



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF NOVEMBER 23, 2020

The coronavirus may prevent traditional Thanksgiving celebrations this year, but EWDD's team is grateful that during COVID-19, the department is still able to carry out its mission of providing critical services to Angelenos through EWDD's BusinessSource, WorkSource and YouthSource Centers.





Brandon “Stix” Salaam-Bailey (above), founder of the THINKWATTS Foundation, was the featured speaker of the inaugural First Friday Virtual Small Business Meet-Up for Watt-based entrepreneurs and small businesses, held November 6, 2020.

HARBOR-WATTS BSC LAUNCHES SMALL BUSINESS EVENT

On November 6, 2020, the Harbor-Watts BusinessSource Center (BSC), alongside the Mayor’s Office of Economic Opportunity (MOEO), launched a new monthly virtual small business meet-up for Watts area small businesses and entrepreneurs. The event is in partnership with the Watts Rising

Collaborative, an initiative designed to create opportunities for Watts entrepreneurs and small businesses. The Watts Rising Collaborative also advocates and protects Watts small businesses from displacement. Members of the collaborative include the Mayor's Office, Council District 15, the Housing Authority of the City of Los Angeles (HACLA) and more than 40 additional organizations. To launch the effort, the Harbor-Watts BSC worked closely with Ivory Chambeshi, MOEO's Community Program Manager of Watts Rising Collaborative and Liaison to the Jordan Downs Public Housing Redevelopment. The monthly meet-up is designed to create a safe space for current and future small businesses owners and entrepreneurs in the Watts area to connect, grow, and market their businesses. In addition, the event connects Watts businesses with useful information about organizations and programs to help their businesses succeed and thrive. Eleven start-ups and established businesses from Watts and South LA attended the first event, which featured guest speaker Brandon "Stix" Salaam-Bailey, founder of the THINKWATTS Foundation. Born and raised in Watts, Stix has gained accolades as a rapper, record producer, and entrepreneur . The THINKWATTS Foundation offers services such as weekly meal programs, a coding classroom, and free financial literacy courses. The THINKWATTS HQ is located in the new Freedom Plaza at Jordan Downs. The Harbor-Watts BSC is partnering with THINKWATTS HQ to provide entrepreneurship training and business coaching to THINKWATTS participants.

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

SMALL BUSINESS PROGRAM: ewddlacity.com/index.php/small-business-loans

LA CARES Corps: coronavirus.lacity.org/CARESCorps

BusinessSource Centers: bit.ly/LABusinessSource

WorkSource Centers: bit.ly/EWDDWorkSource

YouthSource Centers: bit.ly/EWDDYouthSource

LA:RISE - HELPING JOB SEEKERS DURING COVID-19

EWDD is a leadership team partner of the Los Angeles Regional Initiative for Social Enterprise (LA:RISE), an innovative, collaborative partnership that unites the City and County of Los Angeles' Workforce Development System (WDS) with non-profit social enterprises and for-profit employers to help individuals with high barriers to employment get good jobs and stay employed. LA:RISE participants gain work experience through a transitional job at a social enterprise and receive training and services from the EWDD's WorkSource Centers. The LA:RISE participants are then placed at jobs. Below are stories featuring the success of several LA:RISE participants and the positive impact the program has had on their lives.



LA:RISE PARTICIPANT INSPIRED TO PURSUE TECH CAREER

LA:RISE graduate Eman (above) gained job training that led to a full-time job and inspired her to pursue a career in cybersecurity. With limited work experience and education, Eman had been struggling to find full-time employment and was at-risk of experiencing homelessness. After enrolling in community college, Eman joined the LA:RISE program at YWCA's Digital Learning Academy to gain on-the-job experience. Due to the COVID-19 pandemic, Eman completed her transitional employment with YWCA virtually. She helped launch the academy's InfoShare newsletter, wrote and produced digital content, and created an organizational Slack channel, all while working remotely. Eman also completed coding and programming classes and quickly developed an interest in cybersecurity. After completing her transitional employment, Eman volunteered as a summer mentor for Made in South LA's (MISLA) Youth Technology Bootcamps. Soon after, she was offered a position as the executive assistant to the MISLA CEO and Founder. In addition to working full-time, Eman plans to complete her community college classes, transfer to a university, and pursue a career in cybersecurity.



