

EWDD **UPDATES**



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News for the Week of December 4, 2017

LA:RISE PARTICIPANTS ASSIST HOMELESS AT SKID ROW COMMUNITY REFRESH SPOT



LA:RISE participants (left to right) Ricky, Gigi and Herbert are working as custodians at the new Skid Row Community ReFresh Spot in DTLA

Three LA:RISE participants are serving as custodians at the new Skid Row Community ReFresh Spot in Downtown Los Angeles, where they are tasked with keeping restrooms and showers clean and sanitized and respectfully assisting the men and women from DTLA’s homeless community accessing the facility. For this role, the LA:RISE participants received three weeks of custodial training and 300 hours of work experience under supervision of Goodwill of Southern California, an EWDD partner. More than 1,000 people have found work through LA:RISE, also known as the Los Angeles Regional Initiative for Social Enterprise, a five-year program designed to serve the populations hardest to place in jobs, including the homeless, re-entry workers and disconnected youth. “To the participants this is their workforce,” said Robbie Thomas, a career counselor with Goodwill Southern California. “To be paid to give a hand up and to show good will to the very community they come from, and for two of them still live in, this is a job come true. As the participants grow and the center grows, the conversations will continue on their next steps toward employment as a lifestyle.” Opened on December 4,

2017, the ReFresh Spot currently features six showers and eight toilets. “I am so thankful and grateful for this program,” said Gigi, an LA:RISE participant selected to work at the ReFresh Spot. “It has lifted me up and given me an opportunity to transition back to a normal life. I am able to pay rent, buy clothes and shoes, pay my bills, give to the church and my tithes, taxes etc. Thank you and God Bless Goodwill.” LA:RISE participant Herbert agreed, adding that the program allows him to provide for his family. “LA RISE has given me another slot at life,” he said. “They helped me by training me and placing me at a great job. They provided everything I needed to become successful.” LA:RISE is administered by the City of Los Angeles Economic & Workforce Development Department (EWDD), in partnership with REDF, a venture philanthropy that supports employment social enterprise, and the County of Los Angeles Workforce Development, Aging and Community Services (WDACS) Department.

PARA LOS NIÑOS STUDENTS VISIT UCSD, GAIN TIPS FROM PLN ALUM FOR SUCCESS



Youth participants from the Para Los Niños Central and East LA YouthSource Centers recently visited UC San Diego

Fifty-one students from EWDD's Central and East Los Angeles Youth Source Centers toured the University of California, San Diego in late November, marking the fourth year in a row EWDD partner Para Los Niños has brought youth to the campus to give them a glimpse of college life. This year's tour also provided an opportunity for prospective students to gain tips from a member of the PLN Alumni Network, a newly formed network of former PLN students designed to help incoming PLN students thrive on campus. This year's prospective students received a guided tour led by the UCSD admissions officer

and several students, followed by an hour-long student panel featuring current UCSD students including a PLN alumna. Topics included: application processes, housing, majors, financial aid, academic support and student life. A PLN alumna volunteered to provide a second tour focusing on campus supports that have helped her succeed in college. She advised incoming students to research the school before committing to ensure that it is a good fit, to participate in campus organizations, be aware of campus resources, find a mentor, select housing that is ideal for them, and meet with an academic advisor to develop a path to graduation. "Students who are attending the same school have been paired to support and mentor each other," said Jorge Orozco, Director of PLN's Youth Workforce Services. "We have planned events so that current and former participants can have an opportunity to network. Former students will also be invited to present at our monthly parent meetings and share ways that they (parents) can support as the student transitions to higher education." In addition, PLN will also be selecting 10 alumni to participate in the PLN YouthSource advisory group, and current students will also be matched to alumni once they have picked their school for fall 2018.

JOB SEEKER LANDS JOB AT VERNON-CENTRAL/LATTC WORKSOURCE CENTER

A job seeker who recently turned to the Vernon-Central/LATTC WorkSource Center (WSC) for help finding work ended up accepting a job there as a career coach. Frances Gutierrez was laid off from her job after 24 years with the USC Department of Education Med-COR Program. Frances joined the Transitional Subsidized Employment Program and she was sent to work at the Vernon-Central/LATTC WSC, run by EWDD partner Coalition for Responsible Community Development (CRCD). Frances began working with a career coach on her resume and interview techniques. While working on her job search, Frances also worked to become an indispensable member of the WSC team. When a position opened up at the center, Frances applied and got the job! Frances now shares her journey as an example to encourages WSC participants to not give up and continue searching for employment.



