ECONOMIC DEVELOPMENT POLICY COMMITTEE
Thursday, July 22, 2021
9:00 a.m. – 10:00 a.m.

Virtual/Microsoft Teams Meeting

Call-in number: 1-323-776-6996 Access Code: 831 836 193#

AGENDA

1. Introductions

2. Legislative update (CEO) — 10 minutes

3. Economic Development Scorecard update (CEO) — 10 minutes

4. Economic and Workforce Development Department update (CEO) — 20 minutes

5. Public Comment — 10 minutes

NOTE:
Please send comments to EconomicDevelopment@ceo.lacounty.gov by Wednesday July 21st at noon. They will be shared with the Committee prior to the meeting.

Economic Development Scorecard

Fiscal Year 2019-20

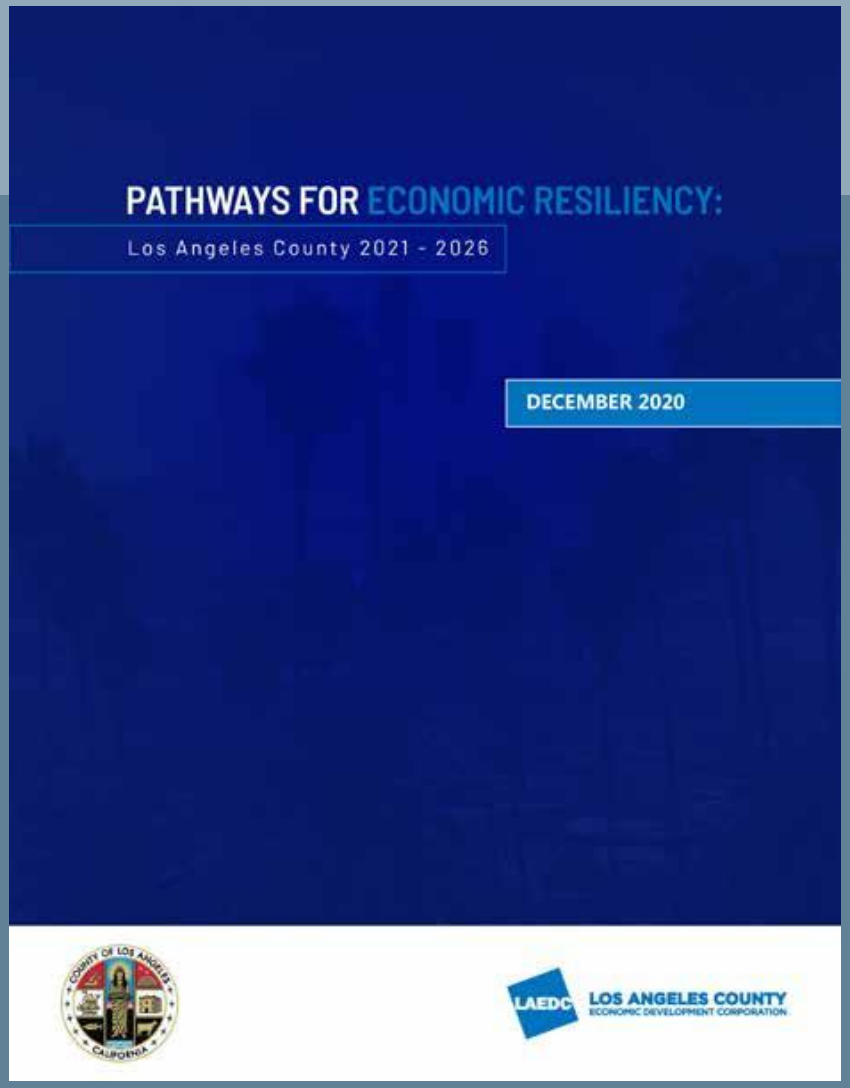
https://economicdevelopment.lacounty.gov/scorecards/

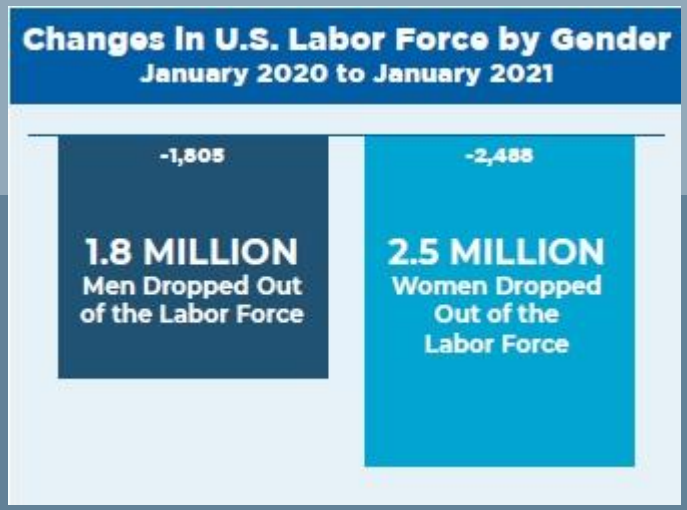
Chief Executive Office

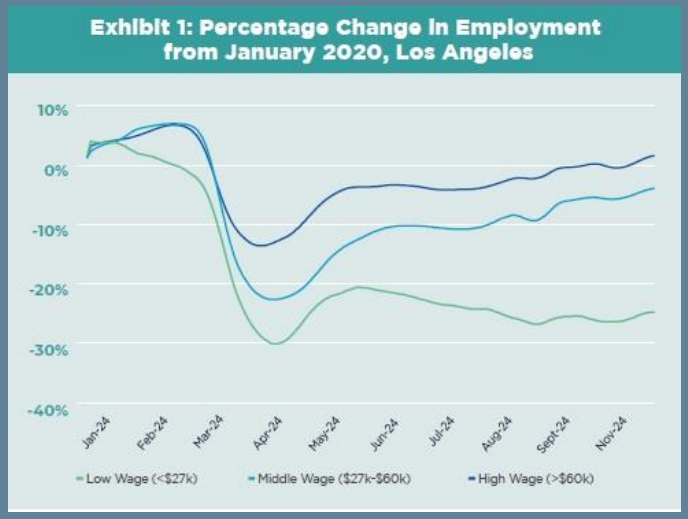
Economic Development & Affordable Housing Division

ECONOMIC DEVELOPMENT LOS ANGELES COUNTY
Where Opportunity Meets Success

Coronavirus Impacts 2nd half of Fiscal Year 2019-20







LOS ANGELES COUNTY

WOMEN ♀ GIRLS INITIATIVE

WGI partners with the Economic Development Scorecard to determine gender lens where available.

Los Angeles County Workforce Development and Job Training Programs FY 2019-20

Target Population	Administering Department	Program Name/ Service	Service Provided	Success Indicators	Gender	Participants	Successful Completions
	Department of Social Services (DPSS)	General Relief Opportunities for Work (GROW)	Employment Preparations Services	Employment	Male Female **Total**	26,039 11,726 **37,765**	**969**
		Greater Avenues for Independence (GAIN) Job Clubs	Job Readiness Training	Training Completion or Employment	Male Female **Total**	908 3,919 **4,827**	498 2,217 **2,715**
		Community Colleges and Vocational Training	Education / Training	Completed program and received certificate or degree	**N/A**	**1,955**	**509**
		Greater Avenues for Independence (GAIN) Short-Term Training	Training	Program Completion / Unsubsidized	Male Female **Total**	29 169 **198**	29 144 **173**
		Greater Avenues for Independence (GAIN) Transitional Subsidized Employment (TSE)	Job Readiness Training	Employment Training / Employment Services	Male Female **Total**	261 1,370 **1,636**	71 419 **492**

BUSINESS ASSISTANCE

FY 2019-20

The Small Business Concierge Service assisted

873

ENTREPRENEURS.

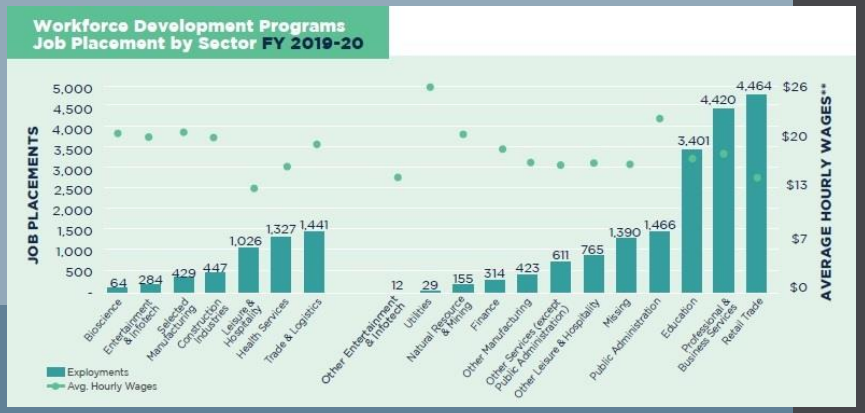
OFFICE OF SMALL BUSINESS ENTREPRENEUR EVENTS

Fiscal Year	Workshops	Attendees
2015-16	6	120
2016-17	10	210
2017-18	23	575
2018-19	29	790
2019-20	65	2,413

ETHNICITY				GENDER	
Declined to state/blank	**357**	Asian/Pacific Islander	**65**	Declined to state/blank	**312**
Hispanic/Latino	**164**	Multiple Ethnicities/Races	**42**	Female	**314**
White	**143**	American Indian/Native American	**4**	Male	**247**
Black-African American	**82**	Other	**16**		

Additional Scorecard Highlights

- *35 County administered Workforce Development programs*
- *Enhanced Bar Charts and Matrix Heatmaps*
- *Fair Chance Hiring Campaign (WDACS)*
  - *Business to Business approach to reduce stigma around hiring justice-involved individuals.*
  - *Over 150 LA County businesses pledged to implement Fair Chance Hiring practices and hire justice-involved individuals.*

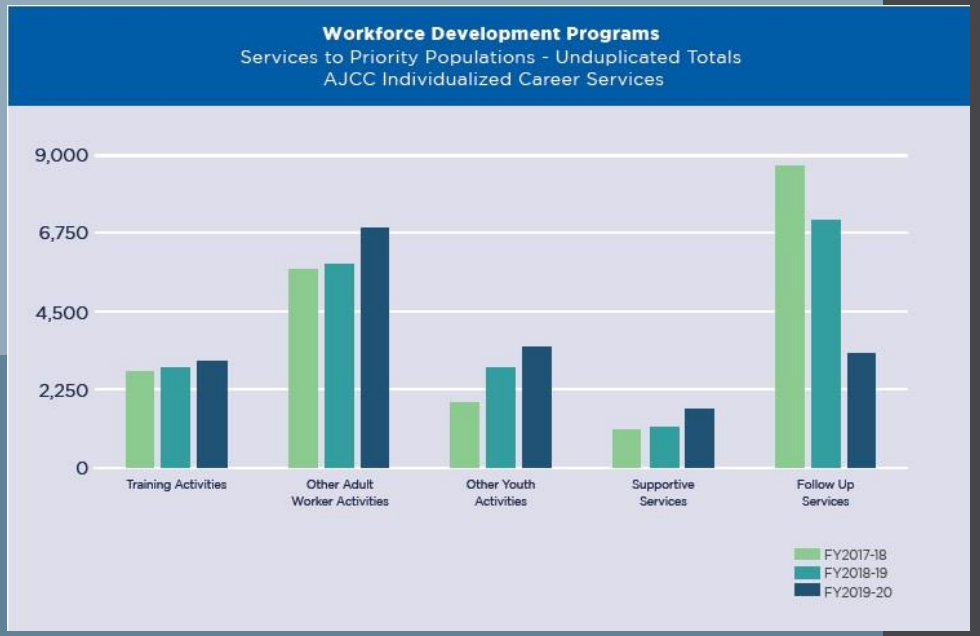


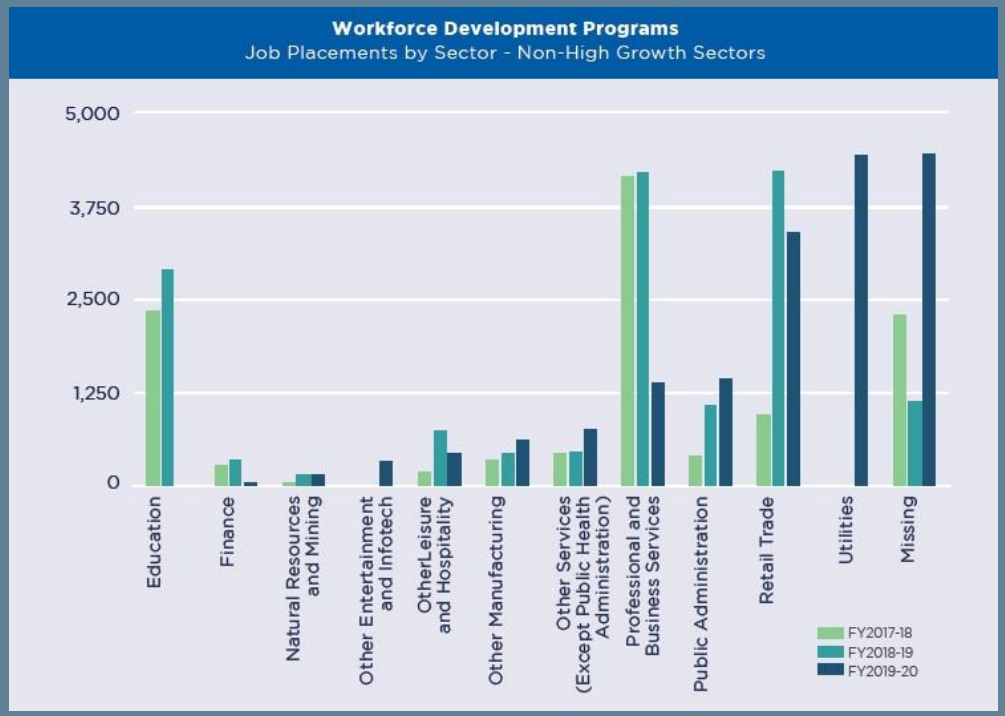
FAIR CHANCE HIRING CAMPAIGN

METRIC FY 2019-20	QUANTITY
Pledged Businesses	188
Website Visits (Sessions)	30,159
Unique Website Visits	23,186
Facebook Page Views	20,563
Facebook People reached from Posts	4,965 unique individuals
Facebook Page Followers	242
Facebook Post Engagements (Comments, Likes, Shares)	1,684 new engagements
Instagram Page Followers	145
Twitter Page Followers	109
Paid Google Ad Search impressions	71,520
Paid Internet Ad impressions	7,712,010
Facebook Paid Ad impressions	2,263,253
In person Presentations	500 businesses
Twitter Impressions	28,664
Paid Clicks (Google Search, Internet Ads, Social Media)	35,063

Economic Development Over the Years

3-Year Analysis





ECONOMIC DEVELOPMENT
LOS ANGELES COUNTY
Where Opportunity Meets Success

Next Scorecard

- *Coronavirus Impact in FY20-21*
- *Additional WGI data where possible*
- *Continued ongoing multi-year review and analysis*
- *Next Scorecard release date – Target January 2022*

ECONOMIC DEVELOPMENT
LOS ANGELES COUNTY
Where Opportunity Meets Success

COUNTY OF LOS ANGELES

ECONOMIC DEVELOPMENT SCORECARD

FISCAL YEAR 2019 - 2020

ECONOMIC DEVELOPMENT
LOS ANGELES COUNTY
Where Opportunity Meets Success

CHIEF EXECUTIVE OFFICE
County of Los Angeles

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INTRODUCTION

The Fiscal Year (FY) 2019-2020 Economic Development Scorecard provides a means for measuring the progress of Los Angeles County's economic development programs across a variety of disciplines, including workforce development, business assistance, loan programs, financial assistance, and capital development.

The Scorecard aims to facilitate effective partnerships between the County and the private sector. Additionally, the Scorecard provides a snapshot of the local economy, and seeks to demonstrate how County programs can be informed by the economic and demographic characteristics of the region.

With the Scorecard, the Chief Executive Office (CEO) is working to standardize data collection and reporting on economic development efforts Countywide. In this Scorecard, information is presented on FY 2019-20. The Scorecard is issued on an annual basis, providing fiscal year data on workforce development, business assistance, community development, capital development and the regional economy.

The foremost objective of this Scorecard is to provide policy makers information on the County's economic development programs by leveraging the work being done across departments, industry lines, capital programs and other multi-disciplinary County economic development efforts. With successful implementation of these programs, the County can seek to partner with growth industries that offer quality jobs that enable workers to support their families. The hope is that in turn, this will inform our policy making process to build a more dynamic workforce, particularly in the County's targeted industries, incentivizing the growth of small businesses, expanding the tax base, and assisting those individuals facing the greatest barriers to economic success.

