



LA HRTC Partners Meeting October 13, 2023

[Recording](#)

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Summary Notes:

Introduction and CERF Rebranding:

The meeting begins with the States transition in rebranding of CERF to California Jobs. The focus has shifted on job creation aligned with carbon neutral economy goals in California. There are concerns raised about the impact of these changes on previous work done and the need for stronger engagement from industry partners, workforce development boards, labor organizations, and community-based organizations in order to achieve desired outcomes.

The transcript discusses the need to involve various stakeholders, such as partners in Antelope Valley and down, in order to create curriculum and engage underserved individuals for carbon neutral jobs. The focus is on making small adjustments and engaging industry, labor, and education at a higher level. It emphasizes the importance of starting at the K-12 level to influence youth who will be future workers. The discussion also highlights the need for qualitative data and collaboration with colleges and universities to develop specialized certifications. There is a call for education about carbon neutrality and job opportunities in different languages through credible messengers in communities. Finally, it mentions leveraging existing infrastructure and fully engaging partners to achieve goals related to the carbon neutral economy.

CERF Catalyst Program:

- The closed solicitation and application for the Catalyst grant application has opened, which has been shared with our Fiscal Agents through an invite-only solicitation.
- A special shout-out to LA n Synch for their pivotal role in securing the support of a grant writer. Your contributions are highly valued.
- In a joint effort, the Convenor, Fiscal Agent, and SC will meet with the grant writer to begin reviewing the application process. An update will be provided at the next Steering Committee Meeting. The application for the Catalyst program is due on November 30th, with a period of performance from May 2024 to September 2026.

Research Updates:

- CVL Economics was awarded RFP1: Regional Economic Index Summary.
- RFP 2: Industry Clusters Research: Bid process pending.
- Beacon Economics was awarded RFP 3: SWOT, Gap, and Partnership Analysis.

Steering Committee:

- The elected Steering has begun to meet. The SC went through an election process to select the Chairs that will facilitate the work of the SC. Results: Chair Kevin Harbour and Vice Chair (A) Andrea Slater and Vice Chair (B) Stella Ursua were elected.

Bylaws:

- Bylaws for the Steering Committee are being developed through feedback from members will review provision by provision before finalization.

Process Mapping:

- Process mapping is being developed by the Mark USA, they have finalized a draft that will be shared with the SC for their feedback. The Mark USA will present at the next SC meeting. A final draft will come to the LA HRTC.

Capacity and Training Contract

- The LA HRTC is still searching for vendors for a training capacity builder project with a \$75,000 budget. They encourage interested individuals to email them at CERF@laedc.org.

Stakeholder Analysis

- There are currently 530 organizations engaged in the process, with 416 officially onboarded members. The team is working on getting more residents and organizations involved.
- There has been an increase in employers and workforce entities joining the La HRTC.
- The organization needs help increasing outreach in SPA Seven and encourages partners to reach out for coordination.

Next Meeting: November 17th, 9 am.

Transcript:

03:04

You.

03:06

Good morning, everyone. Just give a minute for everyone to come in the meeting.

03:12

Good morning, Ellen.

03:14

Happy Friday.

03:16

Yes, Happy Friday the 13th.

03:23

I didn't want to be the first one to say it.

03:27

It doesn't bother me.

03:29

I'm okay.

03:32

Yes.

03:39

I'm going to be off camera. I'm still eating breakfast.

03:44

Totally understandable. Happy Friday.

03:56

And, Charles, you saw my email about the next meeting, right?

04:00

Yes, I did.

04:01

Thank you.

04:04

I wasn't sure if you sent it to everyone, but don't worry, we'll take care of it.

04:11

Just you, Kevin, and a couple, I guess the chairs.

04:20

Chairs, sure. Okay.

04:21

I didn't think, like, everybody needed that's fine.

04:25

That's fine.

04:25

I try not to clog up everyone's emails.

04:28

We'll cover. Okay. We'll give it a couple more minutes. Alan, are you on the call? Okay?

05:16

Yeah, I'm right here.

05:18

Okay. Scarlett is asking to be led into the meeting.

05:23

Yeah, I just accepted everyone right now.

05:26

Got it. Okay. Happy Friday the 13th, everyone. Charles Johnson, program director of what is now California. Jobs first. It's been rebranded from surf to California. Jobs first. We'll get into that in a we actually you can go to the next slide. There we go. Try to keep a simple agenda. Today, the Surf rebrand, as I just mentioned. We'll go over that. Some of the different phases of Surf were discussed. Give some updates on the catalyst program, on the research, talk about how the steering committee is going to be composed, discuss about the bylaws from the steering committee, and then some updates on the process mapping and capacity building vendor was still looking for. Then our usual updates go to next slide. Alan, can you go to the next slide?

06:52

Are you guys seeing the slide change, or am I having no.

06:57

At least on my end, it's still showing the agenda.

07:01

Okay, let me go ahead and unshare because I did switch.

07:04

There you go.

