

CITY OF LOS ANGELES

CALIFORNIA

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Date: 9/10/13

Submitted in EDC Committee

Council File No: 11-0582-S7

Item No.: 2

Deputy: Report from the
Econ. ~~Dept.~~ and Workforce

Council File #: 11-0582-S7 Dev. Dept.

Council Districts: All

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September 10, 2013

Economic Development Committee
c/o Richard Williams
City Clerk
Room 395, City Hall

SUBJECT: COMMITTEE REPORT BACK: WORKSOURCE CENTER REQUEST FOR PROPOSAL (CF NO. 11-0582-S7)

The Interim General Manager of the Los Angeles Economic and Workforce Development Department (EWDD), respectfully requests that your office process this report back to the appropriate City Council Committee(s) and the Los Angeles City Council for consideration and approval.

RECOMMENDATIONS

The Interim General Manager of the Los Angeles Economic & Workforce Development Department, requests that City Council Note and File this report.

BACKGROUND

In an adopted amendment to CF 11-0582-S7, City Council requested that the Workforce Investment Board (WIB) and instructed the Community Development Department (CDD) to withhold the release of the Request for Proposal for WorkSource Center Operators for 45 days to allow Council to have a better understanding of the fiscal environment affecting Workforce Investment Act (WIA) funding and instructed CDD to: a) provide an update in 45 days to the status of federal WIA funds; b) report to Council with a detailed plan on how WSCs will implement job training with potentially reduced WIA funds; and c) report relative to the impact of the proposed Economic Development Department, and potential consolidation of CDD functions on WIA job training.

Status of Federal Funds

In June 2013, City Council approved the Workforce Investment Board Year 14 Annual Plan which allocates WIA resources for the City's Workforce Development System. The Annual

Plan budget reflects a 3 percent decrease for WorkSource Center and YouthSource Center Operators. The 3 percent decrease is inclusive of the 5 percent reduction in formula funding levels due to sequestration as well as a \$2.0 million reduction carry-in savings. The total funding available for WSCs in the current year will be \$18,031,403, an overall reduction of \$557,672. Funding levels for the Year 15 Annual Plan (2014-15) are projected to remain level.

Job Training Strategy

Attachment A outlines the Department's vision for the WorkSource Center System Redesign. Despite aforementioned funding reductions, the Economic and Workforce Development Department (EWDD) proposes to significantly increase the number of City residents enrolled and case-managed by the WorkSource Centers through the implementation of the following system innovations:

- 1) Refocus the WSC System on developing Career Pathways opportunities in high-demand employment sectors leading to living wage employment;
- 2) Harness new technologies and web-based applications to better serve participants;
- 3) Implement an Integrated Service Delivery Model that will require WSCs to enroll all eligible participants;
- 4) Leverage Strategic Partnerships with education, employment training, and social-service providers to provide more comprehensive services to program participants;
- 5) Increase services levels for vulnerable populations (e.g., Returning Veterans; Individuals with Disabilities; Limited English Proficient Individuals; Individuals Experiencing Homelessness; Mature/Older Workers; Ex-Offenders, and Non-Custodial Parents) by mandating minimum service levels.

Through the implementation of these innovations, EWDD and the LA City WIB anticipate enrolling more than 50,000 Angelinos into the new WSC system.

Impact of new Economic & Workforce Development Department

The Los Angeles Economic & Workforce Development Department was established by ordinance and budget on July 1, 2013. The Workforce Operations unit of the new department continues to operate under the guidance of the Los Angeles WIB and policies adopted in the Year 14 Annual Plan. As the Department develops new economic development strategies and tools, it will also continue to assess opportunities to link those strategies to workforce development strategies in order to develop living-wage employment opportunities for Angelinos.



JAN PERRY
Interim General Manager

JP:RS:GR

Attachment A: WSC System Redesign Vision
Attachment B: WSC RFP Timeline
Attachment C: Listing of current WSC Operators

WorkSource System Redesign Vision

It is the shared vision of the City of Los Angeles Mayor, City Council and Workforce Investment Board (WIB) to have a nationally recognized Workforce Development System (WDS). This WDS should both leverage Workforce Investment Act (WIA) funds with public and private resources as well as develop strategic regional partnerships that lead to living-wage career pathways for jobseekers and that provide the highly skilled workforce necessary to enhance Economic Development opportunities in the local economy.

WorkSource Center System Redesign

As the Los Angeles regional economy continues to recover from the *Great Recession*, the City acknowledges the need to refocus its WDS to better address evolving economic and labor market conditions in the region. While the current WDS provides a good platform to deliver case management, employment placement and training services to City residents through its network of 18 WorkSource Centers (WSCs), the City has not revisited its service delivery model in more than a decade.

The proposed WSC System Redesign provides the City an opportunity to better align its employment services to high-growth employment sectors that offer living-wage career paths. Moreover, the WSC System Redesign also provides an opportunity to significantly increase the number of City residents that are enrolled into the system. While 150,000 residents currently utilize the WSC System annually, only a small percentage of users are enrolled into the system and case-managed.