Frances Gutierrez, right, with her Vernon-Central WSC Career Coach Jessica Fuentes

EAST LA BUSINESSSOURCE CENTER HELPS INDIE BREWING COMPANY OPEN



The October 2017 grand opening of Indie Brewing Company's Boyle Heights Tasting Room

The East Los Angeles BusinessSource Center (BSC) has provided ongoing business services to Indie Brewing Company, including permits, community outreach and access to capital, leading to the grand opening of its Boyle Heights tasting room. Located at 2301 E. 7th Street, Suite C100 in the Boyle Heights neighborhood, the East LA BusinessSource Center provided permit and entitlement assistance, joining forces with the Boyle Heights Chamber of Commerce in providing testimony for a beer tasting license, which was granted in September 2017. The East LA BSC was an integral component in introducing the owners to several community leaders including the police community advisory board and the neighborhood council. Tours of the facility were provided with a community

presentation as to the intent to expand their operations. In addition, the East LA BSC provided referrals to a commercial insurance agency specializing in small business startups and provided access to capital consultation for future expansion or capital needs. The BSC also referred Indie Brewing Company to the Boyle Heights/East Los Angeles WorkSource Center, where they hired three new employees. Indie Brewing Company is a responsible business manufacturing craft beer and providing a tasting venue in one of Los Angeles fastest growing industrial business communities. The East LA BSC continues to provide technical assistance in marketing and community outreach, including the collaboration with the local chamber of commerce and marketing of the grand opening of Indie Brewing Company's tasting room in October 2017. "We want to put L.A. on the map for something other than movie stars and one-word nightclubs," said owner Kevin O'Malley. "It's our mission to take L.A.-based craft beers to new heights."

EWDD'S PEER FINANCIAL COACHES TRAIN MORE THAN 1,000 YOUTH TO SAVE

EWDD's Peer Financial Coaches educated more than 1,000 youth about developing saving strategies and financial habits during a crucial time in their lives – when youth receive their first paychecks. EWDD's Youth Operations Team has been working with the Federal Deposit Insurance Corporation (FDIC), the Alliance for Economic Inclusion (AEI), and Cities for Financial Empowerment (CFE) Fund to bridge the youth gap in financial inclusivity. During the past year, the Youth Operations Team deployed 20 Peer Financial Coaches to 10 of EWDD's YouthSource Centers during an eight-week summer initiative. The Peer Financial Coaches received training on the FDIC Money Smart program, a comprehensive financial education curriculum designed to help low- and moderate-income individuals enhance financial skills. The coaches then delivered workshops to youth participants on managing finances and opening bank and credit union accounts. The coaches also learned how to manage credit and develop rapport when talking to financial institutions. The program was made possible with funding by the Cities for Financial Empowerment (CFE) Fund. The Youth Team also works with the AEI community by speaking to other government and financial institutions about EWDD's financial literacy

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initiatives, building conversations with financial institution on EWDD's target population needs, and garnering support for the department's mission and goals. In the coming year, EWDD will expand the Peer Financial Coach model to all of the City's 14 YouthSource Centers and will continue to track the progress of the program's impact. To encourage banking, EWDD is also working to change internal payroll structures so that youth employed at the Boyle Heights and Watts YouthSource Centers, run by EWDD partner Youth Opportunity Movement, would have the option of having their pay deposited directly into their bank accounts. The department is also partnering with the non-profit organizations, America Saves for Young Workers and MyPath US, to help the YouthSource contractors develop and build the infrastructural capacity for direct deposit in order to encourage banking system-wide.

EWDD RAPID RESPONSE TEAM ASSISTS PACIFIC ALLIANCE MEDICAL CENTER STAFF

EWDD's Rapid Response team recently provided an overview of unemployment benefits and job training resources to approximately 235 individuals impacted by the November 30, 2017 closure of the Pacific Alliance Medical Center (PAMC) in LA's Chinatown. EWDD staff learned of the impending hospital closure on October 12, 2017 and reached out to PAMC to offer EWDD's Rapid Response Team services, which include providing support to Los Angeles-area businesses undergoing transitions, including layoffs, by informing employees about access to resources such as assistance in obtaining unemployment insurance, job training and computer skills. On November 7, 2017, EWDD led a planning meeting with



Former Pacific Alliance Medical Center employees receive assistance from EWDD's Rapid Response team

PAMC, representatives from Council District 1, the California Employment Development Department (EDD) and EWDD partners Goodwill and PACE, who oversee nearby WorkSource Centers to identify PAMC's needs and determine what partners could do to help. On November 15, 2017, EWDD held two training sessions for PAMC employees. Council District 1 provided Spanish and Chinese language translators and translation equipment to assist PAMC staff with language needs. EWDD has also reached out to the U.S. Department of Labor, Keep Your Home California, Covered California, a financial advisor and Los Angeles Unified School District (LAUSD) to provide additional assistance to PAMC employees. Several attendees said they felt a sense of support that was comforting to the employees, who relayed this to EWDD staff afterward. The PAMC administrative staff also relayed their appreciation of EWDD's efforts.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
LABSCs Not Reporting:	None
Pre-Startups Enrolled	21
Pre-Startups Assisted	31
Start-ups/Operating Businesses Enrolled	16
Start-ups/Operating Businesses Assisted	35
Workshops: Number of Clients Attended	107

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



100,202
Page Views

48%



31.1%
New Visitors

5.4%



4,852
New Sessions

32%



666
Registrations

0%

WorkSource Centers



480
Enrollments

48%

“Updates” is produced by EWDD’s communications department. If you have questions, comments or wish to contribute to an upcoming “Updates,” please contact Jamie Francisco at (213) 744-9048 or Jamie.Francisco@lacity.org

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