

COMMUNITY  
ECONOMIC  
RESILIENCE  
FUND  
(CERF)  
PROGRAM

L.A. County HRTC Meeting

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



Los Angeles  
COUNTY LINE

# LA County CERF HRTC Meeting Agenda July 28th, 2023

- Welcome, and Introductions of New Partners
- Important Dates
- Steering Committee & Affinity Hub Lead Election Process Overview
  - Deliverables
  - Election Process, Mechanism and Timeline
  - Nomination Deficits
  - Identifying a Steering Committee Decision Making Process
- Post-Election Steps
- CERF Tribal Funding Opportunity - Intermediary Solicitation for Proposals
- Process Mapping Update
- Research RFP Timeline
- Unsuccessful Candidates Eligibility for Election 3 & 4 (Ask HRTC to vote)
- Stakeholder Update
- Upcoming Meeting Dates
- Next Steps
- Questions/Comments



**MARCH 1ST, 2023**

Fiscal Agent and State execute the contract.



# IMPORTANT DATES

## CERF LA HRTC TIMELINE

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

# Election Timeline Update

DATE	ACTION
July 21st	Nomination Window for Affinity and Steering Closed
July 25th	Nominations Get Sent to Engineer – Deadline to Report Discrepancies on Nomination Tracker @5:00PM
July 26th - 27th	Engineer Develops Election 1 (Affinity Hub Lead Election) Ballot
July 28th	Engineer Corrects Any Reported Discrepancies on the Ballot
July 31st – August 1st	Election 1 (Affinity Hub Leads) Begins 9:00AM   Closes on August 1st 3:00PM
August 1st	Election 1 (Affinity Hub Leads) Results Announced   Election 1 Seats Sent to State
August 2nd – 3rd	Engineer Develops Election 2 (General Steering Committee) Ballot
August 7th – 8th	Election 2 (General Steering Committee) begins @9:00AM   Closes August 8th @3:00PM
August 8th	Election 2 (General Steering Committee) Results Announced
August 8th	Election 2 Seats Sent to State

# Deliverables – August 1st Deadline

**Compromise - In the pursuit of timely and efficient delivery, we aim to provide what we have now while also committing to completing the remaining aspects in a phased manner.**

**1. Governance Structure** – The CERF LA HRTC's governance structure encompasses all the tables, hubs, and committees involved in the program.

