Abridged Notes

Ish Herrera:
To give you a quick snapshot using the PowerPoint slide that we've updated to tell you where we're at in the process. We're in the process of wrapping up this data and research phase, and we are getting ready to launch into the Catalyst Fund phase. We also will need to start preparing this group related to strategies and priorities for Orange County, and then how those priorities and strategies get implemented through projects. That's the timeline and the journey we're on in the next few months and into 2024.

Dr. Walrod:
An update from a process standpoint, we held office hours in July and we also presented the research to numerous stakeholder convenings., We did incorporate the three sections stakeholder mapping, the Participatory Action Research section, and the UCI Labor Center contribution. We inserted a new section on water and coastal landscape, content from the OCTA LRTP 2022 equity analysis, a glossary of terms, we updated the history of Orange County and the timeline in the Appendix B. We added some strengths, including groundwater replenishment system and others, language on SWANA and MENA to the document, a beach erosion presentation as Appendix D.

It is also our viewpoint that this is a living document. So even after we submit it to the state, I think we will continue to add to it and refine it going forward.

Iosefa Alofaituli:
When we send to them a 350 page document, what do they do with it? What's the value of the research upfront? How does that help us move towards those next two phases? And what does California do to help to support that or dictate that?

Ish Herrera:
This data and research phase of the initiative is meant to inform and provide you some benchmarks of where your county is, to inform where you want your county to be in the coming years as you jump into discussions around strategies and priorities, and then projects.

Dr. Walrod:
It is kind of a level setting benchmark. The strengths, weaknesses, opportunities and threats, should inform the strategy phase.

Ish Herrera:
I do want to point out there's a question from Toni Symonds in the chat. The question reads, "can you share where the information on small businesses are located in the report? Perhaps a breakdown by industry and geography?"

Dr. Kleinhenz:
When it comes to firms that are large versus small but have payroll employees, then there's a source of county business patterns that can be used to do that type of breakout. When we're looking at self-employed persons that don't necessarily have employees, we have a non-employer database. Certainly, that's something that we could look at, especially these county business patterns to show the number of firms by firm size.

Toni Symonds:
I was not aware of a large amount of small manufacturing and then the industry sectors that were

actually represented there. On the non-employer firms, something that might give us so many people now work from home. As we think of strategies, and particularly for people becoming financially independent, it might be good to have some data that starts to tell us people to do work from home.

Anna Urzua:
If we approve today, how will that work for future edits? Do they have to come back to the group? I know we had a community stakeholder group recently where they provided feedback. I'm curious if that's been able to be incorporated?

Jesse Ben-Ron:
We will definitely bring it back before, the final deadline, where we will highlight the changes. The HRTC will have the opportunity to look at the document one more time before the state wants to make it public. In regards to the event, not yet. California Forward is still pulling the notes together from all the different facilitators.

Toni Symonds:
I make a motion to approve the document as preliminary to move forward to the state. I would say that there would be an addition to the document that would identify it as ongoing amendments through December 31, and the third part is that there would be a standing action item at each of the HRTC partner meetings through December 31 that would be asking for both modifications and comments.

Gary Brown:
Second.

All those in favor signal by saying aye or giving the thumbs up or raising your hand.

Motion passes

Jesse Ben-Ron:
As much as we can best plan timeline with some topics for review. It is primarily a shift downward in order for us to collectively work on whatever the state is going to want delivered for the Catalyst program.

Toni Symonds:
What I didn't see in here was a date by which we would see the eligible industry sectors. The core component of the Catalyst Program is the selection of the industry clusters. I think it would be great to which I realize are covered in the report, but it would be great to have a date by which there's a document that clearly states these are the industry sectors that we are thinking might be eligible.

Jesse Ben-Ron:
Luis, to your question, the strategies need to be broader than the Catalyst Fund. The strategies still need to be focused on as if the Catalyst Program was never introduced. It's supposed to be a more broader blank canvas when we think about propelling Orange County's economy in a more equitable, sustainable and resilient.

