CITY OF LOS ANGELES

EWDD

ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT

STATUS REPORT 2013 to 2015

Presented by
Los Angeles Mayor Eric Garcetti
EWDD General Manager Jan Perry
A message from Los Angeles Mayor

Eric Garcetti

My back-to-basics agenda supports a well-trained workforce with access to local, well-paying jobs, and a nimble government that helps CEOs grow payrolls and dreamers create companies from scratch. My object in launching the Economic & Workforce Development Department in mid-2013, along with the City Council, was to spur a higher quality of life for the city’s 3.8 million residents, and to create a modern, more efficient way for people to do business. With Jan Perry at the helm, EWDD is already seeing results. Enrollments in our redesigned workforce system reached over 90,000 in 2015, a 200% increase from the previous year. More than 11,600 youth ages 14 to 24 worked career-building summer jobs, with a goal of 15,000 full-time jobs in 2016. EWDD was instrumental in helping 200 small enterprises get off the ground and assisting with the expansion of another 73. We leveraged $44.1 million in grant funding to spur economic development, and sparked 328,140-square feet of jobs-generating development, all exceeding annual goals. To create good paying jobs for low-to moderate-income Angelenos, we invested in the Clean Tech Corridor, Pacoima Plaza, and Mid Town Plaza. For 2016, things are looking even stronger: upcoming projects include redevelopment of city-owned movie theaters in Reseda and Westlake, development of a 2.4 acre parcel near Angel’s Flight, expansion of a 60,452 sq. ft. industrial property in Wilmington, and potential creation of new financing districts that would expand the city’s ability to spur even more development, including the rebirth of an 11-mile section of the Los Angeles River. At the same time, we’ve built a framework for a more muscular Economic Development Division that will help make Los Angeles the global go-to city for those who think big, work hard and share the rewards with their workforce.

Our Mission

Created in mid-2013, the Los Angeles Economic & Workforce Development Department (EWDD) is charged with leveraging the city’s assets and resources to drive economic growth, and creating jobs.

The department’s goals of citywide economic growth and job creation are closely connected. A healthy economy creates new jobs and a well-trained workforce attracts investment. With EWDD’s support, we are building thriving neighborhoods and a better quality of life for Los Angeles residents.

City leaders saw the dissolution of state redevelopment agencies as an opportunity to create a new city department that would take a coordinated, “under-one-roof” approach to helping businesses get off the ground, expand, build projects, and create jobs.

At nine BusinessSource Centers located across the city, EWDD helps entrepreneurs and companies of all sizes start and expand operations, access capital, and receive training. EWDD also stimulates the economy by leveraging a portfolio of city real estate assets, positioning them for development that creates jobs and revitalizes struggling communities.

A healthy business climate is only half of the equation.

EWDD also operates 17 WorkSource Centers where job seekers can receive free one-on-one career counseling and training in growing industries such as health care, green technologies, and advanced manufacturing. EWDD also runs 16 YouthSource Centers where youth ages 16 to 24 receive guidance in completing their education and preparing for careers.
Transition from CDD to EWDD:

Strengthen Loan Portfolio.
For the new agency to flourish, it was important to address issues that occurred prior to 2013 with the U.S. Department of Housing and Urban Development. Over a two-year period, EWDD and HUD officials worked to reconcile Section 108 loan portfolio balances; implement better compliance with Community Development Block Grant regulations; develop HUD-approved underwriting policies; and improve loan accounting and funds management.

Position city-owned assets for development.
The private sector prefers a single point of contact with the city to engage in economic development projects. EWDD has a rapidly expanding Economic Development Division which meets that demand. Major projects for 2016 include redevelopment of movie theaters in Reseda and Westlake into sustainable economic development projects, creation of community hubs, development of a 2.4 acre parcel near Angel’s Flight and development of a 60,452-sq.-ft.-industrial property in Wilmington.