07:07

1 second. Yeah, I think it's my connection. It says screen share is loading. All right, you guys should be able to see it now.

07:39

Yes. Thank you.

07:40

Alan, are you able to see it now?

07:41

Yeah. You may want to go back one slide. There we go. So, Jermaine, myself, Suli, we're at the economic summit out indian Wells, and the state has rebranded Surf and Veiled yesterday that Surf is now rebranded to California Jobs First. So if you see anything in your email regarding this, just know that this is dealing with Surf. Jermaine, if you'd like to talk about some of the things that you encounter here that could maybe informative to the HRTC, feel free to talk about it now.

08:23

Yes. Morning, everyone. Jermaine Hampton with LAEDC vice president of Workforce Development and Special Projects. So, yes, to Charles point, we are currently, along with our CEO, Stephen Chung, we're indian Wells for the California Economic Development Summit that's put on by California Ford. I know some of the folks that I can see on the call were either also there or are still there now. And so part of this was a Surf discussion and so we had the 13 regions in attendance, either their fiscal agents and or the regional conveners. There were multiple sessions that spoke to the rebranding. And so from the governor's office all the way down, they were essentially briefed yesterday to provide information on the rebranding of the Surf name. And then I think there is also going to be well, not I think I know that there's also going to be some guidance as to what the changes potentially are of the programming as well.

09:28

And so what you see right here is really just a screen grab. So please excuse us, but we took this right out of the presentation because if you go to the Surf website currently on OPR, it does not have these adjustments or the new branding updated just yet. So this is fresh information straight from this conference. And so what they've done essentially, and it's really a piece of what I took from it was they're apologizing. They essentially said that they did not brand this program correctly and there's just been a lot of inconsistencies across the regions and challenges and really the planning process, what exactly the goals and expectations are. And so the goal here with Rebranding is really just focusing and zeroing in one component of several that was already documented through the Surf objectives previously distributed. And that's really the creation of jobs that align with our carbon neutral economy that we're developing really across the state of California.

10:38

So what that means really is just a higher concentration and really just zeroing in on job creation. I as a workforce development professional, I don't really use the word job. I like career because there's a significant difference between a job and a career. But nonetheless, the point is the creation of jobs that align or careers that align with that carbon neutral economy. So what does that mean? It really means just a higher engagement with industry partners that can actually create jobs, educational partners, training partners that can develop curriculum, and then, obviously, working with industry education, working with our community partners to ensure that the right types of opportunities are going into the communities and that those same individuals, particularly those that are underserved, have access to these opportunities and they need to be high road and they need to be living wage opportunities. And so there's going to be additional guidance that comes out from this.

11:38

We are going to be asking the state to come on and kind of explain their vantage point and why the changes have happened. For me it kind of threw me off a lot. I had to really kind of take a step back and level set because I'm a strong advocate for community. I have been so my whole career. And so when I saw these changes and I saw things like community no longer there. It really took me back quite a bit because it's just like we've done some great work as an HRTC. We have collaborated and brought on in our outreach and engagement team. All of our committees have brought on over 400 plus community partners and stakeholders. That's a massive effort. We've put together an excellent proposal and plan. And so the idea of having to scale back and kind of course correct a year and a half in for those of us that have been through this entire process from start to finish or start to where we are now, I would say this is a challenge.

12:39

And so it's kind of hard to embrace. What I will share is at this same conference at one of the surf sessions while individuals were speaking and really apologizing, quite frankly, what transpired was really like a live jamboard and there was a lot of concern about the changes that were coming from multiple regional conveners, multiple regional fiscal agents and other stakeholders and participants. And so I think everyone's thrown back a little bit.

But I think the piece is from a professional standpoint, I understand why they're doing it. It's just more so the timing of all of this and so it doesn't change the fact that we need community involved. It doesn't necessarily change the end goal of what we're trying to do with this project, but it is additional lift. The surf team is going to have to change all of the logos and the branding.

13:42

We're going to have to update all of our materials so that it speaks to this and then we have to make the community understand, we have to make all our partners understand. There's only 49 folks on this call, but it's being recorded. But that doesn't mean everyone's going to watch the recording. So there's going to be another kind of component here where we're going to have to go back on another roadshow essentially and make sure that everyone is understanding what the changes are and what the focus is. And so just wanted to share that with you all today and happy to take any questions. And I will say this also again, back to the advocacy piece. We are advocating already and so we will see how this goes. But happy to take on any questions that folks may have in regards to this change, if any.

14:33

Jermaine Sharon is asking in the chat, was there a public feedback process for this name select?

14:39

To my knowledge there was not. Yeah, to my knowledge there I mean, everyone I spoke to, they literally got briefed yesterday and once they got briefed, they then literally made the announcement that this is what's going to happen now. Is there going to be a public comment? I mean, there was a whole lot of public comment that happened live in action at the conference yesterday. I would imagine because it's government, that there should be some type of public comment period because that's typically what happens with these types of things. But none of that was necessarily discussed yesterday, so I wouldn't be able to speak to any of that. But as we get information, we'll certainly make sure that it is widely available to everyone. And then I would also continue to check OPR for those of you that want to do your due diligence just to see as the changes start to populate, there should be some information displayed there as.

