

CITY OF LOS ANGELES
CALIFORNIA



Antonio R. Villaraigosa
Mayor



Gregory P. Irish, Interim General Manager
Community Development Department



April 15, 2013

Council File No.:
Council District Nos.: All
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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: AUTHORIZATION TO ACCEPT AND EXPEND UP TO \$2,472,471 IN THE 25% WORKFORCE INVESTMENT ACT (WIA) DISLOCATED WORKER ADDITIONAL ASSISTANCE FUNDS TO PROVIDE TRAINING AND RE-EMPLOYMENT SERVICES TO DISLOCATED WORKERS

RECOMMENDATIONS

The General Manager, Community Development Department (CDD), and the Chair of the Workforce Investment Board (WIB) respectfully request that the Mayor and City Council:

1. AUTHORIZE the General Manager, CDD, or designee, to accept on behalf of the City up to \$2,472,471 in 25% WIA Dislocated Worker Additional Assistance (hereafter known as "WIA 25 Percent") funds from the South Bay Workforce Investment Board, Inc. (SBWIB) as lead fiscal and administrative entity for the California Multi-Sector Workforce Partnership, funded by the United States Department of Labor (USDOL) for re-employment services to dislocated workers for a grant term of 19 months retroactive to September 2, 2012, and running through March 1, 2014;

2. AUTHORIZE the General Manager, CDD, or designee, to execute grant agreements and/or amendments with the SBWIB for receipt of the WIA 25 Percent funds to provide re-employment services to eligible dislocated workers from public and private employers;
3. AUTHORIZE the General Manager, CDD, or designee, to issue a Request for Interest (RFI) to the City's existing WorkSource Center (WSC) operators in order to identify the WIA 25 Percent funds service providers;
4. AUTHORIZE the General Manager, CDD, or designee, to negotiate agreements to provide re-employment and training services with City of Los Angeles WSC operators selected by the RFI;
5. APPROVE the allocation of \$370,870 for the CDD grant management, program oversight, and administrative costs for the contract term of September 2, 2012 through March 1, 2014;
6. AUTHORIZE the Controller to:
 - a. Establish an interest generating fund to be administered by the Community Development Department, Department No. 22, entitled B2W 25% WIA Dislocated Worker Additional Assistance Fund.
 - b. Establish a receivable from the B2W 25% WIA Dislocated Worker Additional Assistance Fund from the South Bay Workforce Investment Board, Inc. (SBWIB) within the newly established fund for \$2,472,471.
 - c. Establish new accounts within the newly established funds as follows:

Acct #	Title	Amount
22J122	CDD	\$76,875
22J299	CDD Related Costs	24,170
22J622	CDD Program Oversight for FY 13-14	269,825
22J711	B2W WIA 25% Dislocated Worker	2,101,601
Total		\$2,472,471

- d. Increase appropriations within Fund No.100/22 as follows:

Acct #	Title	Amount
001010	Salaries-General	\$51,180
001070	Salaries-As Needed	95
002120	Printing & Binding	4,000

006010	Office & Admin Expenses	16,000
006030	Rent	5,600
Total		\$76,875

7. AUTHORIZE the General Manager of CDD, or designee, to prepare Controller instructions for any necessary technical adjustments, subject to the approval of the CAO, and instruct the Controller to implement the instructions.

FISCAL IMPACT

All recommendations in this transmittal will have no financial impact on the City General fund inasmuch as the grant provides full-cost recovery of the CDD salaries, expenses and all other related costs.

BACKGROUND

The State of California Employment Development Department released a \$19 million WIA 25 Percent training grant to the California Multi-Sector Workforce Partnership (Partnership) to help dislocated workers in 13 California counties move from the unemployment rolls and into new careers in high-wage jobs in growing industries. Through the WIA 25 Percent project, the City will provide comprehensive training and employment services in the primary high-growth industries of healthcare, professional and business services, and transportation and warehousing. The stated goal of the WIA 25 Percent project is to provide dislocated workers with the skills needed in the economy of the 21st century.

