



Outreach and Engagement Subcommittee

Meeting Notes and Transcript

April 5th, 2023

[Meeting Recording](#)

Passcode: guUbnk0!

Meeting Summary:

The committee discussed setting up outcome-based planning and clarified the timeline for filling roles before selecting governance structure. They also discussed the need for two communication templates targeting different audiences- community organizations and end beneficiaries.

During the meeting, there was a discussion about the mission of HRTC and sharing their CERF one pager. They also talked about including real lived experience data in the market assessment for environmental, economic, and health conditions. The committee members shared their thoughts on what success would look like if they were able to provide input into this assessment for their particular constituents. It was suggested that outreach and education campaigns are necessary to help people understand environmental conditions better as it is often taken as the norm.

The committee discussed the importance of a robust education and outreach campaign to inform people about their project. They discussed the need for input from trusted messengers in the community to ensure success. A recap email was to be sent with a Jamboard activity, including responses from participants.

Action items:

1. Open up the jam board to the full committee and invite them to provide feedback.
2. Include sparked awareness and an understanding of increased needs as critical outcomes in defining environmental challenges faced by constituents.
3. Connect gang interventions, credible messengers, and community letters in economic development outreach and engagement process.
4. Engage trusted comrades and messengers in economic development planning.
5. Revisit and refine what successful outcome means in terms of outreach activities.

Transcript:

01:43

Speaker 1

Hi there.

01:46

Speaker 2

Hello.

01:47

Speaker 1

How are you? Good to see you. My apologies. My apologies. Stella is not well. This today. She was supposed to chair today's meeting, and she has, and her symptoms are consistent with COVID So she is now home bedwritten. So we apologize. We had a meeting last week. Welcome, everyone. First, is there anyone that's new among us? We have a firefly. Hi, Wendy. How are you? Welcome. Thank you. Nice to be here. Hi. Tell us where you're from.

02:31

Speaker 3

I am from YearUp, based in Los Angeles, originally from Chicago, and moved here about a little over six months ago. So still very new to Los Angeles.

02:44

Speaker 1

And what does YearUp do?

02:46

Speaker 3

YearUp helps connect learners. So we work with community colleges and we help upskill young adults that don't have college degrees and that either have a GED or some community college and help upskill them in kind of high growth areas such as tech, customer success, things like that. And work with about 250 corporations. It's a national non for profit and work with about 250 corporate partners across the country to place these learners into jobs. Internships that turn into jobs.

03:24

Speaker 1

Fantastic. Well, welcome. We're glad to have you here. Great to be here. And looks like Kimberly has joined us for the first time. Hi, Kimberly. You want to introduce yourself? Hi, Karen. How are you? I'm good. Good to see you. You as well. I thought I'd jump in there so I could just learn a little bit more. I am Kimberly Kelly Roth, and I'm the director of the Southern California Virtual Business Center, where we provide capacity training for diverse suppliers. And I have been a part of CERF, I guess since about February. And I wanted to jump in and just learn a little bit more so that I can figure out what areas where I could be of assistance. Wonderful case to have you here. Kimberly. Good to see you. Anyone else? That's new? Bobby. Have we met? You Debbie Davis. Are you available? And I don't know who this firefly is, but I'm loving it.

04:24

Speaker 1

Firefly AI, mind you, that's what's scary. Do we know who's on the call? Kevin. You look so different.

04:34

Speaker 4

I don't know why. I think maybe it was the invite. I am the other Kevin. Kevin's Doppelganger. I don't know why it came up this way. My name is Blaine Bacher. I just recently started with the BizFed Institute, so I am working with Kevin. So it's not too much of a coincidence.

04:55

Speaker 1

Okay.

04:56

Speaker 4

Happy to be here and love what you guys do, and I would love to be a part and help any way I can.

05:02

Speaker 1

Glad to have you here. Okay. Is there anyone else that needs to introduce themselves? Well, welcome. Hi, Jessica. Well, welcome. We have an agenda carryover from last week. Last week we began a dialogue to set us up for Elk based planning. Do we have an agenda? Am I sharing that or is someone else sharing that? Ellen.

05:30

Speaker 4

Scarlett, I'm sorry. Did you have an agenda prepared?

05:35

Speaker 1

Absolutely. Here we go.

05:37

Speaker 4

Okay, thank you.

05:38

Speaker 1

So it says 44, but I think today is the fifth. My finger got short. We were planning on mitching so let's roll over from where we are. We are in the process. Has the LAEDC executed the contract data with DCF that was in the process?

06:02

Speaker 5

Hello?

06:03

Speaker 1

Can you hear me? Yes.

06:06

Speaker 5

At this moment, the contract has not been executed.

