

March 8, 2024

Ish Herrera

We have Brian here today to walk us through some of this information, review the site with you all, and get some feedback from you all and some comments on how this tool can be useful, be valuable to your efforts as individual organizations, but also the value that it's brings to the collective in the group as a whole with this work that we're doing with California jobs.

Brian McNamara

I'm a consultant with Esri Inc. We're working under the data and research team under Dr. Wallace Walrod. From April to July 2023 a stakeholder mapping survey was released. The latest self-reported survey gathered information for different community groups and organizations within the Orange County area. These were taken together and compiled into a series of spreadsheets, a database essentially, with different information, whether that was your name, contact information and what each organization did. We created a database from that, each stakeholder group to drive different collaboration and partnership opportunities. This shows who they serve and the resources they provide. Everything is designed to be straightforward and easy for any user.

Toni Symonds

In your category of what sector you belong to, you had to choose one. In our case, the American Indian Chamber of Commerce of California, we perceive ourselves primarily as a chamber. But we might have also put us under the California Native American tribes because we do service we have an advisory group, etc. And then we also have an apex accelerator, which does direct technical assistance for small businesses, and that's probably true for a lot of organizations. Just like in your service area, you allowed people to do a primary and secondary. I'm wondering if we might be able to add something that would allow groups to choose other areas so that it would also be searchable by that?

Brian McNamara

That's something we can definitely consider, I think, since it can apply to other organizations as well, just making sure you know that it's a bucket that can include others.

Jesse Ben Ron

Everything had to be done so it was a deliverable. The whole point of this is Orange County is so big, it'd be difficult for everyone to know all these organizations and all that they do, it's supposed to make it a lot easier. As all of you work towards grants and other sources of funding, could there be other partners here that you were unaware of? We think about these kinds of cross sector collaboratives as a mechanism for Orange County to be stronger than other regions or cities.

Ish Herrera

We have a question from Andrew. How many organizations are represented within the tool?

Brian McNamara

Every organization that was surveyed last summer. I'm going to check before giving out a number to be honest.

Brian McNamara

Just click the search bar and type in your organization. Some have asked me just a couple of key words and it should pop right up. Here's Boys and Girls Club, a Garden Grove in greater Anaheim as an example. But that's going to be the best way to search for your individual organization.

Ish Herrera

Brian has a question if there's a way to export information.

Brian McNamara

There is not, not from this viewpoint.

Garry Brown

My question is, when would we have access to this? So, in our leisure, we can go over and navigate it.

Jesse Ben Ron

We wanted to have you guided first before we had you access it. Now that you do, please test drive this a bit and let us know your thoughts.

Iosefa Alofaituli

It sounds like you want to know before we roll this out more broadly, is their value, and what are the use cases. A couple that come to mind that aren't the same, but I think we could learn from is like the OC nonprofit Central, and 211 and its platform. The user and the use cases are different. Just putting that out there to think through with other products what value have those provided to the community?

Wallace Walrod

We did review those, and we reviewed one additional one, too. I can't remember what that one was called. But yeah, it's an open question about the, the use cases for this in the value of this, and that, that gets to whether it's worth to update it worthwhile to update it or not.

Nate Greensides

One aspect I think that could be added in might make it helpful if we're using this for relationship and collaboration efforts, relationship building and collaboration efforts between the various members who are already present and listed on the tool is a field for recent projects or current programs that each org wants to highlight.

Ish Herrera

We're going to move into the next portion of the agenda. Jesse and the team from OCBC have provided in the agenda packet for today's meeting, a document that they've been compiling to reference the top vote getters for each category, but also to organize the strategies that surfaced as preferences under themes that align with some of the principles of this program from the state's

perspective. I'll be proactively inviting several of you from different sectors to contribute as well, so that we can hear from you in this conversation.

Jesse Ben Ron

The question was brought up, how does this line up with the research that was already done? How does this connect with the feedback that we heard from the rich community engagement we did?

Topics such as education and training, connections between education and employers, apprenticeships support for small business, particularly BIPOC, and women owned businesses, those themes came up in the research. We did it for the top five, we know that we're only going to settle on the top three. The state has rebranded to California Jobs First. However, California jobs first is intended to be broader than just CERF. The state hasn't filled in all the other initiatives that would eventually fall into that California jobs first. The work that we have embarked upon, is more the Regional Investment Initiative, as we think about selecting projects for funding. But as it pertains to the strategies, though, I just wanted to let you know that just because something is a no on the Regional Investment Initiative project criteria, then that could just fall into the camp of this is the broader thing that we still want to address.