**2. Steering Committee** – This includes:

**2A. Proposed Structure for the Steering Committee:** 38 Seats with 12 Seats reserved for the Affinity Hub Leads.

**2B. Entities Assigned to Seats and Selection Process:**

**Election 1:** Affinity Hub Leads : July 31st – August 1st – Names submitted to State August 1.

**Election 2:** General Steering Committee Seats : August 7th-August 8th – Names submitted to State August 8th

**Election 3:** Fill vacant seats – TBD

**2C. Identify a decision approval process of the Steering Committee**

# Nomination Tracker

- <https://tinyurl.com/NominTracker>

CERF NOMINATION TRACKER

File Edit View Insert Format Data Tools Extensions Help

52:52 | fx Individual Candidate: Residents/Workers

	A	B	C	D	E	F	G
1	Nominee	Organization	SPA Served	1st Election: Affinity	Affinity Seat	Affinity Candidate Statement ( 2nd Election: Steering Comm	
2	Kevin Harbour	Biz Fed	SPA 4 Metro	<input checked="" type="checkbox"/>	Employers/Bus...	The BizFed Institute (BFI) educa	<input checked="" type="checkbox"/>
3	Stephen Sachs	Sachs Mangement Inc	SPA 3 Sa...	<input type="checkbox"/>	N/A		<input checked="" type="checkbox"/>
4	Kevin Clark	Dakar Foundation	SPA 6a S...	<input checked="" type="checkbox"/>	Labor/Workers	We Unlock Success for The Lea	<input checked="" type="checkbox"/>
5	S. Michelle Blackwell	Hollywood B[]ackdoor Allianc	SPA 8 So...	<input checked="" type="checkbox"/>	Youth	HBAu, a recognized 501c3 nonp	<input checked="" type="checkbox"/>
6	Derek Steele	Social Justice Learning Institu	I Serve Co...	<input checked="" type="checkbox"/>	Civic Engagem...	My name is Derek Steele, Execu	<input checked="" type="checkbox"/>
7	Brady Collins	KIWA	SPA 4 Metro	<input checked="" type="checkbox"/>	Labor/Workers	As both Policy and Research Ma	<input checked="" type="checkbox"/>
8	Candice Dickens-Russell	Friends of the LA River	SPA 4 Metro	<input checked="" type="checkbox"/>	Sustainability, ...	Friends of the LA River (FoLAR	<input checked="" type="checkbox"/>
9	Bahram Fazeli	Communities for a Better Env	SPA 6a S...	<input checked="" type="checkbox"/>	Sustainability, ...	For the past 24 years at CBE, I t	<input checked="" type="checkbox"/>
10	Ricardo Mendoza	Coalition for Responsible Cor	SPA 6a S...	<input type="checkbox"/>	N/A		<input checked="" type="checkbox"/>
11	Drew Mercy	Antelope Valley Economic De	SPA 1 Ant...	<input type="checkbox"/>	N/A		<input checked="" type="checkbox"/>
12	Veronica Padilla	Pacoima Beautiful	SPA 2 Sa...	<input type="checkbox"/>	N/A		<input checked="" type="checkbox"/>
13	Darick J Simpson	African American Cultural Ce	SPA 8 So...	<input checked="" type="checkbox"/>	Civic Engagem...	Growing up in Mobile. Alabama.	<input checked="" type="checkbox"/>
14	Erika Toriz	Haven Neighborhood Service	I Serve Co...	<input checked="" type="checkbox"/>	Economic Dev...	I want to be a voice for those	<input checked="" type="checkbox"/>
15	Michelle Yanez	EVSGV H RTP	SPA 3 Sa...	<input type="checkbox"/>	N/A		<input checked="" type="checkbox"/>
16	Douglas Jessop	The Constituents	I Serve Co...	<input checked="" type="checkbox"/>	Underemploye...	Where vision is lacking people p	<input checked="" type="checkbox"/>

+ Tracker Affinity - Sustainability, Climate & Environmental Affinity - Youth Affinity - Familie < > Count: 12 Explore

# Voting Process Mechanism

## **WHO will be Allowed to Vote?**

- All fully onboarded partners who have executed a Partnership Agreement Letter will be allowed ONE vote.
- The registered voter will be the Point of Contact (POC) that was listed in the Partnership Letter.
  - If the registered voter/POC needs to be updated, the original point of contact listed in the Partnership Letter must email [CERF@LAEDC.ORG](mailto:CERF@LAEDC.ORG) directly with this request by Friday July 28th at 12pm.
  - If the POC is no longer with the organization, please have your new point of contact email our team to resubmit a new partnership letter and we will update the voter credentials.

## **What will the Voting Process Entail?**

- At the beginning of the election window, registered voters will be issued a unique token via email. This secure token grants them access to cast their votes on a virtual ballot hosted on a splash webpage.
  - Once all votes on the ballot are cast, the token will be closed.
- Voting results will be shared after voting window closes.

# Post-Election Next Steps

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- Proposed: Election 3 and Election 4 to fill vacant seats on the Affinity Hub Leads and Steering Committees
- Setting the framework/bylaws for the Steering Committee

# Remaining Vacant Seats

- The following seats will require an additional election to fill vacancies:
  - **Affinity Hub Leads**
    - Academia (no nominations received)
    - Immigrants (no nominations received)
  - **General Steering Committee Seats**
    - Residents/Workers (5 seats total; 2 nominations received)
    - Labor (6 seats total; 1 nomination received)
- Nomination Window/ Election Dates: TBD

