



CITY OF LOS ANGELES EWDD

ECONOMIC & WORKFORCE DEVELOPMENT DEPARTMENT

STATUS REPORT 2013 to 2015

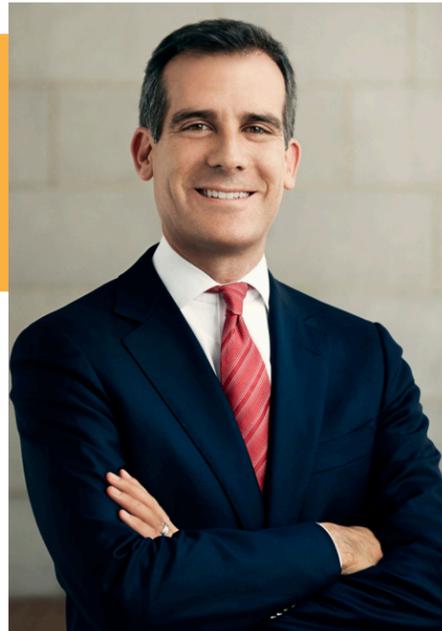


Presented by

Los Angeles Mayor Eric Garcetti
EWDD General Manager Jan Perry







A message from Los Angeles Mayor

Eric Garcetti

My back-to-basics agenda supports a well-trained workforce with access to local, well-paying jobs, and a nimble government that helps CEOs grow payrolls and dreamers create companies from scratch. My object in launching the Economic & Workforce Development Department in mid-2013, along with the City Council, was to spur a higher quality of life for the city's 3.8 million residents, and to create a modern, more efficient way for people to do business. With Jan Perry at the helm, EWDD is already seeing results. Enrollments in our redesigned workforce system reached over 90,000 in 2015, a 200% increase from the previous year. More than 11,600 youth ages 14 to 24 worked career-building summer jobs, with a goal of 15,000 full-time jobs in 2016. EWDD was instrumental in helping 200 small enterprises get off the ground and assisting with the expansion of another 73. We leveraged \$44.1 million in grant funding to spur economic development, and sparked 328,140-square feet of jobs-generating development, all exceeding annual goals. To create good paying jobs for low-to moderate-income Angelenos, we invested in the Clean Tech Corridor, Pacoima Plaza, and Mid Town Plaza. For 2016, things are looking even stronger: upcoming projects include redevelopment of city-owned movie theaters in Reseda and Westlake, development of a 2.4 acre parcel near Angel's Flight, expansion of a 60,452-sq. ft. industrial property in Wilmington, and potential creation of new financing districts that would expand the city's ability to spur even more development, including the rebirth of an 11-mile section of the Los Angeles River. At the same time, we've built a framework for a more muscular Economic Development Division that will help make Los Angeles the global go-to city for those who think big, work hard and share the rewards with their workforce.



WHAT IS EWDD?

OUR MISSION

Created in mid-2013, the Los Angeles Economic & Workforce Development Department (EWDD) is charged with leveraging the city's assets and resources to drive economic growth, and creating jobs.

The department's goals of citywide economic growth and job creation are closely connected. A healthy economy creates new jobs and a well-trained workforce attracts investment. With EWDD's support, we are building thriving neighborhoods and a better quality of life for Los Angeles residents.

City leaders saw the dissolution of state redevelopment agencies as an opportunity to create a new city department that would take a coordinated, "under-one-roof" approach to helping businesses get off the ground, expand, build projects, and create jobs.

At nine BusinessSource Centers located across the city, EWDD helps entrepreneurs and companies of all sizes start and expand operations, access capital, and receive training. EWDD also stimulates the economy by leveraging a portfolio of city real estate assets, positioning them for development that creates jobs and revitalizes struggling communities.

**A healthy business climate
is only half of the equation.**

EWDD also operates 17 WorkSource Centers where job seekers can receive free one-on-one career counseling and training in growing industries such as health care, green technologies, and advanced manufacturing. EWDD also runs 16 YouthSource Centers where youth ages 16 to 24 receive guidance in completing their education and preparing for careers.