06:10

Speaker 1

Okay. So we're still waiting on that process, but it is keeping us moving. And I am so excited because I must say, I said to Scar a little bit ago, I said we are ahead of the game and we are doing awesome. And I really thank the team members and the committee members for keeping this ball rolling. We are literally shining star of example of what this could be at the state level. We had some great conversations a couple of weeks ago. Chioma, do you have any outreach updates? I do.

06:44

Speaker 6

So outreach has been going well. We've had partners in our spa, eight hold convenings with their community partners. And so we're going out to Long Beach again this week. But I want to remind all of our HRP members of our targeted outreach deadline of April 15. We want our partners who need to complete onboarding to complete the process definitely by April 15 because we do have partners who have submitted the form but still need to submit their partnership agreement. So if that is you, please.

07:37

Speaker 1

Complete.

07:37

Speaker 6

The partnership agreement and email it to us. And if anyone has any questions, please reach out to CERF@laedc.org or myself if you need any assistance. But please continue to outreach, continue to refer partners to us and we will follow up because we do want to enroll and help onboard as many stakeholders as possible before this April 15 deadline comes before us.

08:13

Speaker 1

Thank you. Okay, so we understand put it in context. The HRTC is not closing its access or its membership or participation. The state contract, which was entered into by the state with CCF was backdated to March 1. And what we had voted upon as a committee and as an HRTC is that we would provide nothing happens. Jessica and that's the good news. So I'm going to cover that we had provided for a targeted outreach timeline of which we would concert all of our efforts and attempt to onboard members across the region so that we had full geographic inclusivity and that we could move forward with what will be establishing a governance process and ensuring that we had inclusivity from every aspect of every hub

across our region. When we did that, again, the idea was that we wanted to have 45 days where we worked diligently at just filling holes.

09:29

Speaker 1

And that was going to be 45 days from the date that a contract was executed. The contract did come through for CCF and they dated it March 1. We have a modification that came out dated March 10 and they told us the 10th. Somebody's one writing says March 8 the letter that came out and so we have 60 days from that period. So Charles was on the call a couple of weeks ago and he did affirm to the committee that 40 day back clock would not start until LADC had signed its contract with CCF. But I'm going to push back on the April 15 date and say it should be 45 days from the date of the contract modification because the state came back and asked for that. We have a discrepancy if that is going to be March 8 or March 10. Chris from GoBiz emailed us and said that was March 8.

10:29

Speaker 1

And Matt who is with OPR went and looked it up while were in Sacramento and he said that date letter was dated March 10. So regardless, I am going to make a formal request that we push that date from the date of the modification execution. Here's why it only matters. It is where we put our hands on deck and we literally get on the phones and find our friends and invite them to become members of this HRTC. So that when we push out the roles and responsibilities and bring forth a process for filling the various positions, that will include grant funds that every region has adequate representation and an opportunity to participate in those roles before we select our governance structure. It is something that the HRTC voted on and we felt that would give us adequate time. It is not we will continue to members and engage people.

11:23

Speaker 1

And Scarlett and Alan and Chioma have been doing an amazing job of coming up with materials that we can use to communicate to our constituents. Some of the regions have been having meetings to gather up and bring people together. But quite frankly, we have other regions that as of a week ago only had three members and so it is a diligent effort. If you have one, everybody, we said everybody bring one and we'll meet our goal. So with that, Charlotte, thank you. You've been doing amazing job. Do we have BizFed on the line? Yes, I believe we have, Kevin.

12:02

Speaker 4

Yes.

12:04

Speaker 1

Hey, Sharon. Hi there. So Kevin, there was a dialogue. I'd like to request on the record that we set up a call with not the institute staff, but with this team on the BizFed side because there was some support needed on our second set of communication tools and that hasn't come forth. I think. Scarlett, I saw an email go out today. Have you been in touch with Tracy?

12:31

Speaker 5

I have sent out a follow up email. I have received a few revisions on the CERF outline that I shared with everyone. I'm not sure at what level more input is needed, but I would like to finalize that soon.

12:46

Speaker 1

Can you tell me if any of that came from BISFed?

12:50

Speaker 5

Because it's a live document. It just says anonymous. So contact specifically with BISFed in regards to any revisions that they would like to see.

13:01

Speaker 1

Can we set up a call for the 16? April I'm not going to come up from Air. I'm on a major deadline. I will come up from Air on the 16th. That's fine. And we can set up that call directly. They have a team, a remarkable team over there that does writing. Sharon the 16th is a Sunday. What's wrong with Sunday? I'm in church. Thank you for that, Kevin. If it's going to be the 17th, it probably needs to be in the afternoon. Okay. And let me look at our calendar. Let mention, because we sent it ready, they offered to step in and help craft some of the economic development content for the second communication. So that was Tracy, right? Yes, it was Tracy. And she's on record. She's recorded saying that. Yeah. You want to contact Tracy directly on that. Right. Her calendar is open at 01:00.