Build a strong Economic Development staff.
General Manager Jan Perry has identified and prioritized FY2016 funding to add staff with expertise in real estate, underwriting, and other economic development specialties. The framework for a fully realized citywide Economic Development Division is now in place. In 2015 EWDD hired Samuel Hughes, a veteran real estate, economic development, and grants administrator, as Assistant General Manager of the Economic Development Division. Chief Grants Administrator Meg Barclay, also hired in 2015, brings a wealth of experience in federal grants policy and administration in assisting our BusinessSource Center partners.

Strategic Opportunities in 2016:
- Implement citywide economic and jobs-generating development plans.
- Lead citywide efforts to form Enhanced Infrastructure Financing Districts and Community Revitalization Authorities to finance catalytic projects.
- Explore creation of Jobs and Economic Development Incentive (JEDI) zones.
- Support citywide initiatives such as Great Streets, LA River Revitalization and Transit-Oriented Development.
- Explore creation of city-administered micro-loan program.
- Execute new five-year contracts for BusinessSource centers.

BY THE NUMBERS (EWDD Scorecard, FY 2014-15)

- $44.1 mil Grant funds leveraged for economic development, (22.1% of goal)
- 200 New small and micro enterprises created, (130% of goal)
- 328,140 sq. ft. New jobs-generating development, (131% of goal)

Metro MOU:
EWDD and Metro on Sept. 21 agreed to begin planning multiple stations along the Crenshaw Line, with a focus on City and Metro-owned properties at Leimert Park. Station construction is aimed at spurring nearby transit-oriented development and other community assets.
A competitive workforce is crucial in attracting new opportunities to Los Angeles and increasing quality of life for workers and their families.

EWDD puts people back to work.

A redesigned workforce development system makes it easier for people to get help. Mayor Eric Garcetti, the City Council and EWDD created 17 WorkSource and 16 YouthSource centers that integrate education, supportive services, and on-site career counseling. Job seekers are assessed and offered training in high-growth industries such as healthcare, green technology, logistics, and advanced manufacturing. These jobs provide benefits and livable wages that help build strong communities and improve the quality of life for all Angelenos. EWDD launched JobsLA.org, an online jobs search engine and resource portal linking job seekers to more than 150,000 local job listings. EWDD also launched JobsLA, a smartphone job search app. With nearly 50,000 individuals registered to date, the revamped workforce system is already paying results in its first full year, serving a record-high 90,000 out-of-work Angelenos.

EWDD is creating mini-employment hubs in city libraries and community centers, starting with the Central Library Jobs Portal in 2015. Three WorkSource centers are located on community college campuses, with more planned in the future, making it easier than ever for participants to get the education and training they need to achieve and maintain a competitive advantage in the job market.

Since its creation, EWDD has won several major federal grants, including LA:RISE and Performance Partnership Pilot (P3), aimed at helping veterans, the homeless, out-of-school youth and other hard-to-employ individuals find jobs.

But it is not just the worker who benefits. Employers win, too, with access to a pool of prepared job applicants who are ready to work.

BY THE NUMBERS (EWDD Scorecard, FY 2014-15)

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<tr>
<th>Category</th>
<th>Actual</th>
<th>Goal</th>
<th>Progress</th>
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<tr>
<td>Job Seekers served</td>
<td>91,617</td>
<td>66,000</td>
<td>204%</td>
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<tr>
<td>Average weekly sessions on JobsLA.org</td>
<td>3,600</td>
<td>2,500</td>
<td>140%</td>
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<td>Laid-off employees provided transition assistance</td>
<td>1,743</td>
<td>1,500</td>
<td>116%</td>
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WorkSource Center Total Enrollments

EWDD AT WORK

Nico Harper was drifting from school to school and didn’t think he’d have enough credits to graduate with his 2014 Franklin High class. Then a school counselor introduced him to Para Los Niños, operator of EWDD’s East Region YouthSource Center. Mentors there helped him catch up on coursework so he could graduate on time. PLN staff also taught Nico how to manage his money, improve his literacy skills, and build a resume. Nico landed two internships before settling on his career goal: youth probation officer. The YouthSource Center, an EWDD contractor, then helped him file for financial aid and enroll at Pasadena City College. Nico, now 19, supports himself as a waiter while taking criminal justice classes.

www.ewddlacity.com
Job opportunities for teens and young adults have come back more slowly since the Great Recession. As of 2014, unemployment rates were higher among teens (17%) and young adults (12%) than among adults over age 25 (5.5%). *

The City of Los Angeles is addressing this challenge head on through Hire LA’s Youth, a jobs program targeting to youth ages 14 to 24. Together with the County of LA and community partners, the program provides at least six weeks of subsidized work to young people in communities with high levels of unemployment.

