

# CITY OF LOS ANGELES

CALIFORNIA



Workforce Development Board  
City of Los Angeles

Workforce Development Board  
CHARLES WOO  
CHAIR



ERIC GARCETTI  
MAYOR



Economic and Workforce  
Development Department  
JAN PERRY  
GENERAL MANAGER

August 17, 2017

Council File Number:  
Council Districts: All  
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The 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: REQUEST AUTHORIZATION TO ACCEPT AN ADDITIONAL \$2 MILLION IN MEASURE H FUNDING FROM THE COUNTY OF LOS ANGELES AND EXPEND \$3 MILLION FOR THE EXPANSION OF THE LOS ANGELES REGIONAL INITIATIVE FOR SOCIAL ENTERPRISE (LA:RISE) TO PROVIDE TRANSITIONAL EMPLOYMENT AND JOB PLACEMENT SERVICES TO INDIVIDUALS EXPERIENCING HOMELESSNESS**

## RECOMMENDATIONS

The General Manager of the Economic and Workforce Development Department (EWDD), and the Chair of the Los Angeles Workforce Development Board (WDB) respectfully request that the Mayor and City Council:

1. AUTHORIZE the General Manager, EWDD, or designee, to accept an additional \$2,000,000 in Measure H funds from the County of Los Angeles for the expansion of the Los Angeles Regional Initiative for Social Enterprise (LA:RISE). The EWDD previously accepted a total of \$1,000,000 in Measure H funds through adoption of the Year 18 WDB Annual Plan (C.F. 17-0635);
2. AUTHORIZE the General Manager, EWDD, or designee, to negotiate and execute contract agreements, effective August 1, 2017 through June 30, 2018, as indicated in the list below.

<b>Service Provider</b>	<b>Allocation</b>
Downtown Women's Center	35,000
Homeboy Industries	210,000
Goodwill Industries of Southern California	281,500
Chrysalis Enterprises	428,800
Los Angeles Conservation Corps	70,000
Coalition for Responsible Community Development	93,500
Center for Living and Learning	35,000
Digital Learning Academy	89,500
New Earth Life	89,500
Center for Employment Opportunities	131,000
Managed Career Solutions, Inc	344,216
Jewish Vocational Services	31,500
El Proyecto del Barrio, Inc.	221,000
The University of California, Los Angeles (UCLA)	280,000
Archdiocese Youth Employment	76,000
Friends Outside Los Angeles	82,000
Anti-Recidivism Coalition	34,500
LIFT - Los Angeles	69,000
Robert's Enterprise Development Fund (REDF)	100,000
<b>Total</b>	<b>2,702,016</b>

3. APPROVE the allocation of \$297,784 to the EWDD for administrative costs;
4. AUTHORIZE the Controller to:
  - a. Increase the receivable within the LA County LA RISE Measure H Fund No. XXX from the Los Angeles County by \$2,000,000.
  - b. Increase appropriations within the LA County LA RISE Measure H Fund No. XXX as follows:

<b>Acct #</b>	<b>Title</b>	<b>Amount</b>
22P122	Economic and Workforce Development	115,252
22P166	Personnel	2,517
22P297	Related Costs - Personnel	1,997
22P299	Reimbursement of General Fund Costs	78,218
22PXXX	LA County LA RISE Measure H	1,802,016
<b>Total</b>		<b>2,000,000</b>

- c. Increase appropriations within Fund 100/22 as follows:

<b>Acct #</b>	<b>Title</b>	<b>Amount</b>
001010	Salaries-General	98,509
001070	Salaries-As Needed	235
001090	Overtime	11

002120	Printing & Binding	10
002130	Travel	24
003040	Contractual Services	1,918
003310	Transportation	4
006010	Office & Admin	882
006030	Leasing	13,659
<b>Total</b>		<b>115,252</b>

d. Increase Fund 100/66, Account #6010, Salaries-General by \$2,517.

5. AUTHORIZE the General Manager, EWDD, or designee, to prepare Controller's instructions for any necessary technical adjustments, subject to review by the City Administrative Officer; and direct the Controller to implement the instructions.

### **FISCAL IMPACT STATEMENT**

All recommendations in this transmittal will have no negative financial impact on the City's General Fund. EWDD salaries, expenses, and all related costs will be funded by the Los Angeles County Measure H funds.

### **BACKGROUND**

In February of 2016, the Los Angeles County Board of Supervisors approved a list of 47 strategies for combatting homelessness, of which 17 required additional funding. In March of 2017, Los Angeles County voters approved Measure H, which increased the county's sales tax by a quarter-cent to raise an estimated \$355 million annually for ten (10) years to fund and implement the homeless strategies.