14:10

Speaker 1

Well, 12:00 through two. Meeting starts at three. She gets out of that meeting at 330. Okay. So we have a couple of options. Options. Scarlet let's get something out there. Again, they have a very great team that's available, specifically communications team that can help what we came from so that we understand the communication templates that have been put together by LAEDC. There was a call from the committee to ensure that we could have friendly communications that were, in layman's terms, to articulate our mission, objectives and goals. What CERF is, why it matters and why people should participate. And what we found in this committee is there were several some conversations that were looking at that communication as the intended communication to our end beneficiaries, the individuals, the youth members, the undervoiced stakeholders in our community who really don't necessarily have the lingo or the language around economic development.

15:25

Speaker 1

And so that version that came out was very valuable, and we're excited about it. But there also needs to be a version that helps us with our targeted outreach and it really allows to organizations that are in the economic development space, that are our cities that have to be onboarded into the municipal. Hub and the folks to really understand that language around how this initiative links up to the high road training, partnerships and high growth industries, which is the high paying jobs that the ultimate goal is. So we wanted one piece to focus

targeting at the community organizations and the agencies that we're attempting to target, while we had the second one targeting the end beneficiaries the subgroups, the youth, the family, the formerly incarcerated, our veterans, our seniors. That was more, in a common term, language. And so thank you for your flexibility. We will have both toolkits and Tracy and her team were part of the folks who volunteered to help shift some of that language.

16:33

Speaker 1

I do know that there was also a need to put the carbon neutral goals in there because that was not in one of the pieces. But at the end of the day, we're going to have two toolkits, so we're going to be more awesome than we already are. So we're going to move that forward. Can we get something out for a call so that we can get that finalized on E recruitment report? And Allen, that's on you. Let's see where we are in terms of reach. We're trying to reach 500 stakeholders, members of our HRTC across our spectrum. So let's see where we are now. Let me give you back control. There you go.

17:24

Speaker 4

Thank you, Sharon. You know what? Let me zoom in for you all. Okay, so our total HRTC member count as of yesterday, April 4, we have 217 members. Again, we still have about 345 members that are not members, individual stakeholders and organizations engaged. And so we're hoping to get this 217 number to 345 and eventually get that total number to 500. As Chioma and Sharon mentioned, we have our 45 day outreach and engagement period ending on the 15th. And thank you, Sharon, for bringing up your concerns in regards to moving that date. However, moving forward to unregistered community stakeholders So the trend here is similar week to week, slowly, we've been kind of chipping into these numbers. They've been getting lower and lower. And so they've been converting from, let's say we used to have like 15 grassrootsing CBOs in this portion right here. And just to give you a little background for all the new members that are attending this meeting, the Unregistered Community Stakeholders are organizations who have been engaged in some way in CERF, whether that be last year or just recently.

18:52

Speaker 4

However, they have not submitted a CERF Collective Partnership Agreement Letter, which constitutes whether or not you're an official member of the La HRTC. And with that said, I'm going to go back up to here just to clarify for our new members again. So the total HRTC member count. Again, that's for organizations who submitted their CERF Collective Partnership Agreement letter, which is part of our onboarding form, as Chioma mentioned. Please feel free to reach out if you are unsure about your status of your organization, whether you're onboarded or not onboarded. Please feel free to email cerf@laedc.org or us individually so we can get it taken care of. And move us towards that 345 and then 500 number move down to the geographic diversity by Affinity Hub. So just to give a little context again for our new members joining our meeting today. So this table right here focuses on the subgroups and the constituencies that the members of the HRTC serve within their organizations.

19:58

Speaker 4

So that would be academia, civic engagement and place, space, coalitions, economic

development, and so on. And here we have it's categorized from the subgroups as well as the service planning area. So spa one through eight, of course, there's nine spas. Spa Six, which is South La. Is split into two. And so here you can see definitely the same trend. Large concentration in the metro area, 66 total in spa four, which is the metro area right here. And as Sharon had mentioned in previous meetings, if were to reach that 500 goal, we would be moving towards trying to get four to five in each of these little cells. Part of the last committee. One of the action items was for everyone in the committee to do some homework. Think about what organizations that are surrounding your area in your spa, organizations that you work with, or contacts from other organizations so you can bring them to this meeting and therefore refer them to us, the CERF team here, so we can go ahead and move forward with trying to onboard them within these next ten days.

21:10

Speaker 4

So, again, just want to reiterate, we're open to scheduling any presentation or giving an overview of CERF. Our program manager of outreach and engagement, Chioma Abahaway. She's been doing a great job, but again, this is supposed to be a team effort. We really need the HRTC to really focus our efforts in the next ten days. So thank you, everyone. But that concludes the demographics report. Before I move on to the stakeholder map update that I have, I want to call on Tony. She has a raised hand here.

21:44

Speaker 1

Hi, Tony.