Ish Herrera

Can you remind the group again, what the RII is?

Jesse Ben Ron

The Regional Investment Initiative. The regional Investment Initiative is more the projects that we want to elevate as a region to receive funding from the state.

Toni Symonds

One suggestion I have is that we could look at people to get together in their primary sector or some subgroup of the primary sector and look across all the categories and aggregate those things that you're identifying that are high ranking that are similar.

Ish Herrera

Anybody from a government agency, whether it be the county, special district, local municipality? How about folks from education from the education sector, whether you be pre-K to 12, school district community college representative for your University College representative, any comments that you have from the educational perspective on some of the strategies or the process for narrowing down the amount of strategies to complement what's maybe already been said here?

Niree Kodaverdian

I think that's a good idea. To the word Jesse mentioned for narrowing, narrowing down the strategies, so I'm happy to hear it.

Ish Herrera

I certainly want to give space to these other groups, we want to hear from the workforce sector, folks from the workforce development boards or training centers, representatives of organized labor any comments or questions you'd like to offer to the group here with regards to this exercise?

Krista Sheehan

This is Krista Sheehan with homebuilders. When we talk about workforce, and especially workforce and education, just want to make sure we broaden our understanding to think of folks who are not in traditional educational systems.

Doug Mangione

This is Doug with IBEW building trades. We've been doing apprenticeships for 100 years and this looks good to me. It's going to push forward new businesses that have opportunities to hire, and then train people in all the skills, soft skills, hard skills into go into those industries. Thank you. Good job, folks.

Adrinh Terantonian

Adrinh Terantonian with hospitality training academy, I'm going to echo what my previous comments are in terms of we're looking at not only traditional, but nontraditional apprenticeship pathways that links to union jobs and good paying jobs that is creating sustainable income and upscaling. We leverage the workforce development funds and opportunities to serve the vulnerable population but also creating a true pathway to the jobs stackable credential that is truly linked to a job. I love all the strategies.

Iosefa Alofaituli

As I look at these at a high level particularly the left four columns around housing apprenticeship workforce in small business, they imply very much programs and collaboration amongst organizations or service rioters which is great. We also need to be mindful that we don't approach these with a build it and they will come versus meet people where they are at. I think that that sixth column around collaboration/communication and resources, the ability to not only create these amazing opportunities, but also to be intentional about engagement with those who would benefit from these the most.

Byron Shinyama

Hi, everybody, is there a drop-dead date that this needs to be finalized?

Jesse Ben Ron

It all has to be submitted by the end of August. You guys have already voted, the question is consolidating of similar ideas. I think we need the template from the state or if they say, we're going to defer to the region that's fine, too, we can probably move a little bit quicker, but at the very least, as it pertains to strategies it has to be delivered by the end of August.

Teresa Schickling

Family Assistance ministries we concentrate on the prevention of hunger and homeless. We want to get them to the next level, and we want to move them forward, we don't have the information, we don't have the ability, we don't know what to recommend to them as far as either skills training, job training, a new job. So, as we develop this, I hope we include a pathway for agencies like ours.

Jesse Ben Ron

A big part of this work is bringing nontraditional people into the space. There's a way maybe for FAM to become involved in some of these things to directly address these things. You are in constant

communication with residents who could benefit from the programs that we were going to develop to ask for funding. It's part of this process to bring people who don't traditionally have these conversations into the process.

Ish Herrera

Before we move into the final section of today's agenda do want to give for this conversation on the strategies and opportunity for members of representing our communities to come off mute, raise their hand and make comments in the language of their choice. Not seeing any questions.

I'm going to move us into the next section, which is pertains to the scope of work related to sector coordinators for the Catalyst Fund.

Jesse Ben Ron

This was something that was introduced somewhat recently, catalyst was ensuring that every region got a set amount of the same amount of money, it was \$14 million in total, in order to do what the state is calling pre-development work. There's this recognition that there are probably a lot of great projects out there that just aren't even eligible for state and federal funding, because most of those funding sources are all about implementable projects. Of that, we will have \$9 million, this group does not even have to go to the state, this group can just can approve the list of activities. We need people who know what they're doing in this space and we are allowed to select up to five industry sectors. I want to see if there was anything other than beyond what's listed here that you'd want to see that's important for as a skill set or as experience for these investment sector coordinators before of course, we draft and then publish some sort of scope of work or request for qualifications.

