

TRANSMITTAL

To:

THE COUNCIL

Date: 9/20/2018

From:

THE MAYOR

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.



ERIC GARCEITI
Mayor

(Ana Guerrero) for

CITY OF LOS ANGELES

CALIFORNIA

JAN PERRY
GENERAL MANAGER



ERIC GARCETTI
MAYOR

**ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT**

1200 W. 7TH STREET
LOS ANGELES, CA 90017

September 19, 2018

Council File: 15-0850
Council District Nos.: All
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The Honorable Eric Garcetti
Mayor, City of Los Angeles
Room 303, City Hall

Attention: Mandy Morales, Legislative Coordinator

TRANSMITTAL: ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT (EWDD) BUSINESS RESPONSE UNIT OPERATIONAL METRICS REPORT APRIL – JUNE 2018

RECOMMENDATIONS

The General Manager of Economic and Workforce Development Department (EWDD) or designee, respectfully requests that the City Council, subject to the approval of the Mayor as required:

1. NOTE and FILE the Business Response Unit metrics presented in this transmittal, as they are provided for informational purposes only and no Council action is necessary; and
2. APPROVE the EWDD Business Response Unit proposed quarterly reporting schedule as indicated in this transmittal.

FISCAL IMPACT STATEMENT

This report provides information relating to the Business Response Unit's operational metrics. At this time, there is no impact to the General Fund.

BACKGROUND

As part of the Jobs Plan (C.F. 15-0850), the City Council adopted the creation of a centralized business unit that includes an express response feature for businesses. The Business Response Unit was created to work with liaisons designated from various City departments to establish a referral protocol and begin accepting referrals to help City businesses. The EWDD Business Response Unit serves as first point of contact to lead businesses through the City's bureaucracy and coordinate efforts across multiple departments.

Business Response Unit Infrastructure

The Business Response Unit secured a dedicated email (labusinessresponse@lacity.org) and telephone number (213) 744-7150 to accept referrals for assistance. Referral protocols were established with providers of services to the business community in the BusinessSource Centers, Office of Finance, Planning Department, Department of Building and Safety, Department of Water and Power, and other appropriate Departments.

The Business Response Unit contact information and services is promoted to the public via the Los Angeles Business Portal and at business-related events. A tracking system has been developed to capture and analyze customer data, with data collection for reporting beginning April 18, 2018.

SUMMARY

Pursuant to Council adoption on October 26, 2016 of the Ad Hoc on Comprehensive Job Creation Plan and Economic Development Committee's Reports relative to the Jobs and Business Advancement in Los Angeles Action Plan (Jobs Plan), the City Council instructed the Economic and Workforce Development Department to report to Council with:

- a. The number of businesses seeking assistance from the Business Response Unit.
- b. The average time to resolve an issue.
- c. Trends in the types of problems businesses need assistance with.
- d. Recommendations for policy changes.

As instructed, EWDD has prepared this report to provide the total number of businesses that have been served beginning April 18, 2018, with the first business serviced, through June 30, 2018. Although the instructions from the Ad Hoc on Comprehensive Job Creation Plan Committee were for EWDD to report yearly on these metrics, EWDD is proposing to prepare this report quarterly, with the next submission covering July through September 2018, in order for Council to receive more timely information.

Number of Business Seeking Assistance

The table on the next page provides a summary of the total businesses serviced by the Business Response Unit during the reporting period, beginning April 18, through June 30, 2018:

Number of Businesses Seeking Assistance April – June 2018

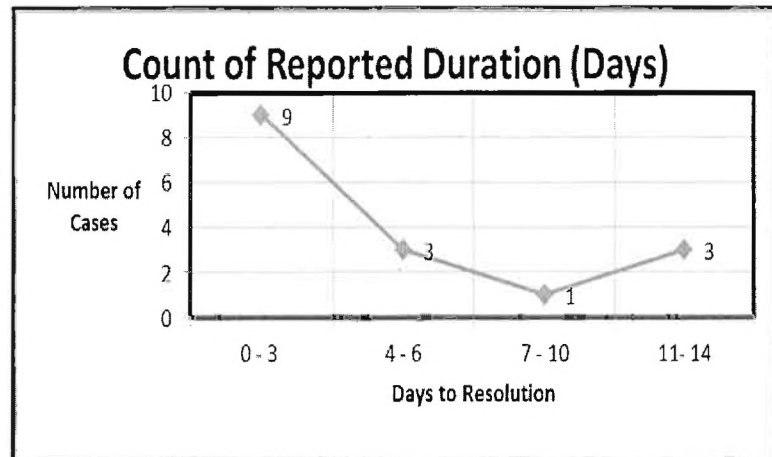
Status of Cases	Number of Cases
Complete	19
Pending	2
Grand Total	21

