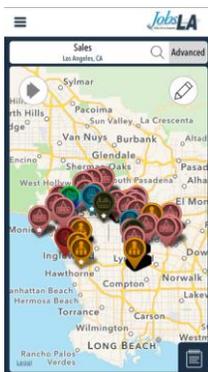




News for the week of March 21, 2016



JobsLA mobile app attracts younger jobseekers: The initial numbers are in and it’s clear: the JobsLA mobile app attracts a younger audience. It’s perhaps not surprising that users 30 and younger prefer the mobile version of the job-finding website that is viewable on their smartphones. Forty-three percent of 2,475 people who visited the JobsLA website within the three days following the March 12 launch of the JobsLA mobile app, got there using their mobile device, compared to 33% logging on from a desktop computer. Interestingly, the mobile app also appears to attract a more equal split of males and females while the desktop version is favored by men.

Rodriguez settlement: The City Council on March 16 approved a settlement in the Christian Rodriguez case. The terms call for a \$30 million investment in EWDD’s workforce system over the next four years to provide job training and career services to the 6,000 impacted class participants. EWDD will begin implementation of the services within the next four months.

EWDD gets national recognition: EWDD Assistant General Manager Robert Sainz, along with incoming Los Angeles County Office of Education chief Debra Duardo, both left, were invited to present the City of L.A.’s YouthSource partnership initiatives to national policy and program leaders at First Lady Michelle Obama’s “Beating the Odds” conference. The gathering, held March 17 in the White House, featured other speakers addressing education policy, research and reform. EWDD was invited to present due to its designation as a national best model.



Requests for Proposals: As EWDD implements the mayor’s new initiatives, it has released two RFPs for sector training and re-entry services and is in the process of scoring the sector training RFP. At the same time, EWDD is providing assistance for the Day Laborer Resource Center RFP.



Hire LA's Youth 2016 planning underway: Mayor Garcetti's 2016 Hire LA's Youth goal of 15,000 youth jobs received a boost as EWDD received notice of an LA County investment of \$2.5 million. As a major supporter for the youth jobs initiative, the mayor organized a meeting with several entertainment companies to encourage their hiring of young people in the industry. A mid-April meeting is expected to secure commitments. Meanwhile, EWDD staff has been

meeting weekly with its partners at L.A. Unified School District and the L.A. Area Chamber of Commerce to plan this year's recruitment and rollout.

Biz workshops: BusinessSource centers in **South Valley, South Los Angeles, Mid-City, Central West** and **Hollywood** regions distributed materials, held workshops, classes and presented service overviews, providing services to a total of 76 participants.

Small Business Loan outreach: Economic Development staff continued to raise awareness about the many small business loans available through EWDD. Staff recently met with Council District 3 to explain how the city's loan program works. Its target market is new or growing businesses that cannot access capital through private lenders. For more information, go to www.ewddlacity.com.

Metrics:

JobsLA website/mobile: 815 average daily users; 35% new. Seventy-one percent are LA residents.

"Updates" is produced by Catherine Saillant in EWDD's communications department. If you have questions, comments or wish to contribute to an upcoming "Updates," please contact Saillant at 213-744-9048 or at Catherine.Saillant@lacity.org.