15:41

Me. Jermaine, so you mentioned that there might be a change in focus. Will that impact any of the work that we've done so far and will that we have to rework anything? Will we have to backtrack and will that affect our know? There's a lot of questions around that.

16:04

From what I've gathered. Kevin that's a great question. I'm just going to be honest because I'm an honest person. I'm going to be straightforward. I think we're going to have to pivot a little bit a few areas that I can kind of see where we have some weak spots in terms of our collaborative, based upon what I'm hearing in these conversations and actually talking directly to many of the state officials as well is know really from our development so far. For instance, I think Alan mentioned it this morning. I think we have three of the workforce development boards onboarded. If there's a focus on job creation, we can't just have three of the seven workforce development boards. We need all seven engaged. We do not have a ton of industry partners currently engaged. We do not necessarily even have a ton of community based organizations that focus on training and education necessarily engaged just yet.

17:00

We're in a good space to kind of enhance our partnerships, but we're going to have to get these types of folks on board, industry partners. We're going to have to get labor fully engaged in this process because when we're talking about job creation, curriculum development, training programs, high road opportunities that all lend towards that carbon neutral economy, so we're talking about green jobs all the way to infrastructure related opportunities. We're going to need all of our partners throughout the region engaged in this process to make it beneficial. Because the reality is, and what definitely has come out this conference is, and we already knew this, when this program ends in 2026, the whole goal is for these plans to align with other regional, state and federal investments. And the better job we do with making that happen, the better opportunity that we have in front of us of braiding more funds into what we're trying to establish here or achieve with the La county HRTC.

18:03

And so that's kind of the most high know kind of information I can give you. Kevin, so hopefully that helps a little bit.

18:13

I understand the position you're in and I'll wait for more information. I just want to see everyone continue to be engaged. I want to see the momentum continue. I don't want to see us lose ground. But clearly when there's change, it's going to call for more discussion, thought and just wanted to be inclusive and I'll leave it at that.

18:38

Thank you.

18:39

Yeah, absolutely. I think we have a good infrastructure in terms of workforce development and economic development here in the region. But some of these changes, we are very strong in terms of community right now. And so as we kind of marry some of these other partners to this process, it'll just help in facilitating actual outcomes. Right. Because we can develop two to five strategy. But the reality is where the state is going with this, we're going to have to show some strong education benefits. Obviously, the curriculum development is going to be key leveraging our community colleges. We have them involved in this process already. We have the lark involved, but we need to make sure that the College of the Canyons is involved. I think they are onboarded partner, but also all the way up to Antelope Valley and down. And so we need each one of them involved because they have the ability to create curriculum.

19:32

They have the ability to engage a lot of our underserved individuals to go into short term training or fast track training, get a certificate and go into these carbon neutral jobs.

19:42

Right.

19:43

And so I think we have the infrastructure in place. We just have to do a few small pivots to engage industry, labor, education at a higher level, start to think about some of the curriculum advancements that we can do that lend towards all of this. And I think we'll get in a good spot. I don't think we need to fall off course or anything. I think it's just a minor adjustment, a minor setback for a big outcome. So we can definitely make it happen. Jesse hello, everyone. I'm Jesse Marquez with the Coalition for a Safe Environment. I'm also the founder. We are probably the newest member, so we have the least historical background of what's happening with the program and with the politics of things. I would need to listen to your and other members, experienced members, advice on what action or what would you like to see as community based organizations take part or what should we do now that this has happened.

20:46

Absolutely. So we're going to provide guidance for all of this. There was a steering committee. I wasn't on the call, but I did listen to the recording. And so what I would say to that is there's going to be quite a few things that come out of that group, and that's a very strong group of leaders. And we're going to be providing some guidance as the surf team to make sure that folks know how to engage moving forward. We need that qualitative information. Jesse so these town hall convenings and these table and affinity hub meetings that are going to be transpiring. We need to know what's happening individual communities in order to be able to address those gaps and provide the proper training opportunities, the proper curriculum advancements. Because the other piece that we need to kind of look at is K through twelve. I know we have some K through twelve partners, but the reality is this starts really at the K through twelve level.

21:41

When you're talking about building Equitable talent pipelines into carbon neutral opportunities, it does not start at the college level. We need to begin influencing those youth right away because they're going into the jobs of the future. The reality is this is a 1020 year process, right? So a lot of those 11th and twelveTH graders, those 9th and 10th graders that are in high school right now, guess what? They're going to be those middle level or middle skilled workers in a lot of these opportunities in the future. And so it really starts there. The great thing about La is we have the infrastructure, we have the partners, we just need to get them at the table. I don't know that we have all of those partners at the table just yet, but it'll be great to get their feedback and input in this process. But we have some great affinity hubs that have already been designated.

