

AD HOC ON COMPREHENSIVE JOB CREATION PLAN COMMITTEE REPORT relative to developing recommendations for a new comprehensive jobs plan.

Recommendation for Council action, pursuant to Motion (Krekorian – Price – Blumenfield):

INSTRUCT the Economic and Workforce Development Department (EWDD) and the Chief Legislative Analyst (CLA), with support from the Information Technology Agency, the Chief Procurement Officer, the Los Angeles Economic Development Corporation, and the Mayor's Offices of International Affairs and Sustainability, to report with recommendations for a new comprehensive jobs plan, including relevant policies from the existing jobs plan, to address major changes in the job market and local economy.

Fiscal Impact Statement: Neither the City Administrative Officer nor the CLA has completed a financial analysis of this report.

Community Impact Statement: None submitted.

SUMMARY

On November 10, 2020, Council considered Motion (Krekorian – Price – Blumenfield) relative to developing recommendations for a new comprehensive jobs plan. Motion states that Council, in 2015, adopted a comprehensive plan on job creation in the City of Los Angeles (Council file No. 15-0850). At that time, the City faced major setbacks as a result of the 2008 Great Recession and sought to rebuild its economy by implementing a number of strategies to provide economic growth by way of job establishment. The City has successfully implemented approximately 80 percent of that comprehensive jobs plan.

Motion goes on to state that the City faces a new economic landscape. Los Angeles has experienced 50 percent higher unemployment rates in the last three months. The impact of this employment loss will continue to devastate the local economy and decimate the workforce if Council does not leverage federal and state resources to its advantage and strategically plan for rebuilding lost jobs.

Given the changing economic landscape and the near completion of the existing multi-tiered jobs plan, Motion movers believe that the City should reevaluate its job creation incentives, strategies, and tools and identify new goals and plans. The comprehensive jobs plan should be adjusted to address the changes in the job market, capitalize on the emergence of new industries, and create programs and policies that align with the future needs of the job market due to new needs in day-to-day operations for so many of economic sectors from hospitality to entertainment.

The new plan should consider:

- Programs and policies implemented as a result of the first jobs plan, their effectiveness, and how they may need to be reevaluated or changed.
- Needs that have arisen in the job markets given increased at-home presence, dependency on a strong wi-fi connection, and operational standards at brick and mortar places of business.

- The status of financial support from the State and the federal governments, and potential budgetary needs for jobs creation subsidies and incentives.
- Rebuilding the low- to medium-skilled workforce and mitigating the impacts on those whose jobs are still at high risk of termination.
- Evaluation of current and future market demand to identify major employment gaps and how the City can subsidize or support job preparation creation in those areas.

Motion recommends that Council instruct the EWDD, and the other agencies mentioned above, report with recommendations for a new comprehensive jobs plan. Council referred Motion to the Ad Hoc on Comprehensive Job Creation Plan Committee for consideration.

At its special meeting held November 18, 2020, the Ad Hoc on Comprehensive Job Creation Plan Committee discussed the Motion. Councilmember Krekorian stated that a new plan is needed to prepare for the economy of the future and to create job growth. Councilmember Blumenfield stated that recommendations should be made for what the City can do to stimulate growth, and also what the City can do to avoid interfering with an economic recovery by reducing unnecessary or burdensome regulations and oversight. Committee recommended that Council approve Motion's recommendation.

Respectfully Submitted,

AD HOC ON COMPREHENSIVE JOB CREATION PLAN COMMITTEE

<u>MEMBER</u>	<u>VOTE</u>
KREKORIAN:	YES
BLUMENFIELD:	YES
HARRIS-DAWSON:	YES

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-NOT OFFICIAL UNTIL COUNCIL ACTS-