

CERF Outreach & Engagement Committee Notes

March 29th, 2023

New Updates:

- CERF Kickoff Event in Sacramento - LA HRTC members who attended the CERF Kickoff Event on March 22-23 were able to gain insight on the formation and best practices of the HRTCs of other regions.

LA HRTC Member Enrollment:

- 500 goal of engaged partners after 45-day Outreach and Engagement period; as of March 28th, we have 215 onboarded members
 - The goal is to have balanced representation among the number of stakeholders per SPA
- LA HRTC Stakeholder Demographics Report attached below

Request for a set of questions to pose to the various constituencies:

- **Requested** that OPR house a state-wise databank of questions to ask our constituents for the purpose of preparing our survey tools for outreach
- **Request** for Outreach and Engagement Committee to bring forth a set of questions that the committee and our stakeholders would consider posing to their constituents around the primary CERF goals to lead the effort in creating the state-wide databank.

Project Modification Request Letter:

- The State of California sent a Project Modification Request Summary that included action items due to the state by June 6, 2023

Communication Tools - Stakeholder & Beneficiary:

- Identified two communication tool needs:
 - One aimed at informing stakeholder groups to sign onto the LA HRTC
 - Another aimed at engaging our subgroup beneficiaries (e.g. youth, formerly incarcerated, & other underrepresented populations)
- Scarlet will reshare the live document to receive feedback/comments for the communication tools catered towards businesses
 - Scarlet will email Tracy from BizFed Institute with Kevin Harbour's assistance
- Roles & Responsibilities:

- CERF Team would like to share the R&R document for comments/feedback to the subcommittees before sharing with the entire LA HRTC
- **Requested** to have OE Committee and Governance Committee co chairs to meet once more to review R&R before publicizing to subcommittees for comments
- **Request** for a word document file of the CERF Email Recruitment Template for ease of copy and paste

Request for OE Committee to bring forth contacts or organizations within their SPA

- **Request** for members of the Outreach and Engagement Committee to think of any organizations within their SPA that they work with or are familiar with - Introduce to the LAEDC CERF Team or provide the information of the organization for LAEDC Team to follow up

Request for sharing Jamboard notes and questions with OE Committee

- **Request** for Scarlet to share the previous Jamboard notes with the subcommittee as well as the questions listed in item #3 of the agenda for subcommittees to begin thinking for the next committee meeting

Agenda

1) State Meeting Update | Charles/Jermaine

2)Next Steps –

- Contract Modification Ltr; Report 60 day from 3/8) LAEDC
- Communication Tools: Stakeholder & Beneficiary Scarlet
- Targeted Outreach 45 Days in Process Co-Chairs
- Current O & E Recruitment Report Alan

3) Preparing for Outcome Based Planning

- **Process Mapping** reverse engineers steps, processes & systems needed to achieve desired outcomes an defines how people, activities & data flows
- What Successful Outreach & Engagement Outcomes Look Like: Jamboard
 - Outcomes by CERF Goal
- What Outreach & Engagement Activities Must Occur to Achieve These Goal
 - Project Activities - Feedback
- What Outputs will these activities produce that showcase successful outcomes
 - What does output look like