22:28

We're going to be working on our table partners and what that group is going to look like. Hopefully creating more space for industry to be part of that conversation as well. Definitely need labor part of the conversation. And so as those things kind of happen and we work through that process, I think we'll be in a better space. I think Sharon had her hand up first and then Jessica. Sharon, if you're talking, you're on mute still.

22:58

I am sorry. My apologies for that. I put a question, one in the chat. When will we, as a steering committee, when can you provide a copy of these proposed changes to the steering committee? Because we're convening and it will reflect even some of the work we plan on doing this afternoon.

23:17

It will partially, yeah. The state hasn't published anything yet. They said that they're going to rapidly be churning this out from every individual I spoke to and we spoke to all of the head middle low individuals that are part of this process at all the different entities. And so I would imagine because this announcement happened so rapidly, they probably have some pivoting to do internally as well. So hopefully we have an ongoing meeting that happens with the state officials. So hopefully we can get some information soon to get to our steering committee and to the whole HRTC, to be quite frank. And then I saw Duanne in the chat also put I would say yes to all of that Duan, and thank you to our partners at UCLA for that assistance.

24:08

I'd like to make one other request while I'm at we've onboarded a significant number of members in the last 60 days. And one of the things that we promised to do in the beginning and I think it's critical at this moment, is that we structure some onboarding orientations because people are coming in and they get a glimpse of what the four goals are, because we put that out in a very nice kind of highlighted summary document. But onboarding explains what surf. So even I've even seen it in our new steering committee members that may or may not have read our original proposal to really understand what our purpose and goals are. The original goals in the SFP don't appear to be changing. This still fits within it. I'm a little disappointed the word resiliency is not there. But I do need from LAEDC staff, I'd like to ask us to do some structured once a week virtual on orientation calls so that our HRTC members can become even familiar with what surface.

25:22

And Sharon, I'll speak to that point. Yes, I did take upon your and Stella's recommendation, and I reached out last month to about at the time, it was about 50 partners who were new at that time. And so I did invite them to a group surf one one, which I usually do individually. But, yeah, I reached out and only about four or five came on that call. But I do reach out to all of our new partners who I have not already spoken with and ask them about coming on board and doing a surf one one. And I do those weekly. Not all partners do it. I have made a video, a surf one one video available online, which I send the link to many of our new partners. I'll be editing that now since we have new information, but it does have like catalyst information in it and updates.

26:17

But I'll be updating that as well. But we do reach out to all of our new partners and share that we do a virtual 30 minutes or an hour one one with them. It is a lot of information. And so, like the SFP, the original and then the proposal, scarlett has made all of that available on the website. So I usually do the surf one one and send them the links to the information and then so we can discuss it. But scheduling is hard with a lot of new members. But we try to make it available to we do make it available to all of the partners having it online. But I do like to do the virtual one one with them. But we will continue to engage all of the new onboardees because there are quite a few. We'll get to Alan's presentation where he talks about the number of new stakeholders, and you'll see it is increasing weekly.

27:11

But thank you for that. And we will figure out a structure that works for these new partners, it's just scheduling is an issue to do it with them live virtually, but we have everything online for them.

27:23

If you can just share the date and the day of the week and the time, I'd be happy to share it out. I can tell you I got six calls from folks this week and I get them continuously and I would like to referring them over to you, but I'd like to say great, chime in on Wednesdays at ten and check out and learn more about the process and what it's really about. And again, many of us that were very active in our regions and outreach can definitely support you to get that room or that call filled. So thank you for that chioma.

27:55

Okay, well, thank you for that. So, yeah, we'll make it happen and make sure our new partners are abreast of all the new information and what Surf is all about. So thank you for that.

28:07

Thank you both. Jessica, I saw you had your hand up.

28:11

Yeah. Hi everybody. Good morning. Just want to echo also what Sharon has know. We did do a lot of onboarding developing the infrastructure for the Surf initiative, engaging the education institutions like Long Beach City College who hosted several tables at the college district. And so I think what needs to happen, again, Jermaine, is like we really need to go back to those education institutions that we develop these relationships and host a convening with them so they could have an understanding of what this whole initiative is about. It was really unwilling for them to be part of every single meeting, they just didn't have the time. Right. But I think if we talk about the region and all the certified trainings that we need to do to get people ready for this carbon neutral economy they're already set up, they have the infrastructure to do that.

29:06

We have a port city, we have health industry, we have a tourism in Long Beach, and so they will definitely understand that and really want to be involved. So I think that having that meaningful conversation with these universities and colleges who most of them already at the state, already has an education consortium, they're already meeting, so they meet all the time through the Ed consortium. And this is part of their directives from the state that they have to focus on these specialized populations that we're trying to reach in our community, right, and then come up with innovative certification. So having that conversation in a real meaningful way, hosting maybe a mini summit or conference or something, I think is going to be worth our while in regards to what we're trying to do. And I agree, we need qualitative and quantitative data. I think that was the missing thing.