ECONOMIC DEVELOPMENT

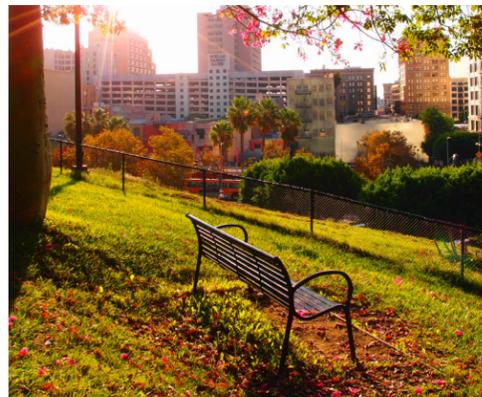
www.ewddlacity.com

Transition from CDD to EWDD:



Strengthen Loan Portfolio.

For the new agency to flourish, it was important to address issues that occurred prior to 2013 with the U.S. Department of Housing and Urban Development. Over a two-year period, EWDD and HUD officials worked to reconcile Section 108 loan portfolio balances; implement better compliance with Community Development Block Grant regulations; develop HUD-approved underwriting policies; and improve loan accounting and funds management.



Position city-owned assets for development.

The private sector prefers a single point of contact with the city to engage in economic development projects. EWDD has a rapidly expanding Economic Development Division which meets that demand. Major projects for 2016 include redevelopment of movie theaters in Reseda and Westlake into sustainable economic development projects, creation of community hubs, development of a 2.4 acre parcel near Angel's Flight and development of a 60,452-sq.-ft.-industrial property in Wilmington.

Jan Perry



Samuel Hughes



Meg Barclay



Build a strong Economic Development staff.

General Manager Jan Perry has identified and prioritized FY2016 funding to add staff with expertise in real estate, underwriting, and other economic development specialties. The framework for a fully realized citywide Economic Development Division is now in place. In 2015 EWDD hired Samuel Hughes, a veteran real estate, economic development, and grants administrator, as Assistant General Manager of the Economic Development Division. Chief Grants Administrator Meg Barclay, also hired in 2015, brings a wealth of experience in federal grants policy and administration in assisting our BusinessSource Center partners.

Strategic Opportunities in 2016:

- Implement citywide economic and jobs-generating development plans.
- Lead citywide efforts to form Enhanced Infrastructure Financing Districts and Community Revitalization Authorities to finance catalytic projects.
- Explore creation of Jobs and Economic Development Incentive (JEDI) zones.
- Support citywide initiatives such as Great Streets, LA River Revitalization and Transit-Oriented Development.
- Explore creation of city-administered micro-loan program.
- Execute new five-year contracts for BusinessSource centers.

EWDD AT WORK



Freight biz gets expansion loan:

Consolidators International, Inc., a freight forwarding company based near LAX, secured a \$280,000 loan with the help of EWDD to expand its business and add staff. Founded in the 1993, the firm exports to New Zealand, Australia and the South Pacific Islands. Consolidated's owner, Julian Keeling, was thankful for the assist. He said his company currently employs 30 workers and that the loan will help him expand operations and create eight new positions.



Metro MOU: EWDD and Metro on Sept. 21 agreed to begin planning multiple stations along the Crenshaw Line, with a focus on City and Metro-owned properties at Leimert Park. Station construction is aimed at spurring nearby transit-oriented development and other community assets.

BY THE NUMBERS (EWDD Scorecard, FY 2014-15)

\$44.1 mil

Grant funds leveraged for economic development. (221% of goal)

200

New small and micro enterprises created. (130% of goal)

328,140 sq. ft.

New jobs-generating development. (131% of goal)

WORKFORCE DEVELOPMENT

www.ewddlacity.com

A competitive workforce is crucial in attracting new opportunities to Los Angeles and increasing quality of life for workers and their families.

EWDD puts people back to work.

A redesigned workforce development system makes it easier for people to get help. Mayor Eric Garcetti, the City Council and EWDD created 17 WorkSource and 16 YouthSource centers that integrate education, supportive services, and on-site career counseling. Job seekers are assessed and offered training in high-growth industries such as healthcare, green technology, logistics, and advanced manufacturing. These jobs provide benefits and livable wages that help build strong communities and improve the quality of life for all Angelenos. EWDD launched JobsLA.org, an online jobs search engine and resource portal linking job seekers to more than 150,000 local job listings. EWDD also launched JobsLA, a smartphone job search app. With nearly 50,000 individuals registered to date, the revamped workforce system is already paying results in its full first year, serving a record-high 90,000 out-of-work Angelenos.

