



News for the week of March 14, 2016



DOWNLOADS OF JOBS LA MOBILE APP SOAR AFTER PUBLIC LAUNCH

Mayor Eric Garcetti on March 12 unveiled JobsLA, a mobile app that allows smartphone users to search 50,000 job listings in the City of Los Angeles and 150,000 countywide. Downloads of the app exploded, rising from 131 before the launch to more than 4,493 within two days. The mayor introduced the app at the Northeast Valley

WorkSource Center, where representatives from the so-called sharing economy, such as Uber, Lyft, Instacart and AirBnB, spoke to job seekers. JobsLA filters employment lists from 20,000 websites and is updated daily. Several users said they liked the convenience and that the app is free from advertising. EWDD's Information Technology Division developed the app in partnership with a vendor Geographic Solutions and the state's Employment Development Division. It can be downloaded through the iTunes store for Apple devices and Google Play for Android devices. Media coverage of the launch can be seen in TV reports [here](#) and [here](#).

South LA Job Fair: Hundreds of South Los Angeles residents attended a job fair held at the Baldwin Hills Crenshaw Mall on March 12. EWDD provided support to the event, hosted by 8th District Councilmember Marqueece Harris-Dawson and other elected officials. Job seekers met with employers recruiting for hospitality, retail, construction and government jobs. Attendees were also able to access Prop 47 educational resources to reduce low-level, non-violent felonies to misdemeanors.





Hollywood office complex ready to take tenants: EWDD has completed certification of the 959 Seward Office Campus Project in Central Hollywood. This \$25 million City of Los Angeles investment (HUD 108 loan) helped to develop two office buildings with an aggregate area of 245,000 square feet. This project, years in the making, is slated to create 715 full-time equivalent jobs.

Targeted hiring sessions: Informational sessions on construction jobs available under the city's targeted hiring policies were held in South Los Angeles and Marina del Rey. On March 10, more than 30 people attended an orientation held at the West Los Angeles WorkSource Center in Marina del Rey, learning about positions that will be available as part of Metro's Purple Line extension. On-the-spot job interviews were held with one job offer made and others pending. Across town and on the same day, PCL Construction Services held a hiring outreach session at the L.A. Memorial Sports Arena. The South Los Angeles arena will be demolished in June to begin construction of a professional soccer stadium.

Biz workshops: BusinessSource centers in **South Valley, South Los Angeles, Central West** and **Hollywood** regions distributed materials, held workshop and classes and presented service overviews, providing services to a total of 162 participants. Pictured right, about 50 San Fernando Valley residents attended a March 9 business information session in North Hills hosted by the South Valley Business Source Center.



Metrics:

JobsLA.org website: 1,882 average daily users (more than tripled from previous weeks); 33% new.

WorkSource enrollments: 1,918.

"Updates" is produced by Catherine Saillant in EWDD's communications department. If you have questions, comments or wish to contribute to an upcoming "Updates," please contact Saillant at 213-744-9048 or at Catherine.Saillant@lacity.org.