THE COVID-19 PANDEMIC

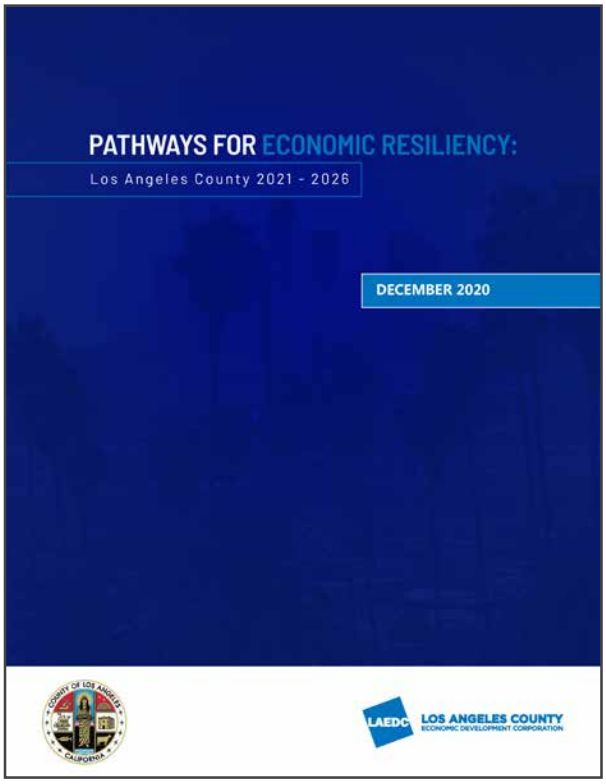
Los Angeles County was experiencing a long and unprecedented expansionary period in the decade preceding 2020. Unemployment was consistently low, wages were steadily gaining strength, and the chance of a recession was small.

THE COVID-19 PANDEMIC

The single-event, exogenous shock of the novel coronavirus (COVID-19) pandemic rapidly reversed this economic strength. Efforts to reduce the spread of the highly contagious virus brought life across the globe to a grinding halt. The flow of goods, services, people, and therefore cash were compromised by factory closures, quarantines, travel bans, and the fear of infection. Public gatherings were prohibited, and many businesses were forced to temporarily shutter in the interest of public health. Consumer spending fell dramatically after the pandemic hit, which was largely felt by nonessential business providing services that require a high level of personal interaction. The County, like the rest of the United States, is now experiencing a deep and unique economic recession, the effects of which fluctuate greatly with the segment of population or industry involved.

In 2020, The Los Angeles County Department of Workforce Development, Aging and Community Services (WDACS) engaged the Los Angeles County Economic Development Corporation (LAEDC) to undertake the Rapid Response Business Assistance Program. This program aimed to mitigate the economic impact of COVID-19, promote rapid re-employment within Los Angeles County and avoid layoffs in businesses suffering from interruptions or closures. The LAEDC Institute for Applied Economics, as a part of the Rapid Response Business Assistance Program, performed an Industry and Workforce Analysis which presents a situational analysis of how COVID-19 has impacted the County workforce.

The resulting report, titled *"Pathways for Economic Resiliency: Los Angeles County 2021-2026,"* looks at those who have been most impacted or underserved in particular, and provides recommendations for both short-term and long-term economic recovery. The full 50-page highlight report and a shorter 18-page executive summary of the report including policy recommendations can be found here: https://laedc.org/2021/02/09/pathways-report/.

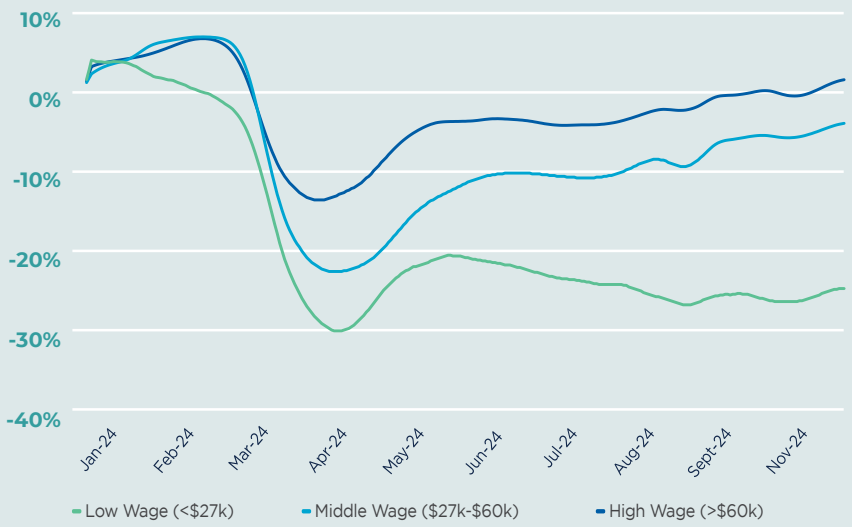


Regional analysis conducted in this report shows that Los Angeles County lost 716,000 jobs in the two months following the Safer At Home Order issued on March 19, 2020. Nearly 30 percent of those jobs were recovered in the following 5 months, but by September 2020 over 500,000 jobs remained unrecovered.

THE COVID-19 PANDEMIC

As shown in Exhibit 1, **low wage workers have experienced disproportionately high job losses stemming from the pandemic**; low wage workers who make less than $27,000 annually experienced the largest and most sustained decline in employment following the pandemic. By contrast, high wage workers who make over $60,000 annually saw the lowest decline in employment. In terms of recovery, high wage employment was approaching the January 2020 level by November 15th, while low wage employment was still significantly below.

Exhibit 1: Percentage Change in Employment from January 2020, Los Angeles

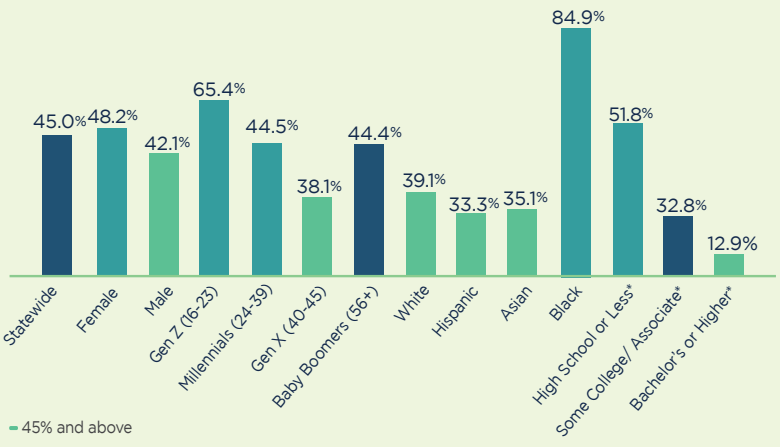


HARDEST HIT INDUSTRIES INCLUDE:

- **hospitality (food services and accommodation);**
- **arts, entertainment and recreation (performing arts, professional sports and amusement parks);**
- **motion pictures and television industry,**
- **nonessential retail and**
- **personal services (e.g. hair and nail salons).**

These industries experienced the largest year-over percentage declines in employment from September 2019 to September 2020. Between September 2019 and September 2020, Los Angeles County lost over 437,000 jobs, with food services and drinking places accounting for over 104,000 of these losses. The hardest hit occupations include wait staff; restaurant cooks; cashiers; producers & directors; laborers & freight, stock, and material movers; and fast food and counter workers.

Exhibit 2: Total UI, Regular, and PUA Claimants



The effects of COVID-19 have been detrimental to the economy in a plethora of ways, especially for small businesses that tend to lack the necessary liquidity to weather the storm; **the Los Angeles metro area has experienced some of the highest levels of business closures in the nation** with over 7,500 permanent closures and over 7,500 temporary closures reported.

THE COVID-19 PANDEMIC

The effects of COVID-19 are not distributed equally across the population. Exhibits 2 and 3 show unique unemployment insurance (UI) claimants in California as a share of the labor force from March 15th, 2020 to November 28th, 2020. UI claims act as a proxy for layoffs, which illustrates the characteristics of those who have lost their job before actual monthly or quarterly data is available. **Women, people who identify as Black or Asian, Gen Z, Millennials and people with a high school education or less have filed for unemployment at disproportionate rates.**

More women dropped out of the labor force during the pandemic compared to men. In January of 2020, women comprised 47 percent of the U.S. labor force. Around 58 percent of the 4.8 million people who separated from the labor force between January 2020 and January 2021 were women. Factors contributing to this higher rate of separation compared to men include the lack of childcare with closures, a need to supervise online schooling for children at home, and the fact that a high share of women worked in service sectors that were most impacted by the pandemic.

Attaining herd immunity through mass inoculation is a clear solution to the current public health pandemic, but the solution to the subsequent economic crisis is far less clear. The vaccination process is underway, and Los Angeles will once again return to being a vibrant and diverse economic hub with time. If left unaddressed, the disparate economic impact of the pandemic may linger for many years longer than the virus.

Changes in U.S. Labor Force by Gender
January 2020 to January 2021

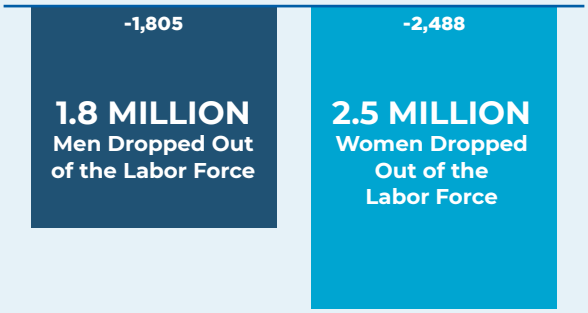
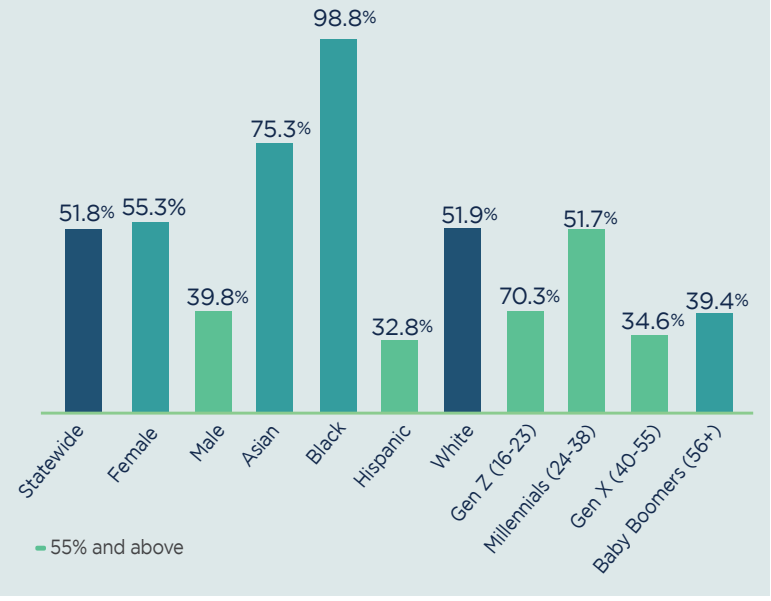


Exhibit 3: Total Regular UI, High School Education or Less*



* Excludes PUA claims

WORKFORCE DEVELOPMENT

The CEO has refined the workforce data presented in previous Scorecards and continues to meet with departments offering workforce development programs in order to streamline data collection. Departmental programs serve a variety of different populations and have reporting metrics that vary widely across the County.

WORKFORCE DEVELOPMENT

The Los Angeles County Workforce Development, Aging, and Community Service (WDACS) and Department of Public Social Services (DPSS) administer the largest workforce development programs in the County, with WDACS managing the Workforce Innovation and Opportunity Act (WIOA) Adult and Dislocated Worker Program, the Rapid Response Program and various targeted programs for youths and seniors. Separately, DPSS oversees several distinct programs through its General Relief Opportunities for Work (GROW) and Greater Avenues for Independence (GAIN) programs. The Department of Human Resources (DHR) oversees programs to reduce barriers to County employment for defined targeted populations. With each scorecard, the CEO streamlines data collection and reporting for workforce development programs managed by other County departments.

On December 13, 2016, the Board of Supervisors unanimously adopted a motion establishing the the Women and Girls Initiative (WGI). The motion tasked the WGI with examining the systemic issues that lead to inequitable gender outcomes and recommending changes to improve the quality of life for women and girls in the County. Through partnerships with County departments and public partners, the WGI aims to establish Los Angeles County as a leader in gender equity and ensure economic mobility for women and girls by increasing their assets and income, promoting economic wellbeing, and applying a gender lens to the County's policies, programs, and services. The Scorecard presents disaggregated data by gender where possible. This data is important as it helps identify gaps and opportunities to improve the economic outcomes for women and girls.

INVENTORY OF PROGRAMS

The following page displays an overview of County workforce development programs and the services they offer. Using information collected through departments, the inventory provides a summary of the target populations and service goals of the County's programs for FY 2019-20.

Since 2017, the County has moved forward with several new programs that focus on providing the County's justice involved population with job opportunities with a holistic set of wrap-around services. Employment has been identified as a challenge that must be addressed for those with a criminal background. Fully 17,000 individuals are in the County jails at any time, with 10,000 individuals being released each month. However, between 60 to 75 percent of formerly incarcerated individuals are still unemployed a year after release. Since the pandemic started, the numbers have been reduced by 5,000. With a focus towards aligning workforce programs Countywide, the County departments have taken a number of steps to reduce the barriers to employment for the re-entry population. In February of 2018, WDACS, in partnership with Probation and the Office of Diversion and Reentry (ODR) launched the Innovative Employment Solutions Program (INVEST). INVEST seeks to improve employment opportunities and outcomes for County Adult Probationers, by co-locating Deputy Probation Officers at the America's Job Centers of California (AJCCs) to support the integration of probation and workforce development services, while providing intensive case management to participants. In FY 2019-20, INVEST was expanded from 6 AJCCs to 9 AJCCs to include an additional site in Pomona, City of Los Angeles (South-Central), and Inglewood. This led to 798 active felony probationer enrollments into the program that year, and 173 individuals that completed the program have been placed into permanent unsubsidized employment. In FY 19-20 WDACS also launched the LA County Fair Chance Hiring campaign which uses a business to business approach to reduce the stigma around hiring justice-involved individuals. Over 150 LA County businesses have pledged to implement Fair Chance Hiring practices and hire justice-involved individuals.

Los Angeles County Workforce Development and Job Training Programs FY 2019-20

Target Population	Administering Department	Program Name/ Service		Service Provided	Success Indicators	Gender	Participants	Successful Completions
Adults 18 or older	Department of Social Services (DPSS)	General Relief Opportunities for Work (GROW)		Employment Preparations Services	Employment	Male Female **Total**	26,039 11,726 **37,765**	**969**
		Greater Avenues for Independence (GAIN) Job Clubs		Job Readiness Training	Training Completion or Employment	Male Female **Total**	908 3,919 **4,827**	498 2,217 **2,715**
		Community Colleges and Vocational Training		Education / Training	Completed program and received certificate or degree	**N/A**	**1,955**	**509**
		Greater Avenues for Independence (GAIN) Short-Term Training		Training	Program Completion / Unsubsidized	Male Female **Total**	29 169 **198**	29 144 **173**
		Greater Avenues for Independence (GAIN) Transitional Subsidized Employment (TSE)		Job Readiness Training	Employment Training / Employment Services	Male Female **Total**	261 1,370 **1,636**	71 419 **492**
	Workforce Development Programs - WDACS	Workforce Innovation and Opportunity Act (WIOA) - Basic Career Services	Basic Career Service - Self Service	Basic Career Service*	Employment Services	Male Female **Total**	28,733 31,151 **46,118**	- - **-**
			Basic Career Service - Staff Assisted			Male Female **Total**	9,828 8,641 **18,860**	- - **-**
			Registration Only			Male Female **Total**	13,494 14,501 **28,852**	- - **-**
			Basic Career Service Total			Male Female **Total**	44,999 46,819 **93,830**	- - **-**
		Workforce Innovation and Opportunity Act (WIOA) - Individualized Career Services	Adult	Training/ Employment Placement	Training/ Employment Services	Male Female **Total**	3,825 3,810 **7,675**	2,333 2,433 **4,784**
			Dislocated Worker			Male Female **Total**	992 1,500 **2,511**	577 834 **1,422**
			INVEST			Male Female **Total**	737 246 **990**	297 95 **396**
			Total			Male Female **Total**	5,409 5,436 **10,911**	3,142 3,327 **6,502**
Local Residents from Low-Income Communities and/ or Facing Barriers to Employment	Department of Human Resources (DHR)	Temporary Services Registry Program (TempLA)		Training/ Employment Placement	Permanent Employment	**N/A**	**211**	**76**
Refugees 18 or Older	Department of Public Social Services (DPSS)	Refugee Employment Program (REP)		Job Readiness Training/ Employment Placements	Employment	Male Female **Total**	261 227 **488**	104 58 **162**

Target Population	Administering Department	Program Name/ Service		Service Provided	Success Indicators	Gender	Participants	Successful Completions
Involvement with Criminal Justice System/ Youth	Probation Department	Juvenile Justice Crime Prevention Act (JJCPA) - Educational Pathways		Supportive Services	Supportive Service Completion	**N/A**	**163**	**51**
		Juvenile Justice Crime Prevention Act		Employment Placements	Employment	**N/A**	**404**	**209**
Involvement with Criminal Justice System		Probation AB 109 Employment Services Program		Supportive Services	Supportive Service Completion	**N/A**	**1,154**	**145**
		SB678 Probation Re-entry Adult Population - Employment Services		Employment Placements	Employment	**N/A**	**854**	**173**
Low Income Individuals Age 55 and Over	Workforce Development Programs - WDACS	Title V - Senior Community Services Employment Program (SCSEP)		Training/ Employment Placements/ Supportive Services	Employment or Job Training Program Completion	**N/A**	**76**	**0**
Youth	Department of Arts and Culture	Los Angeles County Arts		Internships	Internships	Male Female **Total**	44 151 **203**	- - **203**
	Workforce Development Programs - WDACS	Youth @ Work	Youth @ Work Total*	Training/ Employment Placements/ Supportive Services	Employment or School Enrollment or Job Training Program Completion	Male Female **Total**	7,086 7,961 **15,058**	5,306 6,197 **11,513**
			Work-Based Learning**			Male Female **Total**	5,278 5,994 **11,272**	4,192 4,865 **9,057**
			WIOA Youth			Male Female **Total**	2,422 2,721 **5,172**	1,387 1,713 **3,118**
Youth Ages 16-24 and At-Risk/ Disconnected Youth	Department of Human Resources (DHR)	Countywide Youth Bridges Program		Career Exposure	Completion of 120 hours Career Exposure	**N/A**	**889**	**421**
Foster Youth 16-21	Department of Children and Family Services (DCFS)	Bridge to Work Program		Employment Placements	Employment/ Return to School	Male Female **Total**	35 52 **87**	- - **63**
		Youth Worker, Children's Services		Internships	Internship Completion	Male Female **Total**	4 13 **17**	- - **4**
Youth/ Foster Youth Ages 16-24 or Former Foster Youth	Department of Human Resources (DHR)	Career Development Intern Program (CDI)		Training/ Employment Placement	Permanent Employment	**N/A**	**45**	**13**
Youth/ Foster Youth	Department of Human Resources (DHR)	Youth Worker (YW)		Internships	Permanent Employment	**N/A**	**11**	**1**

* Basic Career Services data is not yet available for all America's Job Centers in LA County.
** Work-Based Learning defines successful completions as participants who enter subsidized employment.

