

TRANSMITTAL

To:

THE COUNCIL

Date: 12/21/2018

From:

THE MAYOR

TRANSMITTED FOR YOUR CONSIDERATION. PLEASE SEE ATTACHED.

A handwritten signature in blue ink, appearing to read 'Eric Garceiti', is written over the printed name.

ERIC GARCEITI
Mayor

(Ana Guerrero) for

CITY OF LOS ANGELES

CALIFORNIA

JAN PERRY
GENERAL MANAGER



ECONOMIC AND WORKFORCE
DEVELOPMENT DEPARTMENT

1200 W. 7TH STREET
LOS ANGELES, CA 90017

December 19, 2018

Council File: 15-0850

Council Districts: All

Contact Person(s) & Phone:

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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 JULY – SEPTEMBER 2018

RECOMMENDATIONS

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

FISCAL IMPACT STATEMENT

There is no impact to the General Fund as this report provides information relating to the Business Response Unit's operational metrics.

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 at EWDD 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 the first point of contact to lead businesses through the City's bureaucracy and coordinate efforts across multiple departments.

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 for which businesses need assistance.
- d. Recommendations for policy changes.

As instructed, EWDD has prepared this report to provide the total number of businesses that have been served beginning July 1, 2018 through September 30, 2018. Although the instructions from the Ad Hoc on Comprehensive Job Creation Plan Committee were for EWDD to report yearly on these metrics, in its previous transmittal dated September 19, 2018 (Council File 15-0850-S4), EWDD proposed to prepare this report quarterly. The next submission will be due on January 31, 2019, covering October through December 2018.

Number of Businesses Seeking Assistance

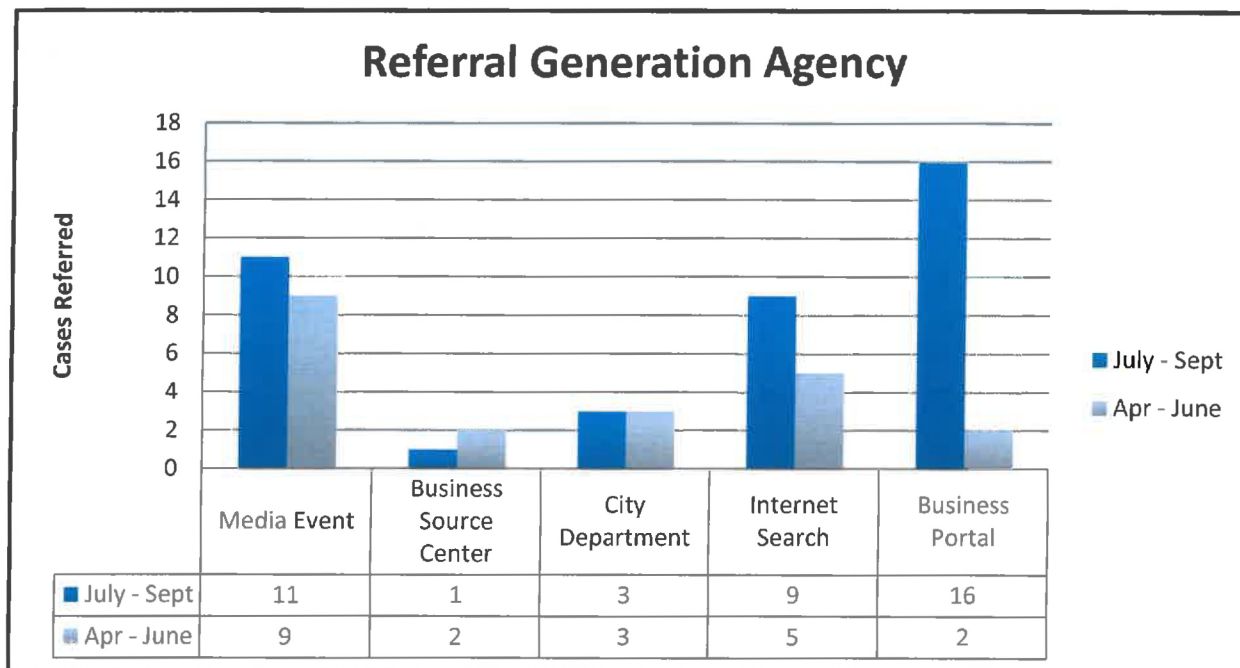
The following table provides a summary of the total businesses serviced by the Business Response Unit during the reporting period of July 1, 2018 through September 30, 2018. To illustrate the progressively improved effectiveness of the BRU service, the prior reporting period's number of cases is also presented. The increase in number of cases is attributed to public outreach efforts. It is expected that the unit's case numbers will continue to increase each reporting period, as the service's availability continues to be marketed to the business community.

