



**Economic & Workforce
Development Department (EWDD) Weekly Updates**
NEWS FOR THE WEEK OF NOVEMBER 29, 2021

Success Stories



JOURNEY FROM HOMELESSNESS TO HELPING THE UNHOUSED

EWDD administers the jobs and education program for the City's Gang Injunction Curfew Settlement, also known as the [Los Angeles Reconnections](#)

[Career Academy \(LARCA\) 2.0](#). The program provides benefits to settlement members including, free job training, tuition assistance and tattoo removal. The benefits can also be transferred to immediate family members.

Ms. Parra (pictured above) enrolled in the LARCA 2.0 Program in 2020. She struggled with housing insecurity, unemployment, and financial hardship. She was living with her grandparents and sometimes with her mother. When she was enrolled in the program, she was in her third year at California State University, Los Angeles (CSULA). Through the support from the LARCA 2.0 program, she received funding for books, groceries and education fees. The program also connected her with the Downtown Pico-Union [WorkSource Center](#), where she gained information on job leads and had access to office resources such as a computer, fax, scanner and phone.

In July 2021, Ms. Parra graduated with honors from CSULA, majoring in Political Science. Her goal was to find work in the social service sector. Through the LARCA 2.0 program, Ms. Parra gained work experience as a Case Manager Trainee with a non-profit focused on serving the homeless population. She successfully completed the work experience training hours and was recently hired by the agency. She is doing very well and said she is very thankful for all the support from the program and staff.



LA:RISE HELPS TRANSGENDER, NAVY VETERAN CHART NEW COURSE

EWDD is a leadership team partner of the [Los Angeles Regional Initiative for Social Enterprise \(LA:RISE\)](#). This innovative, collaborative partnership 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. This week, EWDD features the story of LA:RISE participant Skylar.

After serving 12 years in prison, Skylar, a transgender woman and Navy veteran, was living in a homeless shelter in Downtown Los Angeles. She knew she wanted to pursue a better future. In June 2020, Skylar (pictured above) contacted an LA:RISE Case Manager to learn about employment opportunities and how to receive training to obtain a Class A driver's license and become a truck driver.

Skyler was connected to LA:RISE social enterprise partner Goodwill, where she actively participated in leadership training. She gained 300 hours of transitional employment at a Goodwill store and received a certification in customer service and sales by the National Retail Federation Foundation. Skyler then commenced training at TGA Truck Driving School. Soon after, she was hired as a cross country driver and now has her own truck provided by the company. She plans to receive additional training to become an exceptional driver and launch her own trucking business.

"Los Angeles has a lot of resources and programs that help those who want to help themselves," Skylar said. "Goodwill, along with LA RISE, help. They truly care. So put in the effort and you'll see the results."



WEST VALLEY BSC HELPS LIMOUSINE COMPANY STAY ON THE ROAD

The West Valley [BusinessSource Center \(BSC\)](#) helped Jose Luis Gutierrez, owner of Image Limousine, successfully obtain grants and loans to keep his business afloat during COVID-19. Jose held different jobs until he felt comfortable enough to start his own business. In 2006, Jose took the leap and launched his own company. Jose's limousine business struggled financially during its first year of operation, but he pushed through and continued to grow his business. Over time, Jose developed a profitable business, and converted his company into an LLC. His limo business blossomed and his company gained recognition for its services.

However, like many other businesses in LA during the COVID-19 mandated lockdowns, Image Limousine suffered financially. Jose reached out to the West Valley BusinessSource Center to find about opportunities to get financial assistance, . He connected with BSC business consultant Marlen Lara, who provided Jose with information on available grants and loans to sustain his business. Marlen then helped Jose successfully apply for an SBA EIDL loan and a PPP loan. Marlen maintained contact with Jose and provided him information on additional COVID-19 financial assistance programs. With guidance from the BSC, Jose received more than \$65,000 in grants and loans that allowed his business to survive during the pandemic.

Marlen continues to work with Jose. While Image Limousine is not yet back to pre-pandemic numbers, Jose's company is currently running at about 80 percent of normal business. With the help of West Valley BSC, Image Limousine is recovering from the COVID-19 shutdowns and Jose is looking forward to continuing his business's growth.

Image Limousine is located in [LA City Council District 3](#).

LINKS to COVID-19 RESOURCES

JOB RESOURCES

LA JOBS PORTAL: jobs.lajobsportal.org

VIRTUAL ORIENTATIONS: bit.ly/LAjoblosshelp

BUSINESS RESOURCES

LA REGIONAL COVID FUND: lacovidfund.org

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

EWDD Metrics

WORKFORCE DEVELOPMENT DIVISION

WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) November 22, 2021 to November 26, 2021	
Number of walk-ins	832
Number of walk-ins by appointment	348
Number of call/emails	1,713
Number of calls regarding Unemployment Insurance (UI)	253

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending November 26, 2021	
Number of applications	6,309
Number of youth in lottery pool	1,515
Number of youth enrolled	2,627
YouthSource Center (YSC) enrollments	784
YSC enrollment goal	2,100
Percent complete	37.3%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS November 22, 2021 to November 26, 2021	
LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Microenterprises assisted	95
Microenterprises enrolled	8
Small businesses assisted	37
Small businesses enrolled	1
Number of BSC Clients who attended virtual workshops	49
Sidewalk vendors assisted	58
Sidewalk vendors enrolled	23



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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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

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