Target Population	Administering Department	Program Name/ Service	Service Provided	Success Indicators	Gender	Participants	Successful Completions
Students	Department of Human Resources (DHR)	Student Worker Program	Career Exposure/ Employment Placement	Completion of program/ permanent employment	**N/A**	**285**	**63**
Family Assistance	Los Angeles County Development Authority (LACDA)	Family Self Sufficiency Program (FSS)	Supportive Services	Employment	**N/A**	**434**	**46**
Future Nurses	Department of Health Services (DHS)	College of Nursing and Allied Health Pre-Licensure Registered Nurse	Training	Employment	Male Female **Total**	29 87 **116**	19 66 **85**
		Office of Nursing Affairs Tutoring & Mentoring Program			**N/A**	**650**	**337**
Veterans	Department of Human Resources (DHR)	Veterans Internship Program (VIP)	Training/ Employment Placement	Permanent Employment	**N/A**	**61**	**28**
	Department of Military and Veterans Affairs (MVA)	LA Trade Tech Partnership	Supportive Services	Completed Training	**N/A**	**18**	**5** **13 incomplete due to COVID**
		Veterans Work Study Program	Training	Employment	**N/A**	**0**	**0**
		Vocational Rehab Training	Training	Completed Training	**N/A**	**230**	**39**
		US Veterans Initiative (US Vets)	Job referral for Career Development Initiatives	Job Referral	**N/A**	**615**	**490**

WORKFORCE DEVELOPMENT

PERFORMANCE OF WORKFORCE DEVELOPMENT PROGRAMS BY TARGET POPULATION

The CEO asked those departments working to train and place targeted workers to describe their programs, the types of services provided, and the indicators used to measure programmatic success. As the County works toward streamlining the reporting requirements across County workforce development programs, the performance of programs across target populations is of particular importance. This will indicate the efficacy of programs for the most difficult to employ individuals, while guiding the County's strategy with regards to the sectors with the highest propensity to hire those with barriers. The County's objective in bringing services to targeted populations is aided by the fact that the WIOA program, and its affiliated AJCCs, are already focusing directly on these individuals. WDACS has long indicated that a majority of those who come into contact with the AJCC system in Los Angeles County are targeted workers.

The specific information compiled by WDACS with respect to targeted populations indicates that a high percentage of WIOA participants are low income, basic skills deficient, female, or recipients of government benefits. In FY 2019-20, the County workforce system served 696 individuals who were receiving CalWORKs benefits, and 456 of those individuals were placed into either subsidized or unsubsidized employment. The CEO endeavors to perform a longitudinal analysis of those receiving County social services over time to gauge their reliance on these services as they progress through the workforce development system and are able to retain permanent employment.

BASIC SKILLS DEFICIENT

An individual that is unable to compute or solve problems, or read, write, or speak English, at a level necessary to function on the job, in the individual's family, or in society (WIOA Section 3[5]). Criteria used to determine whether an individual is basic skills deficient includes the following:

1. Lacks a high school diploma or high school equivalency and is not enrolled in post-secondary education.
2. Enrolled in a Title II Adult Education/Literacy program.
3. English, reading, writing, or computing skills at an 8.9 or below grade level.
4. Determined to be Limited English Skills proficient through staff-documented observations.
5. Other objective criteria determined to be appropriate by the Local Area and documented in its required policy.

LOW-INCOME

An individual that meets one of the four criteria below:

1. Receives, or in the past six months has received, or is a member of a family that is receiving, or in the past six months has received, assistance through the Supplemental Nutrition Assistance Program (SNAP),Temporary Assistance For Needy Families (TANF), program supplemental security income program, or state or local income-based public assistance.
2. In a family with total family income that does not exceed the higher of the following:
   - The poverty line.
   - 70 percent of the Lower Living Standard Income Level.
3. A homeless individual.
4. An individual with a disability whose own income does not exceed the income requirement, but is a member of a family whose total income does.

WORKFORCE DEVELOPMENT

WORKFORCE DEVELOPMENT ALIGNMENT

Since the release of the March 2019 scorecard, the CEO has worked with several departments to align workforce development services that are offered Countywide. It is the County's goal to track participants across the variety of workforce development services, streamline service delivery, and de-duplicate data reporting for services offered to individual clients across County programs to improve outcomes.

In this scorecard, data is presented on the populations served through the AJCCs, the number of individuals who completed and exited the various programs and the number of those individuals that were placed in employment. Additionally, data is presented on the number of individuals by priority population who were still employed in the second quarter and fourth quarter after exiting a program. Median quarterly earnings are also presented by targeted population as identified under the WIOA.

The tables in the following pages show information on the different populations served by the County-administered AJCCs, and also the number of "matched" individuals receiving services through the Department of Public Social Services' GAIN program (CalWORKs). As the County moves toward alignment of workforce development programs, the scorecard will reflect the demographic makeup of individuals who are receiving services through both WDACS and DPSS, as well as whether they are retaining employment, including earnings data.

The median quarterly earnings for those placed into employment varied widely across targeted population. The "matched" data shows that the median quarterly earnings of the Parent Youth population is the lowest of the targeted populations at $2,006 in the second quarter after exiting the program. Those who were receiving services through DPSS attained median earnings of $2,966. By contrast, the highest quarterly earnings were attained by the other job seekers population, at $7,400 in the second quarter after exit.

Additionally, the data shows that among the priority populations in the CalJOBS system, the LA County Workforce Development Area serves the most low-income individuals relative to any other population, having served over 19,600 in FY 19-20. The same holds true for the "matched" DPSS population, with the majority of recipients being low-income.

Workforce Development Programs
PRIORITY POPULATION PARTICIPANTS BY SERVICE CATEGORY FY 2019-20

Priority Population Category	AJCC Individualized Career Services*				
	Training Activities	Other Adult Worker Activities	Other Youth Activities	Supportive Services	Follow-Up Services
CalWORKs (matched)	206	503	313	97	244
Basic Skills Deficient	1,992	3,561	2,858	831	2,179
CalFRESH	508	1,643	546	445	673
Participants with Disabilities	133	271	173	84	141
Female	1,479	3,454	1,849	689	1,732
Foster	116	66	265	16	88
General Relief	191	619	221	167	232
Homeless	182	675	285	197	254
Low Income	2,461	5,055	3,140	1,276	2,680
Re-Entry	240	1,037	233	447	348
Parent Youth	130	97	310	23	114
Substance Abuse	4	16	6	6	10
Veteran	171	612	20	192	146
Other Job Seekers	235	752	93	214	212
Unduplicated Total	3,052	6,922	3,523	1,681	3,278

* Reflects data for LA County Workforce Development Area only.

Workforce Development Programs
PRIORITY POPULATION BY PROGRAM FY 2019-20

Priority Population Category*	Adult			Dislocated Worker			Youth@Work			INVEST			Unduplicated Total		
	Served	Exited	Placed	Served	Exited	Placed	Served	Exited	Placed	Served	Exited	Placed	Served	Exited	Placed
CalWORKs (matched)	696	328	456	67	27	32	532	291	324	62	26	26	1,264	642	775
Basic Skills Deficient	3,648	1,736	2,216	981	470	575	4,470	2,474	2,781	603	324	225	8,928	4,659	5,288
CalFRESH	1,954	919	1,172	258	137	150	4,261	3,159	3,361	484	251	180	6,729	4,364	4,730
Participants with Disabilities	381	165	185	52	21	30	412	262	256	50	31	18	850	452	466
Female	3,810	1,764	2,433	1,500	696	834	7,961	5,819	6,199	246	116	95	12,906	8,111	8,222
Foster	31	11	15	1	1	0	1,287	884	935	4	1	1	1,289	884	936
General Relief	726	353	389	23	13	13	684	445	488	207	113	78	1,567	890	929
Homeless	668	413	353	40	17	20	856	627	607	190	80	63	1,689	1,100	1,011
Low Income	6,050	2,653	3,777	1,402	622	806	12,217	8,660	9,270	910	482	348	19,619	11,986	13,633
Re-Entry	627	301	392	55	21	40	1,044	750	762	958	506	379	2,551	1,512	1,515
Parent Youth	107	48	74	3	1	0	762	476	498	5	4	2	766	478	501
Substance Abuse	12	7	7	2	1	1	7	1	4	16	11	10	33	18	20
Veteran	1,012	419	576	147	59	91	21	14	16	20	11	6	1,159	474	664
Other Job Seekers	676	281	416	591	281	334	660	537	510	0	0	0	1,853	1,060	1,242
Unduplicated Total	7,675	3,433	4,784	2,511	1,192	1,422	15,058	10,860	11,515	990	521	396	25,063	15,476	17,458

*Basic Career Services demographic data is not available because of limited demographic information.
**Placements include placements in employment and youth entered post-secondary and advanced training placements.
*** Reflects data for all America's Job Centers in Los Angeles County Workforce Development Area.

WORKFORCE DEVELOPMENT

Workforce Development Programs

PLACEMENT RATE - PRIORITY POPULATION BY PROGRAM
FY 2019-20

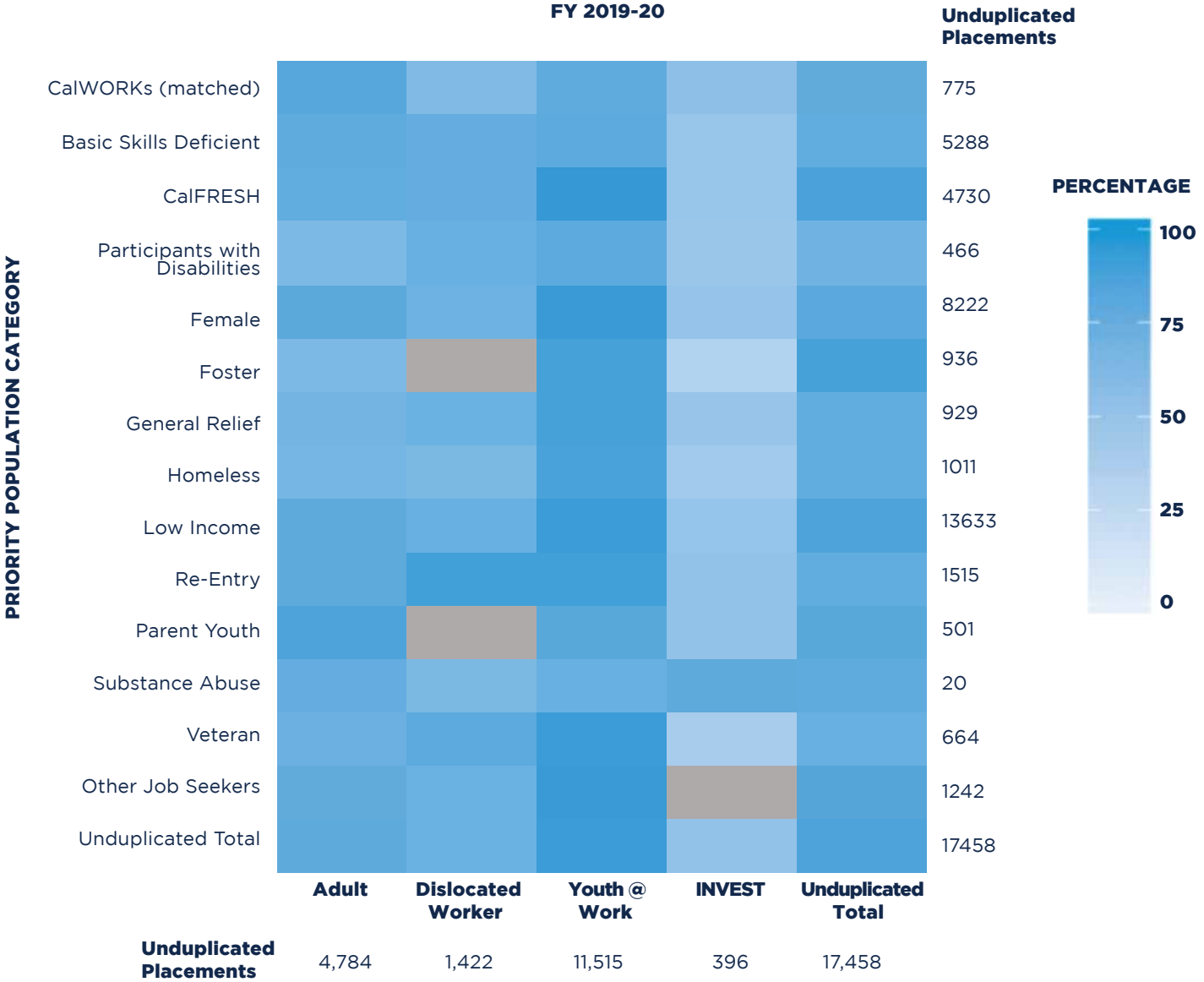


CHART HIGHLIGHTS

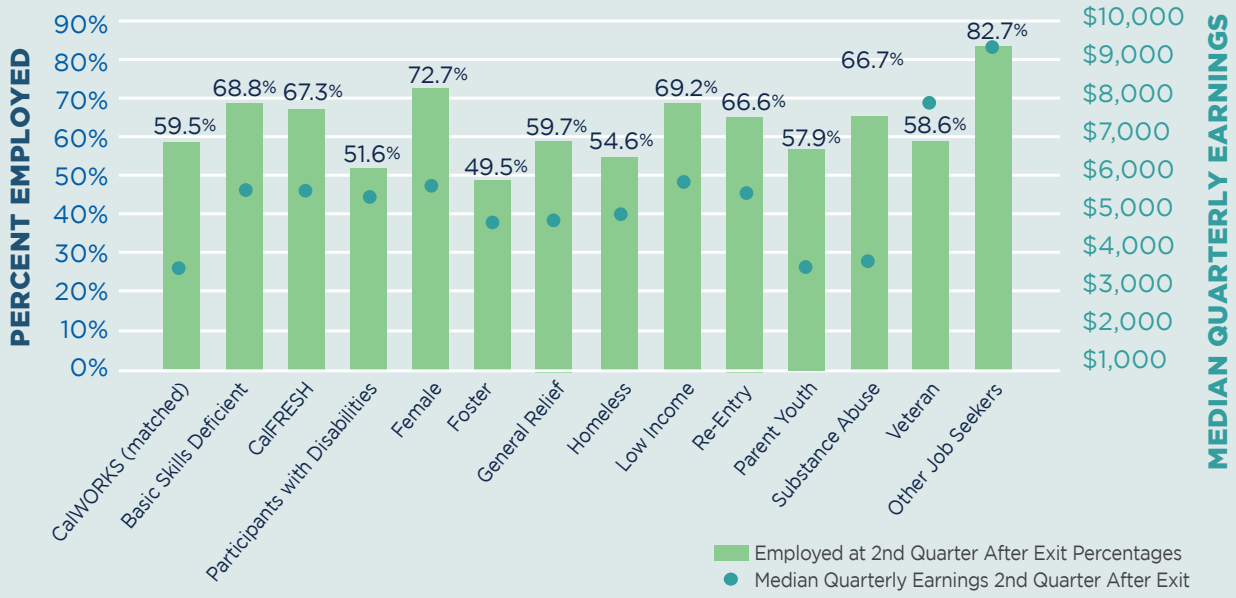
Among **programs**, the highest placement rates are for Dislocated Worker and Adult

The lowest placement rate was for the INVEST program.