The WSC System Redesign will emphasize the following key innovations built upon best-practices piloted by the City as well as on national best-practices:

1. Refocus the WDS System on developing Career Pathways opportunities in high-demand employment sectors leading to living wage employment;
2. Harness new technologies and web-based applications to better serve participants;
3. Implement an Integrated Service Delivery Model that will require WSCs to enroll all eligible participants, thereby significantly increasing the number of participants enrolled into the WDS;
4. Leverage Strategic Partnerships with education, employment training, and social-service providers to provide more comprehensive services to program participants;
5. Increase services levels for vulnerable populations (e.g., Returning Veterans; Individuals with Disabilities; Limited English Proficient Individuals; Individuals Experiencing Homelessness; Mature/Older Workers; Ex-Offenders, and Non-Custodial Parents) by mandating minimum service levels.

The new WorkSource Centers will be strategically located in the areas of the City with the highest concentrations of poverty; long-term unemployed; and lowest educational attainment rates. The City will also encourage decreased infrastructure costs by favoring proposals located in City-managed and other low-cost facilities.

WorkSource System RFP Timeline

	<u>RFP Planning Phase</u>	<u>Lead</u>	<u>Target Completion</u>
1	Research of Best Practice Models	EWDD - Planning	July 1, 2013 to Sept 1, 2013
2	Convene Partner Planning Meetings: DOR; LAUSD; LACCD; EDD; Veterans Affairs	EWDD - Operations	September 15, 2013
3	Release Vision for new System	EWDD - Planning; Operations	September 10, 2013
4	Final Draft of RFP	EWDD - Planning	September 27, 2013
	<u>RFP Implementation Phase</u>	<u>Lead</u>	<u>Target Completion</u>
1	Issue Date	EWDD - Planning	October 1, 2013
2	RFP Submission Deadline	Proposers	December 13, 2013
3	Review of Proposals	EWDD - Planning	January 17, 2014
4	Release of Funding Recommendations	EWDD - Planning	January 31, 2014
5	Appeals Hearing	EWDD - Planning	February 14, 2014
6	Presentation of Recommendations to WIB Policy & Oversight Committee and WIB	EWDD - Planning	March 31, 2014
7	Transmit WIB Approved Recommendations to City Council and Mayor	EWDD - Planning	April 15, 2014
8	Mayoral Approval	EWDD - Planning	May 1, 2014
9	Transition to New System / Close-out of Existing Contracts	EWDD - Planning	May 1, 2014 to June 30, 2014
10	Contract Start Date	EWDD - Operations	July 1, 2014

Cururent WorkSource Center Operators

WorkSource Center	Operator	Address	Council District
Canoga Park-West Hills	Arbor E&T, LLC	21010 Vanowen St, Canoga Park, 91303	3
Chatsworth-Northridge	Build Rehabilitation Industries	9207 Eton Ave., Chatsworth, 91311	12
Chinatown	Chinatown Service Center	767 N. Hill St., #400, Los Angeles, 90012	1
Downtown	Chicana Service Action Center, Inc.	315 W. 9th St., #101, Los Angeles, 90015	14
Harbor	City of Long Beach	1851 N. Gaffey St., #F, San Pedro, 90731	15
Hollywood	Managed Career Solutions, Inc.	4311 Melrose Ave., Los Angeles, 90029	13
Marina Del Rey-Mar Vista	Jewish Vocational Service	13160 Mindanao Way #240, Marina Del Rey, 90292	11
Metro North LA	Goodwill Industries of Southern California	342 San Fernando Rd., Los Angeles, 90031	1
Northeast LA	Arbor E&T, LLC	3825 N. Mission Rd., Los Angeles, 90031	1
South LA	Community Centers, Inc.	7518-26 S. Vermont Ave., Los Angeles, 90044	8
Southeast LA-Crenshaw	UAW-Labor Employment and Training Corporation	3965 S. Vermont Ave., Los Angeles, 90037	8
Southeast LA-Watts	Watts Labor Community Action Committee	10950 S. Central Ave., Los Angeles, 90059	15
Sun Valley	El Proyecto del Barrio, Inc.	9024 Laurel Canyon Blvd., Sun Valley, 91352	6
Van Nuys-Sherman Oaks	Arbor E&T, LLC	15400 Sherman Way #140, Van Nuys, 91406	6
West Adams-Baldwin Hills	Los Angeles Urban League	5681 W. Jefferson Blvd., Los Angeles, 91106	10
Westlake	Pacific Asian Consortium in Employment	1055 Wilshire Blvd. #900A, Los Angeles, 90017	1
Wilshire-Metro	Community Career Development, Inc.	3550 Wilshire Blvd. #500, Los Angeles, 90010	10
HACLA Portal	Housing Authority of the City of Los Angeles	2220 E. 114th St., Los Angeles, 90059	15