

# CITY OF LOS ANGELES

CALIFORNIA



Workforce Investment Board  
CHARLES WOO, CHAIR



ERIC GARCETTI  
MAYOR



Economic and Workforce  
Development Department  
JAN PERRY  
GENERAL MANAGER

September 4, 2015

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Council District Nos.: All  
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The Honorable Eric Garcetti  
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 \$1.2 MILLION IN WORKFORCE INNOVATION AND OPPORTUNITY ACT (WIOA) - NATIONAL EMERGENCY GRANT (NEG) FUNDS TO PROVIDE SECTOR-BASED TRAINING AND RE-EMPLOYMENT SERVICES TO THE LONG-TERM UNEMPLOYED, RECIPIENTS OF UNEMPLOYMENT INSURANCE, AND RETURNING VETERANS**

## RECOMMENDATIONS

The General Manager of the Economic and Workforce Development Department (EWDD) and the Chairman of the Workforce Development Board (WDB) respectfully request that the Mayor and City Council:

1. AUTHORIZE the General Manager of the EWDD, or designee, to accept on behalf of the City \$1.2 million in WIOA-NEG funds from the State of California Employment Development Department to provide sector-based re-employment and training services to one hundred sixty long-term unemployed, recipients of unemployment insurance or returning veterans for a grant term of 21 months, effective July 1, 2015 through March 31, 2017.

## 2. AUTHORIZE the Controller to:

- a. Establish a receivable from the State of CA-EDD within the Workforce Innovation Opportunity Act (WIOA) Fund No. 57W for \$1,200,000.
- b. Establish a new account and appropriate within the 0WIOA Fund No. 57W as follows:

Acct #	Title	Amount
22M520	WIOA National Emergency Grant (NEG)	1,200,000

- c. Establish new accounts and transfer appropriations within the WIOA Fund No. 57W as follows:

	Acct #	Title	Amount
From	22M520	WIOA National Emergency Grant (NEG)	200,000
To	22M122	EWDD	75,145
	22M299	Related Costs – EWDD	24,855
	22M622	Reserved for EWDD Oversight	100,000
<b>Total</b>			<b>200,000</b>

- d. Increase appropriations within Fund 100/22 as follows:

Acct #	Title	Amount
001010	Salaries-General	64,023
001070	Salaries-As Needed	313
001090	Overtime	11
002120	Printing and Binding	30
002130	Travel	43
003040	Contractual Services	1,311
003310	Transportation	50
006010	Office and Admin	1,743
006030	Lease	7,621
<b>Total</b>		<b>75,145</b>

3. AUTHORIZE the General Manager of EWDD, or designee, to prepare Controller instructions for any necessary technical adjustments, subject to the approval of the City Administrative Officer, and instruct the Controller to implement the instructions.

## WIB ACTION

The Los Angeles Workforce Development Board (WDB) approved the acceptance of these grant funds on July 29, 2015.

## FISCAL IMPACT

There is no negative impact on the General Fund inasmuch as all items are funded through the City's Workforce Innovation and Opportunity Act (WIOA) NEG allocations. Recommendations contained herein provide full cost recovery for all related costs.

## BACKGROUND

While the State of California has recovered most of the jobs lost as a result of the "Great Recession", the state's unemployment rate remains higher than that of other states and exceeds the national average. Additionally, the new jobs that are being created in the state are connected to specific industry sectors, and require enhanced skill levels to perform.

In order to address these high unemployment levels and skills gaps in key employment sectors, the State of California Employment Development Department (EDD) applied for and received a \$7 million WIOA - National Emergency Grant (NEG) from the U.S. Department of Labor (USDOL) to identify and develop sector strategies in 5 regions of California.

Of the \$7 million award, the Los Angeles Region will receive \$2 million to develop sector strategies in 3 key employment industries: biotech/biosciences, advanced manufacturing and transportation/logistics. The City of Los Angeles will receive \$1.2 million to provide employment training in biotech/biosciences, advanced manufacturing, while the City of Long Beach will receive \$800,000 to provide training in the transportation/logistics sector. The City's award also includes \$200,000 to lead and convene regional planning efforts around these sectors.