30:08

We talked about that in the beginning. We still don't have an understanding of what our region looks like, all the different communities, all the census tracks and so there's some work that has to be done there and then this outreach that needs to happen. Not only does it need to be done by the surf team, but who needs to be educated as all of our hubs, our community leaders, our table partners, because they're going to have to carry this message. Not only in English, in Spanish and other languages to be able to go into their communities and talk about this surf initiative and what we're doing in our communities. To change the landscape in carbon neutral. People don't even understand what carbon neutral is. I'll be honest, we've been doing workforce for over ten years. We weren't educated about carbon neutral. We had Stella come in and give an education to our team members who are workforce navigators.

31:04

So there's a lot of education. A tide needs to be changed and understood about carbon neutral and what those jobs are because people are just like, what are we talking about? They don't know how that translate into some of the industries that they're already working in and how those industries have to become greener. Right. So there's a lot of education that needs to happen and it needs to be done to those credible messengers in those communities that's going to get that information out to our workers in the forefront that's working now who's in those jobs but then now needs to and can have opportunity to get better jobs in the carbon neutral. So there's a lot of different phases and layers that needs to happen and I think we need to really have a strategic plan to be able to do that. But I think we do have the infrastructure.

31:59

It's just we all need to connect those dots.

32:03

Absolutely. I couldn't agree with you more. And so really just, it's a matter of just leveraging partners that we already have in place and just making sure they're fully engaged in this process. The good news is, LADC, outside of Surf, we're California jobs first now already work really closely with the La 19 colleges and also Antelope Valley and College of the Canyons as well. We have Lark, we do have an education, affinity hub lead as well. And obviously, Jessica, you and your team have been doing a great job and you're also an affinity hub lead. So I think to your point, we definitely have the infrastructure. We just need to fully engage all the partners

and I know the Surf team is committed to doing that. The also other part that's going to come up in this presentation and I'll let the team share that is we have identified research RFP vendors and so as that research comes out that'll help inform this process and that'll make things a lot more clear, especially as it pertains to your point, Jessica.

33:07

And folks, understanding what the carbon neutral economy even looks like, it's going to definitely speak to all of that as well.

33:15

Absolutely.

33:17

Yeah.

33:17

I just want to make sure that everybody's on board. We're all working in sync. We don't start having this parallel where we're working in two different directions. We want to make sure our region shines as it should. We have a lot of great work. We have a lot of great people, and we need to stay connected and having that communication strong. So thank you.

33:39

Absolutely.

33:40

I agree wholeheartedly. Thank you so much. And so that's it for me. I've done enough talking today and taking up folks time, but thank you so much. I'll pass it back over to the team.

33:51

Thank you. Jermaine, Scarlett, if you can, go ahead and advance the slide.

34:02

All right, well, I'll speak to this one. Okay, so this slide here comes straight out of the Catalyst solicitation, which if anyone hasn't already received it, you can find it on our about page. So La cerf.org about and scroll to the bottom of the page. I believe that's where you'll find this solicitation. So this shows all of the different parts of Surf or now California Jobs. First I have to get used to saying that myself. And so we have here, it shows the planning phase. It shows the pilot projects that were released earlier this year and awarded to organizations in all of the 13 regions. Then it shows the Catalyst program. We call this the catalyst program 2.0. And so you see the 182,000,000. And that is for, again, all 13 regions. Then we had the tribal solicitation that came out, I believe, August. It opened and closed, but it's the 25 million.

35:14

Then we have implementation phase, which is altogether a total of 268,000,000. And then we just want everyone to see this and make sure we keep this at the forefront so we can see all the different parts of surf, all the different phases. If you see here, you see the implementation phase. It gives you the little summary of it. But also it has here the date the SFPs will be released, the first of them, July 2024. So we want to keep in mind the date. And then the period of performance for that will be December 2024 to September 2026. But then going back to the Catalyst phase, we're in the process of it's mentioned going over the application for that now, which is due the end of November. But here you'll see that was released in September of 2023. It will be awarded come January. The period of performance for that is May 2024 to September 2026.

36:17

And I just like to illustrate that because some partners have already reached out asking many questions about the Catalyst Program, the application has to be submitted by the fiscal agent in conjunction with the convener, the end of next month. But the period of performance is not until May of next year and it'll go on to September of 2026. So we'll share this information out, but again, it's on the website. Alan has put. The link in the chat. And for all of our partners, if you want to go through the solicitation, you can take a copy or a screen grab of this here. And Scarlett, you can go to the next slide. I don't know if that one's mine.

37:00

Real quick right there, Shioma on that previous slide. One thing that also came out of this conference, but a lot of folks already knew this, and I think I mentioned it briefly before. These funds, this isn't all the funds. This is all the funds for this particular project. And so the goal that was reemphasized at this conference is that these funds are to be married or braided with other federal, state, and local investments, some of which are already happening and then others of which are going to come. And so what we'll do as a team, as we get that information, we'll kind of make sure that the steering committee for sure, and then obviously, the HRTC as a whole is aware of those additional investments. Because if we know what the additional investments are and what some of that guidance looks like, it'll help us in developing our strategic plan or our regional plan so that we kind of leave room for advancements.