LA:RISE TRAINS PARTICIPANT FOR CULINARY CAREER

Before enrolling in the LA:RISE program, Jacky (above) was experiencing homelessness. He was eager to find stability and a supportive work

environment. At the Los Angeles LGBT Center, which is an LA:RISE partner, Jacky received the support and training he needed to pursue a culinary career. Jacky's previous experience in the restaurant industry drew him to the LA LGBT Center's culinary job training program. During his training, Jacky learned essential culinary techniques and the skills he needs to be successful. Today he continues to work at the Center part-time as a prep cook and dishwasher.

LA:RISE HELPS RE-ENTRY WORKER GAIN FULL-TIME JOB

The LA:RISE program provided re-entry worker Rhaquan on-the-job training and wraparound support services that ultimately led him to secure a full-time job in information technology. Before arriving at LA:RISE social enterprise partner Homeboy Industries, Rhaquan faced the challenges of re-entering society following incarceration. After hearing about a friend's positive experience working in Homeboy's Tattoo Removal department, he was excited about the program's possibilities and enrolled. Rhaquan greatly benefited from the combination of transitional employment, on-the-job training, and wraparound services offered by Homeboy and the LA:RISE program. With a new baby on the way, he participated in Homeboy's Project Fatherhood, which provided valuable support. He also enrolled in coding classes at Homeboy that helped him advance his technology skills and uncover a new career path. After completing his transitional employment and coding bootcamp, Rhaquan was offered a full-time role in the IT department at Homeboy. Now, as Rhaquan is about to become a father for the first time, he is excited to continue growing in his new role and support his family. Describing his experience, Rhaquan said, "Anything is possible with determination. You need to want change and progress, and if you want it and are focused on getting it, you can succeed."



LA:RISE HELPS RE-ENTRY WORKER GAIN FULL-TIME JOB

Wilfredo (above) credits his experience working at LA:RISE social enterprise partner Center for Employment Opportunities (CEO) with helping him move forward and break the cycle of incarceration. When he returned home after serving a decade in prison, Wilfredo said he was intimidated by the job search process and unsure of how to re-enter the workforce. Determined to find full-time employment and move to safer housing, Wilfredo enrolled in the LA:RISE program at CEO. He was excited to begin his transitional employment on a CalTrans crew because it complemented his previous experience in landscaping. At CEO, Wilfredo felt secure and confident working with others with similar experiences – and that gave him the confidence he needed in job

interviews. Wilfredo also received support with his job search, which included assistance with resume writing and interview preparation. LA:RISE supportive services also provided Wilfredo a re-entry peer navigator, along with housing support. When COVID-19 hit, Wilfredo and his CEO team began distance learning. Through materials provided by CEO, he deepened his knowledge of roadside safety, various natural environments and plants, and other topics related to his work. Wilfredo said he is proud of his success at CEO and has since secured a permanent position as a Case Manager at Breaking Barriers, where he helps others get started on their own path to a better future.

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) November 16, 2020 to November 20, 2020	
Number of walk-ins	789
Number of walk-ins by appointment	684
Number of call/emails	2,765
Number of calls regarding Unemployment Insurance (UI)	562

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending November 20, 2020	
Number of applications	8,057
Number of youth in lottery pool	1,077
Number of youth enrolled	2,147
YouthSource Center (YSC) enrollments	659
YSC enrollment goal	2,100
Percent complete	31.38%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESS SOURCE CENTERS (LABSCs) METRICS November 16, 2020 to November 20, 2020

LABSCs Reporting: North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor

Microenterprise assisted	132
Microenterprise enrolled	6
Small businesses assisted*	29
Small businesses enrolled	7
Number of BSC Clients who attended virtual workshops	81
Sidewalk vendors assisted	75
Sidewalk vendors enrolled	0

*Compared to a pre COVID-19 weekly average number of 2



The Economic & Workforce Development Department is headquartered in the Garland Building located at 7th Street and Garland Ave in downtown Los Angeles.

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213-744-7300
711 for TRS (TTY)

If TTY/TTD is needed to contact us, please use 711 for Telecommunication Relay Services (TRS)

If you have any questions, comments, or wish to have a contribution considered for inclusion in an upcoming "Updates," please feel free to contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org