

CITY OF LOS ANGELES

CALIFORNIA



Workforce Development Board
City of Los Angeles

CHARLES WOO
CHAIR



ERIC GARCETTI
MAYOR



Economic and Workforce
Development Department
JAN PERRY
GENERAL MANAGER

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Council File:
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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

TRANSMITTAL: AUTHORITY TO UTILIZE A LOS ANGELES COUNTY PROCUREMENT FOR THE PROVISION OF LAYOFF AVERSION SERVICES FOR THE ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT FROM JANUARY 1, 2019 THROUGH JUNE 30, 2019

RECOMMENDATIONS

The General Manager of the Economic and Workforce Development Department (EWDD) and the Chair of the Los Angeles Workforce Development Board (WDB) respectfully requests that the City Council, subject to approval of the Mayor as required:

1. AUTHORIZE the Department to adopt the County of Los Angeles Workforce Development, Aging and Community Service's (WDACS) Business Technical Assistance Program (BTAP) procurement process and contract with their winning bidder to provide Layoff Aversion services for the City of Los Angeles; and
2. AUTHORIZE the Department to enter into an agreement with the Los Angeles Economic Development Corporation (LAEDC), the successful bidder for all of Los Angeles County, for the continued provision of layoff aversion services to distressed businesses in the City of Los Angeles, in an amount not to exceed \$301,210 for the period January 1, 2019 through June 30, 2019.

FISCAL IMPACT STATEMENT

There is no negative financial impact on the City General Fund.

BACKGROUND

The City currently contracts with LAEDC to provide layoff aversion services to distressed businesses located in the greater Los Angeles area. This contract was originally procured through a Request for Proposals issued by EWDD in the spring of 2014 and has been renewed annually since PY 2014-15.

Under this contract, the LAEDC has developed and implemented a plan and an outreach effort to partners and affected businesses to avert layoffs, retain jobs in industry sectors that have a direct impact on the local economy, and promote savings to the State by minimizing the number of workers drawing unemployment insurance benefits.

The City's Layoff Aversion Program offers the following assistance to companies that request it and who exhibit "at-risk" stress factors:

- Providing individualized services based on need
- Creating action plans and referring to appropriate resources/workshops
- Tracking, documenting, and reporting services rendered

The Layoff Aversion program has reached the end of its procurement cycle. During the approval of the PY 2018-19 Annual Plan, EWDD requested authority to enter into a three-month contract with LAEDC in order to provide the Department sufficient time to complete a new procurement. That contract has been extended through December 31, 2018.

SUMMARY

The Regional Plan adopted by the Los Angeles Basin Regional Planning Unit (RPU) identifies Strategic Goal No. 8 – Implement a system-wide approach to industry engagement that would support the efforts of the seven workforce development boards and all system stakeholders as one of the top five priorities for the RPU.

With this goal in mind, EWDD has been working with LA County/WDACS to identify areas where we could align employer service activities across the region. In December 2017, EWDD requested authority to partner with Los Angeles County/WDACS to establish a regional Layoff Aversion program that includes commitments from the seven WDBs in Los Angeles County. The goal of the regional strategy is to align layoff aversion activities and leverage funding to promote efficiencies and improve outcomes. In February 2018, the County released an RFP, in partnership with South East Los Angeles County (SELACO), for their Business Technical Assistance Program (BTAP) which "establishes required tasks to provide technical assistance to Distressed Businesses that may be in a state of financial, managerial, locational and/or operational stress which could result in layoffs. By conducting significant and wide-ranging outreach efforts to those Distressed Businesses, conducting assessments, providing direct

services, facilitating linkages to appropriate local partners (collectively, Program Services or Services), the Sub-recipient aims to strengthen the operation of the Distressed Business.” BTAP is the new name for the County’s Layoff Aversion Program.

The County’s program design for BTAP shares a common approach to identifying and addressing the “at-risk” businesses’ needs of the City of Los Angeles. As the City has moved to regional collaboration, further aligning the City’s Layoff Aversion program with the County by adopting the same procurement process will strengthen layoff aversion efforts to standardize processes, streamline services to employers, and maximize resources.

WDB ACTION

On October 31, 2018, the WDB approved the adoption of the County BTAP procurement for the City’s layoff aversion services to further the region’s goal of aligning and integrating employer engagement strategies across the region, and authorized execution of contract with LAEDC.



JAN PERRY
General Manager

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CHARLES WOO, Chair
Workforce Development Board