Ish Herrera

There's a question in the chat from Nate related to if you can explain a little bit more of the RFQ The request for qualifications process?

Jesse Ben Ron

We are going to have to discuss the process as a group, I don't have an answer for you primarily just because I know this is going to be true of projects. I think what we want to be able to see who's submitted. The process may be impacted by how many applicants we have.

Adrineh Terantonian

I think we got to look at it as one aspect of the job being the sector focus and connecting with laborers, businesses, and employment aspect that we thought or sector, the other position can be community base navigator like individuals that we can add on more vulnerable population within the community that, you know, we had a great representative from Cambodian community, they can do the same thing with the agent community, how can we expand our reach to other community members that are vulnerable.

Katharyn Muniz

Jesse. Can you repeat what you said?

Jesse Ben Ron

You want to review the responsibilities and what pre-development activities are in person or the process of selecting these investment sector coordinators should be in person?

Katharyn Muniz

Adrinh your comments are spot on. I don't think anybody likes to discuss the fact that we've got 18 to 25-year olds who are least coming to us at fifth grade reading level and math levels, and so you can provide all the trainings that you want, and all the certifications. But if they do not have the ability to access that training, what are the thoughts behind how we bring them up so that they can actually access all these wonderful things that we're thinking about here.

Jesse Ben Ron

Catherine is I think that's where when if we get to the project side of things. If Orange County wants to be more explicit, in making sure that the people who are submitting these proposals have thought that through and we like their approach, that it's in there.

As we think about funding their pre-development activities, that could very much be a question for them to make sure that they legitimately answer.

Nate Greensides

My question in the chat about wanting some more information about the request for qualifications was based more wanting you to understand as we're considering this position of a coordinator? Where are the qualifications for this individual? For our purposes?

Jesse Ben Ron

This the state's RFP in order to receive catalyst funding.

Nate Greensides

Does that mean that we ourselves are not able to put some qualifications we would want to see in a coordinator who's going to fill this role?

Jesse Ben Ron

As long as it doesn't contradict, we can always add, we can always supplement.

Nate Greensides

It would be helpful, for this individual to have some sort of experience or knowledge of building community wealth in disinvested communities or aspects of racial equity, the factors which cause displacement within various disinvested communities, community engagement, and the prevention of this displacement.

Jesse Ben Ron

That's the feedback we want to hear and reflect on before we start drafting something. Better to have that on the front end than drafting something and then getting it on the back end. So, thank you

Ish Herrera

I want to bring to your attention, the email from Jesse related to a letter of support to help preserve the California jobs first funding. There are some considerations given the state of the budget in Sacramento with programs across the board. The state legislators sometimes have their own priorities when they're balancing budgets, we know this California Jobs First program isn't guaranteed. The letter writing campaign, was to remind the legislators in Sacramento, especially those within your delegation in Orange County, who can be advocates for what's happening with this project.

Don't feel bad, if you didn't get your letter in or your email in on time. We're anticipating there'll be further opportunities in the coming months to continue to remind our elected officials in Sacramento about the importance of preserving the funding for this program.

Jesse Ben Ron

There was a hearing based on CERF and other topics, that's why we tried to get something out quickly, as we're aware of it being discussed or potentially being on the chopping block. We will notify you and that could just come straight to me or if it's just one legislator that we're really trying to target, then we would just leave you with the appropriate staff contact.

Our next meeting is just two weeks from today, with the state pushing back certain things, we want to keep the two meetings a month. Until catalyst start, then I think we could slow it down to once a month. If we can get through April, we're in a good position as a region to slow things down and put more time back in your pocket. Just three more meetings and the sequence and then we'll slow it down for all of you. I know everyone's super busy, but we appreciate your commitment.

Ish Herrera

I just want to share that as you all are contemplating slowing down, that you're in a very envious position other regions are trying to scale up just to catch up. So, kudos to you all for where you're at in your processing timeline, and I appreciate your time today. Have a good weekend and be safe out there. Bye.