News for the Week of January 22, 2018

EWDD AND LA CHAMBER OF COMMERCE WIN JOINT GRANT FOR FOSTER YOUTH

The City of Los Angeles Economic and Workforce Development Department (EWDD), in partnership with the Los Angeles Chamber of Commerce Foundation, recently won a $250,000 Accelerator grant that will provide additional resources to improve workforce outcomes for the region’s foster youth. The Fostering Careers L.A. will develop a Foster Youth Accelerator Network in LA County comprised of child welfare, workforce development system, and nonprofit stakeholders to collaboratively develop and prototype solutions to eliminate the systemic barriers faced by transition-age foster youth in accessing and succeeding in workforce programs. The project builds upon the successes of the Los Angeles Performance Partnership Pilot (LAP3), an initiative led by EWDD that presented an innovative integrated service model that placed LAUSD pupil service and attendance counselors at the City’s Youth Source Centers, along with housing and social services resources that created a one stop shop for youth to receive guidance to determine what classes, graduation requirements and services are needed to finish high school and assist with a successful transition to college or employment. LA County is home to the largest population of foster youth in the California—including 2,900 foster youth ages 16-18 and 2,500 AB12 youth ages 18-21. Passed in 2012, Assembly Bill (AB) 12, the California Fostering Connections to Success Act, allowed foster care for eligible youth to extend beyond age 18 up to age 21. Around 800 youth age out of care at 21 each year. The grant will provide additional resources for the Foster Careers LA Project to accomplish several key goals, including: Enhancing and integrating a regional referral and enrollment process for foster youth between LA
County’s child welfare system and workforce development programs; Prototyping the integration of a CareerHub virtual services texting technology and youth incentives to enhance the referral and enrollment process for foster youth; Developing a “career readiness guide” for Department of Children and Family Services (DCFS) to support social workers, caregivers, and youth in understanding activities that support career readiness at various developmental stages; and Prototyping strategies to support foster youth in transitioning from subsidized work experiences and WIOA to private sector employment. The program is scheduled to start February 2, 2018.

**SOUTH VALLEY BSC GUIDES ENTERPRENEUR FROM LAUNCH TO EXPANSION**

The South Valley BusinessSource Center has built a longstanding relationship with entrepreneur Jesus Rodriguez, guiding him over the course of seven years from the opening of VIP Collision, his auto body and collision repair center in the San Fernando Valley, toward an upcoming expansion in Canoga Park. Jesus was born in Choluteca, Honduras, a regional transport hub along the Pan-American Highway smacked between El Salvador’s eastern and Nicaragua’s western-most borders. When he was 11-years-old, Jesus began working at an auto-body shop where he washed cars by day, and attended adult education classes at night. He started working full-time at age 15, welding, sanding and painting cars. At age 25, Jesus left Honduras for Los Angeles. He spent 13 years working at high-end paint and body shops managing and instructing colleagues when he decided to start his own business. In 2011, Jesus visited the South Valley BusinessSource Center for assistance in starting his business. The center’s business consultants helped Jesus fine-tune his business plan, obtain necessary permits and licenses, and connect with the local WorkSource Center to find qualified employees. Jesus opened the doors to VIP Collision in August 2012, and has turned it into an unqualified success. Today, VIP Collision employs seven full-time staff, services hundreds of cars per year, and is looking to purchase a new building and expand operations to multiple locations. Jesus received a startup loan for $138,750 and was able to purchase an existing auto body and paint shop. Jesus has continued to use the South Valley BusinessSource Center for assistance with marketing, HR assistance, logo design, as well as reviewing and revising contracts and agreements for his customers, access to capital, and certification to become an Insurance Agency (Infinity) Referral Shop. On November 28, 2017, VIP was approved and funded $935,000 towards the purchase of commercial property in Canoga Park. Jesus is currently waiting for escrow to close and plans to expand his business by mid-June 2018.
HIRE LA’S YOUTH #SUMMERJOBSCONNECT SUCCESS FEATURED BY CABC

EWDD’s Youth Team was featured in the quarterly newsletter of the California Asset Building Coalition (CABC), which is a statewide network of diverse organizations joined together to advance statewide policies and programs that help Californians to save, build assets, and achieve economic mobility. The newsletter highlighted how EWDD received an Outstanding Social Media Team Award from the Cities for Financial Empowerment Fund (CFE) for successfully engaging L.A. Youth to lead the #SummerJobsConnect Twitter campaign.

EWDD administers Summer Jobs Connect via our HIRE LA’s Youth program, which provides youth ages 14-24 with their first job experience and placing them on the path toward becoming lifetime earners. LA’s Youth delivered the most tweets out of the 3,500 Twitter mentions during the 12-week campaign, which asked youth across 13 cities nationwide to share their thoughts about the importance of summer jobs. LA’s participants included Peer Financial Coaches, who trained more than 500 youth on financial responsibility, including how to develop a savings goal, utilizing direct deposit, and the potential dangers of impulse purchases, along with financial habit changing techniques.
BUSINESS METRICS:

<table>
<thead>
<tr>
<th>LABSCs Reporting:</th>
<th>North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor</th>
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</thead>
<tbody>
<tr>
<td>Pre-Startups Enrolled</td>
<td>20</td>
</tr>
<tr>
<td>Pre-Startups Assisted</td>
<td>39</td>
</tr>
<tr>
<td>Start-ups/Operating Businesses Enrolled</td>
<td>19</td>
</tr>
<tr>
<td>Start-ups/Operating Businesses Assisted</td>
<td>31</td>
</tr>
<tr>
<td>Workshops: Number of Clients Attended</td>
<td>85</td>
</tr>
</tbody>
</table>

WORKFORCE METRICS:
(arrrows indicate weekly trend)

JobsLA (online and mobile)

- 100,480 Page Views
- 33.2% New Visitors
- 5,305 New Sessions
- 491 Registrations

WorkSource Centers

- 501 Enrollments
- 19%

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org.