CERF HRTC Meeting
July 28, 2023
8:30 to 10:00am
Zoom Video Conferencing
https://us02web.zoom.us/j/86993468590?pwd=bkRibjZGaCtoSVFZMTNxNEtwN2ZJdz09

Webinar ID:
869 9346 8590
AGENDA

1. **Call to Order** (Ish Herrera)

2. **Public Comments** (Ish Herrera)

3. **HRTC Member Comments** (Ish Herrera)

4. **CERF Execution Status Update** (Ish Herrera)

5. **Regional Plan Execution Overview** (Dr. Wallace Walrod)

6. **Approval of Regional Plan Part I** (Ish Herrera)-

7. **Approval of New timeline** (Jesse Ben-Ron)

8. **Defining Representing or Working with Disinvested Communities** (Jesse Ben-Ron)

9. **Longer Term Topics/Questions to Consider** (Ish Herrera)
    o   What are ways we can track and aggregate CERF related efforts already happening in Orange County for better alignment?
    o   What are possible sources of funding that could fund OC projects above the CERF funding that is available?
    o   How do improve capacity building activities for non-traditional economic development organizations and residents?
    o   How do we catalyze more cross-sector collaboration in three other policy areas outside of CERF (i.e., housing development, digital divide, etc.)?

9. **Adjourn (Ish Herrera)**

Regional Plan Part 1 – Additional Guidance

The CERF Interagency team recognizes that research can and should be an iterative process. As such, the following outlines clear guidance for your HRTCs including requirements for the Regional Plan Part 1 and the August 31, 2023, deadline.

The Regional Plan Part 1 is intended to present a baseline of the region. It considers the region's stakeholders, assesses the factors affecting the region's economic, environmental, and health conditions, and conducts detailed economic and workforce analyses. The intention is to ensure that the plans take a full account of the factors shaping economic development in the region before developing strategies for recovery and transition.

Part 1 must provide the following analysis:

1. Stakeholder Mapping: Snapshot of the historically active stakeholders that can influence creating a High Road economy in the CERF Region and/or benefit from it.
2. Regional Summary: Background of the demographic and socio-economic conditions of the region, focusing on areas with low and high economic diversification and resiliency. The summary must identify regional inequities, such as economic, health, and environmental inequities, currently facing the region, and include the following analyses:
   o Economy and Economic Development
   o Climate and Environmental Impact
   o Public Health Analysis
3. Labor Market Analyses: Snapshot of labor and workforce dynamics, including an overview of major employers, occupations, wages, impacts of trends, and projected changes.
4. Industry Cluster Analysis: Snapshot of current major industries as well as trends and projections.
5. SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis: In-depth analysis of SWOT as it relates to equitable economic resilience and growth of sustainable industry clusters.

Note: Detailed description of the requirements can be found in the Planning Phase SFP, pages 13 – 15.

Regional Plan Part 1 – Submission

The CERF Inter-Agency team will allow for the format of the submission to be *flexible* (e.g., slide deck, memo, brief, report) to accommodate the needs of each region. Please note, the CERF

Inter-Agency Team does not intend to publish the information provided by the regions on August 31, 2023.

Submissions to EDD must include the following components:

- Present the research/analysis work plan and approach to complete the State's content requirements;
- Outline the final research report and any products;
- Summarize progress and remaining gaps and show how gaps will be filled;
- Provide the quantitative and qualitative outputs generated thus far;
- Describe the use of research in community engagement efforts; and
- Specify the next steps, with considerations or implications based on the work already undertaken.

To allow for sufficient time for strategy and roadmap development, all regions are required to complete the final research report and any products for the Regional Plan Part 1 and submit it to EDD, **by no later than December 31, 2023.** While an HRTC may opt to conclude its Regional Plan Part 1 by August 31, 2023, only the components listed above are required for submission by the August deadline. Additionally, research content must be available for publishing as part of the **final strategy document due on June 30, 2024**.

New CERF Timeline for Consideration

9/1/23	**Catalyst Program Proposal Open**	……
9/8/23	**HRTC Meeting #10**	• Present on Final SFP for Catalyst Program • Discuss topics that will be necessary for submission
9/22/23		• Review Draft of Catalyst program proposal. • Review Planning Phase Plan for updates • Determine Process for evaluating, reviewing and selecting implementation proposals ($100 million implementation proposal bucket). Not the creation of a scoring rubric.
10/06/23		• Approve Catalyst Program Proposal to be submitted to the state. • Reaffirmation of CERF Values • Discussion of federal, state and local programs and funding that align with CERF. • Strategies for aligning with state strategies
10/13	**In-Person Gathering**	• Better Understand Orange County's Indigenous Community • Better understand how each HRTC member contributes to a High Road Economy
10/27/23	**HRTC Meeting #12**	• Review outreach and engagement findings • Vision and Goals • Strategies for the growth of targeted industries.
11/9/23	**HRTC Meeting #13**	• Strategies for increasing economic diversification • Strategies for responding effectively to economic shock • Strategies for increasing economic equity