Luis Sarmiento:
We had early on talked about having more opportunities for residents and community folks to provide guidance on this process. I didn't see any of that on the timeline, so I'm wondering if we'll get a chance to maybe come back to that.

Ish Herrera:
I'll entertain a motion in a second for approval of the item. I see, Melanie. Is there a second? Gary, looks like you have go ahead.

Motion passes

Jesse Ben-Ron:
This is just another call to action for us to determine how we want to determine again who's on this bottom list here. Another thing that we just have to think about is how applicable criteria can be given that we have so many different stakeholders from different sectors This is our own metric to ensure that disinvested communities are centered in this conversation. 60% of people representing or working with disinvested communities. We need to define what do we mean by represent and or working with?

If you just look at this list, I hope that people can understand that as we brought this HRTC together, this was very intentional. And some people even not on this list, like the city of Garden Grove and city of Santa Ana. We were intentional in bringing those cities on because they have so many disinvested community census tracks,

Gary Brown
What is the process, do you see, that an organization can use to get on the list? Orange County Coastkeeper came into this process a little late. This is the first I've seen this list and certainly we have many aspects of our program directly related to disinvested communities. What is the process if you're not on the list, to get on the list?

Linda DiMario:
You've described it in your narrative as that the organizations that are on the non-disinvested organization list may be involved in serving disinvested communities by way of projects, activities, programs, initiatives and so forth. Are you constrained by state definitions and language or can we describe that category so that it's more fully and accurately describing why we are on that list as opposed to the other list?

Jesse Ben-Ron:
So long as we don't contradict the state's definitions, we can definitely elaborate more. In the SFP the state does delineate a little bit on what they mean by disinvested communities. If this group decides we want to add more to that, we definitely have the right.

Linda DiMario:
What we're saying is that the major share of our constituency could not be would not be described as disinvested. However, that does not mean that our mission, goals, activities may be deliberately, intentionally engaged in some way helping to improve or bring positive impact disinvested communities. We might feel better if we have a descriptor that describes that gives us the opportunity to say that, and then perhaps people wouldn't feel like they're on the wrong list or they want to be on the other list.

Ish Herrera:
The first one asks what are ways that we can track and aggregate surf related efforts that are already happening in Orange County?

Ish Herrera:
Laura is suggesting to meet the community where they are to convey information around CERF programming and activities, because of the overwhelming schedules of working families the media outreach and social media doesn't always make its way to them. Meeting them where they are on weekends, whether at the park with their families or when they're receiving dispensaries at the community bank during other days of the week, but just finding clever, creative, innovative ways to have that interaction with community members where them and their families spend time throughout the course of the week and going beyond traditional outreach methods.

Kate Klimow:
Being with groups OC forum that does a public presentation of the community indicators report, it's a document that already exists that could track trends or identify trends or show improvement over time. It provides an easy benchmark to slip into inviting discussions. It already pulls partners from the community and the county together.

Ish Herrera:
Let me drop the second question in the chat, what are some possible sources of funding that could help fund projects in Orange County that are coming out of this CERF process?

Ish Herrera:
Tony, you dropped in some state sources, so the Air Resources Board and the Energy Commission. Melanie dropped in a litany of organizations and state agencies, federal agencies that could be supportive for potential investments around job creation, climate planning, environmental, justice topics.

Sokollin Tes:
I have a limited English proficiency. The documents submit to the states is more than 300 page. So it is very hard for me to read, to understand and to provide the feedback. Is there any strategy to help simplify the document to help residents like me to understand it better?

Gary Brown:
Is there some place that we could make note and kind of build a list of funding sources?

Linda Dimario:
We can use a resource like instrumental to filter a variety of foundations, family trusts, philanthropic organizations that are completely aligned with the projects that we've identified.

Ish Herrera:
Melanie states that there's some existing examples out there that are already ready to feed into this conversation without reinventing the wheel. Matt suggests considering putting together a regional public finance framework that includes pre development funding for projects that surface out of the CERF Catalyst process. Tony talks about perhaps inviting the Office of Planning and Research Strategic Growth Council from the state to come talk about some of the climate related funds to this group so that there's more understanding of what that portfolio of investments looks like.