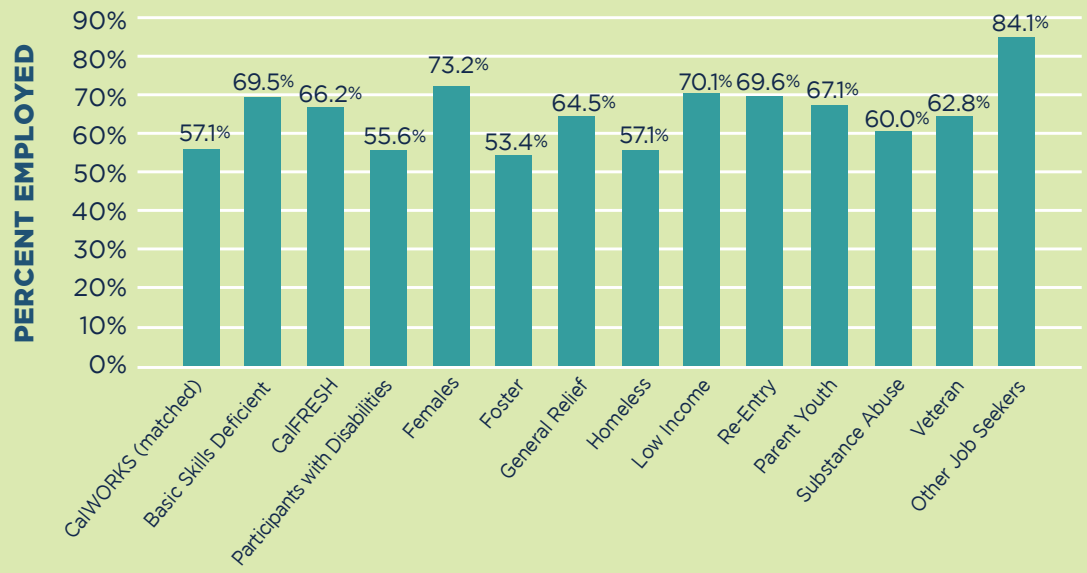
Among **priority populations**, Veterans had the highest placement rates, followed by Basic Skills Deficient and CalWORKs.

The lowest placement rate was for the Foster priority population.

Workforce Development Programs FY 2019-20**
Percentage Employed at 2nd Quarter Follow Up by Priority Populations*



Workforce Development Programs FY 2019-20**
Percentage Employed at 4th Quarter Follow Up by Priority Populations*



* Accountability Measures use state performance logic to include participant exits that fall in the cohort reporting period and only include WIOA Adult, Dislocated Worker and Youth programs.

** Reflects data for all America's Job Centers in Los Angeles County Workforce Development Area only.

Of workers across the priority populations employed at the 2nd quarter after exit, other job seekers employees earned the highest median earnings ($3,038 in monthly earnings), followed by veterans ($2,643/month). All priority groups, besides those in the foster population, had an exit rate of over 50 percent. Other job seekers and female participants experienced the most success, with employment rates over 70 percent. At the 4th quarter follow up, rates of those employed dropped slightly across the priority populations.

In total,
3,863 PARTICIPANTS
were employed at the 4th quarter after exit, compared to **3,832** at the 2nd quarter.

WORKFORCE DEVELOPMENT

WORKFORCE DEVELOPMENT BUDGETS

The majority of the County expenditures on workforce development originate from Federal legislation related to the WIOA program and the Temporary Assistance to Needy Families (TANF) program. With respect to TANF funding, the County manages several initiatives related to the GAIN program that include the GAIN Job Club, Short-term Vocational Training, and Transitional Subsidized Employment. Additionally, the workforce development program GROW is funded with a combination of Federal, State, and County contributions.

Beginning with the November 2017 Scorecard, the CEO attempted to quantify County spending on workforce development programs. A summary of those workforce development initiatives that have confirmed budget data is provided below. Of the programs listed, the County allocated $220.6 million in programs costs to support workforce development programs. **The amount financed by general operations (Net County Cost) is $55.2 million.**

WORKFORCE DEVELOPMENT BUDGETS FISCAL YEAR 2019-2020

ADMINISTERING DEPARTMENT AND PROGRAM	PROGRAM COST	REVENUE	INTRA-FUND TRANSFER (IFT)	NET COUNTY COST
Department of Arts and Culture **Arts Internship Program**	**$1,797,000**	**$64,000**	**-**	**$1,733,000**
Development Authority **Family Self Sufficiency Program (FSS)**	**$837,878**	**$753,569**	**$84,309**	**-**
Department of Children and Family Services **Bridge to Work Program**	**$784,400**	**-**	**-**	**-**
Department of Children and Family Services **Youth Worker**	**$1,130,209**	**-**	**-**	**-**
Department of Health Services **College of Nursing and Allied Health Pre-Licensure Registered Nurse**	**$9,035,000**	**$1,730,172**	**$0**	**$7,304,828**
Department of Health Services **Office of Nursing Affairs Tutoring & Mentoring Program**	**$436,000**	**$0**	**$0**	**$436,000**
Department of Human Resources **Career Development Intern**	**$321,000**	**$49,000**	**$176,000**	**$96,000**

FINANCING SOURCES
REVENUE: A source of income to an operation other than debt issue proceeds or the transfer from another fund.
INTRAFUND TRANSFER (IFT): An accounting mechanism used to reflect expenditure transfers between operations with the same fund, thereby identifying the true location of actual cost.
NET COUNTY COST: The amount of the operation financed by general purpose revenue, such as property taxes.

WORKFORCE DEVELOPMENT

WORKFORCE DEVELOPMENT BUDGETS FISCAL YEAR 2019-2020 (cont.)

ADMINISTERING DEPARTMENT AND PROGRAM	PROGRAM COST	REVENUE	INTRA-FUND TRANSFER (IFT)	NET COUNTY COST
Department of Human Resources **Veterans Internship Program**	**$321,000**	**$49,000**	**$176,000**	**$96,000**
Department of Military and Veterans Affairs **LA Trade Tech Partnership-Vets Culinary Program**	**$15,500**	**-**	**-**	**$15,500**
Department of Military and Veterans Affairs **US Veterans Initiative (US Vets) Job Referral for Career Development Initiative**	**$12,000**	**-**	**-**	**$12,000**
Department of Military and Veterans Affairs **Veterans Work Study Program**	**$1,000**	**-**	**-**	**$1,000**
Department of Military and Veterans Affairs **Vocational Rehab Training**	**$16,000**	**-**	**-**	**$16,000**
Department of Public Social Services **General Relief Opportunities for Work (GROW)**	**$54,727,000**	**$28,668,000**	**-**	**$25,604,000**
Department of Public Social Services **General Relief Opportunities for Work (GROW) Youth Employment Program**	**$500,000**	**$500,000**	**-**	**$0**
Department of Public Social Services **General Relief Opportunities for Work (GROW) Transition-Age Youth Employment Program (GTEP)**	**$1,200,000**	**-**	**-**	**$1,200,000**
Department of Public Social Services **Refugee Employment Program (REP)**	**$2,341,000**	**$2,341,000**	**-**	**-**
Department of Public Social Services **Greater Avenues for Independence (GAIN) Job Club**	**$21,349,000**	**$21,349,000**	**-**	**-**
Department of Public Social Services **Colleges and Vocational Training**	**$2,500,000**	**$2,500,000**	**-**	**-**

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WORKFORCE DEVELOPMENT

WORKFORCE DEVELOPMENT BUDGETS FISCAL YEAR 2019-2020 (cont.)

ADMINISTERING DEPARTMENT AND PROGRAM	PROGRAM COST	REVENUE	INTRA-FUND TRANSFER (IFT)	NET COUNTY COST
Department of Public Social Services **Greater Avenues for Independence (GAIN) Short-Term Vocational Training (Project with Los Angeles County Office of Education)**	**$6,546,000**	**$6,546,000**	-	-
Department of Public Social Services **Greater Avenues for Independence (GAIN) Transitional Subsidized Employment (TSE)**	**$43,734,000**	**$43,734,000**	-	-
Probation Department **Juvenile Justice Crime Prevention Act (JJCPA) - Employment Services**	**$893,713**	-	-	-
Probation Department **Probation AB 109 Employment Services Program**	**$11,053,673**	-	-	-
Probation Department **Probation Adult Felony Reentry Employment Services-Career Pathways**	**N/A**	-	-	-
Probation Department **SB678 Probation Reentry Adult Population - Employment Services**	**$3,658,044**	-	-	-
Workforce Development, Aging and Community Services **Title V - Senior Community Services Employment Program (SCSEP)**	**$1,512,000**	**$1,512,000**	-	-
Workforce Development, Aging and Community Services **Workforce Programs**	**$55,953,000**	**$30,243,000**	**$7,000,000**	**$18,710,000**
Total	**$220,674,417**	**$140,038,741**	**$7,436,309**	**$55,224,328**

FINANCING SOURCES
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WORKFORCE DEVELOPMENT

PERFORMANCE OF WORKFORCE DEVELOPMENT PROGRAMS BY SECTOR

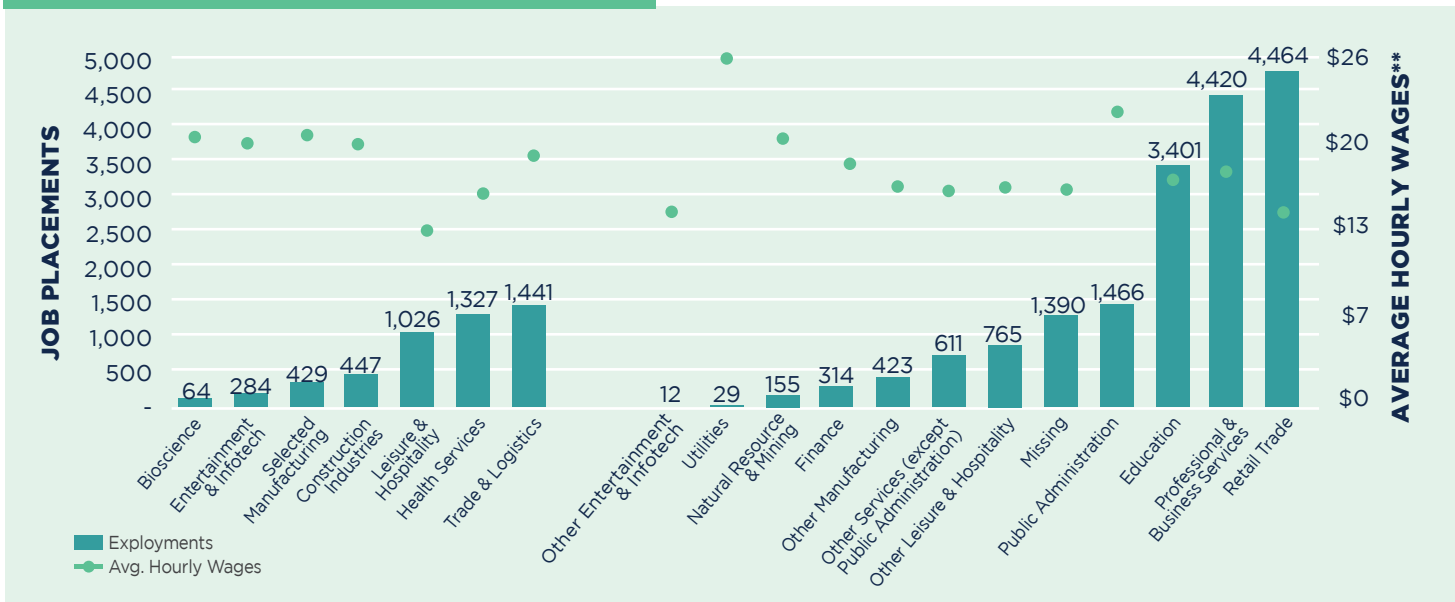
The County seeks to encourage job training for industries that are most competitive and that will generate family sustaining career pathways. The Board of Supervisors has promoted the use of industry and sector partnerships to address the workforce needs of multiple employers within an industry. The Scorecard highlights the targeted high-growth industry clusters across the County and evaluates whether workforce development programs are aligning skilled and unskilled workers with these targeted sectors. Shown on the following page is data collected from WDACS for FY 2019-20 for placement by industry cluster.

Overall, 17,930 placements were made in FY 2019-20 and the average hourly wage for those placed was $16.93. The most placements occurred in the retail trade and business and professional services industries, employing 4,464 and 4,420 workers, respectively. Of the high growth sectors, 4,675 total placements were made, with workers earning an average hourly wage of $17.55. In total, 1,026 employers placed workers in the high growth sectors, while 2,554 placed those in non-high growth sectors.

LA COUNTY'S 7 TARGETED CLUSTERS

- HEALTH CARE SERVICES
- TRADE & LOGISTICS
- LEISURE AND HOSPITALITY
- MANUFACTURING
- BIOSCIENCE
- CONSTRUCTION
- ENTERTAINMENT AND INFOTECH

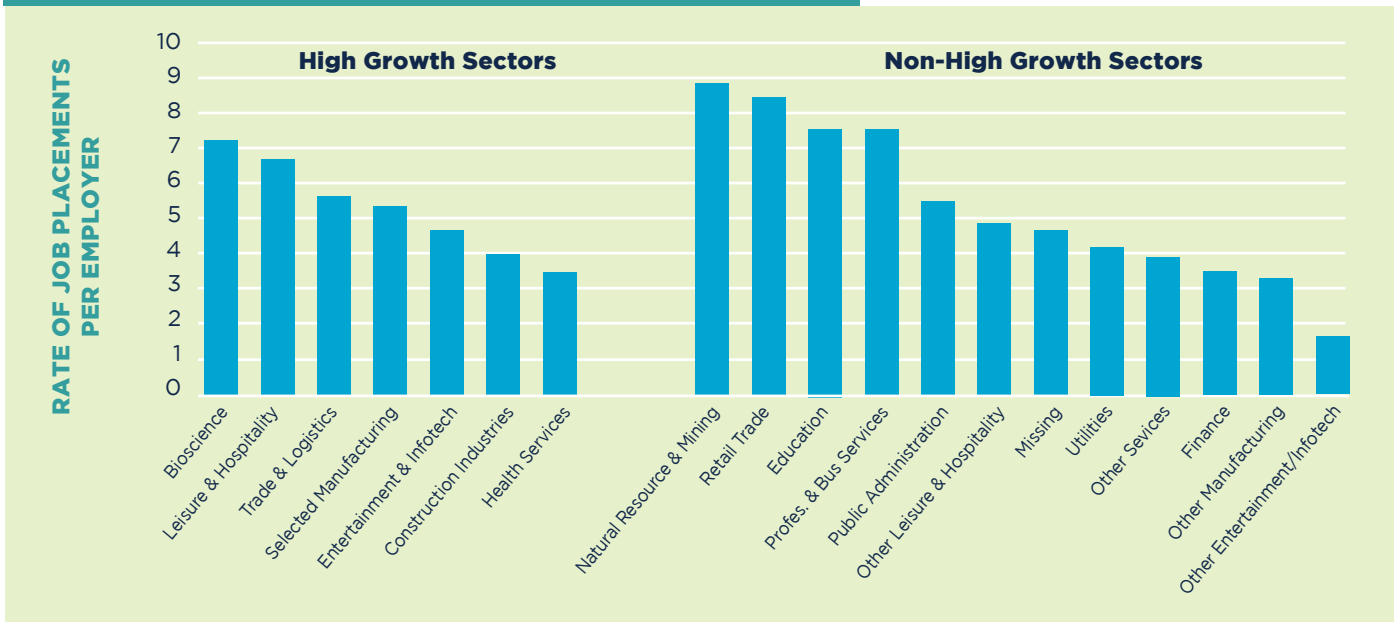
Workforce Development Programs Job Placement by Sector FY 2019-20



* High Growth Sectors are based on the Los Angeles County Economic Development Corporation Jobs Report 2016-2021 published June 2017.
** Excludes the Countywide Youth subsidized employment wages of $13.25/hr.
*** Reflects data for all America's Job Centers for Los Angeles County Workforce development Area.

WORKFORCE DEVELOPMENT

Workforce Development Programs
Job Placements per Employer by Sector FY 2019-20



BIOSCIENCE INITIATIVE

In 2015, the Board of Supervisors made economic development a priority to stimulate regional job growth and lift residents out of poverty. Seven industries were targeted based on their proven ability to create jobs and wealth. Bioscience is the first of the industry sectors selected by the County for focused support, creating the County's Bioscience Initiative. The Los Angeles region generates cutting edge bioscience R&D and a trained workforce capable of launching and supporting enterprises emerging from local research institutions and incubators. Over past economic cycles including the Great Recession, bioscience jobs have proven unaffected by economic downturn. The industry creates jobs for young and semi-skilled persons, as well as for scientists and entrepreneurs. Some of the County's biosciences initiatives are highlighted below:

BIOSCIENCE INVESTMENT FUND - The County released a Request for Proposals in September 2018 to solicit organizations that are interested and qualified to capitalize, launch, and manage an investment fund supporting bioscience startup companies in the County as well as the local ecosystem to which they belong. The County intends to place a lead investment in a fund that will then make investments in local early stage bioscience firms and work to support the bioscience entrepreneurial ecosystem. On September 3, 2019, the Board of Supervisors authorized the County to enter into an Exclusive Negotiating Agreement with the selected proposer. On June 23, 2020, the Board approves a loan of up to $15 million to invest in the Bioscience Investment Fund managed by MarsBio GP LLC.

BIO-FLEX PROGRAM – In a partnership that includes the South Bay Workforce Investment Board, California State University Dominquez Hills (CSUDH), Biocom, LAEDC, and representatives from local bioscience companies, the County launched in 2019 a first-of-its-kind Biosciences Pre-Apprenticeship and Apprenticeship training program (Bio-Flex). The aim of this initiative is to develop an employer driven apprenticeship framework that will meet the workforce development needs common to industry partners, while providing a framework to allow each employer to design or "flex" their own program. This will allow employers to tailor the curriculum to meet their individual training needs around a specific occupation or department.