In 2015, 11,644 youth took part in Hire LA’s Youth, exceeding an 11,000 target set by Mayor Eric Garcetti. It was a significant increase above the 10,000 who enrolled in the 2014 session. In 2016 the mayor has set a goal of hiring 15,000 young people for year-round employment.

Through pre-employment training and on-the-job experience, youth participants learn money management, how to keep a schedule, and the importance of finding work mentors. Many young people discover fulfilling opportunities that set them on a path to long careers.

In 2016, EWDD will focus on bringing in more private-sector employers. To learn more, go to HireLAYouth.org. Employers can make a direct hire or opt to sponsor a youth.

* Brookings Institution report, 2015
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<th>WorkSource Centers</th>
<th>YouthSource Centers</th>
<th>BusinessSource Centers</th>
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<tr>
<td><strong>San Fernando Valley</strong>&lt;br&gt;Canga Park/South Valley WorkSource Center 21010 Vanowen St. Canga Park, CA 91303&lt;br&gt;TEL: (818) 596-4448 TTY: (818) 596-4155</td>
<td><strong>Central</strong>&lt;br&gt;AYE-Catholic Charities 3250 Wilshire Blvd. Ste. 1010 Los Angeles, CA 90010&lt;br&gt;TEL: (213) 714-7000 TTY: (818) 877-2000</td>
<td><strong>North Valley Region</strong>&lt;br&gt;VEDO 13420 Van Nuys Blvd. Suite 121, Pacoima, CA 91331&lt;br&gt;TEL: (818) 834-0577</td>
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<td><strong>Pacoima/North Valley WorkSource Center</strong>&lt;br&gt;11633 Glenoaks Blvd. Pacoima, CA 91331&lt;br&gt;TEL: (818) 492-4065 TTY: (818) 897-9781</td>
<td><strong>Youth Policy Institute</strong>&lt;br&gt;11844 Glendale Blvd.&lt;br&gt;TEL: (213) 787-8378 TTY: (818) 837-2913</td>
<td><strong>South Valley Region</strong>&lt;br&gt;ICON, CDC 6248 Van Nuys Blvd. Panorama City, CA 91402&lt;br&gt;TEL: (818) 894-8800</td>
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<td><strong>Central &amp; East Los Angeles</strong>&lt;br&gt;Boyle Heights/East WorkSource Center 1505 E. 1st Street, Los Angeles, CA 90033&lt;br&gt;TEL: (213) 267-5930 TTY: (213) 267-5937</td>
<td><strong>South</strong>&lt;br&gt;AYE- Catholic Charities 3965 S. Vermont Ave. Los Angeles, CA 90010&lt;br&gt;TEL: (323) 731-0596 TTY: (323) 731-6300</td>
<td><strong>West Valley Region</strong>&lt;br&gt;VEDO 16045 Sherman Way. Suite 114, Reseda, CA 91335&lt;br&gt;TEL: (818) 705-9977</td>
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<td><strong>Downtown/Pico Union WorkSource Center</strong>&lt;br&gt;1005 Wilshire Blvd. #900A, Los Angeles, CA 90017&lt;br&gt;TEL: (213) 533-1500 TTY: (213) 533-1565</td>
<td><strong>Brotherhood Crusade</strong>&lt;br&gt;4401 Crenshaw Blvd. Los Angeles, CA 90043&lt;br&gt;TEL: (323) 540-1138 TTY: (323) 540-1138</td>
<td><strong>South Los Angeles Region</strong>&lt;br&gt;VSEDC 6109 S. Western Ave. Los Angeles, CA 90047&lt;br&gt;TEL: (323) 789-4515</td>