The third question is, how do we improve capacity building activities for nontraditional economic development organizations and residents to enhance this process so that it is inclusive of the feedback that all want to provide on their behalf and on behalf of their constituents and residents that are here?

Linda Dimario:
When you're doing capacity building, we clearly have to enable and empower people beyond our group. Let's say that each of us is responsible for identifying three potential advocates and champions of CERF. We need to give them a package. Perhaps it's a brief tutorial video, how we describe the program in a variety of languages, and here are the top three or five goals. Here's the methodologies we're employing. I'll volunteer to help put that package together.

Ish Herrera:
I see a comment in the chat from Tiffany about having more live translation in meetings for non-English speakers. Tiffany points out that you can set that up on there's a way to set that up on Zoom. Anna adds that perhaps defining our approach. To economic development and broadening it with the practices of community engagement could be helpful so that it helps drive. It feels a little more community driven is also a suggestion to the group. And then miroke, Laura, tritina Tina Sumano levantade microphone contribut as commercial.

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Laura
No mechanical is Mad last personas participant.

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Ish Herrera
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Laura
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01:15:07
Ish Herrera
Gracias. Lara sister, Vienna. It in the chat. So Karen confirms in the chat that community forums have been effective thus far in this process. Jesse and I and many of you have participated in those. It's provided an opportunity for folks to contribute in smaller group discussions that sometimes are more conducive to garnering that input that folks want to give. It also doing those forms in a way that's thoughtful with regards to timing, location and the kind of services that are provided on site with regards to childcare and providing a meal for families that do have to bring their children so that they don't have to worry about making a meal prior to or after that. Community forum around this project would be something that Laura and Karen both will continue to recommend and advocate for. Mariaua Lupe Miro quito levantra microphone.

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Maria Guadalupe
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01:17:06
Ish Herrera
Maria is just confirming and adding her tally mark to the community forums. Referencing the

disinvested community stakeholder meeting that took place in person in Santana last Wednesday was a very useful, helpful way to bring community residents outside of those that are part of the HRTC here to get a better understanding. Of what Surf is and what the concepts of regional economic development are trying to address and receive input on from folks who live in the communities that are primary targets for the benefits of this program. And consistent with that, I do see Ana and your comments in the chat about the capacity and the training going both ways. Right. That community residents have an understanding and an ability to understand some of the economic development concepts, but that those of us in perhaps traditional economic development spaces also be open to and learning from the community engagement process.

Toni Symonds:
It might be helpful to create a very short fact sheet that identifies current economic development plans that directly impact people's lives. Maybe give some very specific examples with hyperlinks about these plans that may seem very obscure but actually directly impact people at the neighborhood level. My thought was we would do hyperlinks and then we would be able to translate that so that when we go to communities.

Ish Herrera:
Let me just drop the final question, which is this fourth question just to welcome and invite some comments or suggestions, ideas on this fourth item, which is how do we use the CERF process to catalyze incentivize more cross sector collaboration in other policy areas that are maybe a little bit outside of the scope of CERF.

Anna Urzua
I wonder if we could also have something like a community forum format amongst ourselves where we learn a bit more about the work that each of our organizations are leading and have the space to see each other as resources.

Luis Sarmiento:
I think that we would do well within this initiative to keep track of some of those ideas and things that maybe need to happen, even if it's beyond the scope of this initiative being able to say and these are some things that we see that need to happen in the area. Basically just keeping track of other types of meeting spaces, folks use this idea of a parking lot that get put off, that maybe we can't figure this out right now, but we know that these are important things that need to be addressed.

Ish Herrera:
It sounds more like beginning to build, like a catalog or an inventory of where some of these cross sector collaborations have already. Toni's encouraging us to consider using the website, the OC CERF website, to create maybe a repository or a web page where some of these things that are being suggested in this conversation.