Employment is paramount in both preventing individuals and families from becoming homeless, as well as helping individuals that are homeless transition into stable living environments. While a variety of supportive services are essential for enabling a successful transition out of homelessness, employment is an unquestionable necessity for individuals, families and transitional age Youth that are being served by the County's Rapid Rehousing efforts so that they can achieve and maintain an income to sustain unsubsidized housing upon exiting the Rapid Rehousing program. Employment is vital to provide families and individuals at imminent risk of homelessness with the income they need to avoid losing their current housing in the high-cost Los Angeles regional market, thus preventing homelessness. Social Enterprise Agencies working in close coordination with the countywide workforce development system provide a solid foundation for the delivery of employment services, training programs and supportive services critically needed to significantly impact the homelessness crisis. The workforce development system in partnership with Social Enterprise agencies is primed to provide responsive, comprehensive employment and training services to individuals and families who are homeless or at risk of becoming homeless.

In June of 2017, the Los Angeles County Board of Supervisors approved the Measure H Revenue Planning Process Work Group's recommendation approving \$7 million countywide for the provision of employment support services in the LA:RISE model to provide transitional, subsidized and unsubsidized employment to homeless individuals.

The LA County Workforce Development Aging & Community Services Department (WDACS) was tasked with the coordination of this strategy. Funding will also support Social Enterprise agencies to serve as Alternative Staffing Organizations to act as intermediaries between employers, the workforce system and job seekers, helping employers attract and retain reliable, motivated workers and linking job seekers to competitive employment opportunities for skill development that result in permanent employment.

Through subsequent negotiations with WDACS, the Workforce Development Board and EWDD received \$3 million to serve a minimum of 400 individuals, with a goal to recruit 500, and provide transitional or permanent employment to the homeless, imminently homeless and others with barriers to employment.

The \$3 million is allocated to the current LA:RISE service providers and four of the new social enterprise providers to expand service delivery to South LA, West LA, and the San Fernando Valley.

### **LA:RISE Program Design**

LA:RISE is designed to help people with employment barriers find long-term work by taking an integrated, wrap-around approach to job creation. Participants receive a steady paycheck while in transitional employment at a social enterprise along with the counseling, support, and training they need to succeed from the City's Workforce Development System partner organizations. Under the LA:RISE initiative, individuals progress from transitional (subsidized) employment, to bridge (unsubsidized) and/or competitive employment in the open labor market.

A standard Job Readiness Assessment tool is implemented across all social enterprise sites to ensure that all referred candidates are job ready. The use of this assessment tool creates consistency and provides assurance to employers that no matter which social enterprise they source from, they will receive a quality referral from the LA:RISE program.

JobsLA (CalJobs) is the data tracking system that allows all LA:RISE partners to communicate efficiently with each other. By integrating social enterprises and personal support providers, this platform has significantly improved communication and case management across multiple sites. WorkSource Center partners are physically co-located at the social enterprise sites, and are seamlessly integrated into their program and organization. Staff from the WSC and the social enterprises work together efficiently as one seamless team, providing customer-centric case management to all LA:RISE participants.

### **LA:RISE Partners**

EWDD and WDACS are responsible for workforce development training in the City of Los Angeles and the County of Los Angeles, respectively. EWDD and WDACS serve as project managers and provide administrative oversight for fiscal monitoring and program compliance. REDF serves as the lead program manager and provides technical assistance to individual partner agencies.

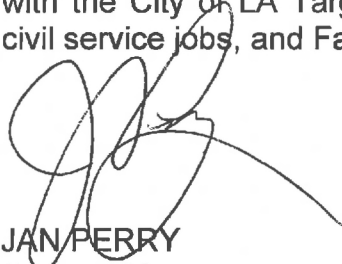
Social Enterprises in the LA:RISE include Chrysalis, LA Conservation Corps (LACC),

Coalition for Responsible Community Development (CRCD), Homeboy Industries, Goodwill SoCal, Downtown Women's Center (DWC), Digital Learning Academy, the Center for Living and Learning, New Earth Life, and the Center for Employment Opportunities (CEO).

Government contractors (WorkSource Center, America's Job Centers, One-Stops) are organizations that provide workforce development and job readiness training. They work with individuals from the beginning of employment at the social enterprise through job placement and follow up once someone is placed in employment. Workforce agencies include Goodwill SoCal, CRCD, Jewish Vocational Services (JVS), Managed Career Solutions, and El Proyecto.

The sole focus of the retention provider is to help people remain employed by providing wrap-around resources to prevent job loss and lay the foundation for upward mobility. They assist with referrals to health, housing, and educational resources and coaching for person development and financial capabilities. Personal Support Providers include LIFT, Friends Outside LA, Anti-Recidivism Coalition (ARC), and Restoration Law Center.

Creating employment pathways that fit the needs and interest of our target population is critical to the success of LA:RISE. In addition to leveraging workforce system connections to competitive employment, REDF has identified bridge employers in the private sector who are mission-aligned, industry-relevant, and provide the potential for upward mobility. Individuals also have opportunities to pursue employment opportunities with the City of LA Targeted Hiring Program, which provides an alternate pathway to civil service jobs, and Fair Chance Hiring Fairs through the Mayor's Office of Reentry.



JAN PERRY  
General Manager

RS:GR:DB



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