21:46

Speaker 2

Thank you. So what I'm wondering is there's a number of organizations that often attend this meeting as well as the partner meeting that serve across the county. And so I'm guessing that, for instance, the BizFed or us, we're not currently reflected because we don't have a headquarters that is located within La. County, but we serve all the areas. So I'm not challenging your chart. I'm saying, how are we capturing organizations that support, in our case, business and economic development across the county? How's that getting reflected? Is that a different chart?

22:34

Speaker 4

Thank you.

22:35

Speaker 1

Such a great question. The HRTC membership is based on domicile and headquarter, and the Indian Center was registered. The American Indian Chamber was registered. I believe Alan Peace checked this out because I held the tribal call. I hosted that call with our tribal groups, and we had eight tribal groups represented, and Tracy was on that call. Alan, would you double check? I believe she did it under the Southern California Indian Center. Is that the name of the organization, Tony?

23:23

Speaker 4

I don't believe we have Southern California Indian Center, if that's what you're referring to.

23:30

Speaker 2

I'm not sure, and I guess that's why I've been trying to I think this is an accurate representation of what it represents. When we're looking at inclusion, it's not uncommon that just for capacity, not every neighborhood has an organization. So I'm just trying to figure out.

23:58

Speaker 1

I know where you're coming I know exactly where you're going. So let me frame these two parts. The chart that you're looking at is one part of three reports. There are three other charts that we've truncated for purposes of this meeting because at one point it took about 25 minutes to go through their meeting. This is spa based on Domicile headquarters. There is a second chart that supports where organizations serve and included in that service area chart. And I think we're going to have to bring that back. We knew that while were in targeted outreach, were trying to making sure that the spas were covered in the service area chart. It has a column that specifically says I serve the countywide and that is so that we have representation on who we're serving. My organization serves countywide. I have five offices, right? So we're domiciled in a spot in my headquarters because we want to be able to count the organization once.

25:06

Speaker 1

But I have five offices. But we cover county wide. Our service area is countywide, so we can depict that. And I would want us to try and get back to that, Ellen, to see if we can maybe bring that back in terms of a pie chart so we can really see we are touching everybody.

25:26

Speaker 2

Can we perhaps put on this chart because we use it a lot and it's a great chart, what it is and maybe so maybe a note of what it is that you're reporting. But the title suggests that this is the only geographic diversity when it's geographic diversity by headquarters of organization. I would hate for somebody who doesn't have the chance to ask the question to look at this and think they're seeing actual this is the only geographic diversity we have and therefore we have areas that no one cares about and oh, well, spa one just isn't covered and you guys have done so much work. So I'm thinking a title change that's more accurate and maybe a note that just describes what it is.

26:16

Speaker 1

I think you're right on time. The title of that instead of be a geographic diversity by hub because it was part of there were three tables underneath here, you really want to say by headquarters. Thank you for that. That is excellent point. And then we do need to bring back our service areas. Anyone else have some comments on that? I see active question. I see two questions in the chat. You these sell and I trade off. Somebody's got the questions and somebody got so Donna, welcome. And we see there are numbers represented in Spa One. Spa One was one organization two weeks ago and it is growing from the Children's Center of Antelope Valley. Welcome. I'd like to get two things on calendar before we switch gears.

Between the 16th and the 30th, we need to schedule two outreach events. One was Chris Holden, who gave me a commitment from Pasadena, and one was from Catherine Barger who has given us a commitment to cover from the Antelope Valley, from the Altadena area all the way up to Antelope Valley as the supervisor.

27:24

Speaker 1

So we will have two outreach events between the 16th and the 30th just to cover those areas. Okay, Shuma. Please keep that in mind. Those were two personal commitments that I met. Reached out to both of them. Yes. One more question in the chat, and I think I saw something else about LA USD. Where is it at? Every region in California has an HRTC. All right. Thank you, Donna. I love when our community organizations get involved. I got to look at this check because it looks a little small to me. For academia, does that include LA USD schools or trade colleges? What do you mean by that? Soma, yeah, so, for example, for SPA 6B, there seems to be the missing component is, like, academia. And so I wanted clarity over is it schools that may belong to LA USD, or is this specifically like a college or university or trade school?

28:30

Speaker 1

Academia. We need to mobilize on academia because academia is we have one representative who is a convener of all, and it's kind of like what Tony was talking about. Is it Dr. Nancy? She is the convener for 19 community colleges and has been actively participating on behalf of them Compton colleges in there. That's why I'm asking. I'm responding that way. Soma because they are SPA 6, and it is both college, all parts of academia, we identified all of the school districts. We identified our community colleges, our universities, and our adult education centers. Great. So then would that be if the person covers SPA 6, should it remain vacant, like a zero under 60? No, it's not going to remain vacant. We actually are going to mobilize on academia. And Nancy hasn't been on the I don't know how I got Nancy hasn't been on the call in a few weeks.