WORKFORCE DEVELOPMENT

ENTERTAINMENT & INFOTECH

The County has been administering film and photography permitting for over 30 years. In 2014, the Board of Supervisors took actions in standardizing film and photography permit service fees to attract more film production in the County. In 2018, the Board passed a motion to support the growth of Film and Digital Media Industry in Los Angeles County. The County Plan includes five primary areas:

- Development of a County Film and Digital Media Career Pathway Program.
- Framework for supporting local emerging Film and Digital Media Businesses.
- Creation of the first Los Angeles County Forum on Film and Digital Media.
- Identification of both Public and Private funding resources in relation to the creation of the County Plan.
- Support legislation which promotes the growth of the creative economy.

FILM LA

FilmLA is committed to the film industry's contributions to Greater Los Angeles, through streamlining film permitting, assisting filmmakers with production planning, and coordinating with communities to establish relationships between filmmakers and community leaders. Notable productions filmed during FY 2019-20 are listed below.

DISTRICT	LOCATIONS	SHOOT DAYS
District 1	75	112
District 2	142	222
District 3	485	619
District 4	126	135
District 5	1,415	1,737
All Districts	**2,243**	**2,825**

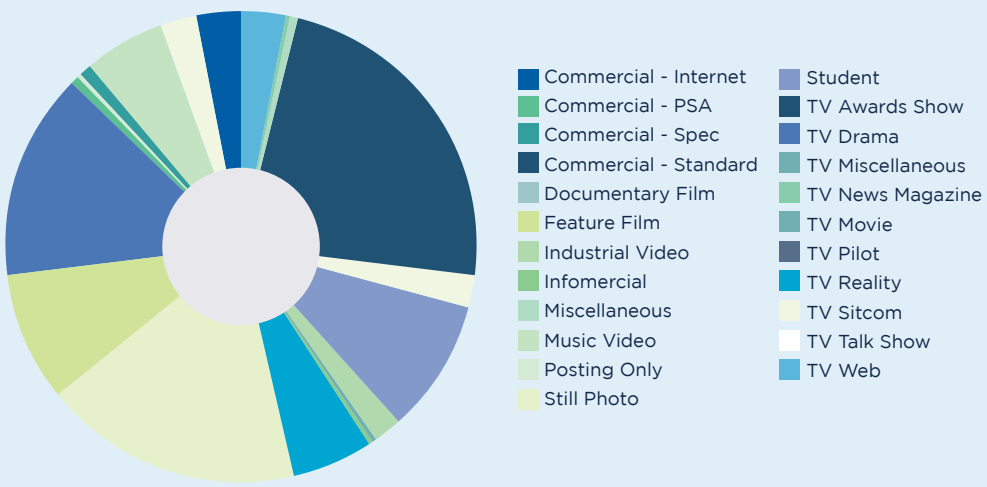
COMMERCIALS

- Walmart
- Allstate
- AT&T
- KFC
- Burger King
- Cadillac
- Toyota
- Chevrolet
- Ford Ranger/Escape
- McDonalds
- Dairy Queen
- Facebook
- BMW
- Experian

TELEVISION

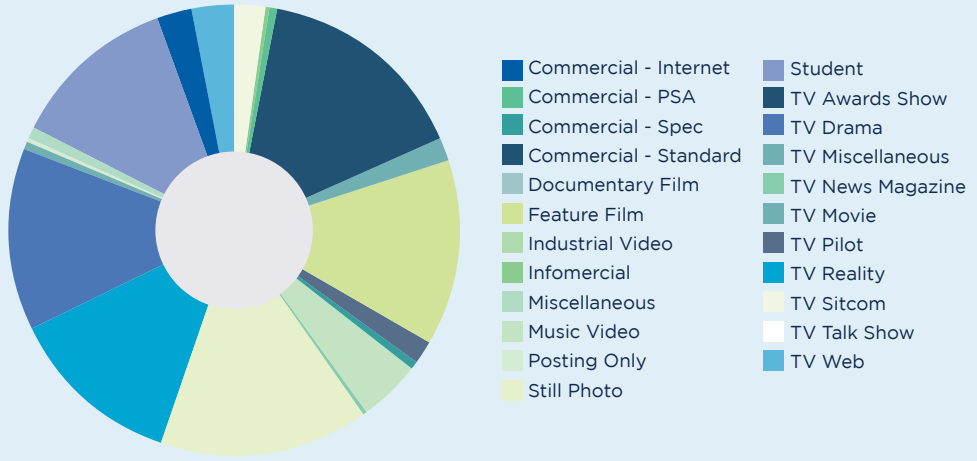
- Extreme Makeover
- Kidding
- Nine
- Bosch
- The Goldbergs
- All Rise
- Silicon Valley
- Homecoming
- S.W.A.T.
- Dirty John
- Lucifer
- This is Us
- Blackish
- All American
- Westworld
- Splitting Up

Locations By Production Type, All Districts



WORKFORCE DEVELOPMENT

Shoot Days by Production Type, All Districts



FILMS

- Another Girl
- Shelter Me
- Bond
- Revenge
- Sallywood
- Blood Born
- Four Good Days
- Gumshoe
- For All Mankind
- Good Girls
- The Unicorn

LOCAL AND TARGETED WORKER HIRE POLICY

On September 6, 2016, the Board of Supervisors adopted (updated and approved on June 11, 2019) a Countywide Local and Targeted Worker Hire Policy (LTWHP). On March 21, 2017, the Board also adopted a motion to establish a Countywide Construction Careers and Economic Development Initiative, to promote career pathways in the construction industry and to explore improvements to the existing Local and Targeted Worker Hire Policy.

WHAT IS A "TARGETED WORKER?"

A Targeted Worker is an individual who is both a County resident and who faces one or more of the following barriers to employment:

1. has a documented annual income at or below 100 percent of the Federal Poverty Level;
2. no high school diploma or GED;
3. a history of involvement with the criminal justice system;
4. Is experiencing protracted unemployment;
5. is a current recipient of government cash or food assistance benefits;
6. is homeless or has been homeless within the last year;
7. is a custodial single parent;
8. is a former foster youth;
9. is a veteran, or is the eligible spouse of a veteran of the United States armed forces under Section 2(a) of the Jobs for Veterans Act (38 U.S.C.4215[a]);
10. is an eligible migrant and seasonal farmworker;
11. is currently an English language learner;
12. is an older individual (55+);
13. is disabled; or
14. is an individual with a low level of literacy

WHAT IS A "LOCAL WORKER?"

A Local Resident is defined as an individual living within the Tier 1 or Tier 2 ZIP Codes of the County. Before employing worker(s) from Tier 2 ZIP Codes, the available pool of local residents whose primary place of residence is within Tier 1 ZIP Codes must first be exhausted.

TIER 1

An individual's primary residency is within five (5) miles of the proposed project site and is within a Qualifying Zip Code.

If a qualifying Zip Code is partially located within the 5-mile radius, then the entire Zip Code is considered as a Tier I Zip Code, and workers living in that entire Zip Code area may qualify as Tier I hire.

TIER 2

An individual's primary residency is within a Qualifying Zip code; and (2) that Qualifying Zip Code is beyond five (5) miles of the proposed project site.

CONTRACTOR REQUIREMENT

The Contractor and its subcontractors shall first meet the Local Worker Hire participation requirement by employing Qualified Local Residents from Tier 1. If the Contractor is unable to meet their entire Local Worker Hire need from this area, it must submit to the Project Manager or designated County representative a statement on company letterhead certifying that it has exhausted all available qualified Local Workers from this area during a 48-hour period before pursuing Qualified Local Residents from Tier 2.

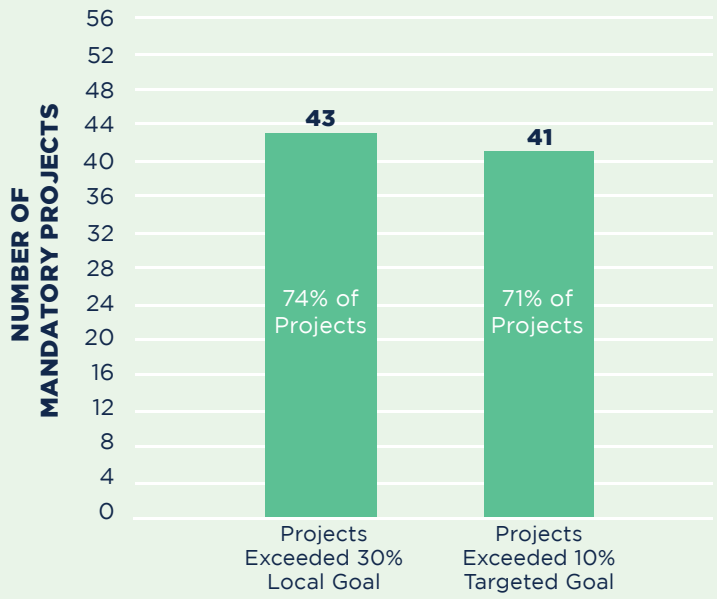
WORKFORCE DEVELOPMENT

Ensuring that local and targeted workers have employment opportunities on projects situated within their communities has long been a core element of economic development programs at the municipal level. To this end, the Board of Supervisors Local and Targeted Worker Hire Policy requires a mandatory 30 percent Local Hire goal and a 10 percent Targeted Worker hire goal on Board-approved construction projects that have a total project budget that exceeds $2.5 Million. Furthermore, Board approved construction projects with a total project budget between $500K and 2.5 Million have a best efforts Local Hire goal of 30 percent.

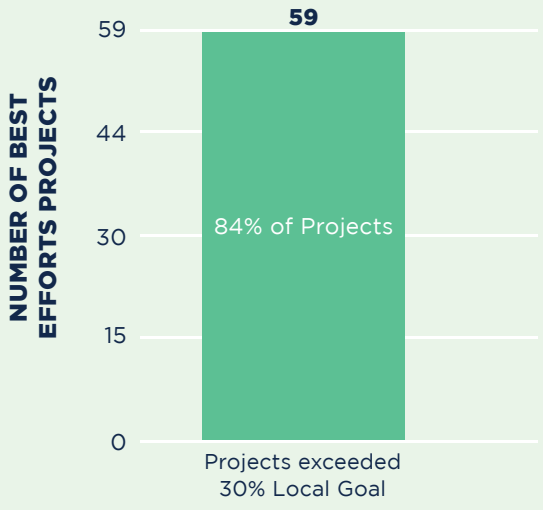
The departments have the responsibility for managing these local and targeted hiring practices and for tracking compliance with specific project objectives. As shown in the following charts, there were a total of 128 Public Works Local and Targeted Worker Hire Policy projects with construction activity during Fiscal Year 2019-20. The charts below demonstrate the success of the program's goals.

WORKER RESIDENCY HIRING GOALS SUMMARY, ALL PROJECTS WITH CONSTRUCTION HOURS IN FY2019-20 (128 TOTAL)

LTWHP - Mandatory Projects (58)
Department of Public Works FY 2019-20

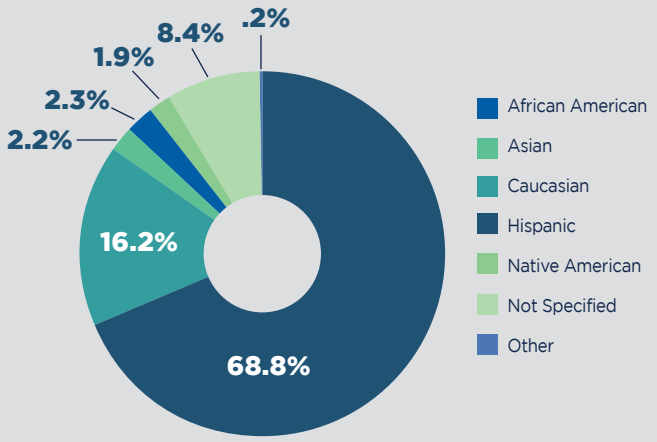


LTWHP - Best Efforts Projects (70)
Department of Public Works FY 2019-20

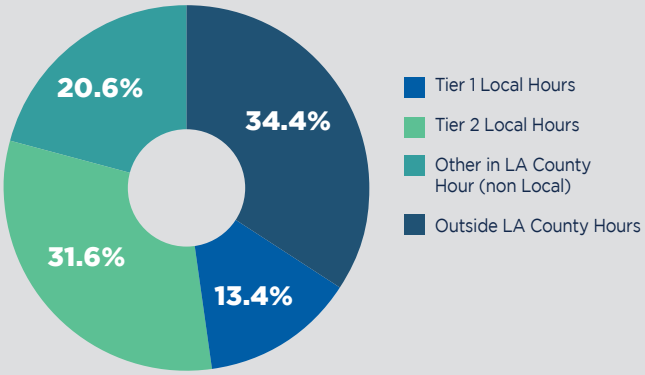


WORKFORCE DEVELOPMENT

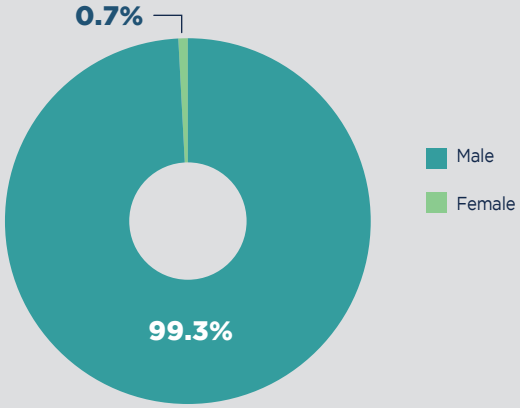
Worker Ethnicity
LTWHP PROJECTS (128)
FY 2019-20



Worker Residency
LTWHP PROJECTS (128)
FY 2019-20



Worker Gender
LTWHP PROJECTS (128)
FY 2019-20

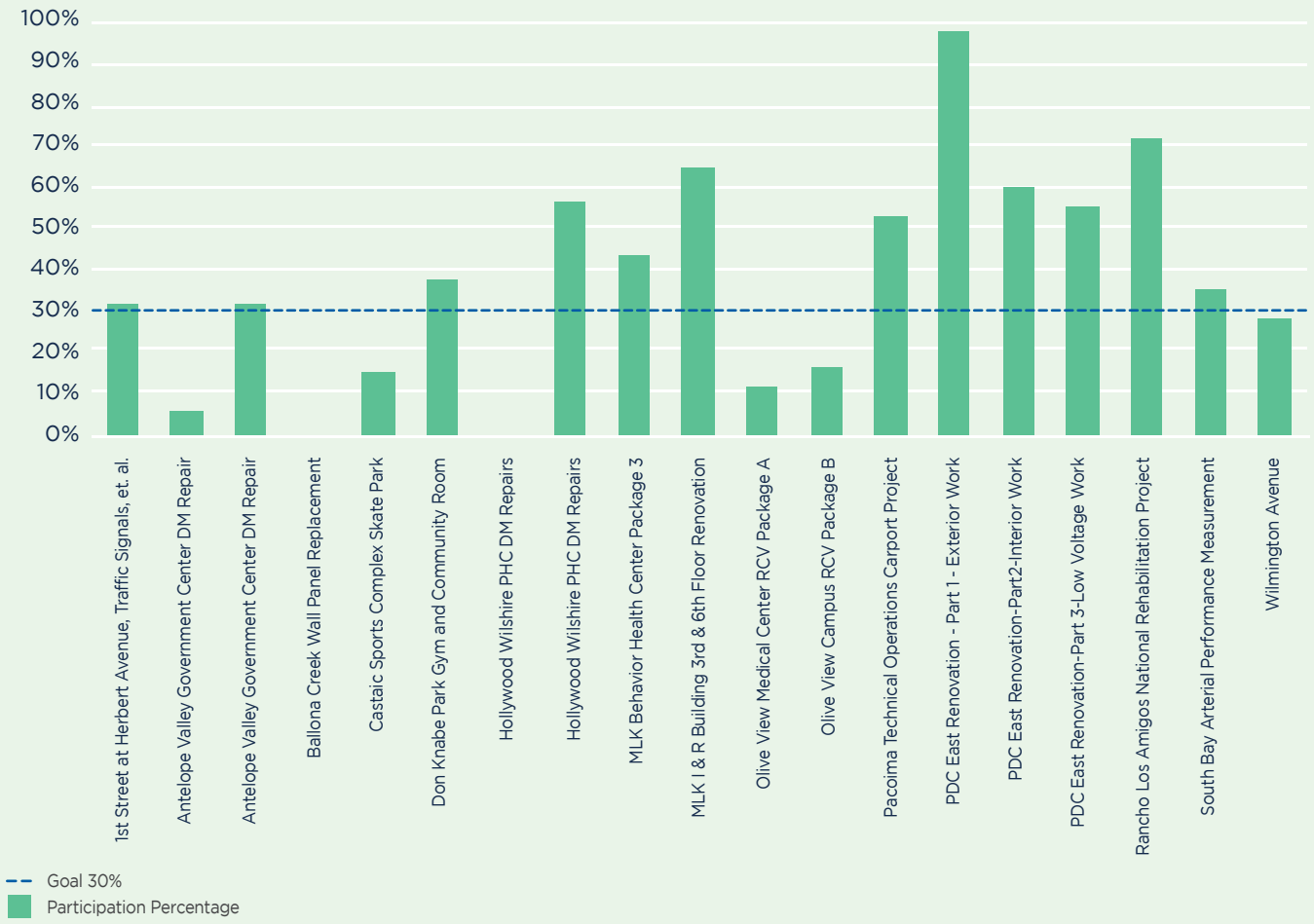


WORKFORCE DEVELOPMENT

LOCAL AND TARGETED WORKER HIRE POLICY
Department of Public Works
Mandatory Hiring Goals – FY 4th Qtr Projects