ote that this is a hursday due to Veterans' Day		• Strategies for increasing health and environmental equity
	Weekly Office Hours starting 11/27	• OCBC and CAFWD will make themselves available for one-hour sessions for HRTC members to provide input. • *Stakeholder convening in this window is another opportunity to review and provide feedback.
12/8/23	**HRTC Meeting #14**	• Review and Approve Strategies for Regional Plan Part 2 • Review Competitive Implementation SFP • Determine scoring rubric for projects. • OC Pilot Project Winner to present
12/31		• Regional Plan Part 1 Due
1/1/2024	**Launch Implementation SFP**	•
1/31	**Mandatory intent to apply**	•
Feb. 24	**In Person Gathering**	• Better understand how each HRTC member contributes to a High Road Economy
2/28/24	**Proposals Due**	•
March		• Stakeholder groups meet to propose recommended projects to the HRTC.
4/26/24	**HRTC Meeting #17**	• Review and refine recommended investments and projects
May 2024		• Funding available to execute Catalyst Program
5/31/24	**HRTC Meeting #18**	• Review and refine recommended investments and projects

6/14/24	**HRTC Meeting #19**	• Final approval of investments and projects for Phase 2 submission to the State
June 30, 2024		• Regional Plan Part II due
August 2024	**Public Forum Launch**	• A public launch of the outcomes from Phase I.
Grant ends September 2026.		

Representing or Working with Disinvested Communities

When approving the CERF Planning Phase Plan in April, this HRTC approved the following metric of success:

The final HRTC will have a composition of at least 60% of participants from entities representing or working with disinvested communities.

Note that this is not a requirement from the state, but one we have set for ourselves and want to be accountable for to ensure that disinvested communities have a strong voice through this entire process without disenfranchising any member of the HRTC so we can truly have a cross sector collaborative.

The definitions of disinvested communities per the state are:

- Census tracts identified as 'disadvantaged' by the California Environmental Protection Agency. These areas represent the 25% highest scoring census tracts with high amounts of pollution and low populations, and federally recognized tribal areas as identified by the Census in the 2021 American Indian Areas Related National Geodatabase.
- Census tracts with median household incomes of $95,280, which is the threshold designated as low income by the Department of Housing and Community Development's list of state income limits adopted pursuant to Section 50093 of the California Health and Safety Code.
- California Native American Tribes as defined by the Native American Heritage Commission (NAHC) Tribal Consultation Policy.

Therefore, we need to define "represent" and "working with"?

Criteria recommended in a previous meeting were:

- Disinvested community members have decision-making abilities in the organization
- When considering educational institutions, look at their enrollment numbers and demographics of the student body.
- The organization's service area

Disinvested Commuities Representatives
Orange County Hispanic Chamber of Commerce
OC Black Chamber of Commerce
Cogstone/Gabrielino
Tongva
Payomkawichum Kaamalam
American Indian Chamber of Commerce of California
United Way of Orange County
The Kennedy Commission
OCAPICA
Community Action Partnership of Orange County
Latino Health Access
OCCORD
The Cambodian Family Community Center
Family Assistance Ministries
THRIVE Santa Ana
Jamboree Housing
Cielo
Cooperacion Santa Ana
Climate Action Campaign
Sunrise Movement Orange County
First 5 Orange County
Orange Workforce Alliance
OC Labor Federation
International Association of Machinists and Aerospace Workers
International Brotherhood of Electrical Workers
LA/OC Building and Construction Trades
UA Local Union 250
Iron Workers Local 416
Iron Workers Local 433
Boilermakers 92`
Plumbers & Steamfitters, Local 582
Sheet Metal Workder Local 105
UNITE HERE Local 11
Chrysalis
OC Conservation Corps
Hope Builders
Goodwill of Orange County
Vital Link
Hospitality Training Academy
Kevin Phung
Sokollin Tes
Sarah Riggs
Maria Aguilar
Karen Sarabia
Johnice Williams
Donia Kayali

Apolonio Cortes	
	62%

Non-Disinvested Communities Representatives
CEO Leadership Alliance Orange County
Greater Irvine Chamber
Cox Business
SoCal Gas
Bloom Energy
Orange County Business Council
Octane
CSUF Center for Entrepreneurship
Sustain SoCal
Orange County Department of Education
Concordia University Irvine
UMass Global
Chapman University
CSUF
University of California, Irvine
Irvine Valley College
North Orange County Community College District
Orange County Coastkeeper
Citizens Climate Lobby
Banning Ranch Conservancy
SCAG
League of California Cities OC
OC Grantmakers
Charitable Ventures
Orange County Community Foundation
Orange County Community Foundation
City of Santa Ana
City of Garden Grove