But it is not just the worker who benefits. Employers win, too, with access to a pool of prepared job applicants who are ready to work.

EWDD is creating mini-employment hubs in city libraries and community centers, starting with the Central Library Jobs Portal in 2015. Three WorkSource centers are located on community college campuses, with more planned in the future, making it easier than ever for participants to get the education and training they need to achieve and maintain a competitive advantage in the job market.

Since its creation, EWDD has won several major federal grants, including LA:RISE and Performance Partnership Pilot (P3), aimed at helping veterans, the homeless, out-of-school youth and other hard-to-employ individuals find jobs.

BY THE NUMBERS (EWDD Scorecard, FY 2014-15)

91,617

Job Seekers served. (204% of goal)

150,000

LA-area job listings on JobsLA.org

3,600

Average weekly sessions on JobsLA.org, a jobs-search website.

1,743

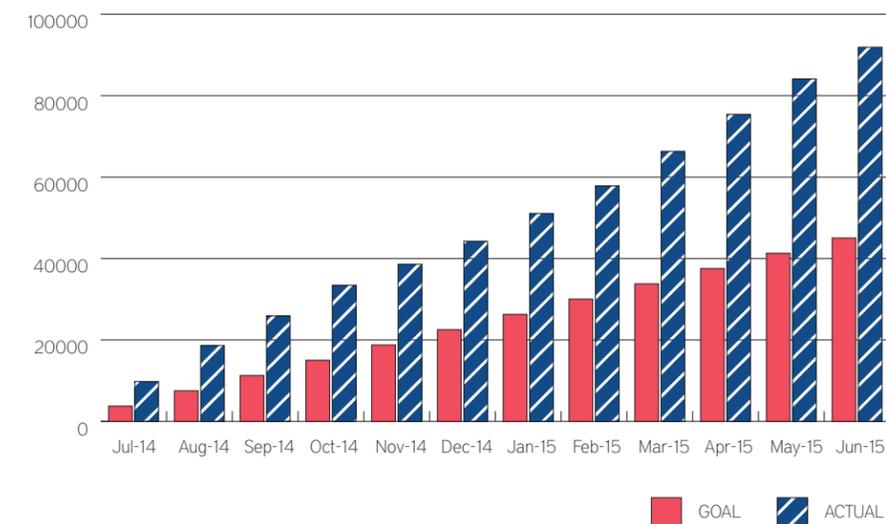
Laid-off employees provided transition assistance. (87% of goal)

EWDD AT WORK



Nico Harper was drifting from school to school and didn't think he'd have enough credits to graduate with his 2014 Franklin High class. Then a school counselor introduced him to Para Los Niños, operator of EWDD's East Region YouthSource Center. Mentors there helped him catch up on classwork so he could graduate on time. PLN staff also taught Nico how to manage his money, improve his literacy skills, and build a resume. Nico landed two internships before settling on his career goal: youth probation officer. The YouthSource Center, an EWDD contractor, then helped him file for financial aid and enroll at Pasadena City College. Nico, now 19, supports himself as a waiter while taking criminal justice classes.

WorkSource Center Total Enrollments



HIRE LA's YOUTH

www.hirelayouth.org

BY THE NUMBERS

86%

Hire LA's Youth participants returned to high school or post-secondary education, including vocational training.

51%

Hire LA's Youth still working a year after the 2014 program.

94%

Work-site supervisors saying they would participate again.

Cal-State Northridge study, 2014

Job opportunities for teens and young adults have come back more slowly since the Great Recession. As of 2014, unemployment rates were higher among teens (17%) and young adults (12%) than among adults over age 25 (5.5 %). *

The City of Los Angeles is addressing this challenge head on through Hire LA's Youth, a jobs program targeting to youth ages 14 to 24. Together with the County of LA and community partners, the program provides at least six weeks of subsidized work to young people in communities with high levels of unemployment.

In 2015, 11,644 youth took part in Hire LA's Youth, exceeding an 11,000 target set by Mayor Eric Garcetti. It was a significant increase above the 10,000 who enrolled in the 2014 session. In 2016 the mayor has set a goal of hiring 15,000 young people for year-round employment.

