News for the Week of September 25, 2017

EWDD PROMOTES SERVICES AT VSEDC MOBILE RETAIL AND FOOD TRUCK EXPO
City of Los Angeles Economic and Workforce Development General Manager Jan Perry promoted EWDD’s services to entrepreneurs attending the 5th Annual Mobile Retail and Food Truck Business Expo and Mobile Marketplace on Saturday September 23, 2017. “The 5th Annual Mobile Retail and Food Truck Business Expo and Mobile Marketplace, hosted by our workforce partner Vermont Slauson Economic Development Corporation (VSEDC), showed many entrepreneurs how to empower themselves by developing mobile small businesses,” she said. “The lesson for the day...Start small to grow big. LAEWDD is here to help with micro loans and small business loans.” In tandem with CD9 Councilman Curren Price and VSEDC Executive Director Joseph Rouzan, Jan emphasized EWDD’s services to dozens of people attending workshops at the yearly event, which provides guidance on marketing strategies and business pointers to hundreds of aspiring and up and coming food truck and mobile business entrepreneurs. As attendees filtered into the event at Los Angeles Trade Technical College (LATTC), one of the first mobile businesses they spotted was Brewtique LA, an Inglewood-based mobile coffee cart that specializes in nitrogen infused, craft coffee and tea. Trina Smith launched the family business after applying the mobile business lessons she learned at previous VSEDC workshops, which she said were extremely helpful. “It’s an access point for individual ownership,” she said. “This is a fantastic stepping stone to opening a brick and mortar shop.”
VERNON-CENTRAL NETWORK YOUTHSOURCE CENTER HOSTS GRAND OPENING

An estimated 200 people attended the grand opening festivities Saturday, September 23, 2017 of the Vernon-Central Network YouthSource Center, operated by EWDD partner Coalition for Responsible Community Development (CRCD). “As the City partner to the Vernon-Central Network YouthSource Center, we are very excited about the renewed resources for young people to get back in school, to strengthen their skill set and help them and their families feel supported,” said EWDD General Manager Jan Perry. Located at the historic 28th Street YMCA in South Los Angeles, CRCD held a block party and family resource fair to welcome local youth and neighbors to the center. Booths at the block party offered face-painting, free flu shots, free child identification kits and other services. In an auspicious turn of events, 7-11 hired two youth on the spot for jobs, representing the opportunities available for youth at the City’s 14 YouthSource Centers.

EWDD JOB SERVICES HIGHLIGHTED AT KJLH EMPOWERMENT SUMMIT

EWDD and the City of Los Angeles Workforce Development Board recently increased regional awareness of the available services at the City’s YouthSource, WorkSource and BusinessSource Centers through its sponsorship of the first KJLH EmpowerMENT Summit, an event designed to provide information about employment opportunities and financial literacy training to African American and Hispanic men. An estimated 2,500 people attended the event on Saturday, September 23, 2017 at California State University Dominguez Hills. EWDD General Manager Jan Perry recorded two 60 second ads for radio station 102.3 KJLH where she asked listeners, “Do you need a job? Do you have a millennial, on your couch, who needs a job? Do you dream of opening your own business? Or do you need help to bring your business to the next level?” The GM then segued into information about EWDD and the department’s website. The radio spots resonated with listeners, with several approaching Jan upon her arrival at the summit by quoting the ad. Hundreds of attendees visited the EWDD booth, manned by EWDD and staff from the Harbor Gateway WorkSource Center which is run by EWDD partner Pacific Gateway.
PURPOSEFUL AGING – SENIORS LEARN ABOUT EWDD AT GOLDEN FUTURE EXPO

A crowd of about 50 people peppered EWDD General Manager Jan Perry with questions about EWDD’s job resources for mature workers at the Golden Future 50+ Senior Expo on September 23, 2017 in Culver City. Jan delivered a talk about Mayor Eric Garcetti’s Age-Friendly City Initiative and the LA City and County Purposeful Aging Los Angeles initiative. More than half a million people age 60 years and older live in the City of LA, a population that is expected to increase by nearly 50 percent in the next two decades. The Purposeful Aging LA initiative encourages an age-friendly city that encourages active aging and an enhanced quality of life. EWDD, in collaboration with the City’s Department of Aging, has a strategy in place that prioritizes helping vulnerable and under-represented populations, including older workers find part-time and full-time employment.