Funding for this program will be allocated as follows:

No.	Entity	Services	Amount
1.	EWDD	Program Oversight	\$200,000
2.	TBD/ Contract Services	Regional Planning	\$200,000
3.	TBD / WorkSource Centers	Career Services	\$350,000
4.	Los Angeles Valley College	Sector Training	\$450,000
	<b>Total</b>		<b>\$1,200,000</b>

The grant award is aligned with the WDB high-growth sector strategy which identified advanced manufacturing, biotechnology/biosciences and transportation/logistics as high-wage, high-growth industries with career advancement opportunities and of growing economic importance to the City. The WDB's sector strategy was supported by the recent greater Los Angeles region labor market study prepared by the Economic Development Corporation of Los Angeles County (LAEDC) entitled *Los Angeles: People, Industry and Jobs, 2014 – 2019*. Among other findings, the study sets forth the

City's growing industry sectors and the numbers of jobs that will be created in each industry.

The Sector Partnership / National Emergency Grant will consist of three activities, including:

### Regional Planning

To ensure this program leads to comprehensive regional strategies for these critical sectors, \$200,000 is allocated for the convening of a regional planning effort. The City will engage and convene the regional workforce development agencies to undertake a strategic and coordinated approach to engaging educational institutions and training providers as well as employer associations. The City currently works with industry councils in both advanced manufacturing and biotechnology/bioscience (National Tooling and Manufacturing Association and Southern California Biomedical Council), and has also been designated a key partner in the US Department of Commerce Economic Development Administration's "Investing in Manufacturing Communities Partnership" initiative. The City will build on the relationships with these councils and educational institutions to expand its efforts to incorporate a broader and more regional emphasis to its sector strategy activities.

Through this regional planning process, the City will continue its assessment and analysis of employer and worker issues in the sectors, encourage investments in new and incumbent worker training opportunities, expand training options that lead to employment in living wage jobs with well-defined career pathways, and monitor the sectors' changing needs to recommend strategic changes in approach, training modalities, and placement efforts

As authorized by the Workforce Development Board Year 16 Annual Plan, EWDD will issue a Request for Qualifications (RFQ) to identify Sector Intermediaries to assist with the regional planning efforts. EWDD anticipates releasing the Sector Intermediary RFQ in September 2015.

### Career Services

The City will employ its WorkSource Center operators to enroll and provide 160 job seekers with a range of career services necessary to successfully attain and retain employment in the high-quality and well-paying jobs in these industries. Under this initiative, all participants will receive the following services:

- Basic Skills Assessments
- Development of an Individual Employment Plan
- Basic Skills Remediation (as necessary)
- Provision of pre-employment and soft skills training
- Career Coaching
- Support Services
- Training Services (discussed below)
- Employment placement services
- Post-employment follow up services

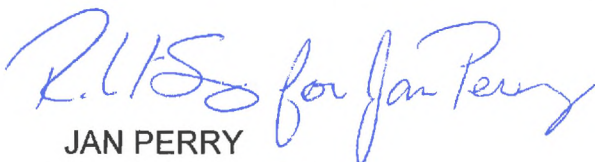
Through its WSC and community college partners, the City is well versed in developing and providing a variety of pre-employment soft-skills and hard-skills training opportunities. Individuals may participate in sessions that focus on uncovering the hidden job market, creating job search plans, generating leads, and understanding the psychology of interviewing. In addition, they may explore sessions in understanding emotional intelligence, public speaking, diversity, leadership, negotiation skills, critical thinking, and conflict resolution. Other sessions will focus on customer service and communication skills contextualized to the respective industries.

The EWDD issued a Request for Interest (RFI) to the Workforce Development System in August 2015 to identify WorkSource Centers (WSC) to provide career services. EWDD anticipates identifying 1 WSC per sector (two total).

### Sector Training

Key to the success of this initiative is ensuring that participants are provided with appropriate, industry-developed, sector-based training opportunities. EWDD has significant experience developing, implementing, and managing these initiatives. Specifically, in the biotech/bioscience and advanced manufacturing industries, EWDD has worked with the Los Angeles Valley College to develop sector-based training programs. These programs have already developed strong reputations for positive results in preparing dislocated workers into entry-level jobs in both the Biotech/Bioscience and Advanced Manufacturing sectors.

These programs and associated curricula have been developed with the input of industry professionals and target the core competencies of the related jobs. In order to ensure participants are afforded the opportunity to be successful in the training programs, they are assessed and provided basic skills remediation (as appropriate) prior to entering the formal training. When enrolled, participants are provided with contextualized training that emphasizes the critical work-based competencies of the industries. In addition, they are provided assistance with pre-employment skills, such as the job search, resume and application writing, and interviewing skills. Subsequent to their initial employment, participants meet with a post-employment specialist who assists with scheduling additional classes that further the participant along the career pathway in the industry. Ideally, this career pathway will lead to an occupational certificate or Associate of Science degree.



JAN PERRY  
General Manager



CHARLES WOO  
Workforce Investment Board  
Chair

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