## 2C. Identify a Decision Approval Process of the Steering Committee

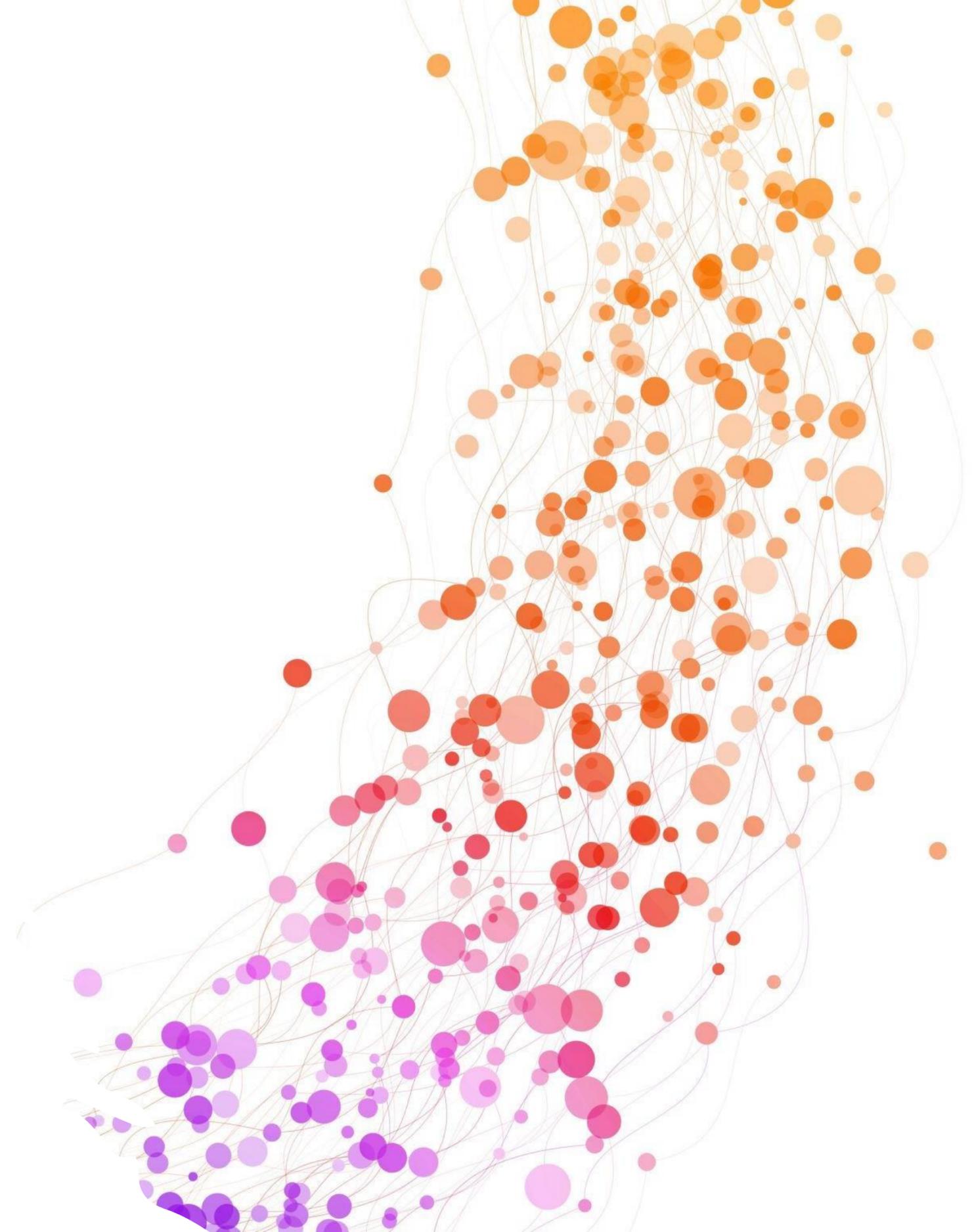
The August 1st state mandated deliverable includes identifying a decision approval process of the Steering Committee.

Options include:

1. **Majority Voting:** Decisions are made based on a simple majority. A proposal is approved when it receives the highest number of votes compared to other options.
2. **Supermajority Voting:** A higher threshold than a simple majority is required. A proposal will need a two-thirds majority to be approved. Used for significant decisions.

Please submit your option by Monday, July 31st at 12pm.

<https://www.surveymonkey.com/r/T77TZQ5>



## CERF Tribal Funding Opportunity – Intermediary Solicitation for Proposals Open

The CERF Tribal Funding Opportunity will provide up to \$25 million for tribal-led economic development planning and implementation projects. The current SFP is seeking an Intermediary, an organization or collection of organizations that possess the capacity to assist in the development, implementation, and facilitation of the CERF Tribal Funding Opportunity. The administration funding available for the Intermediary to support the Tribal Funding Opportunity Program is up to 15 percent of the total award.

