



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF MARCH 15, 2021

Success Stories

LA COMMUNITY CARE CORP – HELPING JOB SEEKERS DURING COVID-19

The Los Angeles Community CARE Corp (LACCC) program, which ran in December 2020, offered temporary employment to Angelenos who lost their jobs during the coronavirus pandemic. Participants were offered jobs related to COVID-19 emergency response and humanitarian efforts that paid up to \$22 per hour for up to 200 hours. EWDD's WorkSource Centers, in partnership with the Mayor's Office, Council District Offices and Community Build, Inc., rolled out the LACCC in 30-days in order to expend the CARES Act funding for the program before it expired December 30, 2020. As part of the program, the LACCC Clean Streets partnership with the City's Office of Beautification and the LA Conservation Corps funded opportunities for participants to join work crews that cleaned streets and medians throughout the City. Crews provided landscaping services, trimmed overgrown trees and grass medians. Crews also cleared numerous alleys and street corners strewn with discarded furniture, trash and other items. This week's EWDD Updates features LACCC efforts in Pacoima, City Council District 7.



Assisting Angelenos who lost jobs during COVID-19

EWDD OFFERS RESOURCES TO CHILD CARE WORKERS

In an effort to assist Early Childcare Education (ECE) workers that lost their jobs or had their hours reduced due to the Coronavirus pandemic, EWDD held virtual workshops about how the City's BusinessSource and WorkSource Centers offer resources that can help them stay afloat. EWDD held the event in support of Mayor Garcetti's partnership with the Los Angeles Unified School District Division of Adult and Career Education (LAUSD-DACE). Offered in English and Spanish, the virtual event detailed how ECE employees forced to pivot their careers during COVID-19 can access services that will help them launch their own businesses or receive training for new jobs. Attendees learned about options for Adult School students attending Maxine Waters Employment Preparation Center, including information about the school's Development career pathway through the Early Child Equity (ECE) Project. Business related sessions included information on access to capital, entrepreneurship, permits and licensing, along with marketing tools such as how to optimize digital and social media. The sessions also covered staff, including hiring, employment and employee services offered at the WorkSource Centers. Attendees were encouraged to visit EWDD's BSCs and WSCs for further one-on-one assistance. LAUSD-DACE gave EWDD favorable feedback and said they were pleased with the series of workshops, participation and engagement.



Helping small businesses during COVID-19
EAST LA BSC HELPS SKINCARE COMPANY STAY AFLOAT

The East Los Angeles BusinessSource Center helped long-term client Aracely Barboza (above) successfully apply for Economic Injury Disaster Loan Funds (EIDL) and grants to keep her skin care business Xicali afloat during COVID-19. Xicali is a Los Angeles based, 100 percent Latinx-owned, all-natural skin

care and CBD products company. Since 2019, the East LA BSC has provided Ms. Barboza extensive business consulting including strategic planning and technical assistance to obtain required licenses and permits which helped her launch Xicali as a home-based business in June 2019. Ms. Barboza also participated in the center's numerous workshops and trainings, including the Entrepreneur Training Program. The BSC also provided Ms. Barboza one-on-one assistance in reviewing her lease for her new Downtown Los Angeles Office. To help her business grow, the center offered guidance on how to establish strong financial planning and budgeting systems. The company initially launched with one employee and grew to two full-time employees in 2020. Ms. Barboza hopes to hire additional employees as demand grows.

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) March 8, 2021 to March 12, 2021

Number of walk-ins	895
Number of walk-ins by appointment	638
Number of call/emails	2,458
Number of calls regarding Unemployment Insurance (UI)	633

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending March 12, 2021

Number of applications	11,087
Number of youth in lottery pool	1,093
Number of youth enrolled	3,228
YouthSource Center (YSC) enrollments	1,166
YSC enrollment goal	2,100
Percent complete	55.52%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS March 8, 2021 to March 12, 2021

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

Microenterprise assisted	184
Microenterprise enrolled	14
Small businesses assisted	40
Small businesses enrolled	0
Number of BSC Clients who attended virtual workshops	104
Sidewalk vendors assisted	34
Sidewalk vendors enrolled	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