Community Economic Resilience Fund

Los Angeles HRTC Outreach Committee Update Report

As of 03/28/2023

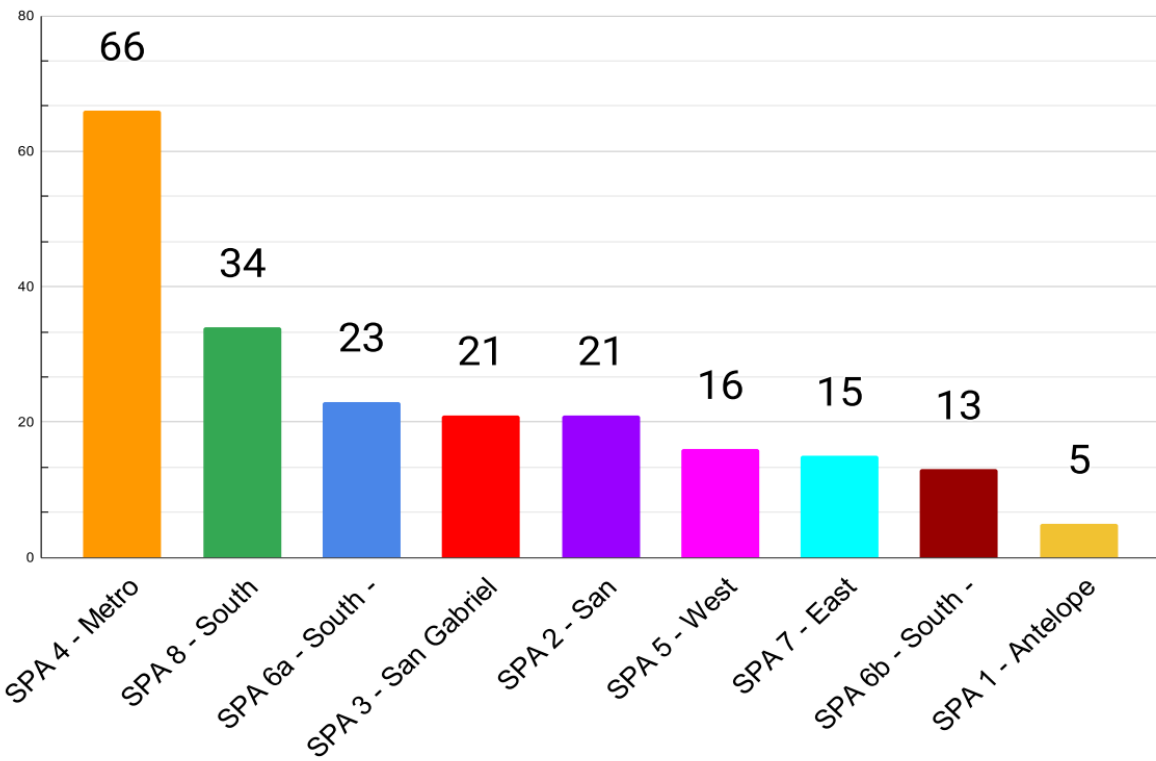
		Total Count	%
LA HRTC Members:			
# of HRTC Members (fully executed & data)		-----	#VALUE!
# of HRTC Members Executed (data incomplete)		-----	#VALUE!
Total HRTC Member Count		215	100%
Geographic Breakdown of LA HRTC Members			
(Based on the headquarters of the organization)	SPA 4 - Metro	66	30.84%
	SPA 8 - South Bay/Harbor	34	15.89%
	SPA 6a - South - East	23	10.75%
	SPA 3 - San Gabriel	21	9.81%
	SPA 2 - San Fernando	21	9.81%
	SPA 5 - West	16	7.48%
	SPA 7 - East	15	7.01%
	SPA 6b - South - West	13	6.07%
	SPA 1 - Antelope Valley	5	2.34%
		Total	214
Stakeholder Type (per SFP) (These are the state-required stakeholder categories for reporting purposes; not representative of how we are focusing our work)		Grassroots and Community-Based Organizations	49
		Employers, Businesses, and Business Associations	37
		Education and Training Providers	34
		Economic Development Agencies	19
		Government Agencies	12
		Disinvested Communities	15
		Environmental Justice Organizations	12
		Workforce Entities	12
		Labor Organizations	4
		Philanthropic Organizations	5
Worker Centers	2		
California Native American Tribes	2		
Primary Subgroup Representation (12 Affinity Hubs)			