29:52

Speaker 1

Can we reach out to her at I think she is out of Pasadena, but she's also chairing the K through twelve collaborative through the community colleges, and they're already convened. But we have both the school districts, and we have a master list of them on the original table. Ellen, you remember that table that you got a hold of? That was in our prior notes from eight months ago. Okay. All of the community college districts are listed in there in one of those tapes. Not only the community college, all the community colleges, all of the unified school districts within our entire county, and all the universities, they're all listed in the academia hub. So we do need to mobilize around there. Right.

30:43

Speaker 4

And Sharon, are you referring to the LA Regional Consortium with Dr. McKeegan in regards to the community colleges?

30:52

Speaker 1

Your first name Nancy.

30:54

Speaker 4

Yeah, I can't put my name on the first name, but I remember.

30:59

Speaker 1

That'S exactly. Right. Yeah, she was leading on that component. However, we augmented that with a detailed listing when we did our original outreach plan. I didn't realize we had so many unified school districts in Catalytic County.

31:18

Speaker 4

Okay, we'll definitely put that into consideration. We'll check out the rest of the Excel sheet as well.

31:24

Speaker 1

Okay. Anything else on academia? Someone that was a great question, but that definitely will get filled in. Our community based coalitions and place based tables are coming together. Any other questions? Because I want to move us on. Okay. I think there's any other more questions? Will someone briefly let us know what the mission of the HRTC is? Who is that? It is Joe Morgan. Kim, can you push out our CERF one pager into the chat, Scarlet? It has a pretty simple definition of what CERF is, why it matters, and why you should join. That's how we were going to attempt to frame it, but what the goals and objectives are clearly laid out. There any other I was going to.

32:20

Speaker 6

Say also, Charles put answer in the chat as well. Our director, Charles.

32:32

Speaker 4

And it looks like I don't think we have any more questions, but Sharon, if I may just hop in one more time. Tony, again, thank you for always participating and pointing out any confusion points that may be in our reports. I just want to also share that in the meeting notes, we share the entire demographics report, which include those descriptions. But I think when I snipped this little table, I forgot to include the description, so thank you for that. I'll make sure to include that for every OE committee meeting. I also want to start an offline conversation with you, Tony and Chioma as well, because I did get a list back from the national the NAHC, the Heritage Commission, so they did get back to me with that list. Of Native Americans, so we can probably talk offline about that. As well as the list that was on the previous notes and that table Sharon was referring to.

33:30

Speaker 4

So we can make sure to try to outreach as best as we can to our Native American tribes. Absolutely.

33:38

Speaker 2

The other thing I just want to say, Alan, it's only because you are so organized and your graphics are so clear that I can make these comments, so I am in no way criticizing it is only because you're organized that we can try to take it to the next level and get NIT picky. So you're doing an awesome job. I just look at charts a lot, so this is not a criticism at all. You're very good.

34:02

Speaker 4

Thank you so much, Tony. And with that said, Sharon, if time permits, is it okay for me to show the new stakeholder map update?

34:12

Speaker 1

We have an agenda item that we need to cover, and we've got 20 minutes left. Okay, no worries. Are we just looking at the GIS mapping on the website?

34:25

Speaker 4

Yeah, I have it open right here. I can just drop the link in the chat and then at the end of the meeting, if we have time, I can go ahead and get into detail.

34:33

Speaker 1

All right. We do have an item that we laid out on the agenda for last week, and if anybody's not opposed, I want to make sure that we have a few minutes to get to it. We are not going to be able to get to it. Thank you for that, Alan. Any other questions before we pivot? Okay, I'm going to do the best I can on that, this part, because my dear friend Stella was supposed to lead on this. We'll do what we can. Okay, so I want to start by going back to our agenda. We are beginning to prepare ourselves for what we call is outcome based planning. And last week, for those that were on the call, we had, like, five minutes where there was a dialogue about using logic model planning. So think of our HRTC as a major corporation, and I know that's going to run hair up some people next, but a major corporation that has 600 employees, if there are not systems and processes defined on how the various departments and components of that corporation operate, it will not function and it will not have efficiency.

35:57

Speaker 1

So we had written into the proposal, someone needs to be muted. Do you know who that is, Alan? Can you tell?

36:05

Speaker 4

I think I resolved it.

36:07

Speaker 1

Thank you. What we have built into our milestones in our state contract that outreach and engagement would undertake donald Trump on my screen. Hopefully you're not seeing that. Yes, he just popped up. That we would begin to look from outcomes if were to be successful,

and we would reverse engineer the activities and processes that we need to build into our functional systems so that our people, our data, our documentation and our systems can work together efficiently in order to achieve our collective outcomes. There will be 110 funded organizations funded through outreach and engagement. Each has a role to play. Each has a different constituency served. And so as we look collectively at what we call success, which is what we're going to do today, in the next 1520 minutes, just explore that concept, then we can begin to prepare this thought around process mapping, which is something we will be.