Average Resolution Duration

The table and graph below provide a summary of the average number of days from initial contact (starting point) to plan summarization (case conclusion). It should be noted that cases currently pending completion are not included in the average resolution duration.

Average Resolution Duration

Days to Resolution	Count of Cases Completed
0 - 3	9
4 - 6	3
7 - 10	1
11 - 14	3
> 14	3
Grand Total	19
Average Resolution Time (Days)	12.74

**Trends in Issues Reported / Types of Problems**

Due to the shortened reporting period and limited data of this initial report, no patterns or conditions were identified to indicate trends in the types of issues encountered by City businesses. More case data is needed to establish a basis for recommendations of policy changes. An increase in referrals to Office of Finance was noted in the period following the Business Tax Renewal delinquency date (March 1st). The following table reflects the City departments to whom business owners were referred for assistance.

Time Period	Building and Safety	City Planning	Economic & Workforce Development	Mayor	Non-City Entity	Office of Finance	Other	PW/Contract Administration	Transportation
April 2018	0	1	1	0	0	4	0	1	1
May 2018	1	0	2	0	0	1	0	0	0
June 2018	0	0	2	1	1	0	1	2	0

Referral Generation Agency

During this reporting period, the Business Response Unit created marketing and promotional materials and promoted the expedited response service to businesses at several events, including the Mayor's Office Small Business Week Summit on May 4, 2018, and LAWA's Business Matchmaking event held June 14, 2018. The services available through the Business Response Unit were also presented to BusinessSource Center

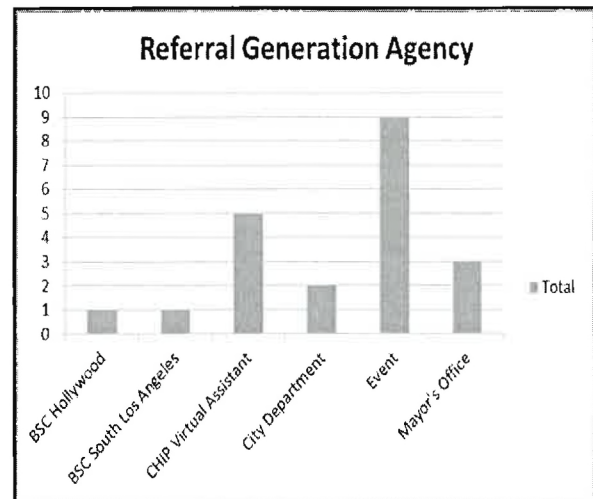
Directors at their monthly meeting on April 18, 2018, and marketing flyers were distributed to several City agencies who help the business community. The Business Response Officer will also continue to staff business-related events hosted by the City and outside agencies to promote the services offered by the unit.

During the next reporting quarter, the Business Response Officer will begin scheduling information sessions at all City Council Districts to inform Council staff of the availability of the services of the unit.

The table and graph below illustrate which agency generated the referral to the Business Response Unit.

Referral Generation Agency April – June 2018

Agency Referred By:	Number of Referrals:
BSC Hollywood	1
BSC South Los Angeles	1
CHIP Virtual Assistant	5
City Department	2
Event	9
Mayor's Office	3
Grand Total	21



Operational Metrics and Proposed Reporting Schedule

Operational metrics are captured through the information management system and assembled quarterly to track activities. Quarterly numbers are analyzed following each reporting period to determine progress of activities and efficiency of the referral system. The following schedule of reporting the Business Response Unit's operational metrics is proposed:

Reporting Period	Due Date
July 1 – September 30 th	October 31, 2018
October 1 – December 31 st	January 31, 2019
January 1 – March 31 st	April 30, 2019
April 1 – June 30 th	July 31, 2018

JAN PERRY
General Manager

JP:SH:DH:JDR:VW