38:02

Because the bottom line is, no matter what project it is, this money is only going to get us. But so far, and this program ends in 2026, but thereafter there's going to be tons of federal investments, much of which was already announced at this conference that will be coming in. So we'll do our due diligence to make sure that you all receive that information so that we can better write our two to five strategies.

38:28

And jermaine I'll add to that. In the previous presentations for the Catalyst, the state did include some of the federal legislation that's already currently out. And for those slides, our partners again can go to the about page for La Surf to see some of the different legislation that's already out is included in that Catalyst 2.0 slide presentation, and they can find that on our website.

38:57

Sharon has a question I was going to ask Marriott. OPR sends out. OPR is kind of the centralized agency for surf for distributing or identifying federal opportunities. I'd like to ask if we can create a feed page on our Surf website so that we feed those opportunities that she's publishing into our website so the entire HRTC is aware of them.

39:31

We'll definitely share any information we get from OPR as soon as we get it. It's usually included in the newsletter that Scarlett sends out, but we'll definitely look into other ways of posting that information as great.

39:48

I think with the beginning of this process, we agreed to create a grants page as part of the Surf initiative so that all of our constituents could be made aware information doesn't only have to flow through either laudc or just the steering committee.

40:08

Yeah, to speak to that on our website. We do have an Updates tab, and so all our newsletters that have a lot of the information from outside and internal sources are put onto that web page. And so you can go in and find any updates, any past newsletters, and so it all gets fed into that Updates tab under I think it's under about right now, but we can definitely continue to add more external information into that tab for our partners.

40:43

So I'm putting into the chat link to Mary's regular publication where she publishes the Federal Opportunities that align with Surf.

40:53

Thank you.

40:54

Great, thanks. I'll turn it over to Charles.

40:59

I believe we have one.

41:00

Yeah, Luis's hand is up. Luis?

41:03

Yeah.

41:04

Quick on the surf callous. You said they sent out the Catalyst program. They sent out an application. What's going to be the process for developing that response?

41:16

The response after the fiscal agent?

41:20

Well, what are we applying for? Who's determining what we're applying for, what it's going for, that type of stuff. Do you mean the process for applying? Because that's actually what this slide is about, that Charles was about to go into. So we do have a grant writer that we're working directly with to start that work since the application is due November 30. So that grant writer will likely just be trying to collect as much information as possible about our process. And we do have weekly meetings with them to essentially educate them and kind of work through the application questions together. No more go ahead.

42:05

Oh, no. And to just share. The application is on our website as well. And I believe the grant writer will be stopping into some of our steering committee meetings as well to receive the feedback that she needs based on the questions that are being asked of I'm.

42:20

On the website right now. Would you know where I can find it on there?

42:24

Yeah, we could drop the link in the chat, but if you go to about and you go all the way to the bottom, those are all the linked resources that we update, which includes all the past proposals, any past Catalyst program presentations. Everything is usually linked on that resources. All the way at the bottom of the.

42:51

Application is right at the top.

42:56

All right, thanks. Thank you.

43:02

Okay, so, well, Alan actually just summed up exactly what's going on with the Catalyst program. We have a grant writer that is working with the surf team and the steering committee, having weekly meetings just to make sure that she understands because she has to go through the Serf 101 process as well, and then making sure that the narrative is correct as she continues to write the grant in conjunction with CCF. And of course, it's due November 30. So the process is going to be at some point, she will submit a draft that the steering committee members will look at, give notes on, and then the grant writer will go back and make revisions and probably have a second draft. Until we get it to the point where the narrative makes sense, it's clean everything that we're going after. Of course we're going after the full 14 million and then we'll make that submission by well, CCF will make that submission by November 30.

44:25

Okay. And so just some updates. I know we spoke a little bit earlier about research and the need for data to really guide and inform our process and so we do have right now currently two out of the three research contracts that will be awarded. So RFP One Regional Economic Index in summary is being awarded to Cvla Economics. We have also Beacon Economics, who was awarded RFP number three, the SWOT Gap and Partnership analysis research. RFP number Two, which is the Industry Clusters Regional Benchmark and Accountability Data Tool is currently being bid on since we didn't receive any bids on the first round. So we are currently waiting for proposals to be submitted to move forward with an award mint. We will be having a kickoff meeting next week with the two vendors to process and execute their agreements. So we are moving forward with the research component as we do need a lot of that information to continue guiding our work and

we will be continuing to update the steering committee as well as the HRTC body on this effort in regards to steering committee updates.