37:30

Speaker 1

Do we have a timeline, a drop dead timeline on our process map? It's our milestone, isn't it? Four months, I believe.

37:40

Speaker 4

We don't have a hard set timeline just because everything has been changing. So that's something that we also need to have an offline conversation about putting a hard timeline so we can add that to our work plan.

37:52

Speaker 1

All right. The work plan that was in the proposal was based on quarterly milestones, and those milestones were tied to our contract date. And in the first quarter, our process, two things three things have to happen. We. Have to engage with our researchers. We have to process map our outreach engagement process and then we have to define how we're going to engage our affinity hub leads. And that's like first in the second top of the second quarter we then of course will issue those IRSPS and I believe I can tell you for sure that it is month four after the contract that CCF will disburse the very first funds from this grant because that's when they get their advanced money from the state. So I want to go into a little discussion. Is anyone on the call not participated in ever done outcome planning before?

38:58

Speaker 1

Is there anyone here that is hopefully we don't even have an expert in it. I've been doing it. It's an organizational development process. Look at Charles all spiffy over there. Let me tell you what we have. So we're going to open up a jamboard. But before we do, we had a logic model. What success means to us based on our deliverables will define will begin to inform us what activities we have to have achieved in order to accomplish those outcomes. So Stella and I have worked on something that the team has been working on. Let's see if I have it in. I have a board. No, wrong item. I am having an allergy attack in the middle of all of this. Stella and I had worked on identifying what our keyed, some of our key deliverables were and I know that LAEDC was doing similar work for our how do we put it on?

40:07

Speaker 1

What our deliverables are. And the first big sets of deliverables for the project I'm going to switch to my has to do with marketing and the market assessment and what we're wanting to hear have you share with us through jamboard. I just unshared my screen so that I could bring up a bigger one of the same thing is according to the proposal and the state's guidelines, there are two parts to our HRTC's deliverables. Each one of those has been identified in a set of

actionables. Part one the first things that we have to deliver as an HRTC is a market assessment and the primary responsible party for that is our research contractors, which is why they're in the beginning of the first quarter milestones to engage with them. But the question that we're asking you is if you understand what the HRTC is committing to.

41:20

Speaker 1

And we are the voice of the undervoiced constituents. This 27 groups of stakeholders, our youth, our formerly incarcerated, our low income families, our immigrants, our underemployed adults, our homeless individuals, our seniors, our small business community, our self employed, our gig workers. We define 27 subgroups, our tribes of constituencies who are often overlooked in the economic development process. And what our work is to bring into this process outreach to them, engage them and then bring into this process what their needs are, what their challenges are. What their barriers are so that their needs can be factored into our deliverable a ten year economic development plan for our entire region that's inclusive to these people who are often left out. And so I get to call myself one of those because I'm a single parent and the voice of single parents isn't always at the table to make its way into policy decisions and economic development strategies as we map that out.

42:51

Speaker 1

So the first part of the first goal was market assessment. And I know that you guys have three areas, meaning Leedc, the market researchers will have to provide input on the environmental conditions in our market, the economic conditions in our market, and the health conditions. So that's the first part of the market assessment and we are going to be engaging with a researcher to bring back that statistical information based on studies and reports and a review of existing data and data collected at the county and the regional level. Our role is the question what is the CBO's role? What is your role in ensuring that market assessment includes real lived experience data? So the question that we want to pose on the first to our committee is what does success look like if we were to bring our voice into the evaluation of environmental, economic and health conditions?

44:14

Speaker 1

What would that look like if we were successful? So Stella gave some shared yesterday and said, well, one of the things is we would have an understanding. We would be able to clearly define how extreme heat and drought, which are environmental conditions, are affecting individuals in our market, our constituencies. So the extreme heat and drought conditions affect our homeless population and our underhouse population very differently than they do our senior population. And so we wanted to get you to open up a Jam Board and just begin to give us some content around what you think. And the Jam board is now in from an environmental standpoint and from a health standpoint, we got three factors environmental, economic and health. And that's all we're talking about today. What would success look like if your organization was able to provide input into this market assessment? So what would you consider successful if you've done your job so that your constituents voice is a part of that market assessment?

45:37

Speaker 1

That it's not just a review of somebody's data, but that it includes the needs of your

community. So success for means, and I shared this with a conversation, success for us means. We did a little bit of search over in one of the spas areas that were doing some outreach in and we understood that single parent families can afford from an economic standpoint, we're trying to make a transition to a clean economy and clean vehicles have gone from an address of that down payment of \$7,500. Down payment assistant isn't enough to help us participate. We found the average income of single family families and what that looks like. So from an economic that's an economic barrier. The policy that's on the table doesn't support that constituent. If I were doing that's my constituency. We also found that a significant portion of low income families live in houses that are more than 40 years old and therefore access to the subsidies to get access to clean energy solar, rooftop solar, isn't available because the panel has to be upgraded, and that's a cost that our communities can't afford.

