

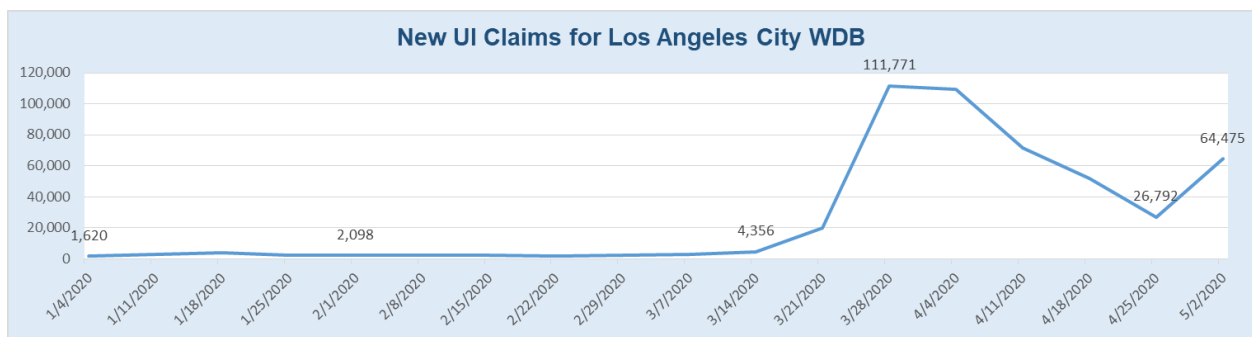
EXECUTIVE SUMMARY

The Los Angeles County economy is facing its most significant crisis in decades as the novel coronavirus pandemic (COVID-19) has resulted in hundreds of thousands of newly unemployed individuals and tens of thousands of closed businesses. The regional economy will forever be changed with long-term recovery bringing disruption to the composition and skill levels of the current workforce.

The long-term economic impact of COVID-19 is still being assessed, but economists predict that “the U.S. economy could contract by 1.25% in the first half of” 2020, which translates to approximately three million jobs lost (<https://www.latimes.com/business/story/2020-03-19/coronavirus-layoffs-california>). A poll cited by the L.A. Times in that same article noted that 25% of adults who reported losing their jobs in early March made \$52,000 or less. Additionally, the Los Angeles Economic Development Corporation (LAEDC) is predicting the unemployment rate in the short term can rise as high as 30 percent, a long fall from the tight labor market of 4.7 percent unemployment in recent years. If these predictions are accurate, City leaders, business owners, educational institutions, community-based organizations, and the City’s Workforce Development System will face significant challenges in meeting the short-term and long-term needs of job seekers in the region.

As of April 18, 2020, 1.3 million Los Angeles County workers lost their jobs because of COVID-19 (<https://www.businessinsider.com/more-than-50-los-angeles-workers-unemployed-due-to-coronavirus-2020-4>).

The chart from EDD below shows the City’s weekly numbers of those who have filed Unemployment Insurance (UI) claims:



Please note that the weeks through April 25, 2020, reflect UI claims only. During the week of May 2, 2020, EDD began tracking Pandemic Unemployment Insurance (PUA) claims along with UI claims. Of the 64,475 claims recorded the week of May 2, 2020, 26,469 were UI claims and 38,006 were PUA claims.

As the nation continues to grapple with this crisis, the City of Los Angeles Workforce Development Board, Economic and Workforce Development Department, City Council,

Executive Summary

and Mayor must utilize this Annual Plan framework and corresponding priorities to address the hardest-hit Angelenos, which currently include small business owners, low-income wage earners, English Language Learners, women, survivors of domestic abuse and human trafficking, people of color, and disconnected youth.

Putting all residents on the path to economic security through equity-focused strategies and policies to grow good jobs, build capabilities, remove barriers, and expand opportunities for all people and communities remains the guiding principle for this plan.

The Workforce Development Board (WDB), along with the City Council and Mayor, develops policy and provides the oversight for workforce development programs in the City of Los Angeles. The Year 21 WDB Annual Plan covers the service strategies, activities, and budget for the City's Workforce Development System (WDS) for the Program Year 2020-21. The Annual Plan is developed under the framework outlined in the Workforce Development Board - Local Elected Official (WDB-LEO) agreement.¹ The plan outlines how the City will deliver services and meet workforce development needs in Los Angeles through the oversight of the WDB and Economic and Workforce Development Department (EWDD).

