

CITY OF LOS ANGELES
CALIFORNIA



Antonio R. Villaraigosa
Mayor



Gregory P. Irish, Interim General Manager
Community Development Department



Charles Woo, Chair
Workforce Investment Board

February 14, 2013

Council File: 11-0582
Council Districts: All
Contact Person & Phone:
Manny Chavez, 213-744-7398

The Honorable Antonio R. Villaraigosa
Mayor, City of Los Angeles
Room 303, City Hall

City Council
c/o City Clerk
Room 395, City Hall

Attention: Mandy Morales, Legislative Coordinator

COMMITTEE TRANSMITTAL: PROGRAM YEAR (PY) 2011-12 WORKFORCE INVESTMENT ACT (WIA) WORKSOURCE AND ONESOURCE OPERATOR ANNUAL PERFORMANCE EVALUATION RESULTS

RECOMMENDATIONS

The General Manager of the Community Development Department (CDD), or designee, respectfully requests that the Mayor and the City Council NOTE and FILE this report.

FISCAL IMPACT STATEMENT

The recommendations contained herein do not impact the City's General Fund.

BACKGROUND

The Annual Performance Evaluation measures contractors' performance in the categories of:

- Customer Satisfaction
- Performance Outcomes
- Customer Flow
- Admistrative Capability.

The evaluation process, often referred to by its acronym *SOFA*, was approved by the Workforce Investment Board (WIB), City Council and Mayor through the Annual Plan process. It includes an evaluation of contractor performance against the Department of Labor (DOL) federal measures and other local measures. Contractors are awarded up to four stars for meeting contractual goals and for exceptional performance in the above categories.

The evaluation is a component of the annual certification of WorkSource and OneSource operators and is the mechanism through which contractors remain eligible for continued funding. It is also the mechanism through which the City ensures the provision of high quality services that are equally accessible to all customers. This certification process is based in part on Malcolm Baldrige National Quality Award criteria.

WIB ACTION

The performance evaluation results were approved by the WIB in December 2012.

DISCUSSION

Customer Satisfaction

Customer Satisfaction was determined by telephone surveys of WorkSource participants who finished the program ("exiters"), enrolled OneSource customers, and employer customers of all the Centers. In addition, onsite surveys of WorkSource Center resource room customers were conducted. All of the customer satisfaction surveying was provided through a contract with California State University Northridge.

Performance Outcomes and Customer Flow

All WIA Local Workforce Investment Areas (LWIA), of which the City is the second largest in the nation, are evaluated against the DOL federal performance measures:

- Entered employment
- Retention
- Average earnings
- Placement into employment/education
- Attainment of degree/certificate
- Literacy/numeracy gain

Contractual performance goals are established for all WorkSource and OneSource operators to ensure the City attains the level of performance established by the State for these measures.

Additional local performance measures include:

- Number of customers placed into employment
- Average wage at placement
- Number of customers served

Administrative Capability

All contractors were evaluated on their administrative practices related to work performance, timeliness, fiscal, communications, and human resources.

Evaluation Results

Both the WorkSource and OneSource systems exceeded all DOL Measures for PY 2011-12.

Individual contractor performance results are attached. A total of four WorkSource and eleven OneSource operators were awarded four stars:

	WorkSource Center	Operator
1.	Northeast Los Angeles	Arbor/Rescare
2.	Chatsworth-Northridge	Build Rehabilitation Industries
3.	Harbor	City of Long Beach/Pacific Gateway
4.	Hollywood	Managed Career Solutions

	OneSource Center	Operator
1.	North Valley	El Proyecto del Barrio
2.	North Valley	Youth Opportunity Movement (YOM)
3.	South Valley	El Proyecto del Barrio
4.	East Los Angeles	Para Los Niños
5.	East Los Angeles	Youth Opportunity Movement (YOM)
6.	Central Los Angeles	Archdiocesan Youth Employment Services (AYE)/Catholic Charities
7.	South Los Angeles	AYE/Catholic Charities
8.	South Los Angeles	Watts Labor Community Action Center
9.	South Los Angeles	Youth Opportunity Movement (YOM)
10.	West Los Angeles	Regents of the University of California (UCLA)
11.	Citywide	Marriott Foundation Bridges

The Certification Policy in the PY 2008-09 Annual Plan established a requirement that the star for "Attainment of Minimum Contract Goals" must be achieved in order to earn any additional stars. The attached Annual Performance Report was prepared with this requirement. All contractors except Los Angeles Unified School District (LAUSD) earned at least one star for the PY 2011-12 annual performance evaluation. Generally, if a contractor is unsuccessful in earning at least one star, it must provide the Department a corrective action plan and is subject to additional monitoring to track progress toward

the corrective action plan. Also, per the WIB's Certification Policy, if a contractor fails to earn any stars for two consecutive annual evaluations, they may have their certification revoked. However, the Youth system was re-bid for PY 2012-13 and LAUSD was not among the successful bidders for PY 2012-13.

