

EWDD **UPDATES**



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News for the Week of August 6, 2018

EWDD YOUTHSOURCE CENTERS

The City of Los Angeles Economic and Workforce Development Department (EWDD) oversees 14 YouthSource Centers that provide young Angelenos ages 16-24 mentoring, counseling, tutoring and guidance to help them get back into school, pursue higher education or job training to land a good paying job. This week highlights four stories from EWDD partner Para Los Niños (PLN) which runs the East and Central Region YouthSource Centers. These stories represent the vital services EWDD’s YouthSource Centers provide every day.

HOMELESS AND AT LOW POINT, PLN HELPS 20-YEAR-OLD MAN FIND FULL-TIME JOB



Luis, 20, now works as a Staples Center security guard

The Para Los Niños (PLN) YouthSource Center gave Luis, 20, an internship that helped him get clean, along with the resources to find a job. Luis moved from Pomona in the hopes of escaping a life of gang involvement. Luis had experienced a lot of challenges including: long periods of homelessness, taking care of family members with substance abuse issues and losing his close friends to gang violence. In LA, Luis was determined to have a fresh start and decided to enroll with PLN’s program. PLN helped Luis to obtain his high school diploma, enroll in community college and obtain part-time employment. After several months, Luis informed his career advisor that he had been living in his car for the past two months. He had lost his job and bounced around with friends and family after he lost the ability to pay rent. Luis also shared that he had trouble finding a job because he was smoking marijuana which was his way of dealing with everything that was going wrong in his life. He said he felt defeated and was at an all-time low. That weekend, he was invited to participate in a security guard training held at PLN. Luis’ Career advisor offered him a paid internship at PLN with the condition that he use the time, along with resources provided by PLN, to get clean. Today, Luis is sober, back on

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track and working full time as a security guard at Staples Center, where he earns \$16.00 an hour. Luis credits PLN with providing him the training and support to land his new job. He is currently living with a friend but is hoping to secure his own apartment very soon. PLN will continue to support Luis in achieving his academic and career goals.



More youth have started visiting the Para Los Niños YSC in Westlake/MacArthur Park after seeing ads on LADOT DASH buses in Downtown LA

DASH ADS DRIVE TRAFFIC TO NEW PLN WESTLAKE/MACARTHUR PARK PLN YSCz

A fleet of 10 DASH DOWNTOWN buses are featuring exterior ads promoting the new Para Los Niños Central Region YouthSource Center in the Westlake/MacArthur Park neighborhood of downtown Los Angeles. The Central Region YSC opened in October 2017. In partnership with the City of LA's Department of Transportation (LADOT), PLN brokered a deal to feature the ads on the bus exteriors for several weeks to encourage more local youth to visit the YSC. So far, the ads appear to be working, resulting in several new walk-ins from neighborhood youth after seeing the ad on the DASH buses, said Jorge Orozco, director of Youth Workforce Services at PLN.

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The Broad Residency in Urban Education recently invited PLN YouthSource participants and staff were to share feedback about their experience with LA schools

THE BROAD CENTER INVITES PLN YOUTH TO PANEL ON URBAN EDUCATION

The Broad Center invited Para Los Niños (PLN) YouthSource students to participate in a roundtable discussion focused on Urban Education. The Broad Residency is a two-year leadership development program that recruits, trains, and places mid-career professionals in school districts, charter management organizations, and state education agencies with the goal of improving both the student experience and teacher experience. PLN students and staff shared their experiences in Los Angeles area schools, providing feedback first hand that will allow the residents to uncover challenges and pinpoint critical elements of youth development. The goal of the roundtable was to help Residents think about how state, district and educational leadership play a role in impacting youth development.



Para Los Niños students celebrate the culmination of their financial education training

PLN YSC PARTICIPANTS CELEBRATE FINANCIAL EDUCATION CULMINATION

Approximately 50 Para Los Niños YouthSource participants attended the annual Para Los Niños Day at Junior Achievement Finance Park to celebrate the culmination of their financial education sessions. The City's YouthSource Centers provide financial literacy training to participants. The PLN students were also able to use technology to apply what they learned during their financial education sessions.

EAST LA BSC HELPS GUNG HOE GARDEN GIRLS, INC. WIN FIRST PUBLIC CONTRACT



The East Los Angeles BusinessSource Center provided services that helped Katharine Pinney, owner of certified woman-owned business Gung Hoe Garden Girls, Inc. win her first public contract - \$150,000 to landscape a charter school based in Gardena. Founded in 2004, the Lincoln Heights based company specializes in consulting, design, installation, and maintenance for landscaping projects of all sizes. Gung Hoe Garden Girls is located at 3130 Pasadena Avenue, Los Angeles, CA 90031 and is a C-27 licensed Landscaping Contractor with the State of California. The East LA BusinessSource Center helped Katharine

diversify her focus from private to public contracting and provided consulting services ranging from: public contract procurement support, certification support, business training, and strategic planning services. In August 2018, Gung Hoe Garden Girls obtained its first public contract worth over \$150,000 with a Gardena based charter school. Katharine is focused on increasing her public procurement capacity to bid for larger projects in the near future. Additionally, with further expansion into the public contracting sector, Gung Hoe Garden Girls is hoping to further expand and provide contracting opportunities to area businesses and residents, thereby increasing the tax base and providing employment opportunities to local Angelenos.

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BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	29
Pre-Startups Assisted	26
Start-ups/Operating Businesses Enrolled	10
Start-ups/Operating Businesses Assisted	23
Workshops: Number of Clients Attended	98

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)

JobsLA has been discontinued as of July 1, 2018. JobsLA participants and the JobsLA home page have been redirected to the State of California CalJobsSM system

WorkSource Centers



2,207
Enrollments

2%

“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