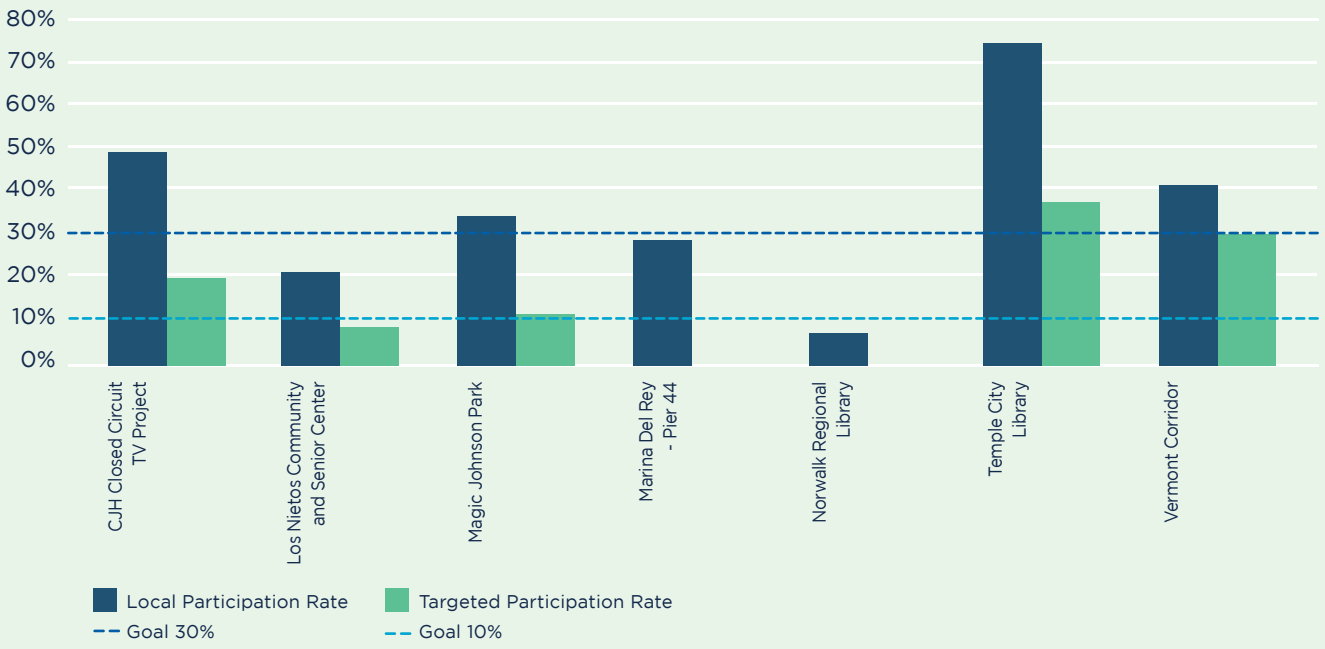
WORKFORCE DEVELOPMENT

LOCAL AND TARGETED WORKER HIRE POLICY
Department of Public Works
Best Efforts Hiring Goals – FY 4th Qtr Projects

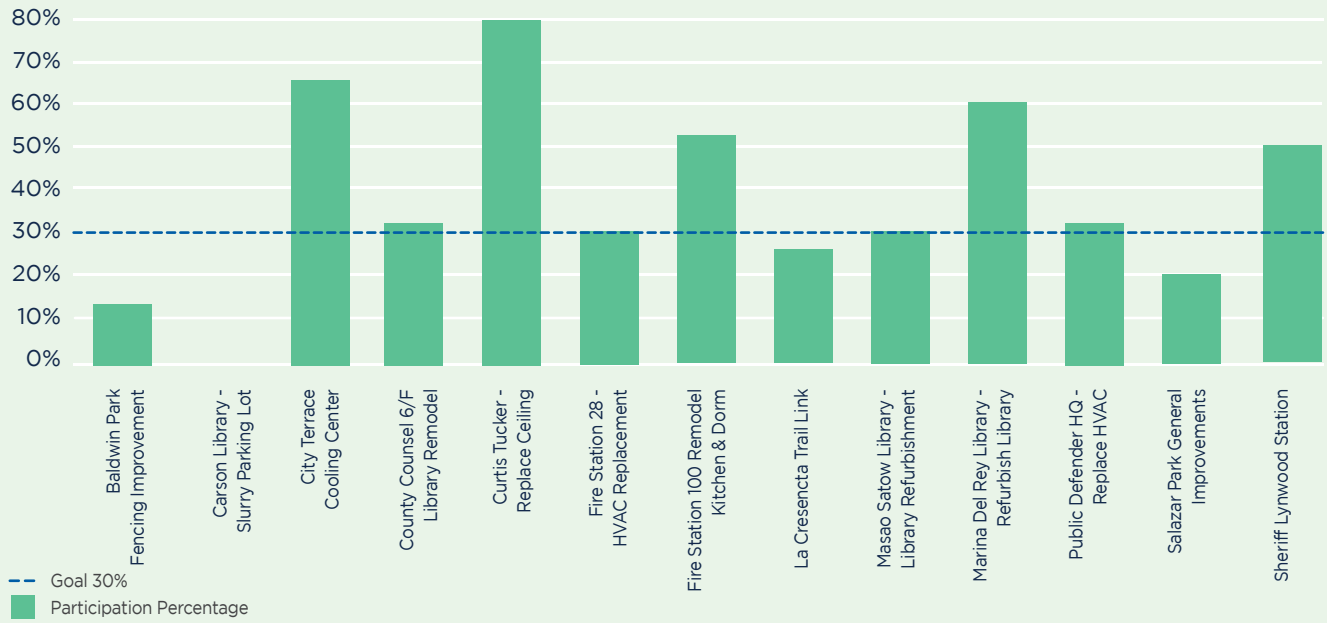


WORKFORCE DEVELOPMENT

LOCAL AND TARGETED WORK HIRE PROGRAM
LACDA, Internal Services, & CEO
Mandatory Hiring Goals - FY 2019-20



LOCAL AND TARGETED WORK HIRE PROGRAM
LACDA, Parks & Recreation, Internal Services, & CEO
Best Efforts Hiring Goals - FY 2019-20



WORKFORCE DEVELOPMENT

FAIR CHANCE HIRING CAMPAIGN

The County launched its Fair Chance Hiring Campaign on September 9, 2019 to educate the County business community about the Fair Chance Act, and the business benefits to hiring from the re-entry community. This campaign has started a paradigm shift amongst the business community to consider those with a criminal justice background as value added in the workplace. The campaign includes a robust paid and earned digital and print media campaign that has reached over 28,151 unique individuals Countywide. The Campaign is led by the County in partnership with the Los Angeles Economic Development Corporation, the Los Angeles Metropolitan Transit Authority, and the LA Area Chamber of Commerce.

Through direct outreach to businesses in high growth industries, the County, led by the Department of Workforce Development Aging and Community Services (WDACS), has personally addressed over 500 businesses in Los Angeles County. Through the work of WDACS' businesses services representatives, 188 County businesses have pledged as "Fair Chance Employers" to help justice-involved individuals find meaningful career pathways.

METRIC FY 2019-20	QUANTITY
Pledged Businesses	188
Website Visits (Sessions)	30,159
Unique Website Visits	23,186
Facebook Page Views	20,563
Facebook People reached from Posts	4,965 unique individuals
Facebook Page Followers	242
Facebook Post Engagements (Comments, Likes, Shares)	1,684 new engagements
Instagram Page Followers	145
Twitter Page Followers	109
Paid Google Ad Search impressions	71,520
Paid Internet Ad impressions	7,712,010
Facebook Paid Ad impressions	2,263,253
In person Presentations	500 businesses
Twitter Impressions	28,664
Paid Clicks (Google Search, Internet Ads, Social Media)	35,063

BUSINESS ASSISTANCE

In FY 2019-20, the County continued its deployment of resources into local business needs. Offering assistance to growing and established businesses, as well as certifying social enterprises, disabled veteran business enterprises, local small business enterprises are just a few ways in which the County is supporting local business activity.

BUSINESS ASSISTANCE

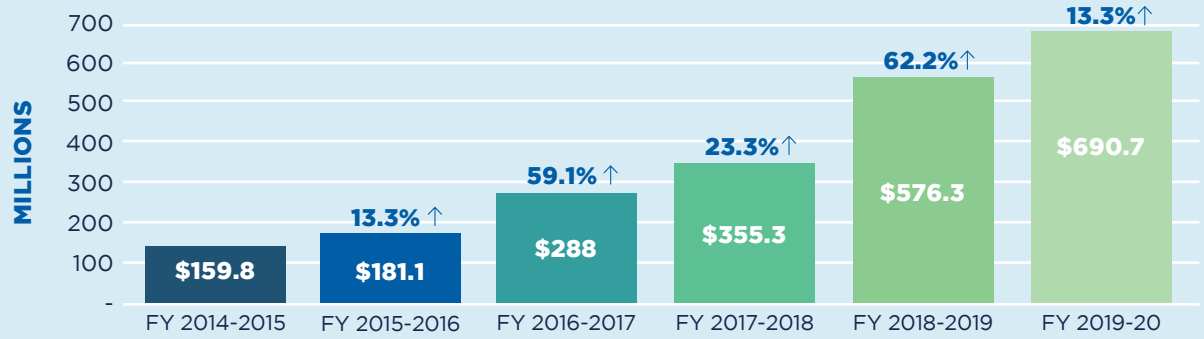
OFFICE OF SMALL BUSINESS

The County's Economic Development Program is committed to deploying County resources in a targeted and thoughtful way to leverage investments to support both workforce and business development in County growth industries.

On July 21, 2015 the Board of Supervisors established a Small Business Initiative (SBI) charged with supporting small business throughout the County through streamlined service delivery. On July 12, 2016, the Board established a four-year Small Business Utilization Plan (SBU Plan) to increase contracting dollars awarded to the County's certified Local Small Business Enterprises (LSBE) and Disabled Veteran Business Enterprises (DVBE) by 25 percent and 3 percent, respectively. This four-year plan also directed the Department of Consumer and Business Affairs (DCBA), in consultation with relevant departments, to develop a new certification for Social Enterprises (SE). DCBA serves as the County's Small Business Advocate and is the department responsible for the administration of the above referenced preference programs as well as the SBI.

Local business cultivation and expansion is central to regional economic development and the Scorecard endeavors to measure the County's progress in supporting the business community. New information regarding the efficacy of the County's SBU Plan, as well as layoff aversion services will be presented in an upcoming Scorecard. Information about businesses served by the Small Business Concierge is also presented.

Contract Award Dollars to Certified LSBE, DVBE, and SE Businesses



*Small Business Utilization Goals adopted by the Board of Supervisors.

BUSINESS ASSISTANCE

DEFINING SOCIAL ENTERPRISES (SE)

To certify as a Social Enterpise with Los Angeles County, a business must:

- Have been in operation for at least one (1) year providing transitional jobs, including access to supportive services to a transitional workforce employing at least 51 percent of a transitional workforce; or
- Be certified as a B-Corp by B Lab Corporation; or
- Certified Green by a city government agency in the County; or
- Be incorporated with the State of California as a Benefit, or Social Purpose Corporation; or
- Be a business whose primary purpose is the common good as demonstrated through a published mission statement and whose principal business activity is directly related to accomplishing that stated social mission.
- Provide their mission statement, a description of their programs, services, and must provide metrics confirming social impact.

DEFINING LOCAL SMALL BUSINESS ENTERPRISE (LSBE)

Businesses that have a principal place of business (i.e. Headquarters) in the County and meet the State's definition of a small business can certify with Los Angeles County as an LSBE. A business must:

- Be independently owned and operated; and
- Not be dominant in its field of operation; and
- Have owners (officers in the case of a corporation) who live in California and be either:
  - o A business with fewer than 100 employees and an average annual gross receipts of $15 million or less over the last 3 years; or
  - o A manfacturer with 100 or fewer employees; and
- Have its main office (headquarters) in the County of Los Angels for at least the past 12 months .

DEFINING DISABLED VETERAN BUSINESS ENTERPRISE (DVBE)

To certify as a DVBE with Los Angeles County, a business must:

- Be certified by the U.S. Department of Veteran Affairs (VA) as a Service Disabled Veteran-Owned Small Business (SDVOSB); or
- Be certified as a DVBE by the California Department of General Services (DGS)
- During the certification process the business will be asked to provide information regarding their VA or DGS certification.

CERTIFIED BUSINESS ACTIVITY FY 2019-20

METRIC FY 2019-20	TOTAL
Businesses Certified as LSBE	**818**
Businesses Certified as Social Enterprises	**90**
Businesses Certified as DVBEs	**242**
County Contracting Dollars Awarded to All Certified Vendors	**$690,669,449**
Certified Businesses Who Won Contracts with the County	**820**

BUSINESS ASSISTANCE

SMALL BUSINESS DEVELOPMENT

To achieve the goals set forth in the SBU Plan, DCBA continued to work with County departments to expand the pool of certified businesses so that they can take advantage of the incentives given to certified businesses and win contracts with the County. Accordingly, the Scorecard tracks the number of certified LSBEs, DVBEs and SEs each quarter and the number of new certifications.

Over the last five fiscal years, the County awarded approximately $2,091,363,554 to certified LSBEs, DVBEs, and SEs. The SBU Plan launched near the end of FY 2015-16, which saw $181,059,214 awarded to certified firms. In comparison the County awarded $690,669,450 to certified firms in FY 2019-20, an increase of 281 percent since the launch of the initiative. However, the amount in awards in the fourth quarter of FY 2019-20 were substantially impacted by the onset of the COVID-19 pandemic and the County's hard purchasing freeze on non-essential services, supplies and equipment effective March 31, 2020. As a result, the fourth quarter saw a year-over-year decrease of 32 percent in total awards to vendors from FY 2018-19 to FY 2019-20, reaching only $124 million, approximately $63 million lower than projected. DCBA projected the County would have reached the aspirational goal of $1 billion in awards to certified vendors as early as FY 2020-21 if the current trend continued along with pre-COVID-19 economic conditions.

DCBA operates the regions only Procurement Technical Assistance Center (PTAC) which provides technical assistance and tools to businesses to increase their contract readiness when competing for government contracts at the local, state, and Federal level. During the fiscal year the PTAC provided 876 counseling hours to businesses interested in government contracting. Of the businesses that received counseling, 135 self-identified as women-owned and 195 identified as minority and/or disadvantaged-owned businesses. Additionally, the LA County PTAC also participated in 46 events and educational workshops on government contracting opportunities.

TECHNICAL ASSISTANCE TO BUSINESSES FY 2019-20

FISCAL YEAR	TYPE OF ASSISTANCE															
	Business Name (DBA)	Business Plan	Business Structure	Certification	Contracting Opportunities	Employer Responsibility	Finance	Labor	Lease Agreement	Legal Entity	Licenses	Loans	Marketing Plan	Permits	Trademark/Copyright	Other
2015-16	27	23	23	31	15	17	17	10	11	23	40	17	20	42	24	5
2016-17	76	98	75	101	70	50	76	34	45	65	127	69	77	125	62	37
2017-18	362	287	263	306	163	167	212	92	94	232	431	187	194	361	234	80
2018-19	379	353	308	356	190	183	260	99	117	263	488	218	241	432	254	102
2019-20	298	249	216	251	141	116	192	77	88	185	346	195	188	92	312	185

BUSINESS ASSISTANCE

ASSISTANCE IN OPENING A BUSINESS FY 2019-20

FISCAL YEAR	BUSINESS TYPE														
	Agriculture	Car Wash	Contractor/ Construction	Food Service	Garment, Apparel & Textile Mfg.	Health Care	Housing & Lodging	Landscaping & Gardening	Mfg.	Retail	Services	Transportation	Unsure/ Undecided	Wholesale	Total
2015-16	0	0	2	10	1	2	1	0	1	10	20	0	29	1	78
2016-17	4	2	9	30	2	8	4	0	2	19	80	3	60	4	231
2017-18	2	14	20	74	15	24	7	2	10	100	243	13	85	13	635
2018-19	2	20	18	83	12	33	13	2	10	102	287	14	79	16	691
2019-20	0	9	13	66	14	32	20	6	12	95	217	12	46	16	558
TOTAL	**8**	**45**	**62**	**263**	**44**	**99**	**45**	**10**	**35**	**326**	**847**	**42**	**299**	**50**	**2,225**

*Some constituents request more than one business and/or types of business.

SMALL BUSINESS CONCIERGE

The Small Business Concierge Program (Concierge) was established in January 2015 by motion of the Board of Supervisors as a single point of contact to assist local business owners and potential business owners in starting and growing their businesses in the County. The Concierge provides counseling services to prospective small business owners, offers guidance and technical assistance in the small business development process, and helps potential businesses navigate through the licensing and permitting process. Further, the Concierge ensures that workforce development services and small business programs are integrated to maximize services and effectively respond to the needs of businesses across a variety of sectors.

The Concierge has assisted businesses ranging from a plant nursery to commercial construction and wine cellar installation and design. DCBA is continuing to gather information regarding the number of new businesses that opened, revenue generated, and jobs created with the support of the Concierge.