Through pre-employment training and on-the-job experience, youth participants learn money management, how to keep a schedule, and the importance of finding work mentors. Many young people discover fulfilling opportunities that set them on a path to long careers.

In 2016, EWDD will focus on bringing in more private-sector employers. To learn more, go to HireLAYouth.org. Employers can make a direct hire or opt to sponsor a youth.

** Brookings Institution report, 2015*

OTHER EWDD SERVICES

JobsLA.org: Online resource which enables job seekers to search unduplicated job postings from thousands of employers in the Los Angeles region, including private corporations, state job boards, local newspapers, recruiters, government agencies, etc. Currently in English and Spanish, and a just launched JobsLA smartphone app.

Day Labor Centers: Seven centers citywide help reduce the number of day laborers who congregate on city streets and provide them with safe fixed sites where they can gain job skills, obtain ESL instruction, legal advocacy, and workplace safety information.

FilmLA: EWDD has a dedicated citywide filming coordinator and industry liaison who administers the FilmLA contract and works to address the needs of the film and television industry and impacted communities to ensure a film-friendly experience.

Departmental Contacts

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FAX: 213-744-9061
TTY: 213-744-7290

www.ewddlacity.com

EWDD SERVICE DIRECTORY

WorkSource Centers

San Fernando Valley

Canoga Park/South Valley WorkSource Center
21010 Vanowen St. Canoga Park, CA 91303
TEL: (818) 596-4448 TTY: (818) 596-4155

Pacoima/North Valley WorkSource Center
11623 Glenoaks Blvd. Pacoima, CA 91331
TEL: (818) 492-4065 TTY: (818) 897-9791

Sun Valley WorkSource Center
9024 Laurel Canyon Blvd. Sun Valley, CA 91312
TEL: (818) 504-0334 TTY: (818) 504-1974

West Valley WorkSource Center
9207 Eton Ave. Chatsworth, CA 91311
TEL: (818) 701-9800 TTY: (818) 701-9850

Central & East Los Angeles

Boyle Heights/East WorkSource Center
1505 E. 1st Street, Los Angeles, CA 90033
TEL: (323) 267-5930 TTY: (323) 267-5937

Downtown/Pico Union WorkSource Center
1055 Wilshire Blvd. #900A, Los Angeles, CA 90017
TEL: (213) 353-1677 TTY: (213) 353-1685

Hollywood WorkSource Center
4311 Melrose Ave. Los Angeles, CA 90029
TEL: (323) 454-6100 TTY: (323) 454-6196

Northeast Los Angeles WorkSource Center
342 N. San Fernando Rd. Los Angeles, CA 90031
TEL: (323) 539-2000 TTY: (323) 539-2057

Wilshire Metro WorkSource Center
3550 Wilshire Blvd. #500, Los Angeles, CA 90010
TEL: (213) 365-9829 TTY: (213) 368-0047

Los Angeles Public Library WorkSource Center*
630 W. 5th St. (Lower Level 1), Los Angeles, CA 90071
TEL: (213) 228-7113 TTY: (213) 228-7096

West, South Los Angeles & Harbor

Crenshaw WorkSource Center
5401 Crenshaw Blvd. Los Angeles, CA 90043
TEL: (323) 596-2700 TTY: (323) 596-2800

Harbor Gateway WorkSource Center
1851 N. Gaffey St. Suite F, San Pedro, CA 90731
TEL: (310) 732-5700 TTY: (562) 570-4712

South Los Angeles WorkSource Center
3965 S. Vermont Ave. Los Angeles, CA 90037
TEL: (323) 730-7900 TTY: (323) 730-7937

Southeast Los Angeles WorkSource Center
10950 S. Central Ave. Los Angeles, CA 90059
TEL: (323) 563-4702 TTY: (323) 563-5684

Vernon Central/LATTC WorkSource Center
400 W. Washington Blvd. Los Angeles, CA 90015
TEL: (213) 763-5951 TTY: (213) 763-5986

Watts/Los Angeles WorkSource Center
2220 E. 114th St., Los Angeles, CA 90059
TEL: (323) 249-7751 TTY: (323) 567-8977

West Adams WorkSource Center
2900 Crenshaw Blvd. Los Angeles, CA 90016
TEL: (323) 293-6284 TTY: (323) 639-4501

