

CITY OF LOS ANGELES

CALIFORNIA

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DEVELOPMENT DEPARTMENT

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Homelessness and Poverty Committee
Los Angeles City Council
c/o Eric Villanueva
City Clerk
Room 395, City Hall

COMMITTEE TRANSMITTAL: REPORT BACK ON THE NUMBERS AND POPULATIONS COVERED BY LA:RISE INCLUDING WHAT THE PROGRAM IS EXPECTED TO ACCOMPLISH IN THE COMING YEARS AND HOW THIS TIES INTO THE CITY'S GOAL OF 5,000 NEW HIRES

RECOMMENDATIONS

The General Manager of the Economic and Workforce Development Department (EWDD) respectfully requests that the City Council NOTE and FILE this report as it is provided for informational purposes only and no Council action is necessary.

BACKGROUND

Pursuant to the adoption of the Mayor's 2016-17 Budget on May 19, 2016, the EWDD has been slated to receive \$2 million in General City Purposes (GCP) funds to deliver workforce development services to individuals facing significant barriers to employment. The GCP funds will allow EWDD to provide workforce training, education, and placement services to 275 individuals with a history of homelessness or incarceration as well as to young adults not connected to school or to the workforce. This program will augment the current EWDD Los Angeles Regional Initiative for Social Enterprise (LA:RISE), a five-year demonstration grant funded by the US Department of Labor Innovation Grant award of \$6 million (discussed in more detail below).

With the additional \$2 million in funding, the EWDD will be able to serve City residents without the restrictions imposed by the nature of the controlled-study, LA:RISE demonstration grant. Additionally, the use of local funds allows the EWDD to place individuals in public sector employment, which is prohibited under the federal guidelines

in effect for LA:RISE. The City funded LA:RISE initiative will facilitate the placement of qualified, pre-screened, and job ready individuals into the City's proposed Targeted Local Hire Work program.

US Department of Labor LA:RISE Program

As a demonstration project, the federally funded Los Angeles Regional Initiative for Social Enterprise (LA:RISE) will serve 1,000 individuals, half of whom will receive traditional workforce services and half of whom will receive "enhanced" workforce services. Traditional workforce services include: staff assisted job search, placement assistance, career counseling, comprehensive and specialized assessments, development of an Individual Employment Plan, short-term pre-vocational services, and training services.

The enhanced services under the LA:RISE program include four program components:

- Transitional jobs through Social Enterprises, delivering subsidized transitional employment;
- Bridge jobs, designed to provide unsubsidized employment opportunities to a select group of transitional graduates demonstrating sufficient gains in skills;
- Training services, providing both hard and soft job skills; and
- Supportive services, designed to help participants stabilize their lives and retain competitive employment.

The goals of LA:RISE include the following:

Goal #1: Increase sustained employment for job seekers with significant barriers to employment, while reducing turn-over cost for employers.

Goal #2: Pool high-quality, standardized, evidence-based training, personal, and professional support services provided by qualified providers so that they can be efficiently accessed by job seekers and employees of Transitional Employers, Bridge Employers, and the mainstream sector.

Goal #3: Integrate Social Enterprises and specialized service providers into the Workforce system to yield stronger employment results for job seekers with significant barriers.

LA:RISE Program Design

The LA:RISE strategy is to move job-seekers through a continuum of employment experiences, using Employment Social Enterprises (ESE) as the initial employer of record. The ESE generate revenue through the provision of goods and services, and often provide the first opportunity for employment to individuals with significant barriers to employment such as histories of incarceration, periods of homelessness, etc. ESE provides a range of job opportunities (subsidized, temporary employment; unsubsidized temporary employment; and unsubsidized, competitive employment) to build employment skills, along with training and supportive services to address these employment barriers. Under the LA:RISE initiative, individuals will progress from Transitional (subsidized) employment with ESE, to Bridge (unsubsidized) employment with ESE, and onto competitive employment in the open labor market.

The LA:RISE is a strategic collaborative that includes the City and REDF providing the required planning and project management activities for the period of 60 months. Direct services to participants over the course of 36 months will be provided by Goodwill Industries of Southern California, the Coalition for Responsible Community Development, the Catholic Charities of Los Angeles, the Regents of the University of California, Chrysalis Enterprises, the Downtown Women's Center, Homeboy Industries, Los Angeles Conservation Corps, Anti-Recidivism Coalition, Friends Outside of Los Angeles, and LIFT. Evaluation services for the full grant period of 60 months will be provided by Social Policy Research Associates (SPRA).