45:38

So the steering committee has been meeting, I believe they've met twice already, two or three times now and this comprises of the 38 elected representatives that after went through the election process, this includes our elected twelve affinity hub leads as well as our general Steering Committee members that were elected through this past summer's process. And the steering committee did give direction to established chair and vice Chairs who basically will be facilitating discussions, meetings representing the committee when needed and working with the steering committee members as well as the several hub leads that will be seated to move our implementation process forward. We did go through an election process to a point and so for chair we did have Kevin Harver from Bizbed Institute that was successful in that category. And then we have Vice Chair A, andrea Slater with UCLE Labor Center and Vice Chair B with Stella Urcia with Great Alternatives, Greater La.

46:53

I would love for them to give an introduction. I know we are running out of time so maybe if we can move the introductions to the next meeting, we still have a couple more updates we do want to give or at the end if we do finish up quickly, give them an opportunity to just quickly introduce themselves to the rest of the HRTC body. We are currently also establishing our steering committee bylaws this was through a suggestion, not all HRTC regions but one of our HRTC regions down the Southern Border Coalition actually created their own Bylaws. And I think this is what we really need in order to create processes and structure within our HRTC. And so we did send out an opportunity to receive feedback from our Steering Committee on what they would like to see in the Bylaws. That feedback was then used to create our first draft of the Bylaws, which encompasses Bylaws for the HRTC, bylaws for the Steering Committee, and Bylaws for the Chair and Vice Chairs.

48:03

It is a hefty document or three documents that we will be working through. But the Steering Committee will be meeting as we've set aside Committee bylaw Working Meetings to go provision by provision and ensure that we're capturing a consensus on those draft of the HRTC and Steering Committee. Bylaws, again, will be reviewed and revised. And we will also have another Steering Committee bylaw Working meeting the end of October to formalize and finalize the Bylaws that will be guiding the structure of our program. And I will go ahead and kick it off to Chuma.

48:45

Yes. So, regarding the process map yes. So we have a first draft that is going through its first edit. The mark is actually at the same conference that our leadership team is Charles and Jermaine and Stephen are attending. So we'll get the first draft edits back early in next week, I believe. And then we'll share it out first, we'll share it out with the Steering Committee, and then by the time we have another HRTC meeting, we should have the final draft. And so, yeah, that's the update I have for the process, ma'am.

49:29

All right. And for the training and capacity building contractors. So to provide a little update there. So we are still currently searching for potential vendors that can carry out this work. And as a reminder, this is a \$75,000 allocation in the budget for this training capacity builder. And we have indicated before that there may be a little bit of wiggle room, but we just like to remind everyone that this process is still ongoing. And if you or someone that you know may be interested in this opportunity, please feel free to email us with the information at surf@laedc.org. You go ahead and move to the next slide. Thank you. And for our stakeholder count as of yesterday, October 13, or sorry, that's today, just for new members to break down a couple of these lines. So the total number of organizations engaged or are organizations who are both onboarded or just engaged in the process in some way that we have record of that are not necessarily onboarded.

50:35

We're sitting at 530 organizations, and the number of organizations officially onboarded are the actual partners as part of the lahtc. So these are official members. We have 416. I know it says number of organizations, but I'd like everyone to keep in mind that we have a multitude of residents who are not affiliated with organizations as part of this HRTC as well. And that red number there is the difference between the number of organizations engaged and the number onboarded. As always, we're trying to narrow down that red number to get lower and lower as possible. Next slide, please. I don't know if my internet is lagging, but the slide is not changing. There we go. And for this graphic here. So this is a visual representation of the number of each entity type within the La HRTC that we have. So there are, I believe, twelve entity types that we have listed here.

51:42

And we saw an increase over the past month, specifically in the Employers, businesses and business associations category as well as the workforce entities category, which is actually awesome because that's in line with the Pivot that we're going to have to make to kind of focus in on our workforce development and our industry partners. So given a change in a direction from the rebrand, it's definitely going to be vital for our partners that we have in workforce development to be fully engaged in this process. So at the moment, we do have four out of the seven workforce development boards in La County engaged, so we would like to get those last three engaged. If you do have close relationships with the workforce development boards, we'd love to see if you can help us get them onboarded onto this process as it's going to be essential for us to succeed in this process here.

52:43

So go ahead to the next slide, please. All right, and for this graphic here. So this is a geographic breakdown of the HRTC members based on the service planning area that they're headquartered in. So some increases, we see a wide range of increases here. So increases in Spa One, Antelope Valley, Spa Two, San Fernando, Spa Four, Spa Five, Spa Six A as well as Spa six B. So it's a great job for everyone who's doing outreach. It looks like we're increasing in a balanced way so far. Definitely needs some help in Spa Seven as we've indicated before. So if you have any partners that focus in on Spa Seven East La area, please feel free to reach out to us so we can coordinate something to increase the outreach in that area. You can move on to the next slide please. Thank you. And for our upcoming meeting dates, we do have a steering committee bylaws working meeting right after this meeting.

53:51

So in the next nine minutes we'll be hopping on there and we'll be going through the draft of the bylaws that we have so far with the steering committee members. We do have another meeting set for that in two weeks from today at the same time, October 26. And the next HRTC monthly meeting will be held on the second Friday of November, which is November 10 at the same time as usual at 09:00 A.m.. But that pretty much wraps up our upcoming meeting dates. And if I can pass it to Charles to elaborate on our next steps.

