

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 22, 2017

Council File:
Council District Nos.: 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 FOR AUTHORITY TO ACCEPT \$300,000 FROM THE UNIVERSITY OF SOUTHERN CALIFORNIA (USC) AND EXPEND THE FUNDS TO PROVIDE WORK READINESS AND EMPLOYMENT SERVICES TO 120 INDIVIDUALS FOR THE USC VILLAGE LOCAL PROJECT AREA

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 funds from the University of Southern California in the amount of \$300,000 to provide work readiness and employment services to 120 individuals for the USC Village Local Project Area;
2. AUTHORIZE the General Manager, EWDD, or designee, to execute contract agreements with the four (4) service providers identified below, and for amounts not to exceed those listed below, retroactive to June 1, 2017 through November 30, 2017:

SERVICE PROVIDER	ALLOCATION
Archdiocesan Youth Employment (AYE)	\$ 75,000
Pacific Asian Consortium in Employment (PACE)	75,000
Los Angeles Hospitality Training Academy (HTA)	75,000
RightWay Foundation	75,000
TOTAL	\$ 300,000

3. AUTHORIZE the Controller to:

- a. Establish a receivable of \$300,000 within the Miscellaneous Fund No. 45L from the University of Southern California.
- b. Establish a new account 22PXXX, titled USC Village Local Project, within the Miscellaneous Fund No. 45L and appropriate \$300,000.
- c. Expend funds from account 22PXXX, USC Village Local Project, within the Miscellaneous Fund No. 45L upon presentation of proper documentation from the EWDD General Manager, or her designee.

4. 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.

SUMMARY

The Economic and Workforce Development Department and the City of Los Angeles Workforce Development Board is requesting authority to accept and expend the USC committed contribution of \$300,000 to provide job training for residents within the Local Project Area, pursuant to Section 3.1.3.26 of the Development Agreement.

On December 11, 2012, the City Council with the Mayor's concurrence adopted Council File No. 12-0968, authorizing the execution of a Development Agreement by and among the City of Los Angeles and the University of Southern California (C-121970). The Development Agreement includes a number of local and regional public benefits to the City, including but not limited to the following:

- Contribution of up to \$20 million for the creation and preservation of affordable housing;
- 3,000 net new beds of student housing committed to be built in the first phase of development in Subarea 3;
- Project Labor Agreement (PLA) that establishes a 30% Local Hire goal for construction and permanent jobs;
- A 15% goal established by the University for local procurement;
- A much-needed full-service grocery store to be built at University Village, fully accessible to the community;
- A new state-of-the-art Fire Station to be constructed;
- Expansion of local graffiti abatement program;
- Small Business Assistance for current tenants at University Village, in good standing;
- Funding for programs at local schools and parks; and
- Construction or payment for streetscape improvements and a new bike lane along Jefferson Boulevard.

The EWDD also requests authority to execute contracts with four (4) service providers to provide job training for the residents within the Local Project Area, as indicated in Recommendation No. 2 above for a total amount of \$300,000.

FISCAL IMPACT STATEMENT

There is no impact to the General Fund. All recommendations in this report are fully supported by the University of Southern California funds.

BACKGROUND

In 2013, the University of Southern California committed to the USC Village Local Project Area (Project). The development Project is now complete and it includes a fitness center, several retail stores, restaurants, and a bank. The grand opening for the USC Village is scheduled for August 19, 2017.

As a part of the Development Agreement, USC allocated a maximum of \$300,000 dollars in non-restricted funds to be distributed to community-based organizations (501(c)3 designated entities) and public training providers to train and place local and disadvantaged residents of the Local Project Area into permanent jobs in the USC Village.

The Development Agreement defines "local" as "Tier 1" (three miles from project area), with "Tier 2" (five miles from project area) as a second priority. Participants will receive services in preparation of anticipated hiring at the USC Village, including University Auxiliary Services and new retail establishments, including Trader Joe's and Target. The target population includes all working-age residents living within Tier 1 and Tier 2; current USC students are not eligible to participate.

The four (4) service providers listed in Recommendation No. 2 were successful respondents to a Request for Interest issued by EWDD on April 5, 2017. The four service providers will provide training in the following areas: customer service/retail, hospitality/food services, and facility/maintenance services. Each service provider is required to train thirty (30) participants, for a total of 120 individuals trained.

The four service providers must comply with: any issued program policy directives; applicable federal, state, and city statutes, rules, regulations, and policies; and local rules and policies. Additionally, the four contractors are required to utilize JobsLA (CalJobs) to track participation and completion of the training, and any job placement that occurs thereafter. Each contract specifies a goal of 75% placement of all participants who complete the training.



JAN PERRY
General Manager

RS:GR:DG



CHARLES WOO
Chair
Workforce Development Board