US Department of Labor Approved Metrics (for the life of the 5 year grant)

1. 1000 participants recruited; 500 for program group and 500 for comparison group
2. 500 participants placed in transitional jobs program and co-enrolled in WIOA
3. 500 participants provided with retention supports after social enterprise job experience
4. 250 placed in competitive employment (bridge/traditional)

Progress to date (through June 2016)

1. 452 total participants recruited to date
2. 227 participants enrolled in the program group
3. 225 participants enrolled in the comparison group
4. 227 participants placed in transitional jobs and co-enrolled in WIOA

LA:RISE Program Evaluation

As part of the Workforce Innovation Fund (WIF) grant, recipients are required to undertake an independent evaluation of their proposed projects. The City's evaluation will examine differential impacts of Transitional employment and Bridge employment on the long-term, competitive employment outcomes for this hard-to-serve population.

LA:RISE Expansion (General Fund Allocation)

As approved in the Mayor's budget, the EWDD is proposed to receive \$2 million in GCP funds to deliver workforce development services to 275 individuals with a history of homelessness, utilizing the LA:RISE program model and partnerships to achieve outcomes.

Originally, the department proposed to serve 200, but after discussions with the LA:RISE partners, we were able to increase the goal to 275.

Goals (annual)

1. 275 placed in transitional jobs program
2. 275 provided with retention support providers upon exit
3. 200 co-enrolled in WIOA
4. 150 placed in competitive employment

Proposed changes from LA:RISE demonstration project:

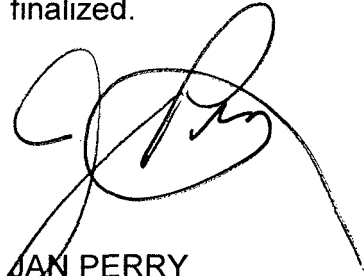
1. Include Alternative Staffing Agencies as a placement option
2. No randomized control trial to increase recruitment capabilities at intake sites
3. Increase intake sites

LA:RISE CONNECTION TO THE CITY'S GOAL OF 5,000 NEW HIRES

Per Executive Directive No. 15, the EWDD through its LA:RISE program will work with the recently established Targeted Local Hire Task Force to facilitate the placement of qualified, pre-screened, and job ready individuals into the City's proposed Targeted Local Hire Work program.

Initial discussions have taken place with the Mayor's Office and Labor representatives to utilize this program as well as our other publicly subsidized employment training programs as a priority population for the vocational worker positions.

Although the eligibility and hiring process of the vocational worker is still under discussion by the Targeted Local Hire Task Force, EWDD will be recommending the inclusion of the LA RISE participants in the hiring process. The department will update this committee as the hiring process to accomplish Executive Directive No. 15 is finalized.



JAN PERRY
General Manager

JP:RS:JHP

INTRODUCING

The LA:RISE Ecosystem—An integrated, wrap-around approach to job creation

L.A.

RISE

EMPLOYMENT CONTINUUM:



SUPPORTS PARTNERS:



Increase sustained employment for job seekers with significant barriers to employment, while reducing turnover cost for employers.

Pool high-quality, standardized, evidence-based workforce training with personal and professional support services.

Integrate employment Social Enterprises and specialized service providers with the Workforce Development System to yield stronger employment results for job seekers.

LA works better when we all work together.

A \$6M grant from the Department of Labor's Workforce Innovation Fund will create the Los Angeles Regional Initiative for Social Enterprise (LA:RISE). By uniting the city's Workforce Development System with non-profit social enterprises and for-profit employers, LA:RISE will stimulate job acquisition and retention for individuals who make up the hardest-to-serve populations: those with a history of homelessness, incarceration, and disconnected youth.

In partnership with REDF, a leader in the field of job creation through investment in social enterprise, the City of Los Angeles Workforce Development Board will take an innovative approach in connecting public sector agencies, non-profit support services, and employers to help participants develop the skills they need to enter and succeed in the workforce.

An Equal Employment Opportunity - Affirmative Action Employer

LA:RISE is a five-year demonstration project, using a randomized control model, designed to employ 500 hard-to-serve individuals between 2014 and 2019.

YEAR 1. Plan: Collaborative, bottom-up planning process; creation of job readiness standards; and development of evaluation protocols.

YEAR 2-3. Enroll & Employ: Social enterprise intake, employment and WorkSource and YouthSource center coordination.

YEAR 4. Employ & Deliver: Continue service delivery and transition individuals into bridge and mainstream jobs.

YEAR 5: Evaluate: Finalize and publish process and outcome results.

Designed to help the hardest to employ find long-term work, LA:RISE takes an integrated, “wrap-around” approach to job creation. Participants receive a steady paycheck along with the counseling, support, and training they need.

Delivers a comprehensive approach to address employment needs for those who face the greatest barriers to work.

Puts in place an employer-driven pathway for job creation.

Integrates resources from different funding sources and leverages the expertise and knowledge of each partner so they can focus on what they do best and better collaborate and partner with each other.

