

MOTION

ECONOMIC DEVELOPMENT

We've come a long way since the recession – but there is much more work to be done to find jobs for the unemployed, and to create better paying jobs to both maintain and expand our middle class. According to April statistics released by the U.S. Bureau of Labor Statistics, the Los Angeles unemployment rate is currently 7.5 percent. Although the jobless rate in Los Angeles has been on the decline in recent years, the jobless rate still remains higher than the state and national averages. Now is the time for City leaders to come together to create a comprehensive strategy to grow Los Angeles' economic base and create the conditions necessary for decades of success.

The City Council needs to take a fresh approach to job creation. While many people in Los Angeles and throughout California have taken part in our economic recovery following the Great Recession, the reality is that countless hard working families are still struggling to get by either because their wages are stagnant or because they haven't yet landed a good paying job with decent benefits. Job creation isn't about one particular community, but the City as a whole. Currently, the City lacks a common aspiration and shared vision about how to achieve that success, as our collaboration is too limited and we fragment our efforts. The City now needs to take a collaborative, deliberate, and purposeful approach to job creation. We must set clear targets, and share them and the progress we make each year. Our aspirations should be bold and our plan for achieving them aggressive.

The value of a comprehensive and strategic job creation plan cannot be overlooked. It provides a roadmap for the future, creates community buy-in, and provides a playbook for community leaders to promote the region and make strategic investments. A comprehensive job creation plan also recognizes that tax incentives are the "icing and not the cake." Investment decisions for civic and transportation infrastructure, workforce programs, economic development organization creation, regional marketing, and global trade investments all can be made based on the comprehensive and strategic plan. Communities and regions that develop a roadmap for success through a strategic job creation plan will see job growth, lower unemployment rates, and capital investment.

The City of Los Angeles currently lacks a clear set of strategic goals and objectives to enhance its job creation efforts. All goals and objectives should be intended to promote job creation, while also protecting the environment, promoting the use of technology, supporting workforce development, and working within realistic budgets and local capabilities. In developing a comprehensive job creation plan the City might want to begin with the following:

1. A citywide understanding of every communities' assets and history
2. Identifying the industry clusters that the community wants to attract and retain based upon existing and growing clusters in the region as well as their critical supply chain
3. Benchmarking the community against areas of similar size and makeup which often does not include neighboring communities
4. Determining the tactics and tools that will be employed to achieve this vision, the goals and objectives of a comprehensive plan should include, but not be limited to: marketing, site consultant strategy, existing industry support, infrastructure development, workforce development, education engagement, brownfield revitalization, and site development




JUL 1 2015

WE THEREFORE MOVE that the Chief Legislative Analyst, the City Administrative Officer, Workforce Investment Board, the Economic Workforce Development Department and other relevant City agencies report back to the Council with recommendations on a comprehensive job creation plan, including but not limited to:

1. A vision, goals and objectives that includes projected high-wage job growth and capital investment within the City
2. A favorable tax environment and business incentives designed to reduce cost and risk for companies that invest within the City
3. Input from local workforce and economic development organizations with an understanding of the economic base
4. Generate high-growth opportunities and offer startup and high growth assistance in order to have a high-growth economy that focuses on increasing new company formation, accelerate early-stage companies, increase commercialization success, and attract technology driven companies
5. Competitive infrastructure that meets the needs of communities within the City to keep pace with the needs of growing companies; developing infrastructure that allows for the movement of goods around the world via road, rail and air, as well as the movement of people for employment, education, and recreation within city limits. Equally important is the need to develop infrastructure to provide secure, reliable and robust public utilities to employment centers and communities, and to enhance the availability and supply of energy and water resources.
6. Customized location analysis for companies considering expanding in or relocating into the City
7. Recommendations to increase foreign investment, increase the amount of goods and services exported from the market, and cultivate a business culture that values global standards and best practices
8. Recommendations to maintain and grow niche industries important to the City of Los Angeles (film industry, e-commerce, share economy, urban agriculture etc.)

**PRESENTED
BY**


HERB J. WESSON, JR.
Councilmember, 10th District

**SECONDED
BY**



ORIGINAL