46:58

Speaker 1

So I want to hear from if you can think through if we can open up a jam board and just tell me, if you were talking to your particular constituents, what would you consider yourself successful if you brought back from them into our economic plan? Does that make any sense to you, Jessica? Oh, I know you're going to raise your hand. Come on, Jessica, where are you at? Oh, my, we're silent. Which Jessica Shaw.

47:38

Speaker 7

Yes, absolutely, definitely have some input.

47:41

Speaker 1

I know how you so what does success look like as we're framing three issues, put three issues on the table. One board, we're talking environmental concerns, hearing the environmental concerns from our communities, the economic conditions and health conditions. Those are our very first that's the first role. All right, Jessica, go for it.

48:04

Speaker 7

So just given the priority populations that we mentioned, formally incarcerated, single parent households, folks that have English language barriers, we assume that people know what environmental conditions are. And so it's really important for us to do an outreach and education campaign.

48:26

Speaker 1

Like, what is that? Because people just take it as it's.

48:31

Speaker 7

The norm to have these kind of conditions, right? Oh, I don't have solar panel, or if their renters, their landlord doesn't want to invest or the owner doesn't want to invest in solar panels. And most of the times they can get solar panels because they're renting to low income renters, right? But just a lot of them doesn't know, like green space and park equity and things like that create shade in some of these communities that are most impacted. What are the

good jobs? What jobs are out there right now? They don't know. So I think it really needs to be a robust education and outreach campaign just on this.

49:17

Speaker 1

So outreach, the outreach campaign itself, are you saying that success?

49:25

Speaker 7

That that's success as many as people that we can get to provide information, who understands the content, what we're trying to inform them on? Because as it stands right now, a lot of people don't know about this, so they can't really insert themselves to participate because they really don't know what it is. And so I think success would be as many as people we can outreach and engage and spark awareness and provide information, so then they can participate and provide their feedback as to what they would need and how that would change the environment for them would be success.

50:09

Speaker 1

Got it that's just one part doesn't match the jamboard. I agree with you, Tony. So the question is, what is a successful outcome? Can you switch that from your outreach and engagement activities? That's really why we see the disconnect. Right? So I hear. Sparked awareness. Thank you for that, Jessica, that was wonderful. And again, because part of process mapping and logic model, I don't have the ability to change the jamboard. Or do I? I'm in a box, I just don't know if I can change it. Oh, I can't. Sorry. Are you editing? What does successful outcome look like from your outreach and engagement activities? Right, so I like the idea, Jessica, please put sparked awareness and an understanding of increased needs because that is in a critical outcome. The question as we get to a logic model, is that going to be an outcome or is that going to be an output?

51:32

Speaker 1

And we'll cover that later with a professional that does process mapping. Tony absolutely. We're going to open up this jam board. But what we're going to want to have is the beginning of the conversation we started last week just talking about what the logic model was two weeks ago. Was it two weeks ago? We shared a little bit of income on what activities we would do, but we always want to start from the outcome. So an outcome success model and success for mine would be defining the environmental challenges that my constituency faces. If I had a long list of all the environmental challenges that my constituencies are experiencing, I believe I would have been successful in my outreach area. The same goes for economic challenges. We said we know that we've had over 20% increase in senior homelessness. And so I went and met with JVs and I met with the president of the La Regional Food Bank.

52:59

Speaker 1

And together what they told us was that the amount of individuals that are facing food insecurity as a result of the current economic conditions coming out of COVID and we call that economic shock, which is a whole nother area that we have to report on, has skyrocketed. And the overwhelming percentage of individuals showing up are families that we didn't

expect. Then the seniors are in lines so that they've had to open up handicapped lanes at their food banks and b**** seating for seniors while they go and seek food subsidies at JVs and at the La Regional Food banks. So what we have is an environmental condition that has sparked food insecurity currently. And defining that and who it's affecting is a success for me because that necessarily didn't happen pre pandemic. And our data and researchers may not uncover that, but our organization serving those constituencies will.

54:18

Speaker 1

So Hoopo connecting it with gang interventions, credible messengers and community letters to connect high level concepts to the working class population. I don't know who wrote that, but.

54:32

Speaker 8

You guys yeah, I mean, I think that good afternoon everybody. For me, the reason that I've been on these calls is because as someone who came from I was born over here on the east side of South Central and having gone through academia and things like that, a lot of these conversations are often left to these high level. You got to have letters behind your name to understand or to even get through the door to get access to funding. And so for me, while these conversations are great, on paper they sound amazing. It's like if these things can't be broken down to folks who are directly impacted by this in a way other than just like a fact sheet or a form letter or things like that, then has it really had the impact that we're desiring for it to have. Now, obviously there's a caveat of folks being disillusioned to collaborating with different folks when it talks about government or there's a whole kind of list of things that go into these kind of projects.

