



# Kern Coalition

Community • Industry • Labor • Workforce Development

## Outreach and Engagement Plan

The KHRTC Community Outreach and Engagement Plan aligns with the Work Plan in establishing transparency, accountability, and equity in the public input process, by utilizing county-wide in-person, hybrid, synchronous, asynchronous input opportunities including surveys for each *meeting* topic, subregional meeting agendas will be developed from community input. Additionally, the final project investment concepts and proposals throughout the decision-making process will be community-led from subregional meetings. The Regional Convener will evaluate and continuously improve the Community Engagement process in order to timely achieve the CERF Impacts and Vision put forth in the CERF Theory of Change.



Figure 1: Theory of Change of CERF

Community Outreach and Engagement. KHRTC will work with trusted sub regional stakeholders to ensure meaningful engagement with disinvested communities throughout Kern County. This is envisioned as an iterative process that will be scheduled, directed by, and ultimately will meet the needs of each subregion.

The development of the Regional Economic and Recovery Transition Plan (RERTP), divided into four areas, will occur throughout the project period: 1) economic, labor market, and industry analysis; 2) environmental impact and climate; 3) community health; and 4) entrepreneurship. There will also be all stakeholders' meetings held to review the final list of CERF investment projects. A meeting on each topic will be held in each of the five subregions.

Public input will be gathered via these meetings (live, recorded, and archived), and the KHRTC will also collect input in digital and written form for those who are unable to attend the in-person convenings. This approach will address historical challenges pertaining to representation and input gathering from marginalized populations and lower socioeconomic income households that have limited participation due to the opportunity cost of civic engagement over work and childcare/eldercare obligations. As such, feedback from initial community meetings will become strategies for ongoing engagement to ensure a diversity of participants are reached such as outreach via local Facebook and social media pages, utilizing local newspaper and radio, school and church post mass announcements, flyer handouts at local grocery stores and shopping centers and partnering with local organizations to canvass. Feedback also made apparent the locations where communities feel the community meetings could take place which included schools, churches, local community centers, college campuses, museums, among others.

Additionally, participant surveys will be conducted at the close of each meeting to better identify what is working in the consensus-based process and what is not. By using a continuous improvement process methodology, the KHRTC will be able to keep an eye on disproportionate participation and adjust engagement strategies to achieve the greatest participation possible from underserved and disinvested communities. Initial community meetings have already yielded constructive feedback in the way of addressing what communities need to ensure successful meetings such as interpretation services where needed, childcare, alternate viewing options such as Zoom or Facebook Live, stipends for transportation or shuttle services for those without access to transportation, among other suggestions.

### **Outreach and Engagement - Activities Descriptions and Timelines**

The **KHRTC Outreach and Engagement Plan** will focus on three areas of engagement: transparent communication, ongoing community outreach and inreach, and continuous technical assistance to bridge gaps among disinvested communities and community-based organizations as they interact and engage with key stakeholders of varying power dynamics and influence.

Transparent communication will occur in a variety of ways to ensure maximum engagement, beginning with a website for an online presence and planning subregional and region-wide convenings. The website will be interactive to encapsulate CERF

information from what the mission of CERF is; an FAQ; when HRTC community meetings will be held; community research on economic resilience from the Regional Economic and Recovery Transition Plan is developed; project proposals; agendas and minutes; and other resources, including a blog to extend the conversation, and to help onboard community members. Other avenues of transparent communication will include a newsletter, public meetings, and press releases. The website will feature an email for community members to ask questions and to provide suggestions.

Outreach and engagement efforts will ensure that equity is at the forefront. Kern HRTC **Subregional Convener Coordinators** will vet **HRTC Cerf Corps (CC)**. The KHRTC budget will include participant engagement expenses such as interpretation services, refreshments, and childcare. The HRTC CCs will include members from various key stakeholder areas who are the trusted messengers for disinvested communities and lower-capacity organizations. Initial community feedback has furthered the notion of ensuring that everyone is at the table. Suggestions for who to ensure are at meetings were the youth and elderly community, Native American Tribe representatives, indigenous communities, school board members, chamber of commerce members, nonprofit and community leaders, city council, among others. HRTC CCs will be selected via an application process, and upon selection, provided with professional development in mediation, cultural sensitivity, and consensus-building to promote greater awareness of the disinvested communities needs within the five subregional CERF regions of Kern County.

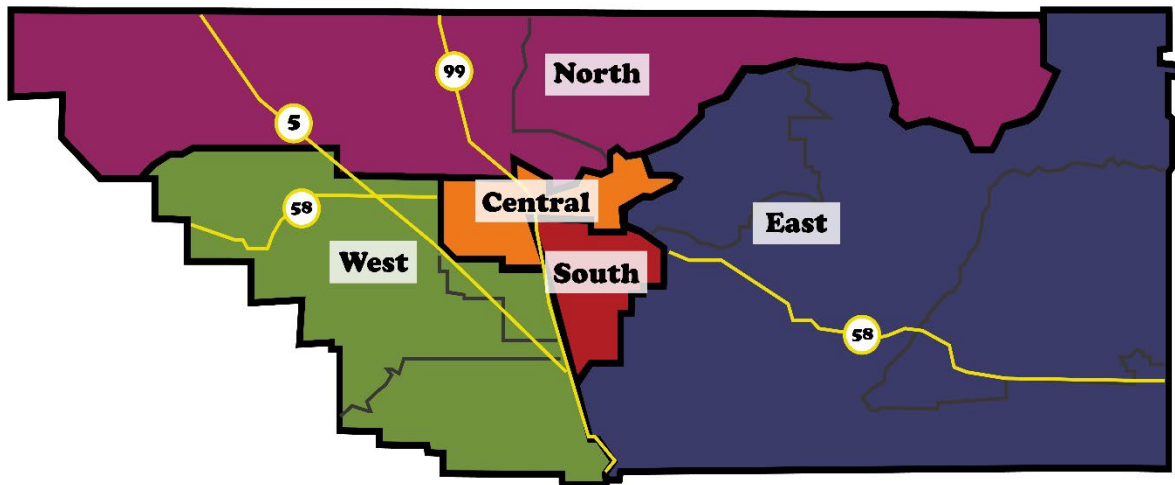
### **II.1.B. Outreach and Engagement - Inclusive Process**

The Kern HRTC's governance structure, subregional geographic representativeness, outreach and engagement process, and continuous improvement process provides opportunities for improvement of the process or structure and ensures inclusivity.

This KHRTC Cc team is tasked with conducting ongoing outreach for subregional and region-wide community meetings. They will work with the KHRTC Subregional Convener Coordinators to ensure that locations are physically accessible, and that written and verbal communication is linguistically diverse to ensure maximum engagement. Meetings will be held during the evening and/or on the weekends at high-density community locations.

The following California Air Resources Board's California Climate Investments Priority Population 2022 Map below shows Kern County's disinvested communities (Disadvantaged Communities, DACs), low-income communities, and communities that are both disadvantaged and low income. The map also illustrates the size of Kern County (8,132.2 square miles).

***Table - CERF Project Area: Kern County: Geographic Sub-Regions [Ref3]***



Technical assistance will be provided through informational webinars on technical aspects of the grant, such as the budget, the data informing industry priority sectors, and on the development of investment proposals. Experts in the high road transition model, labor market research and data, grant writing, community building, equity, and sustainability will host these informational sessions and will provide FAQs that will be housed on the website and printed. The Kern CERF Website will include archived meeting recordings, regional labor market and economic data by subregion, and opportunities for community member input.