EWDD administers workforce development programs that are funded by federal, state, and local governmental agencies as well as by private entities through its Workforce Development Division (WDD). A network of service providers composed of WorkSource Centers (WSC)² and YouthSource Centers (YSC) located in strategic areas throughout the City, provide diverse workforce development services for job seekers, businesses and youth. Services are provided through a collaborative network of partners, including the State of California's Employment Development Department (EDD) and Department of Rehabilitation, the Los Angeles Unified School District and other educational institutions, and partners. Through these partnerships, WorkSource and YouthSource Centers serve over 62,000 adults and over 17,000 youth annually.

As the City begins to recover, rebuild, and renew, the Workforce Development System will be a critical piece of overall regional efforts. The WorkSource and YouthSource Centers will be essential in providing information and assistance in obtaining all available public and private resources for impacted residents. The Centers will need to be central information and resource hubs for CARES Act and subsequent federal and state legislative resources. Stimulus check eligibility, Unemployment Insurance expansion, Pandemic Unemployment Assistance and CalFresh are just some of the broadly impacting programs that need to be fully maximized by city residents.

¹ The WDB/LEO is a formal Memorandum of Agreement between the WDB and the elected officials of the City of Los Angeles

² The City of Los Angeles designates its One-Stop Career Centers locally as "WorkSource Centers, a proud partner of America's Job Center of Californiasm network."

Executive Summary

LA:RISE, Prison to Employment (P2E), HIRE LA's Youth, and other subsidized employment programs targeting specific populations, including individuals with disabilities, will need to be expanded to assist individuals back into the private marketplace, and to be a source of employment for the recovery.

The Performance Partnership Pilot (P3), LAUSD Navigators, and College PromiseWorks will all be important connectors for individuals needing to straddle education and employment in this new economy.

In the seven weeks leading up to the preparation of this plan for initial WDB approval, EWDD and its partners have responded to the crisis by taking the following actions:

:

- Maintained services at all WorkSource and YouthSource Centers via a combination of virtual, telecommunication, and in-place services;
- Connected over 1,233 clients by appointment, and 8,918 by telephone or email for information and services at the City's WorkSource Centers;
- Connected over 1,918 youth by appointment, and 15,051 by telephone or email for information and services at the City's YouthSource Centers;
- Responded to over 900 Worker Adjustment and Retraining Notice (WARN) Act notices informing the City of more than 600 business closures impacting more than 80,000 employees by transitioned to virtual Rapid Response Orientations, which have been attended by 1,690 dislocated workers to date;
- Applied for and received a \$2 million grant for emergency additional services for 400 clients;
- Expanded technical assistance resources by LAEDC for 300 businesses and 35 restaurants;
- Applied for and received an \$810,000 grant to connect over 1,000 domestic violence and human trafficking survivors to the workforce system;
- Leveraged LA:RISE contracts to provide service workers at shelters, food distribution sites, and other recovery programs;
- Applied for an additional \$8 million in National Emergency Workforce grants;
- Provided input and advocated for additional national and state resources for workforce system programs;
- Transitioned youth employment programs and training to virtual programs, with over 50 case managers trained in WOW curriculum;
- Applied for and received \$750,000 in grant funds from the California Community College Foundation, in partnership with the California Department of Rehabilitation;
- As of May 7, 2020, EWDD's WorkSource Centers have served 2,652 individuals experiencing homelessness.
- Assisted with the Mayor's Jobs Portal, <https://lajobsportal.org>. As of May 11, 2020, the site has been very successful and has had 148,000 visitors, with 100,000 being unique visitors.

STRATEGIC GOALS OF THE PLAN

While these strategies were developed prior to the pandemic and resulting economic development crisis, the goals to uplift the most economically vulnerable populations is now even more fitting.

The Annual Plan continues a Strategic Framework, established in PY 2018-19, consisting of ten long-term strategic initiatives, including:

1. Reducing homelessness by increasing employment opportunities;
2. Increasing employment opportunities through partnerships with major economic drivers in the region;
3. Increasing access to career pathways through Industry Sector Strategies;
4. Increasing services to targeted high-barrier populations (vulnerable populations) with a geographic focus;
5. Increasing Gender Equity;
6. Increasing employment outcomes for the reentry population;
7. Increasing education and/or employment outcomes for disconnected youth; and
8. Increasing impact of the City's Workforce Development System through the strategic alignment of City and Regional Planning Efforts (Los Angeles Regional Plan, Local Plan, WDS Annual Plan and P3 Strategic Plan).
9. Training Angelenos to participate in the new green economy.
10. Creating and expanding career ladder opportunities for L.A.'s workforce to fill the demand for early childhood education positions.

