

CITY OF LOS ANGELES

CALIFORNIA

ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT

1200 W. 7TH STREET
LOS ANGELES, CA 90017

JAN PERRY
GENERAL MANAGER



ERIC GARCETTI
MAYOR

June 15, 2015

Council File No.:
Council District Nos.: 1, 2, 6, 13, 14, 15
Contact Person & Phone No:
Robert Sainz, (213) 744-7396

The Honorable Eric Garcetti
Mayor, City of Los Angeles
Room 303, City Hall

Attention: Mandy Morales, Legislative Coordinator

TRANSMITTAL: APPROVAL OF FUNDING RECOMMENDATIONS FOR DAY LABOR PROGRAM OPERATORS AND STRATEGIC PLAN TO REDESIGN AND REBRAND THE PROGRAM

ACTION REQUESTED

The General Manager, Economic and Workforce Development Department (EWDD) respectfully request that your office process this transmittal as expeditiously as possible to ensure the uninterrupted provision of services to City residents beginning July 1, 2015.

RECOMMENDATIONS

The General Manager, Economic and Workforce Development Department (EWDD) respectfully requests that the Mayor and City Council:

1. **AUTHORIZE** the General Manager of EWDD, or the designee, to negotiate and execute new contracts through June 30, 2016 as indicated in Attachment A, subject to the review and approval of the City Attorney as to form and legality;
2. **INSTRUCT** the EWDD, and the Housing and Community Investment Department to present recommendations on how to increase the employment, social, education and civic engagement outcomes of the Day Labor Program participants;

3. INSTRUCT EWDD to report back in 90 days on specific program recommendations for re-branding and redesigning the program for enhanced services to the day laborer community;
4. AUTHORIZE the General Manager of EWDD, or designee, to prepare a Request for Proposals (RFP) for the Day Labor Program (DLP) to be effective July 1, 2016, and to release the RFP document subject to review and approval by the City Attorney as to form and legality; and
5. DIRECT the General Manager of EWDD, or designee, subsequent to completing the DLP proposal evaluation process, to submit recommendation(s) to the Mayor and City Council for DLP contractor selection and funding for the twelve (12) month period from July 1, 2016 through June 30, 2017.

SUMMARY

The Day Labor Program has been allocated \$750,000 in 2015-2016 Fiscal Year (FY) General Funds, and the contracting authority requested in Attachment A is consistent with the 2014-2015 FY funding.

The current providers, Central American Resource Center of California (CARECEN), Instituto De Educación Popular Del Sur De California (IDEPSCA) and Youth Policy Institute, Inc. (YPI), and EWDD have drafted a strategic plan to redesign and rebrand the current program into a more comprehensive service design incorporating employment services, social and education services, and civic engagement.

The goals of the strategic program redesign are to increase the funding and profile of the program, develop an immigrant integration center model, establish a portal for City and community services, improve the economic situation for day laborers and their families, and re-brand the centers under a common name with a common service model for all sites.

The City has a unique opportunity to meet the challenge of providing comprehensive services to this part of the immigrant community, and to engage them in any proposed new federal efforts (i.e., Deferred Action for Childhood Arrivals (DACA), presidential executive action).

Although funds available for FY 2016-17 will not be known at the time the RFP is released, EWDD is seeking approval to release the RFP now to ensure that the provision of these services is open and competitive.

FISCAL IMPACT STATEMENT

There is no additional impact on the General Fund as all items are funded through the approved Annual Budget Resolution for Fiscal Year 2015-16.

BACKGROUND

The City of Los Angeles has operated the Day Labor Program for over 25 years with the dual purpose of providing day laborers a safe environment to seek work and to address public safety concerns. The program is administered by the Economic and Workforce Development Department. The program has served thousands of largely first generation immigrant workers and has provided many communities with a safe, dignified place to seek work, and a consistent place for employers to seek day labor assistance.

The previous Day Labor Program RFP was released January 2011 and funded eight program sites.



JAN PERRY
General Manager

JP:RS:FM

Attachment A

ATTACHMENT A

Project Title	Council District	Contractor	General Fund 12-month Funding Appropriation 7/1/15 to 6/30/16
Day Labor Program: Downtown, Hollywood, Harbor City, Cypress Park	14, 13, 15, 1	Instituto De Educacion Popular Del Sur De California	\$434,152
Day Labor Program: North Hollywood, Van Nuys	2, 6	Youth Policy Institute, Inc.	\$215,160
Day Labor Program: Westlake	1	Central American Resource Center – CARECEN- of California	\$100,688
			\$750,000