The SBWIB serves as the fiscal and administrative lead for the Partnership. The SBWIB has awarded the City \$2,472,471 of these funds to provide intensive case management services, training services, and re-employment services to 361 workers laid off from the companies listed below. The term for this award is retroactive to September 2, 2012, and runs through March 1, 2014. The CDD is a Partnership member for the current National Emergency Grant Multi-Sector Project.

Mass Layoffs Employer	Layoff Dates
Wilshire Grand	12/31/2011
Sanyo	1/30/2012
Barnes and Noble	1/31/2012
Nestle	2/24/2012
State Compensation Insurance Fund	4/25/2012
Bank of America	5/31/2012
The Wilshire Hotel	6/10/2012
Community Redevelopment Agency (CRA)	6/30/2012
Capital One	7/6/2012
American Airlines	9/1/2012

RECOMMENDATIONS

In order to effectively and expeditiously serve these additional 361 dislocated workers, the CDD is proposing the following framework to implement the WIA 25 Percent project, provide adequate training and re-training opportunities to these impacted dislocated workers, and utilize these funds fully within the proposed timeframe.

1. Request for Interest

In order to immediately implement this initiative, the CDD proposes to release an abbreviated Request for Interest (RFI) procurement instrument to the WSC operators. The RFI will announce the initiative and solicit a written response from the WSCs setting forth each center's interest in participating in the initiative, its anticipated service level capacity, the proposed training modalities to be offered to program participants, and the potential employer base into which program participants will be placed through On-the-Job Training (OJT) opportunities or unsubsidized competitive employment.

2. Outreach, Recruitment, and Enrollment Strategy

In order to meet 25 Percent Fund goals in a timely manner, City staff will participate with the WSCs to facilitate outreach to the prior employers and to organized labor (where appropriate), and to assist in identifying eligible dislocated workers and explaining the 25 Percent Fund benefits available to them.

The WSCs will provide orientation sessions (either individually or in small groups) and will enroll the dislocated workers (if they choose to participate) in the WIA 25 Percent project. The WSCs will conduct an assessment of participants' basic skills, assess specific skills gaps, and identify training modalities (classroom training, subsidized work experience, OJT, or a combination) that will lead to successful placement in targeted sectors.

Inasmuch the WIA 25 Percent funds constitute USDOL grant funding, the WIA 25 Percent project performance requirements will align closely with the requirements adhering to WIA formula funds, including Entered Employment Rate, Employment Retention Rate, and Average Earnings. Likewise, Project placement strategies will rely extensively on current Sector Strategy investments, which will require greater outreach efforts to businesses and employers. As stated above, City staff will play a critical role in identifying and connecting with such employers.

3. Training Modalities

Available training modalities for the WIA 25 Percent project include classroom training, work experience, on-the-job training (OJT), or a combination, and may be structured to a program participant individually (for example, through an Individual Training Account) or to a cohort (for example, as part of a currently funded Sector Initiative). The objective of the training activity is to ensure that any skills gaps preventing individuals from securing employment readily are addressed quickly and appropriately.

4. Personnel Requirements

The CDD will use two existing staff (one Senior Project Coordinator position and one Senior Clerk Typist position) to implement this project. The Senior Project Coordinator will be responsible for effective program oversight, monitoring WSC enrollment and performance outcomes, coordinating business and employer outreach, and will serve as the primary liaison between the WSCs and City. The Senior Clerk Typist will be responsible for providing clerical and administrative support for the project. The costs associated with these positions (estimated at 1.35 full-time equivalents) are in addition to any administrative costs associated with the grant.

WIB ACTION

In compliance with the WIB-Local Elected Officials Agreement, the acceptance of a grant award in excess of \$250,000 is subject to the approval of the WIB, the Council, and the Mayor. The WIB took action to accept these WIA 25 Percent funds on February 27, 2013, at the WIB Executive Committee meeting.



GREGORY P. IRISH
Interim General Manager



CHARLES WOO
Chair

GPI:RS:LM:BB