EWDD will address these strategic goals through the following action items:

1. Reduce Homelessness
 - a. The City will partner with Los Angeles County and Goodwill Industries of Southern California in the "*Everyone Works*" Initiative to provide unsubsidized employment opportunities for 15,000 homeless individuals over the next three years. Under this initiative, in PY 2020-21 the City will:
 - b. Place nearly 1,000 individuals experiencing homelessness in transitional employment and 500 into unsubsidized employment through \$6.0 million investment of LA City General Fund and LA County Measure H funds in LA:RISE;
 - c. Increase placements into unsubsidized employment through increased employer engagement activities using the City's Customer Relationship Management System (CRM); and
 - d. Place an additional 750 individuals experiencing homelessness into unsubsidized employment through the City's WorkSource Centers.

2. Increase Employment Opportunities
 - a. Coordinate with system partners to identify and secure employment opportunities in the recovery and rebuilding phases of the COVID-19 crisis, including openings in contact tracing, disaster service, and other related occupations.
 - b. Continue the Los Angeles Metro's Workforce Initiative Now-Los Angeles (WIN-LA), The City's Targeted Local Hire (TLH), and the HireLAX Apprenticeship Readiness Program (HIRE LAX) to recruit and hire Angelenos in PY 2020-21.
 - c. Secure \$8.0 million in new funding to deliver career development services to Angelenos impacted by COVID-19.

3. Increase Access to Career Pathways
 - a. Continue to build upon progress and insight gained from the City's Industry Sector Expert Strategists to develop new Sector Strategies.
 - b. Work regionally across the seven WDBs to develop Registered Apprenticeship Programs in identified sectors.
 - i. Implement policy recommendations included in the City's Apprenticeship Strategic Plan.
 - ii. Work with the Mayor's Office and LAUSD to convene an apprenticeship policy summit to increase apprenticeship opportunities in nontraditional employment sectors.
 - c. Increase access to industry sector training for Angelenos through the WDS. EWDD will continue to:
 - i. Fund the Sector Strategy Center at Los Angeles Valley College to promote sector training in high-demand sectors;
 - ii. Align WDS services with in-demand occupations identified in Sector Strategy reports.

4. Increase Services to High-Barrier Populations
 - a. Establish goals for new high-barrier populations, including survivors of domestic violence, individuals with disabilities, English Language Learners, transgender, and single-parents.
 - b. Increase enrollments for LARCA 2.0 participants, and renew efforts for engagement.
 - c. Expand specific initiatives with the Los Angeles Homeless Services Authority (LAHSA) and the Mayor's Office around "Bridge to Employment," Rapid Response, and Homeless Youth populations.

5. Ensure Gender Equity
 - a. Prevent Sexual Harassment within the WDS.
 - i. Continue building on training completed in PY2019-20 to prevent and address sexual harassment and discrimination in the

- workplace and keep the WDS informed about their rights and existing resources.
- b. Develop WDS training on gender bias.
 - i. Partner with the Los Angeles Housing and Community Investment Department (HCID) and the Commission on the Status of Women to identify and fund a training curriculum on gender bias in the workforce system in order to:
 - 1. Identify a gender bias curriculum and/or training provider;
 - 2. Identify resources to deploy gender bias training.
 - c. Continue to gather and include gender equity performance data in reports to the WDB.
 - d. Prepare Labor Market Information Report on Gender Equity.
 - i. Continue to partner with HCID and the Commission on the Status of Women to identify funding.
 - e. Develop gender specific programming to increase training and placement in non-traditional employment sectors.
 - i. Continue partnership with Women In Non Traditional Employment Roles (WINTER) to recruit and provide short-term vocational training during nontraditional hours to prepare women for employment at Metro.
 - f. Conduct a comprehensive assessment of how the WDS, including the LA:RISE grant, serves the female homeless population.
 - g. Increase service to Domestic Violence survivors.
 - i. Continue to partner with the HCID on the Domestic Violence Navigator program to increase access to employment and other appropriate workforce services for survivors of domestic violence.
 - ii. Through the Domestic Violence Navigator, all survivors of domestic violence will be provided access to appropriate workforce services.
 - iii. Provide 1,000 survivors of domestic violence and human trafficking with support services and connections to workforce opportunities
6. Increase Employment Outcomes for the Reentry Population.
- a. Continue the Prison to Employment (P2E) grant to provide additional employment opportunities for reentry individuals returning to the City.
 - i. Complement enrollment of 282 participants through the P2E initiative.
 - ii. Develop and implement reentry training for WDS service providers.
 - iii. Continue to expand partnerships with reentry service providers.
7. Increase Education and/or Employment Outcomes for Opportunity Youth.
- a. Continue to expand partnerships and resources for disconnected youth as a central part of the recovery and rebuilding phases of the COVID-19 crisis.