FY 2019-20

BUSINESS CONCIERGE CASES

Fiscal Year	Opened Inquiries	Business Assisted
2015-16	77	50
2016-17	215	199
2017-18	460	439
2018-19	590	732
2019-20	866	873

FY 2019-20

The County's Office of Small Business

assisted **165** **outreach events**, reaching over **9,257** **attendees**

BUSINESS ASSISTANCE

FY 2019-20

The Small Business Concierge Service assisted

873

ENTREPRENEURS.

OFFICE OF SMALL BUSINESS ENTREPRENEUR EVENTS		
Fiscal Year	**Workshops**	**Attendees**
2015-16	6	120
2016-17	10	210
2017-18	23	575
2018-19	29	790
2019-20	65	2,413

ETHNICITY				GENDER	
Declined to state/blank	**357**	Asian/Pacific Islander	**65**	Declined to state/blank	**312**
Hispanic/Latino	**164**	Multiple Ethnicities/Races	**42**	Female	**314**
White	**143**	American Indian/Native American	**4**	Male	**247**
Black-African American	**82**	Other	**16**		

LA COUNTY DISASTER HELP CENTER

On March 26, 2020, in response to the COVID-19 pandemic, DCBA, in partnership with the Los Angeles County Development Authority (LACDA) and the Department of Workforce Development, Aging and Community Services (WDACS), immediately launched the Los Angeles County Disaster Help Center (DHC). The DHC provides ongoing assistance to business owners, non-profits, workers, homeowners, landlords, and tenants as they navigate the unprecedented COVID-19 pandemic crisis. The DHC operates daily with over 25 call center agents from five different County departments who answer COVID-19 calls from County residents in the following areas:

- **Public Health Orders (phased approach to reopening, social distancing, etc.)**
- **Essential/Non-essential businesses**
- **Loans and grants to businesses**
- **Unemployment Insurance and resources**
- **Layoff aversion/rapid response**
- **Price gouging**
- **Wage complaints**
- **Job search**
- **Paid Family Leave**
- **Landlord/tenant issues**
- **Interpretation of Federal and State assistance/guidance**
- **Immigrant resources**

Since its launch the DHC has received approximately **30,000 CALLS** and answered over **2,000 EMAILS***. Call agents can respond to callers in **NINE DIFFERENT LANGUAGES**, with the most popular languages being English, Spanish, and Korean.

**Covers March to October 30, 2020 timeframe*

BUSINESS ASSISTANCE

WDACS LAYOFF AVERSION

WDACS oversees a layoff aversion program to provide technical assistance to businesses of any size that are in financial danger. The layoff aversion program begins with confidential consulting for businesses to develop an individualized Action Plan to access local capital, remain in the County and prevent layoffs of employees and ultimately business closure. This service is provided at no cost to the business. The information regarding the layoff aversion program for FY 2019-20 to date is displayed below.

WDACS LAYOFF AVERSION SERVICES

At Risk Businesses: Businesses that are in danger of laying off employees.

- **Action Plan Development Services include:** Access to expedited permitting, exploring tax incentives, workforce training & development referrals, exploring access to capital, project management, site selection & relocation, referrals to public services, connections to public/private partners and resources, cost containment analysis.

- **Businesses Notified:** Businesses are monitored for signs of decay using financial stress scores, and active engagement with the businesses who are found to be in danger of laying off employees are contacted and given information on Layoff Aversion Services.

WDACS LAYOFF AVERSION ACTIVITY FY 2019-20

	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	TOTAL
Assessments	70	60	53	52	37	40	63	57	97	222	141	41	**933**
# of Action Plans / Customized Strategy Blueprints	64	52	40	37	27	22	37	42	102	215	149	44	**831**
# of Blueprint Services Provided	33	47	22	32	17	15	26	37	96	189	133	45	**692**
Stabilized Businesses No Longer Needing Business Technical Assistance Services (referred to AJCCs)	30	46	17	33	17	12	30	28	90	184	140	34	**661**
# of Jobs Saved	214	81	95	95	19	3	70	35	149	218	336	1	**1316**

BUSINESS LOANS AND FINANCIAL ASSISTANCE

Since 1987, the Los Angeles County Development Authority (LACDA) has provided a variety of loan products to assist businesses in Los Angeles County in their retention, expansion, and customer attraction efforts.

BUSINESS LOANS AND FINANCIAL ASSISTANCE

Since 1987, the Los Angeles County Development Authority (LACDA) has provided a variety of loan products to assist businesses in Los Angeles County in their retention, expansion, and customer attraction efforts. Since the dissolution of redevelopment in 2012, the LACDA has continued to foster neighborhood reinvestment and blight removal in low and moderate income unincorporated areas through façade improvement programs, commercial storefronts renovations, and business loans. These programs provide financial and technical assistance to support business tenants and property owners and seek to help beautify business districts by making them more inviting for shoppers and residents as neighborhoods are revitalized.

Further, the LACDA engages in significant coordination with the Department of Business and Consumer Affairs (DCBA) to provide small business assistance to the businesses receiving the façade loans to most effectively deploy the County's wrap-around services in an effort to holistically support businesses.

The LACDA also has a variety of loan and grant programs that offer financial assistant to small business owners through loans and/or grants. Potential loans can range from $10,000 to $2M and are deployed to help businesses purchase necessary equipment, acquire commercial property, build capital, address impacts of COVID-19, and create and retain jobs. Grants range from $5,000 to $30,000 and target specific businesses by geographic area, business type or magnitude of impact of the County of Los Angeles Department of Public Health Order of the Health Officer issued in response to the pandemic. All loans and grants are tailored to specific business needs.

BLIGHT REMOVAL

By eliminating blight in a neighborhood, the County and the LACDA can work with public and private partners to increase property values in the surrounding area and catalyze investment in the neighborhood. The LACDA has facilitated blight removal through its business façade improvement program. This program remains a focal point of neighborhood business revitalization.

Investments in façade improvements have continued through a new Community Business Revitalization (CBR) Program called RENOVATE. The RENOVATE program encompasses the benefits of the CBR Program with an expanded area of service that can incorporate all County unincorporated areas, as well as partnerships with neighboring municipalities.

The recipient of these funds is required to ensure that improvements are maintained in good condition for 10 years. Eligible improvements include design assistance; façade restoration; windows, doors, lighting, and signage; removal of non-conforming elements; and accessibility improvements. The objective of RENOVATE is to stimulate investment in the community, revitalize commercial corridors, and support the growth of small businesses. Below you will find data for the LACDA's façade program, which includes life to date construction hard costs and soft costs for projects completed during FY 19-20 and preliminary hard and soft costs for projects in progress during FY 19-20. The following pages contain data on the RENOVATE program:

BUSINESS LOANS AND FINANCIAL ASSISTANCE

RENOVATE PRODUCTION
RENOVATE PROJECTS COMPLETED IN FY 2019-20

FY19/20 Project Name	FY19/20 Project address	Supervisorial District	# of Storefronts	Start date	Completion date	Project construction costs:	Funding source
#1 Beverly Visa Plaza	7848 Pacific Blvd, Walnut Park	1st	9	6/6/2019	3/31/2020	$336,141	CDBG/ RENOVATE
#2 Brothers 99 Cents Store	4531 Whittier Blvd, Los Angeles	1st	1	12/13/2018	10/15/2019	$314,854	CDBG/ RENOVATE
#3 Paul Robeson Wellness Ctr.	6569 Vermont Ave, Los Angeles	2nd	1	1/30/2019	11/15/2019	$115,843	RENOVATE
#4 American Liberty Bail Bonds	1441 Telegraph Rd, South Whittier	4th	3	12/12/2018	10/4/2019	$304,861	RENOVATE
#5 Parandi Plaza/Colima	11546 thru 11552 Colima Rd, South Whittier	4th	4	3/15/2019	12/13/2019	$273,011	RENOVATE
#6 Vivid Auto and Tint	14955 Lefingwell Rd, Whittier	4th	1	6/21/2019	6/30/2020	$145,352	RENOVATE
#7 Lake Strip Mall/ Ol Happy Days	2279 thru 2287 N. Lake Ave, Altadena	5th	5	3/15/2019	1/13/2020	$168,177	RENOVATE
#8 Pocitian Mex Restaurant	2291 N. Lincoln Ave, Altadena	5th	1	3/15/2019	1/13/2020	$191,148	RENOVATE
#9 Boy's Republic	2255 thru 2261 N. Lake Ave, Altadena	5th	3	3/15/2019	3/15/2020	$180,925	RENOVATE
TOTAL			**28**			**$2,030,311**	

BUSINESS LOANS AND FINANCIAL ASSISTANCE

RENOVATE PRODUCTION
RENOVATE PROJECTS IN PROGRESS IN FY 2019-20

FY19/20 Project Name	FY19/20 Project address	Supervisorial District	# of Storefronts	Start date	Completion date	Project construction costs:	Funding source
#1 La Imperial Tortilleria	3717 E 1st Street Los Angeles	1st	1	6/30/2020	11/30/2020	$263,620	CDBG/ RENOVATE
#2 Mariscos Martin	13430 Valley Boulevard La Puente	1st	1	6/30/2020	11/30/2020	$284,696	CDBG/ RENOVATE
#3 De La Dry Cleaners	9601-9605 S Vermont Avenue Los Angeles	2nd	3	5/5/2020	10/31/2020	$334,846	CDBG/ RENOVATE
#4 Paul Kim, DO Medical Plaza	13563 Van Nuys Boulevard, Pacoima	3rd	3	2/3/2020	10/10/2020	$190,009	Pacoima/ RENOVATE
#5 Muñoz Income Tax	13683-13685 Van Nuys Blvd, Pacoima	3rd	3	2/10/2020	10/31/2020	$229,950	Pacoima/ RENOVATE
#6 Romero's School Uniforms	13687 Van Nuys Blvd Pacoima	3rd	2	2/10/2020	10/31/2020	$107,482	Pacoima/ RENOVATE
#7 Rashid's Check Cashing	14419 Telegraph Road, South Whittier	4th	1	5/31/2020	11/30/20	$75,842	RENOVATE
#8 JUG Mini Mart +3	14427-33 Telegraph Road, South Whittier	4th	4	5/31/2020	11/30/20	$227,528	RENOVATE
TOTAL			**18**			**$1,713,973**	

BUSINESS LOANS AND FINANCIAL ASSISTANCE

BUSINESS ASSISTANCE LOANS

The LACDA has historically provided loans to small and medium sized commercial/industrial companies to grow their businesses and create jobs. Funds from the loan program can be utilized for real property acquisition, working capital, land acquisition, construction, and equipment purchases. The LACDA's loan programs have included Micro, Business Expansion, and Float loans. The primary funding sources for the LACDA's business loan programs have been provided through the Community Development Block Grant (CDBG) and Economic Development Administration (EDA). Both are Federal funding sources with an emphasis on job creation, neighborhood and business development and assisting those in economically distressed neighborhoods. The Board of Supervisors has also contributed County General Funds towards a Manufacturing Revolving Loan Fund. In addition, the LA Metro has collaborated with the LACDA to establish a business loan program targeted towards businesses located next to major transit stops.

During Fiscal Year 2019-20 the LACDA funded 108 loans for over $3.8M. The LACDA also provided 5 grants of $5,000 each for small business located in the Fourth Supervisorial District. The LACDA currently has 79 loans totaling $16.5M being underwritten and reviewed.

SMART Funding Loan Program offers competitive loan programs to support a variety of established businesses. SMART Funding through the LACDA offers personalized business capital options, focusing on four areas of economic development: manufacturing, clean technology, health care services, and transportation-adjacent development. Potential loans can range from $25,000 to $2M, and are deployed to help businesses purchase necessary equipment, acquire commercial property, build capital, and create and retain jobs. All loans are tailored to specific business needs. On March 19, 2020 the Board of Supervisors issued an Executive Order that created the Small Business Recovery Loan Program using $3M in EDA funds that are part of the SMART Funding Loan Program.

Below is a table listing the FY 2019-20 loans that have been funded to assist local area businesses.

FY 2019-20 LACDA COMMERICAL LOANS FUNDED

COMPANY TYPE	DISTRICT	LOAN AMOUNT	USE OF FUNDS	DATE FUNDED	FUNDING SOURCE
Bolimini International	4	$26,000	Working Capital	11/21/19	EDA
Rice Field Corporation *includes $811,220 encumbrance	1	$1,745,000*	Working Capital/Equipment	6/23/20	CDBG
Small Business Recovery Loan Program – 106 loans	All	$2,075,000 (maximum $20,000 each)	Working Capital	05/01/2020 to 06/26/2020	EDA
Fourth Supervisorial District COVID-19 Business Relief Grant Program- 5 grants	4	$25,000 ($5,000 each)	Working Capital to address impacts of COVID-19	-	Discretionary
TOTAL FUNDING COMMITMENT		**$3,871,000**			

BUSINESS LOANS AND FINANCIAL ASSISTANCE

PROPERTY ASSESSED CLEAN ENERGY (PACE)

In addition to the loan programs administered by the LACDA, the County also manages a residential Property Assessed Clean Energy (PACE) Program, which makes loans to individual property owners through direct assessments on the property tax bill. Established pursuant to California Assembly Bill 811 (2008), the County's PACE Program provides financing for energy efficiency upgrades and renewable energy installations on private residential property.

In Fiscal Year 2019-20, the PACE RENEW and LA HERE Program funded over $56 million in home energy improvements which created 870 jobs throughout the County. A summary of FY 2019-20 PACE assessments and job creation is provided in the table below.

PACE FUNDING GROUP					
PACE FY 19-20	**APPLICATIONS SUBMITTED**	**APPLICATIONS APPROVED**	**COMPLETED ASSESSMENTS**	**$ AMOUNT OF COMPLETED ASSESSMENTS**	**ESTIMATED # OF JOBS CREATED**
Jul-19	208	87	60	1,844,177	17
Aug-19	202	74	79	2,406,631	22
Sep-19	357	163	55	1,750,336	16
Oct-19	767	324	194	6,001,144	54
Nov-19	4,034	3,983	92	3,481,726	27
Dec-19	3,494	3,452	72	2,933,297	23
Jan-20	4,685	4,643	87	3,501,930	28
Feb-20	6,149	6,098	60	2,670,168	21
Mar-20	3,072	1,824	131	5,534,956	43
Apr-20	1,167	103	94	3,774,494	29
May-20	627	136	77	3,114,361	24
FY TOTAL	**24,762**	**20,887**	**1,001**	**37,013,219**	**303**
Program Inception to 6/30/19	**27,697**	**22,067**	**1,769**	**61,382,461**	**522**

*PACE Funding Group began issuing County PACE assessments in April 2019, and stopped originating new assessments in May 2020.

BUSINESS LOANS AND FINANCIAL ASSISTANCE

RENOVATE AMERICA					
PACE FY 19-20	APPLICATIONS SUBMITTED	APPLICATIONS APPROVED	COMPLETED ASSESSMENTS	$ AMOUNT OF COMPLETED ASSESSMENTS	ESTIMATED # OF JOBS CREATED
Jul-19	224	129	114	3,618,985	99
Aug-19	172	79	101	3,365,755	83
Sep-19	159	67	54	1,689,864	80
Oct-19	149	68	70	2,041,811	70
Nov-19	137	56	50	1,290,256	56
Dec-19	115	49	58	1,597,723	41
Jan-20	121	45	46	1,383,105	49
Feb-20	96	39	31	1,036,186	23
Mar-20	51	38	24	846,300	20
Apr-20	47	30	21	820,132	17
May-20	37	21	17	819,476	13
Jun-20	41	18	14	809,243	16
FY TOTAL	**1,349**	**639**	**600**	**$19,318,836**	**567**
Program Inception to 6/30/20	**79,502**	**34,477**	**28,903**	**$930,297,160**	**6,911**

PACE TOTALS					
PACE FY 19-20	APPLICATIONS SUBMITTED	APPLICATIONS APPROVED	COMPLETED ASSESSMENTS	$ AMOUNT OF COMPLETED ASSESSMENTS	ESTIMATED # OF JOBS CREATED
FY 19-20 TOTAL	**26,111**	**21,526**	**1,601**	**$56,332,055**	**870**
Program Inception to 6/30/20*	**136,773**	**69,361**	**37,986**	**$1,235,835,230**	**10,950**

PACE Totals includes statistics from Renovate America, Pace Funding Group, and Renew Financial programs.
Renew Financial program ended in December 2018.

BUSINESS LOANS AND FINANCIAL ASSISTANCE

CENTER FOR FINANCIAL EMPOWERMENT

The Department of Consumer and Business Affairs (DCBA) launched the Center for Financial Empowerment (CFE) on September 1, 2016 as a two-year pilot project. After receiving permanency, the DCBA entered into a contract with a local consultant to support the development of a three-year strategic plan. Through the strategic planning process, DCBA identified the following core areas in developing and refining their mission:

BUILD CAPACITY
Build the capacity of the financial empowerment sector to enhance service delivery to low-moderate income Los Angeles County residents.

CONVENE
Convene cross-sector partners to share best practices, resources, tools and research to collectively improve systems that promote economic stability and household wealth.

ADVOCATE
Advocate for policies that achieve wealth equity, economic mobility and consumer financial protections.

Consumer financial education and staff trainings

The CFE is in a unique position to be a champion for both County residents and financial service providers alike. During Fiscal Year 2019-20, the CFE provided financial empowerment train the trainer sessions and personal enrichment trainings to **420** County staff from WDACS, DPSS and Probation - Office of Diversion and Reentry. In addition, the CFE provided consumer protection and financial empowerment workshops to **263** CalWorks participants through partnership with DPSS to help their clients achieve self-sufficiency.