Affinity Hub	Focus	Primary Constituency Served	Secondary Constituency Served
Youth	Focus: foster, at risk, opportunity, justice-involved & LGBT youth	32	18
Families	Focus: dom. violence, social service agy, tribal, LGBT & single parent families	21	27
Homeless, Veterans & Seniors	Focus: veterans, seniors, homeless & those not seeking employment	11	3
Underemployed Adults	Focus: underemployed adults, incl. justice involved or disabled workers	23	17
Labor & Workers	Focus: labors, worker centers, workforce development	7	9
Immigrants	Focus: immigrant rights, undocumented individuals, street vendors	10	4
Employers, Business & Trade Assoc.	Focus: chambers, industry clusters, trade assoc., large and small businesses	33	41
Environmental & Sustainability	Focus: environmental justice, clean mobility, green equity, & climate advocacy	19	8
Economic Development	Focus: CDCs, bus. impr. dis., regional EDCs, tribal agencies, planning ag	23	38
Civic Eng. & Placed Based Coalitions	Focus: sub-regional tables, placed based coalitions, social justics orgs, faith bas	12	13
Academia	Focus: school districts, community colleges, universities	10	6
Institution & Government	Focus: academia, government, elected officials/cities, JPAs, COGs	11	13

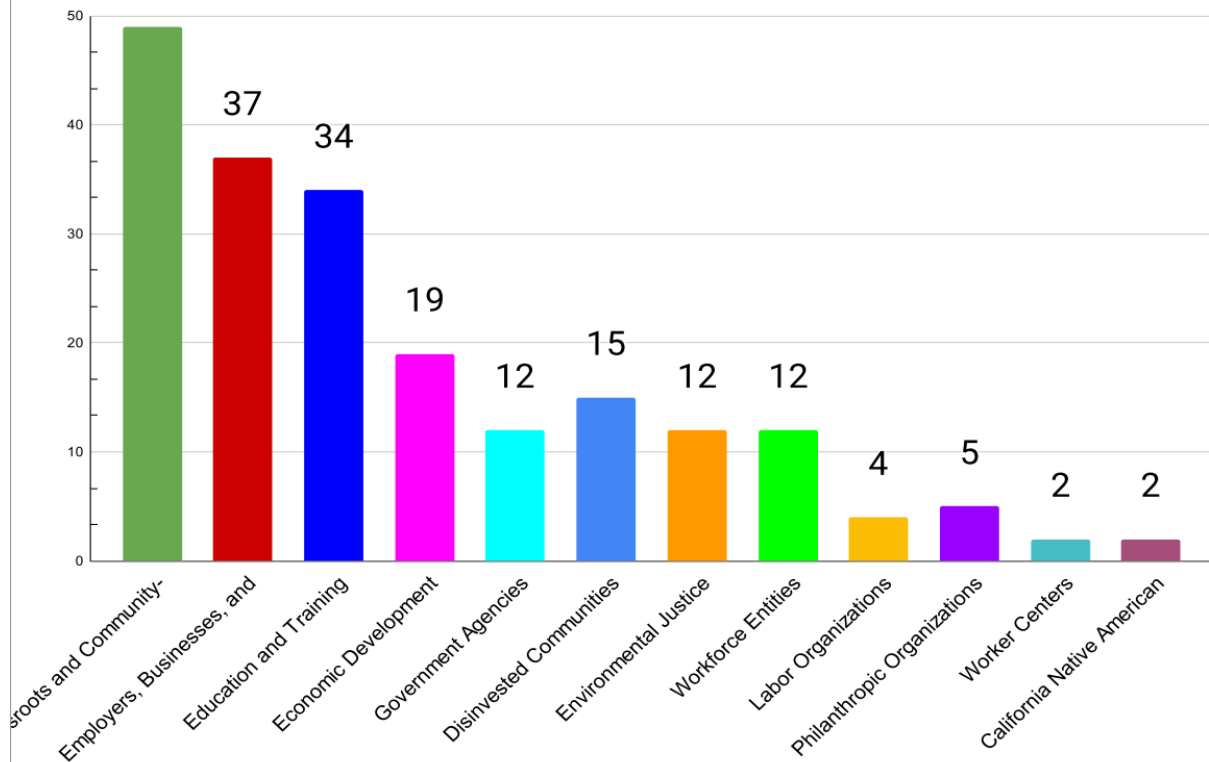
Unregistered Community Stakeholders Engaged	
Stakeholder Type (per SFP)	Primary Entity Type
Grassroots and Community-Based Organizations, Community Organizers, and Community Members	13
Government Agencies	9
Education and Training Providers	5
Philanthropic Organizations	3
Economic Development Agencies	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