- i. Establish partnership with the Los Angeles County Chief Executive Officer (CEO) to place 1,000 disconnected youth in employment opportunities during this year
 - ii. Establish greater partnership with the Los Angeles Homeless Services Authority to provide 1,500 young people with a comprehensive education and work plan.
 - iii. Reimagine HIRE LA Initiative to include virtual and recovery related employment opportunities for 20,000 for young adults 16-24 years of age.
- 8. Increase the Impact of the City's Workforce Development System
 - a. Strategically align regional planning activities and grants.
 - i. Regional Plan - aimed at the development and implementation of decision-making structures that will strengthen workforce activities and performance at the regional level of the seven Los Angeles Basin Local Boards. As required by WIOA legislation, which mandates a biennial review, this plan was modified to include specific plans to address the needs of the reentry population: http://ewddlacity.com/images/reports/LARPU/LABRPU_Regional-Workforce-Development-Plan-2017-2020.pdf#zoom=80
 - ii. Local Plan - describes the City's WDS efforts to meet the goals and objectives of the Regional Plan, and to meet the federal and state intent of implementing the Workforce Investment Opportunity Act. Also subject to biennial review, this plan was modified to include specific plans to address coordination with CalFresh Employment and Training programs; employment services for noncustodial parents; increased services for individuals with developmental/intellectual disabilities; and services for English language learners, foreign-born, and refugees: http://ewddlacity.com/images/reports/LARPU/WIOA-CityLAWDB_LocalWorkforcePlan_2017-2020.pdf#zoom=80 and <https://wibllacity.org/index.php/about-the-wdb/253-wdb-local-workforce-development-plans>
 - iii. Performance Partnership Pilot (P3) Strategic Plan - contains the collective efforts of over 40 organizations to improve the education, workforce development, housing, and social well-being outcomes of the region's disconnected youth.
- 9. Train City Residents to Participate in the New Green Economy.
 - a. The EWDD, in partnership with the Mayor's Office, will begin to bring city, labor, educational, and business leaders together to support L.A.'s effort to create 300,000 green jobs by 2035 and 400,000 by 2050.
 - i. Connect Hire LA's Youth participants with more green job opportunities.

- ii. Add sustainability curriculum to WDS training.
 - iii. Collaborate with the Los Angeles Community College District (LACCD) to develop more pipelines for employment in green construction industry professional services.
 - iv. Work with local trade and technical schools to create additional Electric Vehicle (EV) workforce pipelines.
 - v. Partner with construction projects to provide more green opportunities for local hiring and disadvantaged workers in city contracts
 - vi. Create and expand workforce training programs for landscape managers on the installation and care of native plants
 - vii. Expand partnerships and retraining programs to better prepare workers for jobs that are expected be automated
10. Create and expand career ladder opportunities for early childhood education positions.
- a. The Mayor's Office, in partnership with the EWDD, will develop an early childhood education employment sector plan for the City to recruit, train, and certify at least 2,500 new early childhood educators by 2025.
 - b. The WDB will leverage its members' expertise, and its Youth Council in particular, to assist in the development of the City's early childhood education employment sector plan.

CURRENT ECONOMIC IMPACTS ON EMPLOYMENT

Employment and Educational Outlook for the City of Los Angeles

At the time of this writing, the extended Stay at Home order issued for Los Angeles County as a result of the COVID-19 pandemic has led to the collapse of business activity in the retail, hospitality, entertainment and manufacturing industries. The pandemic is already having a significant negative impact on the Los Angeles civilian labor force, with the short-term unemployment rates projected to triple. We will continue to monitor and provide the best information available on local employment figures.

Nearly 4.6 million Californians have filed for unemployment claims since March 12. California Gov. Gavin Newsom said on May 14 that the state's unemployment rate could reach a peak of 24.5% due to the economic fallout from the coronavirus outbreak. The impact on local employment follows the statewide trend. The pandemic is already having a significant negative impact on the Los Angeles civilian labor force, with over 484,000 unemployment claims filed since the beginning of the year

Available Resources

The City will receive \$34.8 million in WIOA Adult, Dislocated Worker (DW), and Youth formula funds from the State for Program Year 2020-21 as detailed under *Tab 4 Budget*. At this time the allocation for Rapid Response is estimated to be level with PY 2019-20 at \$765,886.. To augment these formula allocations, the City anticipates receiving additional city, county, and further competitive awards and grant funds amounting to \$44.1 million. The City projects approximately \$2.1 million in carryover funds composed of both WIOA formula and other workforce related grants. Total available revenue for WDS activities is projected at \$81.8 million.

