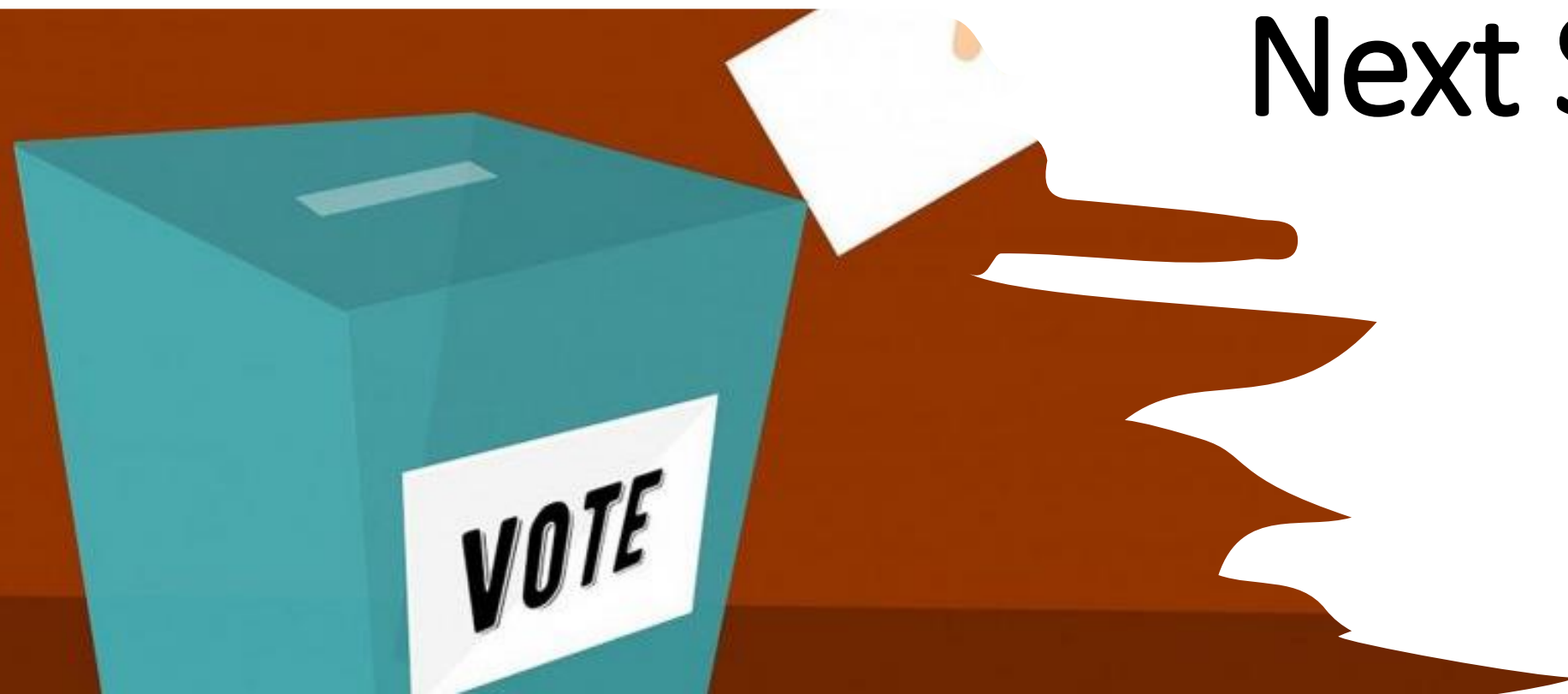
SCAN ME





## Next Steps

- More Visuals
- CRM CRM CRM!
- Electoral Mechanism





# L.A. County CERF HRTC Upcoming Meeting Dates

## Outreach & Engagement Committee

- April 26th | 10:00 am

## Governance Committee

- TBD

## HRTC Bi-weekly Meeting

- May 5th | 9:00 am





**LOS ANGELES COUNTY**  
ECONOMIC DEVELOPMENT CORPORATION  
*Collaboratively Advancing Growth and Prosperity for All*

# Thank you!

For more info, please visit:  
[www.laedc.org/cerf](http://www.laedc.org/cerf)

Questions can be directed to  
[cerf@laedc.org](mailto:cerf@laedc.org).