From July 2016 to June 30, 2017, a total of 4,554 people ages 54 to 65 enrolled in EWDD’s programs and more than 1,300 have obtained jobs or completed a certificate, diploma or degree for a new career. Approximately 958 people ages 65 and up enrolled in EWDD’s programs during the same time frame and more than 270 people ages 65 and up found jobs or completed programs toward a new job by June 2017.

EWDD AND LA PUBLIC LIBRARY TEAM UP TO PROMOTE JOB PORTAL

EWDD General Manager Jan Perry and City Librarian John Szabo teamed up Wednesday, September 27, 2017 to cross-promote September Library Card Sign-Up Month at the Los Angeles Public Library and EWDD’s job portal at the Central Public Library. More than 330 individuals have signed up for job training services and more than 50 people have found jobs through the job portal since it opened in 2015, with many more receiving referrals to the nine WorkSource Centers citywide. Up to 10 people job hunt at the library’s job portal daily, with an uptick in visitors in May when high school and college students start searching for summer jobs. As September Library Card Sign-Up Month winds down, Jan and John came together for a social media effort and video to remind Angelenos that while the #BestCardinLA promotion is coming to an end, @LAEWDD and the Los Angeles Public Library (@LAPublicLibrary) are resources that are available for Angelenos all year-round.

EAST LA BUSINESSOURCE CENTER HELPS SPECIALTY AUTO REPAIR SHOP GROW

The East Los Angeles BusinessSource Center provided long-term support and guidance to the owner of a specialty auto shop, helping him grow his business and hire new employees. Javier Rojas is a master technician with more than 40 years of experience. In 1999 he launched Alpina Tech, an auto repair shop that specializes in German cars. Since March 2010, Javier has worked closely with the East Los Angeles
BusinessSource Center, operated by EWDD partner Barrio Planners, Inc. Together, they have accomplished the following: strategic planning, including a market analysis of the potential client base of local German auto owners, permits and licensing, and referrals to the local WorkSource Center for new hires. In addition, The ELA BSC assisted Javier with financial planning, including an SBA loan with ProAmerica Bank to purchase a new location in Los Angeles for $450,000. Alpina Tech currently employs three full-time workers and two part-time workers and has grown to a stable company with a regular client base. Javier said he values the services provided by the ELA BSC and has stated on several occasions that he would not be where he is today without their assistance.

RAPID RESPONSE – FORMER OPI EMPLOYEE BECOMES LAVC INSTRUCTOR
For more than 12 years, the Workforce Training Department at Los Angeles Valley College (LAVC) has partnered with EWDD’s Rapid Response Team, a group dedicated to providing support to employees and businesses during transitions, including when businesses close. Information on LAVC’s training academies and other educational related services are presented to employees impacted by plant closures. For six years, Mark Maki had worked as a maintenance technician until the OPI nail polish manufacturing plant shut down its North Hollywood location. In early 2017, Mark met Roberto Gutierrez, Program Manager of the Manufacturing Academy at LAVC.

Mark saw LAVC’s marketing flyer for the Manufacturing Academy and told Roberto, “I am the machinist here.” Prior to OPI, Mark owned his own manufacturing company and had 40 years of experience. Always on the scout for manufacturing instructors, Roberto asked Maki if he ever thought about teaching. “Oh my, YES!” he said. LAVC offered Mark the opportunity to teach a CNC (Computer Numerical Control) class with incumbent workers this past summer at Los Angeles Valley College. Since then, Mark has acquired a Career Technical Education (CTE) Credential to enhance his teaching skills. Mark has adjusted his teaching process to take into consideration such things as student diversity, skill level and industry experience. “To watch a student have an ‘AH-HA’ moment on a complex concept is a delightful experience for me,” he said. “I am proud that more than half of the class found employment very quickly in the manufacturing world. I am happy to share my experience with the class; that is our job as instructors.”
BUSINESS METRICS:

<table>
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<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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<tbody>
<tr>
<td>LabSCs Not Reporting:</td>
<td>None</td>
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<tr>
<td>Pre-Startups Enrolled</td>
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<tr>
<td>Pre-Startups Assisted</td>
<td>48</td>
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<tr>
<td>Start-ups/Operating Businesses Enrolled</td>
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<tr>
<td>Start-ups/Operating Businesses Assisted</td>
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<tr>
<td>Workshops: Number of Clients Attended</td>
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WORKFORCE METRICS:
(arrows indicate weekly trend)

JobsLA (online and mobile)

- 100,214 Page Views
- 34.9% New Visitors
- 4,899 New Sessions
- 669 Registrations

WorkSource Centers

- 1,872 Enrollments
- 10%

“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

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