**Proposals must be received by 3 p.m. PST on Monday, August 14, 2023.**

### CERF Tribal Funding Opportunity SFP Resources:

- [CERF Tribal Funding Opportunity Solicitation for Proposals Announcement](#)
- [CERF Tribal Funding Opportunity Solicitation for Proposals with Forms for Submission](#)



**CERF Tribal Funding Opportunity -  
Intermediary Solicitation for Proposals  
Now Open**

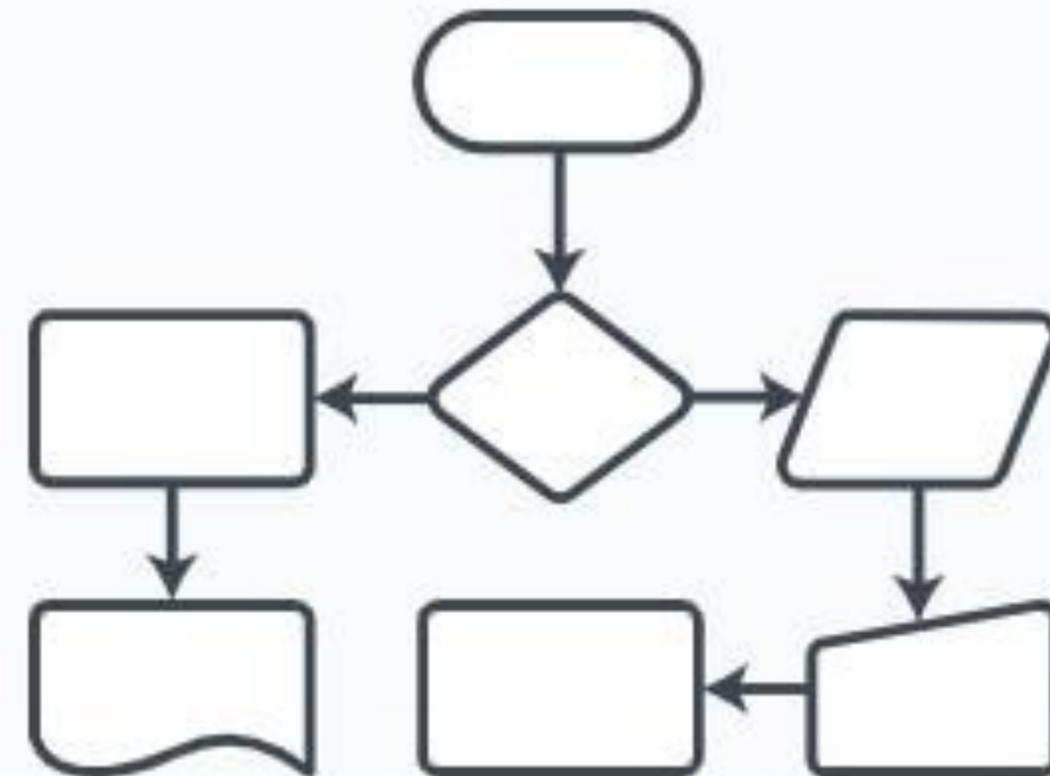
# Process Mapping

The Mark, USA

**First Meeting with The Mark, USA:** Week of August 7th, 2023

**Tentative Finish Date:** September 22nd-28th, 2023

**Total Project Time:** 8 weeks





**Research RFPs**

# Unified Letter - Sent to the state



## BOARD OF SUPERVISORS COUNTY OF LOS ANGELES

869 KENNETH HAHN HALL OF ADMINISTRATION/LOS ANGELES, CALIFORNIA 90012  
Tel: 213-974-5555 Fax: 213-974-1010

**KATHRYN BARGER**  
SUPERVISOR, FIFTH DISTRICT

July 20, 2023

The Honorable Stewart Knox  
Secretary of the California Labor & Workforce Development Agency  
800 Capitol Mall, Suite 5000  
Sacramento, CA 95814

The Honorable Samuel Assefa  
Director of the Governor's Office of Planning and Research  
1400 Tenth Street  
Sacramento, CA 95814

The Honorable Dee Dee Myers  
Director of the Governor's Office of Business and Economic Development  
1325 J Street, Suite 1800  
Sacramento, CA 95814

**Subject: Community Economic Resilience Fund (CERF) Catalyst Program**

Dear Secretary Knox, Director Assefa and Director Myers:

As the Los Angeles County Fifth District Supervisor, this is to express my support, along with the 300 public, private, and non-profit members that make up the Community Economic Resilience Fund Los Angeles County High Road Transition Collaborative (CERF LA HRTC), who recommend changes to the Catalyst Program recently released by the CERF Interagency Team.