Enrolls all participants in the WIOA system to increase placement and retention outcomes while providing additional resources and services.

Tracks participants through JobsLA, the City of LA's online job placement system for coordinated case management and efficient service delivery.

Evaluates participants by a consistent Job Readiness standard to ensure quality referrals to employers.

Coordinates a comprehensive system of funding sources, support services, and businesses to yield stronger employment results for job seekers with significant barriers.

LA:RISE creates an employer-driven pathway that integrates public, private, non-profit, and educational systems to support individuals on their way to full-time employment. LA:RISE invests in social enterprises that earn revenue while providing a supportive work environment that offers on-the-job training and skill development for hard-to-serve populations.

LA:RISE includes four components designed to work together efficiently across the lifecycle of each participant's engagement:

TRANSITIONAL JOBS PROGRAM

The transitional jobs program creates time-bound, subsidized employment opportunities in a supportive work environment. In addition to paid work experience, the Social Enterprise provides personal supports such as case management and job readiness assessments to ensure workers are job-ready.

BRIDGE EMPLOYER

A Bridge Employer is a non-profit or for-profit entity providing permanent employment to LA:RISE participants. Bridge Employers are willing to hire employees with non-traditional backgrounds and are committed to creating a supportive and inclusive work culture where they can thrive. Bridge jobs are designed to provide unsubsidized employment opportunities to a select group of transitional graduates demonstrating sufficient gains in skills.

CITY OF LA'S WORKFORCE DEVELOPMENT SYSTEM

The City of LA's Workforce Development System acts as the coordinating partner throughout the project, co-enrolling individuals while they are at the Social Enterprise, providing job placement and follow-up services. They provide access to career and training services, such as vocational workshops, financial and computer literacy, and soft skills development, including resume building, interviewing techniques, and conflict resolution.

PERSONAL SUPPORT SERVICES

Personal Support providers help participants stabilize their lives and improve their ability to keep a job. Support Services include case management; goal setting; healthcare, childcare, and transportation assistance; financial literacy training; and a social support system. They continue to work with individuals once they are placed into a Bridge or mainstream job to improve retention outcomes.

A project funded by the US Department of Labor, Grant Agreement Number: IF-26348-14-60-A-6



REDF

221 Main Street, Suite 1550 San Francisco, CA 94105 | (415) 561-6677

1055 West 7th Street, Suite 1920 Los Angeles, CA 90017 | (213) 623-2112 | Ashley Cordero, acordero@redf.org

@REDF2015

LA:RISE Employers

(As of 6/8/18)

1. Whole Foods
2. Tender Greens
3. Sweetgreen
4. Rco Tires
5. Baked LA
6. With Love Market & Cafe
7. The Giving Keys
8. L.A. Kitchen
9. LA Towels
10. Isidore Electronics Recycling
11. Skid Row Housing Trust

LA:RISE Social Enterprise Intake Sites

Chrysalis Enterprises

522 S. Main St.
Los Angeles, CA 90013
(213) 806-6370

Coalition for Responsible Community Development

3101 South Grand Avenue
Los Angeles, CA 90007
(213) 743-6193

Downtown Women's Center

442 South San Pedro Street
Los Angeles, California 90013
(213) 680-0600

Goodwill SoCal

342 San Fernando Road
Los Angeles CA 91340
(323) 223-1211

Homeboy Industries

130 W Bruno St
Los Angeles, CA 90012
(323) 526-1254

Los Angeles Conservation Corps

1400 N. Spring Street – Northeast Los Angeles
Los Angeles, CA 90012
(323) 224-2550

2824 S. Main Street – South Los Angeles

Los Angeles, CA 90007
(213) 749.3601

LA:RISE Personal Support Providers

Anti-Recidivism Coalition

448 S. Hill St. suite 908
Los Angeles, Ca. 90013
(213) 955-5885

Friends Outside

9702 Holmes
Los Angeles, CA 90002
(213) 473-3607

LIFT- Los Angeles

1910 Magnolia Ave
Los Angeles, CA 90007
(213) 744-9468

LA:RISE WorkSource / YouthSource Centers

Coalition for Responsible Community Development

Vernon-Central WorkSource Center
400 W. Washington Blvd. – Redwood Hall
Los Angeles, CA 90015
(213) 763-5955

Goodwill Industries of Southern California

Northeast Los Angeles WSC/AJCC
342 N. San Fernando Rd.
Los Angeles, CA 90031
(323) 539-2000

Archdiocesan Youth Employment

Archdiocesan Youth Employment Services
3250 Wilshire Blvd., Suite 1010
Los Angeles, CA 90010
(213) 736-5456

UCLA

Central YouthSource Center
501 South Bixel Avenue
Los Angeles CA 90017
(213) 202-5327