The Department will provide ongoing technical assistance to all contractors, with specific attention to contractors that earned fewer than three stars, to ensure successful outcomes in PY 2012-13.



GREGORY P. IRISH
Interim General Manager



CHARLES WOO
Chair

GPI:MC:OM:TJ

Attachments: PY 11-12 Annual Performance Evaluation Adult STAR Tally
PY 11-12 Annual Performance Evaluation Youth STAR Tally

**PY 11-12 Annual Performance Evaluation
Adult STAR Tally**

WorkSource Center	Operator Name	MINIMUM STANDARDS MET*	S	O	F	A	TOTAL STARS EARNED
			Customer Satisfaction	Outcomes and Flow		Administrative Capability	
Canoga Park-West Hills	Arbor/Rescare	STAR		STAR			2
Northeast Los Angeles	Arbor/Rescare	STAR	STAR	STAR		STAR	4
Van Nuys-Sherman Oaks	Arbor/Rescare	STAR		STAR			2
Chatsworth-Northridge	Build Rehabilitation Industries	STAR	STAR	STAR		STAR	4
Downtown	Chicana Service Action Center	STAR				STAR	2
Chinatown	Chinatown Service Center	STAR	STAR	STAR			3
Harbor	City of Long Beach/Pacific Gateway WIN	STAR	STAR	STAR		STAR	4
Wilshire-Metro	Community Career Development, Inc.	STAR		STAR		STAR	3
South Los Angeles	Community Centers, Inc.	STAR	STAR				2
Sun Valley	El Proyecto del Barrio, Inc.	STAR	STAR	STAR			3
Metro North	Goodwill Industries of Southern California	STAR		STAR		STAR	3
Housing Authority WorkSource Portal	Housing Authority of the City of Los Angeles	STAR					1
Marina del Rey-Mar Vista	Jewish Vocational Service	STAR		STAR			2
West Adams-Baldwin Hills	Los Angeles Urban League, Inc.	STAR	STAR	STAR			3
Hollywood	Managed Career Solutions, Inc.	STAR	STAR	STAR		STAR	4
Westlake	Pacific Asian Consortium in Employment	STAR	STAR			STAR	3
Southeast Los Angeles- Crenshaw	UAW-Labor Employment Training Corporation	STAR	STAR	STAR			3
Southeast Los Angeles- Watts	Watts Labor Community Action Committee	STAR				STAR	2
TOTAL STARS		18	10	13		9	

*This Star is earned by meeting 80% of all Outcome/Flow contract goals.

**PY 11-12 Annual Performance Evaluation
Youth STAR Tally**

Planning Area	Service Provider	MINIMUM STANDARDS MET*	S	O	F	A	TOTAL STARS EARNED
			Customer Satisfaction	Outcomes and Flow		Administrative Capability	
South Valley	El Proyecto del Barrio	STAR	STAR	STAR		STAR	4
North Valley	El Proyecto del Barrio	STAR	STAR	STAR		STAR	4
	Youth Opportunity Movement (YOM)	STAR	STAR	STAR		STAR	4
East Los Angeles	Para Los Ninos	STAR	STAR	STAR		STAR	4
	Youth Opportunity Movement (YOM)	STAR	STAR	STAR		STAR	4
Central Los Angeles	AYE/Catholic Charities	STAR	STAR	STAR		STAR	4
	Regents of the University of CA (UCLA)	STAR	STAR	STAR			3
South Los Angeles	AYE/Catholic Charities	STAR	STAR	STAR		STAR	4
	Los Angeles Urban League, Inc.	STAR	STAR			STAR	3
	Watts Labor Community Action Center	STAR	STAR	STAR		STAR	4
	Youth Opportunity Movement (YOM)	STAR	STAR	STAR		STAR	4
Harbor	Los Angeles Unified School District, Career Development						0
West Los Angeles	Regents of the University of CA (UCLA)	STAR	STAR	STAR		STAR	4
Citywide	Marriott Foundation Bridges	STAR	STAR	STAR		STAR	4
TOTAL STARS		13	13	12		12	

*This Star is earned by meeting 80% of Outcome/Flow contract goals.