

CITY OF LOS ANGELES

CALIFORNIA



Workforce Investment Board
CHARLES WOO, CHAIR



ERIC GARCETTI
MAYOR



**Economic and Workforce
Development Department**
JAN PERRY
GENERAL MANAGER

October 14, 2014

Council File:
Council District Nos.: All
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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: ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT (EWDD) RECOMMENDATION FOR LAYOFF AVERSION PROVIDER AND AUTHORIZATIONS AND RELATED ACTIONS RELATIVE TO IMPLEMENTING A NEW LAYOFF AVERSION PROGRAM

RECOMMENDATIONS

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

1. APPROVE the Department's selection of the Economic Development Corporation of Los Angeles (LAEDC) as the successful bidder for the Layoff Aversion Provider Request for Proposals (RFP), released by EWDD on April 25, 2014.
2. AUTHORIZE the General Manager, EWDD, or designee, to negotiate and execute an agreement with the LAEDC for Layoff Aversion Provider, subject to City Attorney review and approval as to form, and in compliance with the Workforce Investment Board-Local Elected Officials (WIB-LEO) agreement and City contracting requirements, for an initial 8-month period, November 1, 2014 through June 30, 2015, and in an amount not to exceed \$455,133.

3. AUTHORIZE the Controller to increase appropriations within the Workforce Investment Act (WIA) Fund No. 44A as follows:

Account No.	Account Name	Amount
22L727	WIA Rapid Response	455,133

4. AUTHORIZE the General Manager, EWDD, or designee, to prepare such Controller's instructions as are necessary to implement actions approved by the City Council and Mayor on matters presented in, or deriving from, this transmittal, and/or to make necessary technical adjustments, subject to review by the City Administrative Officer; and, further, REQUEST that the Controller implement such instructions.

FISCAL IMPACT STATEMENT

The recommendations to approve the results of the Layoff Aversion RFP and funding of the Layoff Aversion Provider will have no impact on the General Fund as all items are being funded through WIA funds.

WIB ACTION

The WIB Executive Community heard the EWDD recommendations on September 24, 2014. However, due to lack of quorum, the recommendations were deferred to its WIB Quarterly Meeting, scheduled for October 30, 2014.

BACKGROUND

RFP and Appeal Process. On Friday, April 25, 2014, the EWDD released an RFP for the City's Layoff Aversion Provider. Four proposals to the RFP were submitted by the due date of May 27, 2014. The proposals were rated on a 100-point scale, with evaluation criteria as follows:

- 30 points for Demonstrated Ability,
- 40 points for Program Design,
- 30 points for Cost Reasonableness.

Achievement of a minimum of 70 points was required to qualify for "a recommendation for funding." Third party volunteer raters, with expertise in workforce development and/or economic development, were first oriented to the goals of the Program, then trained in the use of the evaluation scoring tool, and then enlisted to review and grade the proposals. Of the four proposals submitted, one was disqualified for lack of completeness, two received insufficiently high grades (61 and 49), and one, the LAEDC, received a passing grade of 86 and is therefore recommended for funding.

The four bidders were notified of their final scores via email on July 30, 2014, and were given an opportunity to appeal the EWDD recommendations by Friday, August 8, 2014. None of the bidders chose to appeal, and therefore an appeal hearing was not held.

Redesigned Layoff Aversion Program. The RFP represents the initial thrust of a redesigned layoff aversion program (Program) which fuses the visions of the Mayor, City Council, and the WIB for serving businesses at risk of laying off employees or reducing their work hours. The redesign incorporates the following new components:

- a. An EWDD Business Solutions Team to:
 - Ensure program integration with the WIA Workforce Development System.
 - Report to the WIB and other entities on program challenges, successes, and impacts to the City’s economy.
 - Support the Layoff Aversion Provider efforts of identifying businesses eligible for layoff aversion services; convening regional meetings with stakeholders to develop early warning systems for layoffs and/or reductions in work hours; and developing strategies with regional stakeholders for averting layoffs.

- b. An “individualized services approach” that
 - Tailors services to the specific needs of an eligible business client.
 - Deploys services efficiently, and in a cost effective and timely manner, by drawing on/leveraging available services/capacities of collaborative partners.

- c. Developing collaborative partnerships (with other service providers, education/training providers, other WIBs, Chambers of Commerce, etc.) in order to increase the array of services available to eligible businesses.


- d. Deliverables to be expected from the Layoff Aversion Provider for the 8-month period, November 1, 2014 through June 30, 2015.
 - Total number of jobs to be saved.....800
 - Total number of businesses to be served.....267
 - Number of jobs to be saved per month100
 - Number of businesses to be served per month.....33

NEXT STEPS

Upon WIB, City Council and Mayoral approval, the EWDD anticipates executing a new contract with LAEDC as the Layoff Aversion provider by November 1, 2014.



JAN PERRY
General Manager



CHARLES WOO
Chair
Workforce Investment Board