West Los Angeles WorkSource Center
13160 Mindanao Way, #240, Marina Del Rey, CA 90292
TEL: (310) 309-6000 TTY: (310) 309-6018

Southeast Los Angeles WorkSource Center*
5849 Crocker St. Unit X, Los Angeles, CA 90003
TEL: (323) 432-4399 TTY: (323) 432-4396

YouthSource Centers

Central

AYE-Catholic Charities
3250 Wilshire Blvd. Ste. 1010 Los Angeles, CA 90010
TEL: (213) 736-5456 TTY: (800) 732-8598

UCLA (at Central City Neighborhood Partners)
501 S. Bixel Ave. Los Angeles, CA 90017
TEL: (213) 482-8618 TTY: (213) 202-5348

Youth Policy Institute
11844 Glenoaks Blvd.
TEL: (213) 797-4858 TTY: (818) 837-3213

South

AYE-Catholic Charities
3965 S. Vermont Ave. Los Angeles, CA 90010
TEL: (323) 731-8596 TTY: (323) 731-6300

Brotherhood Crusade
4401 Crenshaw Blvd. Los Angeles, CA 90043
TEL: (323) 545-1130 TTY: (323) 545-1138

Watts Labor Community Action
958 E. 108th St. Los Angeles, CA 90059
TEL: (323) 923-1434 TTY: (323) 923-1586

Youth Opportunity Movement, Watts
1513 E. 103rd St. Los Angeles, CA 90002
TEL: (323) 971-7640 TTY: (323) 539-2251

Coalition for Responsible Community Dev.
1006 E. 28th St. Los Angeles, CA 90011
TEL: (323) 521-1910 TTY: (213) 744-9395

North Valley

El Proyecto del Barrio
9030 Laurel Canyon Blvd. Sun Valley, CA 91342
TEL: (818) 771-0184 TTY: (818) 252-6505

Youth Policy Institute
11844 Glenoaks Blvd. San Fernando, CA 91340
TEL: (818) 573-9030 TTY: (818) 837-3213

South Valley

El Proyecto del Barrio
20800 Sherman Way, 2nd Fl. Winnetka, CA 91306
TEL: (818) 710-5239 TTY: (818) 716-6438

Harbor

Los Angeles Harbor College
1111 Figueroa Place, Wilmington, CA 90744
TEL: (310) 233-4097 TTY: (310) 233-4696

East

Para Los Ninos
3845 Selig Place, Los Angeles, CA 90031
TEL: (323) 275-9309 TTY: (323) 223-8054

Boyle Heights Technology YouthSource Center
1600 E. 4th St. Los Angeles, CA 90034
TEL: (323) 526-5800 TTY: (323) 266-8290

West

UCLA
3415 S. Sepulveda Blvd. Ste. 130, Los Angeles, CA 90034
TEL: (310) 572-7680 TTY: (310) 6081

Citywide

Los Angeles Conservation Corps
TEL: (323) 244-2550 TTY: (213) 744-9395

BusinessSource Centers

North Valley Region
VEDC
13420 Van Nuys Blvd. Suite 121, Pacoima, CA 91331
TEL: (818) 834-0577

South Valley Region
ICON, CDC
8248 Van Nuys Blvd. Panorama City, CA 91402
TEL: (818) 894-8800

West Valley Region
VEDC
18645 Sherman Way, Suite 114, Reseda, CA 91335
TEL: (818) 705-9977

South Los Angeles Region
VSEDC
6109 S. Western Ave. Los Angeles, CA 90047
TEL: (323) 789-4515

Harbor Region
MCS, Inc.
455 W. 6th St. San Pedro, CA 90731
TEL: (310) 221-0644

East Los Angeles Region
Barrio Planners, Inc.
3530 E. 3rd Pl. Los Angeles, CA 90063
TEL: (323) 726-7734

Central/West Region
PACE
1055 Wilshire Blvd. Suite 900-B, Los Angeles, CA 90017
TEL: (213) 989-3201

Hollywood Region
MCS, Inc.
4311 Melrose Ave. Los Angeles, CA 90029
TEL: (323) 454-6115

Mid City
MCS, Inc.
3333 Wilshire Blvd. #405, Los Angeles, CA 90010
TEL: (213) 355-5300

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program, auxiliary aids and services are available upon request to individuals with disabilities.



* WorkSource Portal - limited services available.

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