



Richard Williams <richard.williams@lacity.org>

Comments to 6.24.2014 Economic Development Agenda No. 3-CF 14-0805-WIB Year Fifteen Annual Plan Fw: Comments WIB Draft Year Fifteen Annual Plan Program Year 2014-2015 due 5.30.2014

Joyce Dillard <dillardjoyce@yahoo.com>

Tue, Jun 24, 2014 at 12:40 PM

Reply-To: Joyce Dillard <dillardjoyce@yahoo.com>

To: Richard Williams <Richard.Williams@lacity.org>, "The Honorable Curren Price Jr." <councilmember.price@lacity.org>

We are forwarding our comments omitted from the WIB report. The report indicates that only two people responded online and two letters were received.

Please take them into consideration. You need to allow those without technology to be able to respond and access the plan.

Joyce Dillard

On Friday, May 30, 2014 3:36 PM, Joyce Dillard <dillardjoyce@yahoo.com> wrote:

There is no email address to send in comments nor is there a physical address to send in comments. This is not a public process. Survey Monkey is not the proper format for public comment. You have not taken into consideration low-mod income persons.

Workforce Investment Board WIB has set GOALS:

1. Creation of a sustainable balance between the employment needs of job seekers and the business needs of employers for skilled workers
2. Supporting economic expansion
3. Developing the talent of the workforce
4. Ensuring a self-sufficient, diverse workforce in Los Angeles

PRIORITIES are set at:

1. Ten percent service level requirement for individuals with disabilities and veterans
2. Shift to an Integrated Service Delivery (ISD) model
3. Adherence to the training expenditure requirement stipulated in State Senate Bill 734
4. Greater reliance on leveraged resources.
5. Focus on addressing the high school dropout crisis by implementing student recovery efforts, and providing summer youth employment opportunities to

disconnected youth

We see no nexus.

INDUSTRIES FOR MIDDLE CLASS SKILLS are listed as:

1. Office/administrative
2. Food preparation/serving
3. Sales
4. Healthcare
5. Education
6. Transportation

GOAL *Creation of a sustainable balance between the employment needs of job seekers and the business needs of employers for skilled workers* has no relationship to growth or need in the six industries listed. This Goal can be said to say match jobs to unemployed candidates with a zero goal of unemployment (sustainability). Missing is the identification of the differences of the balance aka the imbalance.

GOAL *Supporting economic expansion* is too general without identification of growth industries. The growth industry concentration is HOTEL BOOKINGS AND TOURISM.

Here the industries that apply are:

1. Office/administrative
2. Food preparation/serving
3. Sales
4. Transportation

Missing is the expected wages or salaries anticipated in the growth industries and whether the skills needed will produce a middle class income for those employed.

GOAL *Developing the talent of the workforce* assumes an ability without addressing the shortcomings of less specialized education. Testing is not even addressed.

GOAL *Ensuring a self-sufficient, diverse workforce in Los Angeles* does not relate to the six industries for middle class skills as diversity is limited to only six industries predominate in the second largest city in the country. There appears little opportunity for a higher than middle class opportunity.

INDUSTRY GROWTH SECTORS listed are:

1. Health Care
2. Security
3. Green Tech
4. Financial Services
5. Logistics and Transportation

6. Advanced Manufacturing
7. Construction
8. Hospitality.

It is not clear if the growth sectors need employment or if streamlining has created the growth. There are no statistics of growth and location of these sectors. There are no statistics of the educational requirements needed in these sectors.

Transportation needs are not addressed.

Also missing is the direction of economic development that the City is taking through the change of the LA Convention Center Department into the Los Angeles Department of Convention and Tourism Development

Job trends for Los Angeles, according the LA Economic and Development Corporation LAEDC 2014-2015 Economic Forecast are:

1. Leisure & Hospitality 3.8%
2. Administrative & Support & Waste Services 3.6%
3. Construction 3.2%
4. Professional, Scientific & Technical Services 2.4%
5. Educational Services 2.0
6. Financial Activities 1.7%
7. Health Care & Social Assistance 1.6%
8. Retail Trade 0.9%

For 2012-2017, Goods Producing Industries are expected to employ 15,007 jobs in the City of Los Angeles, Service Providing Industries are expected to employ 144,722 jobs and Government is expected to employ 21,467.

The report states:

The largest numbers of jobs will be added in service providing industries, such as professional and business services, educational and health services and leisure and hospitality. This is a consequence of these industries being large and continuing to grow.

Financial activities and the information sector will also be significant sources of job creation during the next five years. Construction will also add jobs as it rebounds from catastrophic losses during the recession

Wholesale trade will grow quite slowly, as will transportation, warehousing and utilities, which are more likely to add jobs in outlying regions

For 2012-2017, the highest job growth sectors will be in:

1. Administrative and support services 4.3%
2. Food services and drinking places 3.2%
3. Local government 1.5%

4. Professional and technical services 2.3%
5. Ambulatory health care services 2.6%
6. Motion pictures and sound recording 2.9%
7. Educational services 2.5%
8. Specialty trade contractors 4.3%

You state:

This year, the City will take the lead on developing individual MOUs with both mandatory and strategic partners. The MOUs will set forth the terms of cooperation and support in building and maintaining an ISD model, wherein each party agrees to provide high quality services that are responsive to the needs of workers and businesses. A primary purpose of these MOUs is to ensure that individuals have access to the requisite education, training, and information resources to pursue lifelong learning that will enable them to advance in their careers as well as to facilitate employment in a timely and effective manner.

This is a one-sided approach. Integrated Service Delivery ISD models do not approach actual employment opportunities. This is about learning not skill development for specific requirements of employment. Pursuit of lifelong learning is for the educational institutions. There is no mention of how the MOU relationship will be responsive to the businesses. There is no mention of how the HARSHIP INDEX will be applied.

Unclear is the mapping of business in relationship to the workforce. If the concentration is on the unemployed, then the mapping may cross into several surrounding counties with opportunities. If the concentration is on the business in need of employees, then the mapping should be in the City and surrounding neighborhoods. Again, transportation needs and mapping is omitted. If public transportation is being considered, then first mile last mile modes need to be incorporated.

There is no way to tell if concentrations of high unemployment can be realistically matched employment opportunities where transportation costs and time travelled may overwhelm wages earned.

Unclear is a network to provide realistic employment.

WORKFORCE INVESTMENT BOARD (WIB) INNOVATION FUND purpose is described:

To focus on high-impact result-oriented programs to ensure that Innovation Funds are spent in a way that is effective and accountable.

This is meaningless. *High-impact* has no definition attached nor does *Effective* or *Accountable*. Regulations are needed for this fund.

Entrepreneurial opportunity is avoided as a consideration of reduction of unemployment.

County employment has flat lined for years according the LA Economic Development Corporation.

Formula fund distribution should have notes regarding cap limits and reasons for the distribution percentages. Equity issues should always be addressed.

Weakness and/or failures should be addressed as to solutions or abandonment.

Information is available that is Council District specific. We suggest you include applicable research in the future.

Joyce Dillard
P.O. Box 31377
Los Angeles, CA 90031
Email: dillardjoyce@yahoo.com