(These are the state-required stakeholder categories for reporting purposes; not representative of how we are focusing our work)

Geographic Breakdown of LA HRTC Members by SPA



49 **Number of Each Entity Type Within the LA HRTC**



Community Economic Resilience Fund

Los Angeles HRTC Outreach Committee Update Report

As of 03/28/2023

Geographic Diversity by Affinity Hub (Member Count)

LA HRTC Affinity Hub	SPA 1	SPA 2	SPA 3	SPA 4	SPA 5	SPA 6a	SPA 6b	SPA 7	SPA 8	Total
Academia	1		3		3	2		1		10
Civic Eng. & Placed Based Coalitions		1	1	3		1	4	1	1	12
Economic Development	2	2	2	6	1	2	1		7	23
Employers, Business & Associations		3	3	10	5	2	3	2	5	33
Families	1	3	3	4		3	3		4	21
Homeless, Veterans & Seniors		1		4	1	2		1	2	11
Immigrants			1	5	1			2	1	10
Institution & Government		1		6				2	2	11
Labor & Workers		1		6						7
Sustainability		3	1	9	2	1			2	18
Underemployed Adults		2	5	7		5		1	3	23
Youth	1	2	2	6	3	4	2	5	7	32
Total Count - LA HRTC Members	5	19	21	66	16	22	13	15	34	211

Note: Each Affinity Hub is comprised of subgroups that represented 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

12 Primes lead subgroup Pods/Tables (County-wide)

- Link & build prime contracts with cities, LA, CH, and other LAs
- Prime facilitates cross-regional subcontracts supporting
- All 120 prime grants @ 20K - Partner Grants to be managed
- 8 Table Partner Grants to facilitate in key areas @ \$500k

Youth <ul style="list-style-type: none"> • At Risk Youth • Foster Youth • LGBTQ Youth 	Families <ul style="list-style-type: none"> • Tribal Family • Social Star Help • Faith Based • Domestic Viol • Single Parent 	Immigrants, Veterans & Seniors <ul style="list-style-type: none"> • Immigrants • Veterans Services • Seniors 	Employers & Co <ul style="list-style-type: none"> • LG, Business • Sm. Business • Trade Assoc. • Industry Clusters • Chambers 	Economic Dev <ul style="list-style-type: none"> • CDCs • Bus. Inpr. Dev • Regional EDCs • Tribal Agencies • Planning Ag. 	Civic Eng. & Placed Based Coalitions <ul style="list-style-type: none"> • Civic Eng. Organ • Place Based Coal • Social Justice Org • Faith Based
Underemployed Adults <ul style="list-style-type: none"> • Homeless • Incarcerated • Disabled Adults • Mentally Impaired 	Labor & Workers <ul style="list-style-type: none"> • Laborers • Worker Centers • Blackstone One 	Immigrant <ul style="list-style-type: none"> • Immigrant Rights • Undocumented • Street Vendors 	Sustainability <ul style="list-style-type: none"> • Environ Justice • Clean Mobility • Green Equity • Climate Adpct. 	Academia* <ul style="list-style-type: none"> • School Districts • Comm colleges • Universities • *No sub-contracts 	Institutional & Governmental <ul style="list-style-type: none"> • Academia • Government • Health Care • JMS • CDCs • *No sub-contracts