CITY OF LOS ANGELES
CALIFORNIA

JAN PERRY
GENERAL MANAGER

ERIC GARCETTI
MAYOR

ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT

1200 W. 7TH STREET
LOS ANGELES, CA 90017

DATE: September 24, 2014

TO: LA's Workforce Development System

FROM: Jaime H. Pacheco Orozco, Director
Workforce Development System

SUBJECT: WDS DIRECTIVE NO. 15-05
WORKSOURCE CENTER BRANDING REQUIREMENTS

EFFECTIVE DATE
This directive is effective on the date of issuance.

PURPOSE
This directive provides guidance regarding branding materials issued by WorkSource Center operators.

BACKGROUND
On September 23, 2013, the City's Economic and Workforce Development Department (EWDD) issued Directive WDS 14-04, regarding co-branding the WorkSource system with The America's Job Center of California[SM] network name. In addition, Job Training Agreements (contracts) impose specific requirements regarding all communications with the press, television, radio or any other means of communicating with the general community [§614].

POLICIES AND PROCEDURES
Marketing materials such as press releases, flyers, posters, and any other means of communicating with the general public must include at minimum:

- Taglines stating both:
  - Equal opportunity employer/program.
  - Auxiliary aids and services available upon request.

  If an announcement of a specific event such as a job fair, orientation, grand opening, etc., the tagline must include additional language indicating how a person with a disability requests reasonable accommodation. This should include a phone number and a time frame for the request.
- Specific reference to the City as the sponsoring agency.
- The WIB approved WorkSource California brand.
- In conjunction with the WorkSource California brand, the tagline: WorkSource California is a proud partner of America's Job Center of California[SM] network.

- The official WorkSource Center name as stated in the table below, e.g., Canoga Park/South Valley WorkSource Center.

Official WorkSource Center Name	WorkSource Center Operator
Boyle Heights/East Los Angeles	Chicana Service Action Center, Inc.
Canoga Park/South Valley	Arbor E&T, LLC dba ResCare Workforce Services
Crenshaw	Los Angeles Urban League
Downtown/Pico Union	Pacific Asian Consortium in Employment
Harbor Gateway	Pacific Gateway Workforce Investment Network
Hollywood	Managed Career Solutions, Inc.
Northeast Los Angeles	Goodwill Industries of Southern California
Pacoima/North Valley	Youth Policy Institute
South Los Angeles	UAW-Labor Employment & Training Corporation
Southeast Los Angeles	Housing Authority of the City of Los Angeles
Sun Valley	El Proyecto del Barrio, Inc.
Vernon Central/LATTC	Coalition for Responsible Community Development
Watts	Watts Labor Community Action Committee
West Adams	Asian American Drug Abuse Program, Inc.
West Los Angeles	Jewish Vocational Service
West Valley	Build Rehabilitation Industries
Wilshire-Metro	Community Career Development, Inc.

REQUIRED ACTION
Please attach a copy of this directive to your contract and provide the additional information to your staff.

EWDD CONTACT
Please contact your assigned program monitor if you have any questions about this directive.

JHP:GR:TJ