55:43

Speaker 8

But as someone who works directly in community, if you're not connected to the people who have respect in the community, then that's why you get a lack of output from the people that need it the most, right. Because you're not going to the gang intervention is you're not talking to even if they're not directly tied to an organization, but because they have juice in the community. And I'm just speaking candidly, right? If you don't talk to the people who have juice in the community, then they're not going to back the project because it's just going to seem like, well, these people are just pandering to us temporarily, and then once they've gotten their metrics from us, they're just going to leave and continue to profit off of what has been for a long time. Right. So I think that's kind of what I was referring to is like if we can't get to having conversations, for example, like the East Side Riders, right?

56:44

Speaker 8

The East Side Riders. They work with Lacey on, like, an Ebike program. Like, if we can't get them to the table or if we can't get those trusted messengers or the people that they collaborate with to spread the message of why this is a viable thing to get involved with, then you're just going to miss a large group of people that are going to be the ones that benefit from this or may not.

57:09

Speaker 1

That is an important outcome. Engaging our trusted comrades and messengers in this economic development is absolutely a successful outcome of outreach and engagement because the planning starts after outreach and engagement is done. So I think that was a very important comment, Jessica. I want to see that sparked awareness in there because that is also just as critically important. We had three minutes left. So can we reshape this jamboard and open it up? And open it up to our full committee with an invitation for them to put comment in? I want to make sure that we frame the idea of it is what does success look like for the individuals organizations that are participating in our CERF Break outreach and engagement process? Not necessarily what we are in Beneficiaries because we're here to serve. And I keep remembering this service we're here to serve. It's not about me.

58:31

Speaker 1

I'm a conduit to bring the voice of the constituents I serve. I serve small business. I serve single parent families. We have workforce programs. We serve folks in the specific region around workforce development. So can we open up and tweak our jam board so that we can push it out and then have feedback come back live for all three of our questions, particularly before we engage? These are the three questions around the market assessment because that's the first up where our lived experience is going to be.

59:10

Speaker 2

Sharon I think there's a little tweak maybe we want to do to the question as I'm listening to people, because I at least am having some confusion around the term success of what am I hearing you correctly? That we're asking, relative to the market assessment, what do we need to know about your constituencies in order to understand their life in terms of economic, environmental and health conditions? You're asking, can we tell you what are kind of those unique pieces about our constituents that you want to be sure the researchers are going to be picking up? Is that what you're asking or is it a different question?

01:00:00

Speaker 1

It's a different question. That's the question that's actually so that I want to end with that because we're talking about as we plan this project and say, we just finished outreach and engagement, here's what I did. That means I was successful at engaging my community. So the questions are a different Anatomy and you're so on point because we talked about the questions a little bit last week when we're in Sacramento, we posed to the state that we wanted all of the Hrtcs, including us, to participate in developing a data bank of questions that we would have to ask our various constituents. And that's going to help us frame those surveys, those questionnaires, so that we have like minded data. The question database is a critical part, right, but it's a separate assignment. If you have successfully done outreach and engagement to prepare for inclusive planning, I almost want to say, what does it look like or what did you deliver?

01:01:20

Speaker 1

So I'm going to be delivering data. I'm going to be delivering information around barriers. I'm going to be delivering information and I do know this information on policies that exist that cause inequity for my people that I represent because there are some real policies on the table that are causing some of my constituents grief, right. Because they haven't been thought

through and they affect their economics. But I guess we're out of time. I apologize. I haven't been thinking so I think we want to rephrase this. Let's rephrase this and rethink through that and then come back with a more refined three questions. For the Jam board, there's only three questions, but it has to be around what success looks like. So at the end of the day, if you're getting paid \$10,000 as a micro grantee, I successfully did what on environmental, on economic, on health conditions as it relates to my constituents.

01:02:36

Speaker 1

Tony, thank you for being here. You're marvelous. Anybody know who the great Tony Simmons is? She's been in legislature a long time. Anyone else? Before we close up, is there anyone opposed to receiving this invite to participate and we does not want to participate kind of in our outcome planning discussion board? All right. With that, Scarlett, I'll turn it back over to you. Awesome.

01:03:05

Speaker 5

Well, I don't want to take up much of anyone's time since we are past the 04:00 time frame here, but what we'll do is sharon, if we can sidebar in regards to just getting more precise questions, I can. Go ahead and then send a recap email to our outreach and engagement participants with summary notes of today's meeting, as well as some homework in regards to the Jamboard activity that they will have time to submit their responses for.

01:03:36

Speaker 1

Okay, thank you. Awesome.

01:03:38

Speaker 5

Well, thank you, everyone. We appreciate your engagement, and we do have a partners meeting this Friday at 09:00 A.m. As well, so we hope to see everyone there. We'll be sharing some new updates.

01:03:50

Speaker 1

Thank you so much. Have a great afternoon. All right, everybody.

01:03:54

Speaker 8

Take care. Bye.