Number of Businesses Seeking Assistance

	Current Period July –Sept 2018	Previous Period April - June 2018	TOTAL Cases April – Sept 2018
Total	40	21	61

Referral Generation Agency

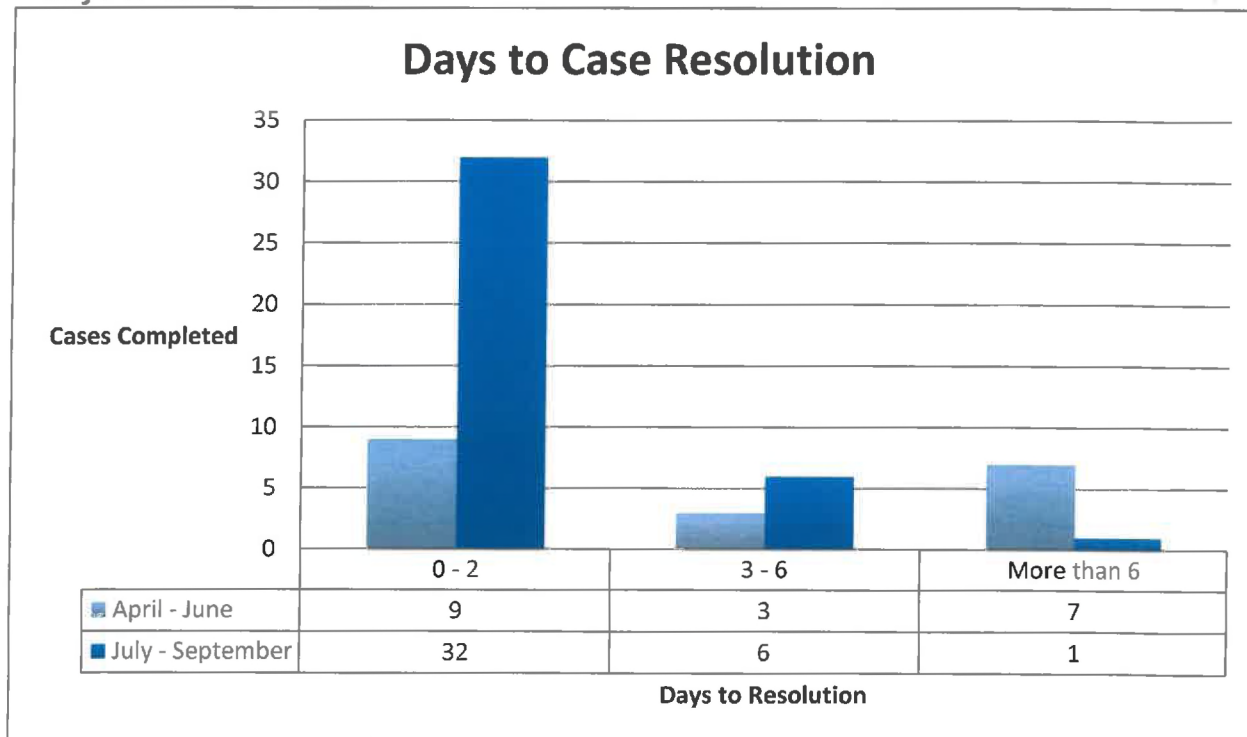
The table and graph on the next page illustrate which agency the case referral to the Business Response Unit was generated from. During the current reporting period, the LA Business Portal principally listed the BRU's contact details resulting in sixteen new cases to the unit. The BRU will continue to market the service in the next reporting period, including conducting presentations at the Council Offices that provide an overview of current and pending Economic Development programs, including the BRU.



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). Case resolution averages three working days, down significantly from last quarter's twelve day average. The decrease in resolution time can be attributed to the establishment of referral protocols and procedures with City business service providers.

Days to Case Resolution



The Business Response Unit's first case occurred on April 18, 2018. Since this date the BRU has seen a steady increase of calls. Calls from many constituents that reached out to BRU to inquire about services provided by agencies outside of the City have not been tracked. EWDD will now capture these exploratory metrics for report inclusion going forward.

Business outreach events and media broadcasts generate increased activity immediately following each broadcast or event. The increase in callers seeking assistance to launch, maintain, or grow their businesses is an indicator that City businesses require business-related assistance when they are advised where to address them. The Economic and Workforce Development Department is exploring the creation of a business newsletter, which would provide Business Tax Registration Certificate holders periodically-scheduled updates and upcoming events, and increase the outreach efforts of the BRU.



JAN PERRY
General Manager

JP:SH:DH:JDR:VW