I commend the state for its commitment to preparing projects in disinvested communities and maximizing funding opportunities for CERF projects. The proposed Catalyst Program would allocate up to \$26.5 million to each of the 13 CERF regions for project pre-development activities. While the CERF Catalyst Program provides good direction on the types of items that should be funded (i.e., career coordinators, community asset surveys, revolving loan funds, improvement of anchor institutions, and project investments), I join with other stakeholders in Los Angeles County concerned with the decision by the state to reserve each region \$26.5 million.

## Community Economic Resilience Fund

L.A. HRTC

Date

The Honorable Stewart Knox  
Secretary of the California Labor & Workforce Development Agency  
800 Capitol Mall, Suite 5000  
Sacramento, CA 95814

The Honorable Samuel Assefa  
Director of the Governor's Office of Planning and Research  
1400 Tenth Street  
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The Honorable Dee Dee Myers  
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1325 J Street, Suite 1800  
Sacramento, CA 95814

**Subject: Community Economic Resilience Fund (CERF) Catalyst Program**

Dear Secretary Knox, Director Assefa and Director Myers,

On behalf of the over 300 public, private, and non-profit members of the Community Economic Resilience Fund Los Angeles County High Road Transition Collaborative (CERF LA HRTC), we respectfully write to recommend changes to the Catalyst Program recently released by the CERF Interagency Team.

First and foremost, we would like to commend the state for its commitment to preparing projects in disinvested communities and maximizing funding opportunities for CERF projects. The proposed Catalyst Program would allocate up to \$26.5 million to each of the 13 CERF regions for project pre-development activities. While the CERF Catalyst Program provides good direction on the types of items that should be funded (i.e., career coordinators, community asset surveys, revolving loan funds, improvement of anchor institutions, and project investments), I join with other stakeholders in Los Angeles County concerned with the decision by the state to reserve each region \$26.5 million.

- In collaboration with our esteemed members, The CERF LA HRTC drafted a unified letter expressing our concerns regarding the distribution of funding across the 13 regions in California.

- The 5th Supervisorial District also created a letter in support of the LA HRTC's concerns and was sent to the state with the HRTC's unified letter.

- We aim to shed light on the unique challenges faced by the diverse and geographically expansive Los Angeles region.

- Our intention is to ensure that the allocation of funds takes these factors into careful consideration.

