

EWDD **UPDATES**



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News for the Week of June 11, 2018

MORE THAN 700 ENROLLED AT FIRST EVER HIRELA’S YOUTH POP-UP HIRING EVENT



Tasha North (center) brought her children Michael (left), Sabrina (right) and Levi (far right) to the HIRELA’s Youth pop-up event at LACC.

Approximately 715 youth attended the City of Los Angeles Economic and Workforce Development Department (EWDD) first ever HIRELA’S Youth Pop-Up Hiring Event on Saturday June 9, 2018. Invitations were distributed to the 5,411 youth who had registered for this year’s program to-date. The event was held at three separate locations: Los Angeles City College and Bert Corona High School in the Valley and the Harbor Region YouthSource Center in San Pedro. Attendees were asked to bring an application for the HIRELA’s Youth employment program,

along with identity and income verification documentation. Once their paperwork is processed and it is determined that they qualify for the program, the youth attendees are guaranteed a summer job. HIRELA’s Youth is a year-round program designed to give young Angelenos ages 14-24 their first work experience and place them on a career path as lifetime earners. Sabrina North, 15, attended the event with her two older brothers Levi, 19, Michael, 21. Their mother Tasha said that she makes sure her kids work summer jobs so they are exposed to career options beyond what they see in West Adams. “Where we live, all they offer is fast food jobs,”

she said. After watching her brothers work summer jobs through HIRELA'S Youth, Sabrina is eager to start her first job, an experience she hopes will inform her future career choices. "I want to have that experience so I know what I want to do out of high school," she said.

EWDD HOSTS U.S. EPA LEAD-LAFE CERTIFICATION TRAININGS FOR DAY LABORERS



Approximately 23 day laborer recently completed U.S. EPA lead-safe certification training

EWDD's Day Labor Resource Center program recently hosted a series of lead-safe certification trainings for 23 day laborers, part of an effort by the U.S. Environmental Protection Agency to ensure that contractors, landlords and property managers comply with regulations that protect the public from harmful lead exposure. EWDD partner Institute of Popular Education of Southern California (IPEPSCA) provided the training at the UCLA Labor Center. According to the EPA, the Renovation, Repair and Painting Rule was designed to protect the public from lead-based paint hazards that occur during repair or remodeling activities in homes, elementary schools and daycare



facilities that were built before 1978. Contractors who disturb painted surfaces in these buildings—for example, through window replacement or electrical work—must be trained and certified. They also need to provide educational materials to residents and follow lead-safe work practices. Many of the City's day laborers are hired for painting jobs and the training will help them identify when walls have lead and be aware of best practices to keep buildings safe and free of lead.

VERNON-CENTRAL/LATTC WSC HOSTS WOMEN'S HEALTH AND MONEY EVENT



CRCD Financial Counselor Treasure Owens (Top left) recently held a six-week workshop for women focused on money and health.

The Vernon-Central/Los Angeles Trade Technical College WorkSource Center recently held a six-week workshop for women focused on money and health. The workshop was developed as part of a partnership between EWDD contractor Coalition for Responsible Community Development (CRCD) and the Iris Cantor-UCLA Women's Health Education and Research Center. The workshop taught women participants about the relationship between nutrition and finance and was designed to explore how women manage their money and health issues. The women talked in a group setting about improving their health, eating better, manage money and plan for the future. Discussion topics also included how being unemployed verses employed changed the way

they eat, manage money and deal with stress. The women expressed their concerns in a private setting and learned information that will help guide them in the future.

CENTRAL WEST BSC HELPS SECURE \$100,000 LOAN FOR B2B MARKETING FIRM

The Central West BusinessSource Center (BSC) assisted Sky Cassidy in securing a \$100,000 Small Business Administration loan that will allow his marketing lead generation business, Prospect DB Inc. DBA MountainTop Data, to expand and purchase equipment, as well as increase its sales staff. Sky started his business MountainTop Data in 2005. He was referred to the Central West BSC by a local bank partner and met with a loan counselor who offered business counseling and helped review MountainTop Data cash flow. In May 2018, Sky was funded with a \$100,000 loan which allows his company to continue with its expansion. The assistance he received enables him to hire 17 employees as it expands. The business just hired three full time staff, allowing them to help small businesses with better understanding their marketing data in order to generate successful leads.



The Central West BusinessSource Center helped Sky Cassidy obtain a loan to expand MountainTop Data, his B2B marketing data business.

BUSINESS METRICS:

LABSCs Reporting:	North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor
Pre-Startups Enrolled	17
Pre-Startups Assisted	37
Start-ups/Operating Businesses Enrolled	7
Start-ups/Operating Businesses Assisted	26
Workshops: Number of Clients Attended	45

WORKFORCE METRICS:

(arrows indicate weekly trend)

JobsLA (online and mobile)



92,956
Page Views

0.7%



1,817
New Visitors

4.8%



4,860
New Sessions

3.6%



485
Registrations

4%

WorkSource Centers



1,672
Enrollments

13%

"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