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<td><strong>Hollywood WorkSource Center</strong>&lt;br&gt;2411 Melrose Ave. Los Angeles, CA 90029&lt;br&gt;TEL: (323) 654-6100 TTY: (323) 654-6106</td>
<td><strong>Watts Labor Community Action</strong>&lt;br&gt;1606 E. 28th St. Los Angeles, CA 90059&lt;br&gt;TEL: (323) 923-1434 TTY: (323) 923-1596</td>
<td><strong>Harbor Region</strong>&lt;br&gt;MCS, Inc. 455 W. 6th St. San Pedro, CA 90731&lt;br&gt;TEL: (310) 221-0644</td>
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<td><strong>Northeast Los Angeles WorkSource Center</strong>&lt;br&gt;342 N. San Fernando Rd. Los Angeles, CA 90031&lt;br&gt;TEL: (323) 539-2000 TTY: (323) 539-2057</td>
<td><strong>North Valley</strong>&lt;br&gt;El Proyecto del Barrio 3834 S. Sepulveda Blvd. Ste. 130, Los Angeles, CA 90034&lt;br&gt;TEL: (310) 572-7680 TTY: (310) 608-1414</td>
<td><strong>East Los Angeles Region</strong>&lt;br&gt;Bario Planners. Inc. 3330 E. 3rd Pl. Los Angeles, CA 90063&lt;br&gt;TEL: (323) 765-7734</td>
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<td><strong>West, South Los Angeles &amp; Harbor</strong>&lt;br&gt;Crenshaw WorkSource Center 5401 Crenshaw Blvd. Los Angeles, CA 90044&lt;br&gt;TEL: (323) 596-2700 TTY: (323) 596-2800</td>
<td><strong>Youth Opportunity Movement, Watts</strong>&lt;br&gt;1013 E. 139th St. Los Angeles, CA 90020&lt;br&gt;TEL: (323) 971-7640 TTY: (323) 539-2251</td>
<td><strong>Central/West Region</strong>&lt;br&gt;PACE 1050 Wilshire Blvd. Suite 900-B. Los Angeles, CA 90017&lt;br&gt;TEL: (310) 989-3201</td>
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<td><strong>Harbor Gateway WorkSource Center</strong>&lt;br&gt;1611 W. Gaffey St. Suite 1, San Pedro, CA 90731&lt;br&gt;TEL: (310) 722-5700 TTY: (323) 722-5712</td>
<td><strong>Coalition for Responsible Community Dev.</strong>&lt;br&gt;1006 E. 28th St. Los Angeles, CA 90059&lt;br&gt;TEL: (323) 531-1910 TTY: (323) 744-9596</td>
<td><strong>Hollywood Region</strong>&lt;br&gt;MCS, Inc. 4311 Melrose Ave. Los Angeles, CA 90029&lt;br&gt;TEL: (323) 454-6115</td>
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<td><strong>South Los Angeles WorkSource Center</strong>&lt;br&gt;3965 S. Vermont Ave. Los Angeles, CA 90037&lt;br&gt;TEL: (323) 730-7900 TTY: (323) 730-7937</td>
<td><strong>Harbor</strong>&lt;br&gt;Los Angeles Harbor College 1111 Figueroa Place, Wilmington, CA 90744&lt;br&gt;TEL: (310) 236-4097 TTY: (310) 236-4896</td>
<td><strong>Mid City</strong>&lt;br&gt;MCS, Inc. 3330 W. Washington Blvd. #405, Los Angeles, CA 90010&lt;br&gt;TEL: (310) 355-5300</td>
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<td><strong>Southeast Los Angeles WorkSource Center</strong>&lt;br&gt;10950 S. Central Ave. Los Angeles, CA 90022&lt;br&gt;TEL: (323) 540-5300 TTY: (323) 540-5304</td>
<td><strong>Boyle Heights Technology YouthSource Center</strong>&lt;br&gt;1600 E. 4th St. Los Angeles, CA 90013&lt;br&gt;TEL: (323) 252-0500 TTY: (323) 252-0500</td>
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