# Stakeholder Analysis

## Stakeholder Count

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**7/25/23**

**Total Number of  
Organizations Engaged**

449

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

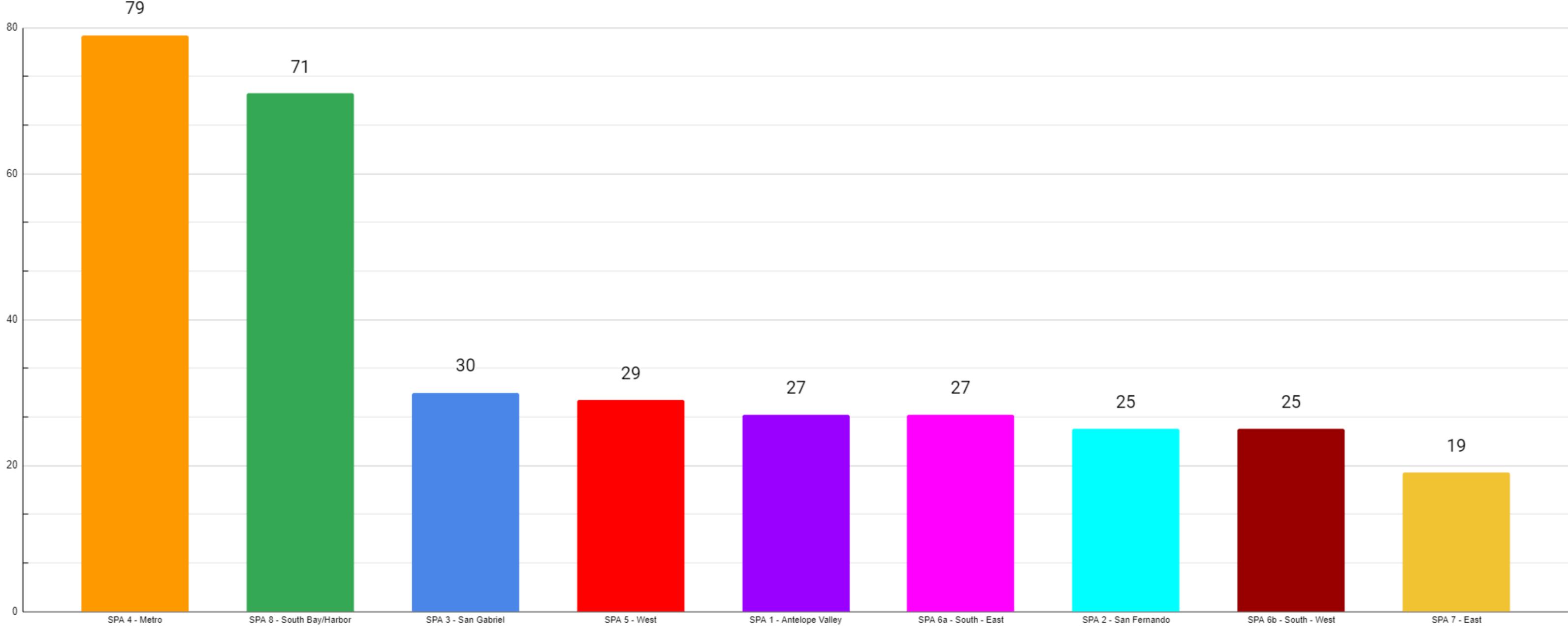
334

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**Number of Organizations  
Not Fully Onboarded**

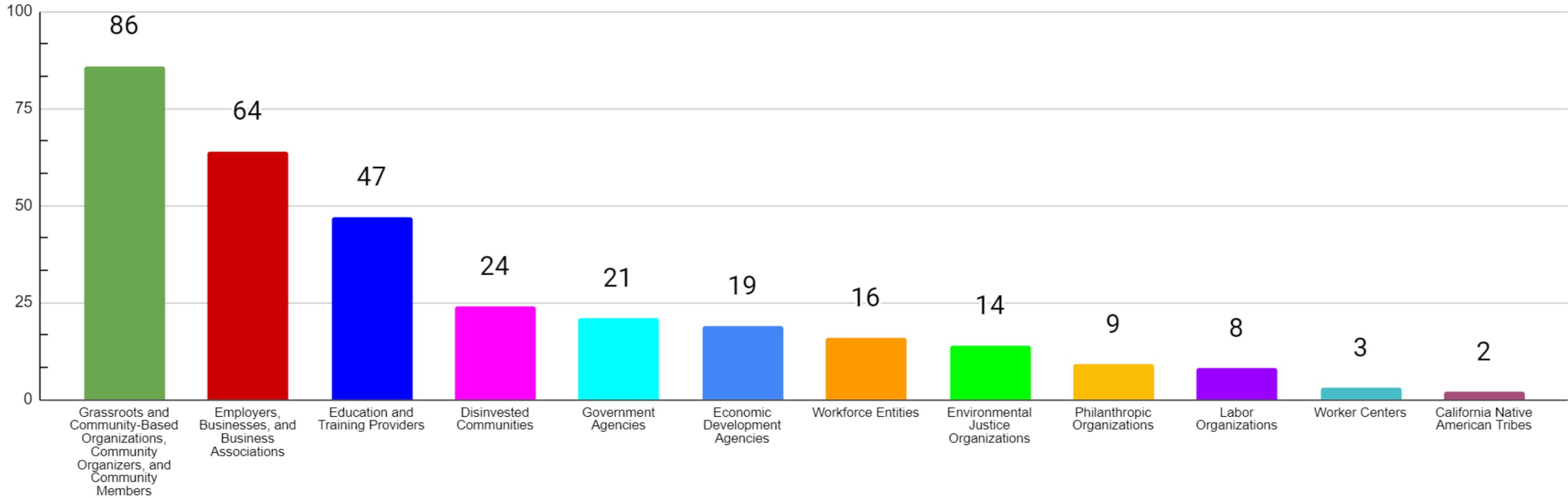
**115**

**Geographic Breakdown of LA HRTC Members by SPA (by Member Headquarters)**



***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

# L.A. County CERF HRTC Upcoming Meeting Dates

## Outreach & Engagement Committee

- August 2nd | 10:00 am

## HRTC Bi-weekly Meeting

- August 11th | 9:00 am

# Next Steps

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- Affinity Hub Lead & Steering Committee Elections
- Selection of Table Partner Leads (6/8 have been defined)
- Subregional Table selection criteria/process
- Website Launch next week!



**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).