54:27

Sure. As Alan mentioned, the establishment of Bylaws that working meetings can be happening right after this meeting. It is very important for our region to have Bylaws in place just so we can prevent any ambiguity, which should make everything move forward a lot smoother. The steering committee members have requested a meeting with the state to discuss the table partner leads. I'm sorry, table partner lead categories. And obviously everyone is here at the economic summit, so we haven't confirmed that meeting yet, but they are aware that the request is out and we should be finalizing that meeting within the next week or so. And then of course, after identifying the categories, there's going to be a process of who's going to be in those seats. So there will be a discussion at some point about the process for selecting those. While we have a few minutes, I'd like for the chairs to introduce themselves to the HRTC members that are on this call.

55:47

It's being recorded so other ones can look back on it and learn a little bit more about yourself. So I'm starting with the ladies first. Sorry, Kevin, although your chair andrea, are you still on the call?

56:02

Yeah, I'm here.

56:03

OK, great. Why don't you introduce yourself?

56:06

So I'm Andrea Slater. I work with the UCLA Labor Center. I'm the director of the Care at Work Program, or yeah, program, which is the center for Racial Equity at Work. And I have been engaged and involved in California outreach for marginalized and oppressed nationals, I guess is the best term for over 20 years. And so, although new to the position, not new to this work, and so was asked to participate as the Academic hub lead.

56:44

Thank you, Andrea. And congratulations, Miss Stella.

56:49

Thank you, Charles.

56:50

Thank you, Andrea. Yeah. Good morning everyone. My name is Stella Ursua. I am the senior programs and partnerships manager at Grid Alternatives. I've been with Grid for about seven years now. Before that I had my own nonprofit called Green Education and we have been focused both with the nonprofit and at Grid Alternatives, focused on community engagement, partner outreach, and all of the things that we're doing here on the formerly known as Surf Project. Really excited about working with everyone here. I'm also the Affinity Hub lead for sustainability. And so I'm looking forward to starting that process and identifying value added projects that will benefit the entire La County region and create jobs, create education and careers for folks that are interested in clean energy and you.

57:53

Hey Stella, real quick, because this will be helpful because it's being recorded, it would be wonderful if you could just provide a very short overview of what sustainability means to you and your organization and for the sure jermaine.

58:09

Yeah, and there's a lot of different definitions out there. But basically sustainability to us is to help folks, especially in underserved communities.

58:26

Tap.

58:27

Into clean energy, tap into clean transportation careers in these particular fields. Any type of job that is going to help us reduce the impacts of climate change and all the jobs or things like manufacturing and transportation, the goods movement. Those are all areas where we are constantly fighting to reduce the impacts of this particular industry or these particular industries. So that's what sustainability means to me and to the organization. It's all about fighting for those impacted communities so that they can have cleaner neighborhoods, better jobs, and sustainability for the long haul. Thank you.

59:31

Thank you for that, Stella, and congratulations on the role and Mr. Harbor.

59:36

Good morning, everyone. My name is Kevin Harbor. I'm the president of Piss Fed Institute. We're a 501 nonprofit whose focus and mission is to create a platform to engage the business community, the nonprofits, community based organizations on subject matter that affects our regional economy and quality of life. I've been in this job four years. Prior to that, I worked for La County Business Federation, better known as BizFed. I was their Chief Development Officer, happy to serve as an affinity hub lead for employers, businesses and associations, and most recently elected as Chair of the Steering Committee. Real excited about our role and bringing my background 30 years in, primarily It, telecom and business in helping us to move our agenda forward that we will collectively work on and at the end of the day, achieve success in meeting the goals of this program, which is now the California jobs.

01:00:54

First, some of the things that we've done in the past in terms of committing forums in the areas of water resiliency, energy, broadband, internet access, delete, the divide supply chain, goods movement, housing, let's see here, life science, biotechnology, and we have a Workforce Development forum coming up on November. Eighth invite you all to come, but really excited about moving this whole program forward and getting through this process so we can get to the real work of creating sustainable jobs and boosting our economy for the next ten or 20 years.

01:01:40

All right, thank you. And congratulations to you as well, Charles.

01:01:45

Just to add before for a list of all our Steering Committee members, it is posted on our website. I did go ahead and put the link in the chat. You can find all our elected affinity hub leads as well as our General Steering Committee members and what organizations they represent as well.

01:02:05

Thank you for doing that. Scarlett and I encourage each of the HRTC members to get familiar with your elected Steering Committee members as well as the affinity hub leads, especially the affinity hub leads. You guys are going to be seeing a lot of them once the work starts. So we're right about 10:00 now and we have to make a hard stop because of the working meeting right after this. So we thank you all for your patient and we'll be in touch with more updates. Enjoy your weekend.

01:02:40

Thank you. Bye.