



Economic & Workforce Development Department (EWDD) Weekly Updates

NEWS FOR THE WEEK OF MAY 3, 2021

Success Stories

TARGETED LOCAL HIRE PROGRAM TESTIMONIAL

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-James



TARGETED LOCAL HIRE PROGRAM

In partnership with the City of Los Angeles Personnel Department, EWDD's WorkSource Centers have served as referral agencies and application centers for the Targeted Local Hire Program (TLHP), which seeks to connect underserved and underemployed populations with alternative pathways to civil service careers at the City of LA. This week, EWDD Updates shares stories from two military veterans who signed up for the program. They now have full-time civil service jobs at the City's Recreation and Parks Department and General Services Department.

TLHP HELPS VETERAN GROW NEW GARDENING CAREER

The Targeted Local Hire Program gave veteran U.S. Army Sergeant James an opportunity to turn his interest in gardening into a full-time civil service career with the City's Recreation and Parks Department. "I'm just really appreciative to Mayor Garcetti and that initiative to go out and look for veterans," he said. "It's

been great for me. I appreciate the position, I appreciate a steady check, especially with what has been happening in the past year, and the benefits are well worth the job. I'm honestly thankful and just try to do my part to show that I was a good hire." James applied through the Pico-Union Downtown WorkSource Center and was accepted into the program in February 2018. His current role as a Gardener/Caretaker for Rec and Parks represents a third career in his life, after serving in the military and working for 17 years in television production. "When I heard about this opportunity, I jumped on it," he said. "And, truthfully, I enjoy my job. I enjoy doing my best for LA, for the City parks. I take pride in the parks and in the City itself." One of James' favorite assignments is maintaining the World War I memorial at Victory Memorial Grove, also known as Lilac Terrace Park in East LA. James said that his supervisors have been very supportive and encourage him to explore opportunities to grow his City career, including promoting to a supervisor role. What advice would he give to people considering the TLHP? "Don't hesitate! They are very encouraging and opportunities are always available. Get your foot in the door, get working with the City and then if a position opens in the department that you are interested in, then make your move. Don't just wait for the perfect job to come along to you, get working!"



"Just move up and continue to promote"

TLHP HELPS US MARINE CORPS VET FIND STEADY WORK

After leaving the U.S. Marine Corps, Albert was searching for job opportunities for veterans when he learned about the City of LA's Targeted Local Hire Program. "I had spent months not working, so this was heaven sent once I found out that there was something that was going to work for me," he said. Albert (above) applied for the program through the Boyle Heights WorkSource Center and began his six-month on-the-job training period in December 2020. Albert witnessed firsthand the benefits of working for the City, as his father worked for the City for more than 20 years. The TLHP gave Albert the opportunity to follow in his father's footsteps through an entry level position and launch a career that would allow him to support his own family. Albert finished the training period, passed his six-month probation and is currently working full-time as a custodian for the City's General Services Department. "My experience has been all positive," he said. "I like where I work." Now that Albert is a civil-service employee, he is exploring options for what he hopes will be a lifelong City career. "My goal is to get into a different field, maybe electronics or computers. I'm actually about to pursue some of those fields by taking a few classes. My goal with the City is to stay in the City and retire, just not exactly sure in what field. Just move up and continue to promote." He encouraged prospective TLHP candidates to be proactive in following up on their applications and to be open to all job opportunities, as they are stepping stones to countless career trajectories. "I just think it's a great program," he said. "I hope that it stays open, especially with everything going on with COVID. This is an awesome opportunity that they are giving to people like me, veterans."



Helping small businesses during COVID-19

HOLLYWOOD BSC HELPS SALON DEAL WITH PANDEMIC CUTS

The Hollywood BusinessSource Center (BSC) helped Anna Samvelyan, owner of Anna's Beauty Salon, obtain COVID-19 financial assistance to stay afloat during the pandemic. Launched in 2004, Anna's Beauty Salon is a woman-owned business that provides family haircuts, specialized hair coloring and hairstyles for special events in the Los Angeles area. Personal care services were one of the hardest-hit industries during the pandemic, and Anna's small business faced many uncertainties. As safer at home requirements changed, Anna closed and reopened her business multiple times in both indoor and outdoor settings since March 2020. Anna was able to efficiently adjust her operation and services but she still dealt with financial difficulties. Anna was diligently seeking ways to get help to keep her business open and reached out to the Hollywood BSC. A business coach offered Anna a consultation and reviewed her business needs, along with options on access to capital. The business coach then helped Anna prepare and apply for multiple grants. With

the help of the Business Coach, Anna was able to secure a \$2,000 grant with TMC Community Capital, a \$5,000 grant with the California Relief Grant Program, \$4,000 through the SBA's EIDL program and PPE equipment for her business. The funding and equipment helped alleviate Anna's financial stressors and gave her some time to process the next steps for her business. Anna continues to follow COVID-19 protocols and plans to continue growing her business. Anna's Beauty Salon is located in LA City Council District 13.

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) April 26, 2021 to April 30, 2021	
Number of walk-ins	1,583
Number of walk-ins by appointment	867
Number of call/emails	2,841
Number of calls regarding Unemployment Insurance (UI)	844

YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH) Week ending April 30, 2021	
Number of applications	12,259
Number of youth in lottery pool	1,173
Number of youth enrolled	4,085
YouthSource Center (YSC) enrollments	1,323
YSC enrollment goal	1,932
Percent complete	68.48%

ECONOMIC DEVELOPMENT DIVISION

LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS

April 26, 2021 to April 30, 2021

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

Microenterprise assisted	138
Microenterprise enrolled	16
Small businesses assisted	30
Small businesses enrolled	5
Number of BSC Clients who attended virtual workshops	55
Sidewalk vendors assisted	17
Sidewalk vendors enrolled	1



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

1200 West 7th Street
Los Angeles CA 90017

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