

EWDD **UPDATES**



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News for the Week of November 27, 2017

RE-ENTRY WOMEN ATTEND FINANCIAL EMPOWERMENT WORKSHOP



Kimberley Guillemet, Esq., Director Office of Reentry, Mayor's Office of Economic Opportunity, speaking at the November 2017 Financial Empowerment Workshop for Women in Re-Entry

Nearly 60 women attended the “Women in Reentry: Financial Empowerment Workshop” held at the Vernon-Central/Los Angeles Trade-Technical College (LATTC) WorkSource Center on November 14, 2017. The workshop was geared toward helping formerly incarcerated women establish habits that will lead to financial security, which will help lead to their successful re-entry. “These women faced challenges that went beyond finance, so the first thing was to talk about was how to self-

love, leaving behind what drains them of being self-sufficient and how to develop actions toward transforming from old habit to new habits,” said Treasure Owens, senior financial empowerment coach at the Coalition for Responsible Community Development (CRCDD), a partner of the City of Los Angeles Economic and Workforce Development Department. “If we want to change how people spend money, we have to understand why they spend and on what they spend.” Many of the women faced issues with personal credit, lack of education, family issues and the stigma of reentering society after spending time in prison. The two-and-a-half hour workshop covered financial issues such as saving money and opening bank accounts, along with developing mind maps and financial/life wheels to help create a clear financial plan that would help them increase empowerment in all areas of life. “The goal is to create healthy financial habits,” Treasure said. “We know that if your finance is working, then our lives are a lot easier to manage as well.” Workshop participants have the opportunity to continue receiving one-on-one coaching with Treasure the next two years or longer. Following the workshop, several women opened savings accounts with opportunities to receive matching funds for saving money.

DRIVING THE BUS – VERNON-CENTRAL/LATTC WSC HELPS WOMAN SECURE JOB



The Vernon-Central/LATTC WorkSource Center recently helped a woman find a job as a bus driver for the City of Inglewood. Regina Buckley came to the Vernon Central/LATTC WorkSource Center to find assistance in securing stable employment in transportation or clerical jobs. A career coach provided initial job placement services by enrolling Regina into the Targeted Local Hire Program, a City of Los Angeles program designed to expedite the hiring process for potential applicants. Since Regina already had a Class B driver's license, the center also provided Regina job postings for several local municipal transportation systems. Regina consistently visited the Vernon-Central/LATTC WSC to seek employment. Regina recently started working as a bus driver for the City of Inglewood and said she is very happy that found stable employment. "I am so grateful of all the help and services your staff and organization have provided to me and others," Regina said. "You all are such a blessing to many souls that are in need. I pray that your services continue on and be a shining light to others."

The Vernon-Central/LATTC WSC helped Regina Buckley secure a job as a bus driver for the City of Inglewood

DEADLINE EXTENDED - CITYWIDE ECONOMIC DEVELOPMENT STRATEGY SURVEY



EWDD has extended the deadline to December 15 for individuals and organizations to respond to an online survey about economic development challenges and priorities in the City of Los Angeles. Last month, EWDD launched a series of seven public outreach meetings throughout the City to gather feedback on the Citywide Economic Development Strategy (CEDS), a roadmap to drive the City's economic development. EWDD was tasked by the Mayor and City Council with developing the CEDS and related five-year implementation plan. The CEDS will outline specific actions the City can take to help drive the local economy forward, and will also include initiatives to support expanded economic opportunity for City residents. The CEDS and corresponding implementation plan is being developed by a consulting team led by HR&A Advisors Inc. under a contract with the City. Approximately 250 Angelenos have submitted responses to the survey. To take the survey, click [here](#).

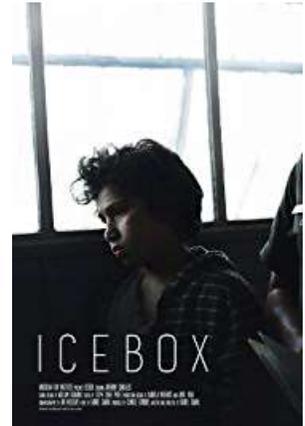
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“ICEBOX” FILM ABOUT IMMIGRATION RESONATES WITH PARA LOS NIÑOS YOUTH

Twenty participants from the Para Los Niños (PLN) YouthSource Center recently attended a special screening of “Icebox,” a film centered on a boy who flees Honduras, then is caught in the U.S. immigration process. “The students were very interested in participating in this screening because it is something that many of them can relate to,” said Jorge Orozco, Director of Youth Workforce Services at PLN. The film’s producer invited PLN youth to attend the screening, which was held November 8, 2017 at Fox Studios in Century City. “The students were very moved because some of them and most of their families faced a similar experience,” Jorge said.



SOUTH VALLEY BUSINESSSOURCE CENTER HELPS TEAPOP OPEN DTLA LOCATION



TEAPOP owner Arlene Yuan (center, right)

Since 2014, the South Valley BusinessSource Center has provided ongoing assistance to entrepreneur Arlene Yuan and her North Hollywood art-centric tea bar TEAPOP. The South Valley BSC recently assisted Arlene in the upcoming opening of a second TEAPOP location in Downtown Los Angeles, scheduled for December 1, 2017. The South Valley BSC provided assistance with market research, lease review and negotiation, business plan development and assistance with the liquor license transfer for the DTLA location. In addition, the South Valley BSC provided a referral to the local WorkSource Center to hire employees. So far, TEAPOP has created seven jobs with more in development.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
LABSCs Not Reporting:	None
Pre-Startups Enrolled	10
Pre-Startups Assisted	17
Start-ups/Operating Businesses Enrolled	17
Start-ups/Operating Businesses Assisted	30
Workshops: Number of Clients Attended	10

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



67,802
Page Views

36.6%



36.5%
New Visitors

7%



3,000
New Sessions

32%



666
Registrations

23%

WorkSource Centers



324
Enrollments

37%

"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