Interdepartmental partnership to support increased EITC outreach and usage

The department brought on a FUSE Fellow [1] in September 2019 to help develop a Countywide plan to maximize uptake of the Earned Income Tax Credit (EITC) and other related tax credits which include the California EITC (CalEITC), and California's new Young Child Tax Credit (YCTC). During this fiscal year, DCBA developed a multiprong maximization plan that includes strategies to strengthen partnerships across County departments and externally, leverage text messaging to conduct targeted outreach and advocate for policy improvements that increase access to critical tax credits. As a result of this work, the department has launched the Equitable Access Group for Local EITC+ Efforts to work collaboratively with County departments to identify and leverage touchpoints across a broad range of County services where tax credit information can be shared with County clients.

[1] FUSE Fellowship Overview: https://www.fusecorps.org/about/

BUSINESS LOANS AND FINANCIAL ASSISTANCE

Asset Building

The CFE leads the Bank On L.A. County program. Bank On is a national program; its goal is to ensure that everyone has access to a safe, affordable bank or credit union account. Banking access is a critical, foundational step in building long-term financial health. Yet, thousands of County residents are unbanked and still remain outside of the financial mainstream, particularly in low-income communities of color.

Being banked is a fundamental component of financial stability, and helps consumer avoid expensive and often times predatory, alternative financial service providers.

The importance of having access to a safe, affordable bank or credit union account was magnified during the COVID-19 pandemic and the release of aid via the CARES Act. In an ideal situation, eligible citizens would receive their funds quickly via direct deposit using the banking information pulled from their recent tax return. However, it was estimated that one-third of eligible recipients were non-filers, many of whom lacked a banking account and would face weeks or months long delays to receive their Economic Impact Payment.

Our CFE-led efforts to increase awareness of Bank On and encouraged unbanked residents throughout the County to get banked in time for the release of the Economic Impact Payment by working with our financial institution partners, the Cities for Financial Empowerment Fund, the Federal Deposit Insurance Corporation and staff from the City of Los Angeles:

- Hosted a virtual roundtable discussion with our participating financial institution partners to understand how to help unbanked residents navigate the account opening process during COVID
- Published new COVID-specific Bank On content to the DCBA website and increased our social media outreach
- Collaborate on the City's CARE$ CASH campaign which highlighted Bank On L.A. County information on the lamayor.org website
- Worked with staff from Mayor Garcetti's Office of integrate banking access Bank On L.A. County talking points into his press briefing on April 28, 2020
- Worked with staff from Supervisor Solis' Office to integrate banking access and Bank On L. A. County talking points on April 30, 2020
- Shared collateral material and key messages with staff throughout County and City departments, including the DHC, to help service providers connect residents to Bank On account information
- Since the launch of Bank On L.A. County, 98,468 County residents have opened accounts

Addressing High Cost Loans

On October 16, 2018 the Board of Supervisors adopted a motion authored by Supervisors Solis and Kuehl directing the DCBA in collaboration with other departments, to implement a comprehensive plan to combat the negative effects of high-cost lending in Los Angeles County. In August 2019, in partnership with New Economics for Women (NEW) and the Women and Girls Initiative (WGI) and our contracted consultant, Goodwin Simon Strategic Research (GSSR), we commissioned five consumer focus groups. The focus groups allowed us to obtain insight from a diverse group of County residents who live in zip codes identified by DCBA as having a high density of short-term lending storefronts. All of the focus group participants had experience using at least one type of high-cost loan in the past year.

On the next page, the graphic summarizes the audience mindsets, as well as key dimensions of how each is "hardwired"—that is, the emotions, identity, values, lived experiences, and personal beliefs that impact how they experience and respond to this topic. This information is being used to develop a forthcoming campaign that will help County residents avoid high cost predatory lending.

BUSINESS LOANS AND FINANCIAL ASSISTANCE

FROM THESE SESSIONS, WE DEVELOPED FOUR KEY AUDIENCE MINDSETS:

AUDIENCE MINDSET A

- Generally, these participants describe themselves as taking short-term loans primarily to fulfill aspirations to or maintain the appearance of a middle-class lifestyle
- Higher-income relative to others consumers
- Primarily take loans to fill lifestyle gaps for themselves or family
- Loan amounts are smaller overall, but often repeated
- Unlikely to seek community or government aid, which they perceive as unavailable to them

AUDIENCE MINDSET B

- Generally, these participants view themselves as financially responsible and budget conscious—taking loans to meet responsibilities or anticipate potential financial needs.
- Higher-income relative to others consumers
- Live paycheck to paycheck
- Often take loans to keep daily life afloat, "prevent" financial emergencies
- Loan amounts are smaller overall, but often repeated
- Unlikely to seek community or government aid to avoid social shame/judgement/taking from others more needy

AUDIENCE MINDSET C

- Generally, these participants describe themselves as taking short-term loans only in limited instances because they are facing "desperate" and unexpected circumstances
- Range of income levels, race, age, education levels
- Tend to seek loans because of unexpected and catastrophic events, often one on top of the other
- Loan use is more episodic
- Perceive many alternatives as taking too long to meet urgent needs

AUDIENCE MINDSET D

- Generally, these participants are the only ones who describe themselves as vulnerable and preyed on. They report taking short term loans because of needs faced by more marginalized communities (legal, immigration, abuse, facing homelessness, etc.) and/or because they feel they were targeted or duped by lenders making false promises
- Lowest income
- More likely to be Spanish-speaking
- Seek loans for core legal/basic needs
- Tend to have much higher loan balances, more negative experience with short-term loans
- Often unaware of or suspicious of resources available to them

BUSINESS LOANS AND FINANCIAL ASSISTANCE

Responding to COVID

The CFE did not proceed with its 3rd annual summit due to Covid-19. In lieu of the summit, a series of webinars called CFE COVID Conversations helped County and non-profit service providers stay current on trending issues and new resources in response to Covid-19. The sessions connected clients to resources and covered a wide array of topics such as: Making Sense of the Moratoriums, Exploring Racial Inequities and Mental Health Challenges amid Covid-19, and Responding to Financial Needs of Gender-Based Violence Survivors during Covid-19. Additionally, the CFE launched a separate track called, Help for Homeowners to help property owners understand their rights under the CARES Act and other protections aimed at preventing foreclosures during Covid-19. **461** participants attended the webinars during this fiscal year.

Policy Change

As the CFE continues to implement the strategic plan, legislative advocacy will be a key tool in helping advocate for systemic changes that increase wealth equity and consumer financial protections. During this fiscal year, the CFE successfully worked with CEO legislative staff and consumer advocates at non-profit organizations to have the Board of Supervisors enter a support position for Assembly Bill 376 (Stone) to establish a Student Loan Borrower Bill of Rights in California. The legislation was signed on September 25, 2020, which will make California the first state in the nation to provide student loan borrowers with a comprehensive Bill of Rights. The bill will end abusive practices by the student loan industry and establish new consumer protections for the millions of California's burdened by student loan debt (most of whom are Black, Latinx and first-generation college students).

CAPITAL DEVELOPMENT

The Economic Development Policy Committee has defined economic development projects as those where there is private sector participation that results in tangible economic development benefits beyond just the construction of County facilities. Private sector participation will be defined as any material use of a County-owned, or County-funded, facility by a non-profit or private entity following completion and delivery of the project.

CAPITAL DEVELOPMENT

Such use of the facility must result in direct economic development benefits for the community, including job creation for non-County employees, commercial development, retail investment, blight removal, affordable housing, or any other activity that improves the economic well-being of local residents.

The following projects and their impact on the community will be monitored for inclusion in future versions of the Scorecard. The Scorecard will seek to capture statistics such as the percentage of Local and Targeted Workers hired on the project, small business, disabled veteran business and social enterprise utilization, number of jobs created, increase in the tax base and percentage of affordable housing incorporated into the project, among other community benefits. While the majority of the County's economic development projects are managed by private developers, oversight is nonetheless provided by either the County CEO or the LACDA.

VERMONT CORRIDOR

Vermont Corridor is the redevelopment of seven County-owned parcels spanning three city blocks of the Koreatown area within the City of Los Angeles. The project area involves three separate sites, each with a unique development scenario. On May 22, 2018, the Board of Supervisors certified the final environmental impact report for the project and took several other actions allowing the Vermont Corridor project to proceed.

Site 1 – County Administrative Building

The development on Site 1 would involve removal of the existing Department of Parks and Recreation office building at 510 South Vermont, a vacant office building, surface parking lots and parking structure, and construction of a new 21-story building consisting of an 8-story parking structure with up to 965 spaces, a terrace level, and 12-story office tower, with approximately 7,500 square feet of ground floor retail space and public serving uses. An adjacent parking structure will also be built with access around the corner on Shatto Place with 768 parking stalls to accommodate additional staff and guests.

When complete, the new Vermont Corridor County Administration Building would accommodate the relocation of staff from the Departments of Mental Health (DMH) and Workforce Development, Aging, and Community Service (WDACS). As of the reporting period this phase of the project was 65 percent complete.

Development of Site 2 consists of a 66-year ground lease with Trammell Crow, which would involve the adaptive reuse of the existing DMH headquarters into a residential building with approximately 4,100 square feet of ground floor retail space at the main entrance along Vermont Avenue and another 3,400 square feet of ground floor retail located along 6th Street. This portion will start construction once Site 1 has been completed and final lease documents have been signed with the developer which is to occur sometime at the end of calendar year 2021.

CAPITAL DEVELOPMENT

Site 3 of the Vermont Corridor Project broke ground on October 17, 2018 with demolition of the existing structure. As of June 30, 2020, the project was under construction with the excavation work for the 116-space underground parking structure and removal of a previously unidentified and abandoned oil well. Once the developer removes this equipment, construction will resume with an anticipated project completion in the second half of 2021. Once completed the development will contain 72 units of high-quality affordable housing for seniors earning between 30 percent and 60 percent of area median income. It will also contain a much needed 13,200 square foot community recreation center.

Site 2 – Residential and Retail

VERMONT-MANCHESTER

On April 26, 2018, the County gained possession of the property located at the northeast corner of Vermont and Manchester Avenue in south Los Angeles, which will includes a charter boarding school with the remaining area set aside for a mixed-use project that will include affordable housing. SEED LA was selected to develop, fund, construct and operate the charter boarding school. BRIDGE Housing Corporation was selected to develop the mixed-use project.

On July 9, 2019 the Board of Supervisors authorized an allocation of $10,750,000 of Affordable Housing Trust Funds, Measure H Funds and Mental Health Program Funds to the affordable housing component of the mixed-use project. Additionally, on August 13, 2019, $6,000,000 in Proposition A Local Return Funds available to the Second Supervisorial District were allocated to facilitate the construction of the transit plaza and Metro training center and $200,000 in Catalytic Development Funds was allocated to assist with direct predevelopment costs associated with the mixed-use project. The August 13, 2019 item also authorized the LACDA to submit an application to the United States Department of Housing and Urban Development for a Section 108 Loan Guarantee for up to $50,000,000 and to negotiate and execute on behalf of the County of Los Angeles an Option to Lease Agreement and subsequent Ground Lease Agreement.

On January 14, 2020 the Board of Supervisors authorized the LACDA to provide Community Development Block Grant Float Loans of up to $4,100,000 to SEED LA and $2,100,000 to BRIDGE. These loans will facilitate the construction of the street vacation and required improvements. The County has secured conditions of approval for the street vacation from the City of Los Angeles. In order for both the SEED LA and mixed-use projects to meet their funding deadlines and begin construction, the street vacation must be completed. The street vacation work began in June 2020.

CAPITAL DEVELOPMENT

3RD AND DANGLER

The County and the LACDA own six properties at 4641-4655 East 3rd Street and 219 S. Dangler in the unincorporated area of East Los Angeles. On September 24, 2019, the Board of Supervisors authorized the County and the LACDA to execute an Exclusive Negotiating Agreement (ENA) with National CORE for the potential development of an affordable housing project for low-income and special needs households. The proposed project, known as 3rd & Dangler Apartments, will provide 78 units of affordable housing at 30-60 percent of Area Median Income, and incorporates many amenities, including a ground floor community plaza, rooftop garden, a pocket park, social services, and convenient access to the Metro Gold Line.

On February 26, 2020 the Board of Supervisors authorized an allocation of up to $7,000,000 in Affordable Housing Trust Funds and 39 Project Based Vouchers from the LACDA's Notice of Funding Availability 25-A to finance the construction of the project and provide rental subsidies for 39 units designated for a special needs population. In addition, in June 2020, the project was awarded $13,987,000 from California Department of Housing and Community Development's Affordable Housing and Sustainable Communities Program (AHSC) funds. The County and the LACDA entered into a Disposition and Development Agreement in September 2020 to facilitate the development of the proposed project. In September 2020, the project also applied for 4% Low Income Housing Tax Credits (LIHTC). If the project is successful securing LIHTC financing, it is anticipated that construction will begin in June of 2021 and is estimated to take approximately 18 months.

MARTIN LUTHER KING, JR. MEDICAL OFFICE BUILDING (MLK-MOB)

The MLK-MOB project will be the construction of an approximately 52,000 square foot medical office building with 252 parking stalls located at the southwest corner of East 120th Street and S. Wilmington Avenue in the Willowbrook area of Los Angeles County. As part of the Martin Luther King, Jr. Medical Center Campus, the MLK-MOB provides quality office space to private and non-profit tenants for administrative, medical outpatient services and health related services in coordination with the new MLK Hospital and MLK Outpatient Center. The Board of Supervisors authorized the LACDA to act as the County's agent for development of the MLK-MOB on September 26, 2017. The project started construction in October 2018 and was completed in April 2020. The facility is now operational and receiving patients. During the reporting period the developer also initiated permanent financing activities to close out the project which took place in August 2020. Once operational and pending confirmation of additional parking, the developer will look to initiate a second phase of the development with another medical office building to help satisfy the high demand for medical services in the area.

CAPITAL DEVELOPMENT

FAIRVIEW HEIGHTS TOD PLAN

On February 19, 2019 the Board of Supervisors authorized an allocation of $9,460,000 comprised of Affordable Housing Trust Funds, Measure H Funds, and Mental Health Housing Program Funds as part of the LACDA's Notice of Funding Availability 24-A, to support the affordable housing component of the project.

In March of 2019, the LACDA on behalf of the County, executed an Option to Lease Agreement with the LINC-CORE Limited Partnership (LP). This document allowed the LP the exclusive right to enter into a Ground Lease to redevelop the site. The Ground Lease has been drafted and is nearing acceptance and completion, the County is still negotiating remaining deal points.

In June of 2019, the County and the LACDA entered into a funding agreement to allow the LACDA to administer the 2nd District Proposition A Local Return funds in the amount of $2M. These funds are allocated for transit-related development improvements at the Fairview Heights Apartments site and do not have a housing related affordability requirement.

The project closed its construction financing on December 19, 2019 and the project is under construction.

EXPO/CRENSHAW SITE

On January 6, 2017, the Los Angeles County Metropolitan Transportation Authority (Metro) and the County of Los Angeles (County), acting through the LACDA, entered into a Memorandum of Understanding (MOU) for the potential development of the County and the Metro-owned properties, all located within the City of Los Angeles. A Request for Proposals was released by Metro for the potential development of the Expo/Crenshaw Joint Development Site and on January 9, 2018, the Board of Supervisors approved of a short-term ENA with WIP-A, LLC, a wholly-owned subsidiary of Watt Companies, Inc. After completing the requirements of the short-term ENA, on September 25, 2018 and September 27, 2018 respectively, both the County Board of Supervisors and Metro Board of Directors approved entering into the full-term ENA with the developer. On December 13, 2019 the County and Metro approved an extension of the ENA term to continue ground lease negotiations for up to an additional 16 months.

Conceptual plans for the project were approved on April 9, 2019, design review by County and Metro is ongoing. The developer submitted its entitlement application to the City of Los Angeles in September 2019.

On October 27, 2020, the Board of Supervisor's approved the allocation of $2M in Proposition A Local Return Transit Program Funds (available to the Second Supervisorial District) to support the project in the event the developer enters into a ground lease with the County. The funds would be administered by the LACDA and would be provided to the project under the condition that at least 20 percent of the units are dedicated to very low income households, and an additional 30 percent of the units are dedicated to low- and moderate-income households. The term sheet for the ground lease has been drafted and is under negotiations.

CAPITAL DEVELOPMENT

WILLOWBROOK JOINT DEVELOPMENT PROJECT

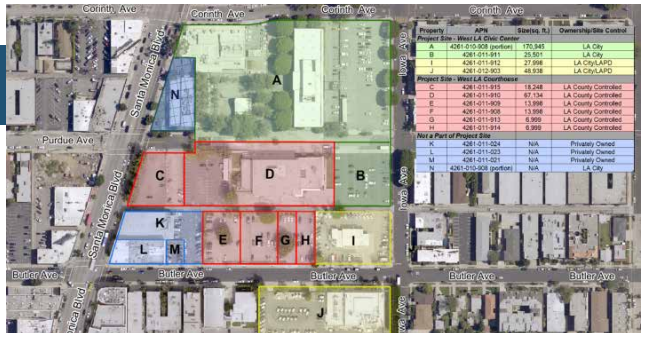
In February 2019 the LACDA executed a MOU with the Compton Unified School District (CUSD) to conduct a redevelopment feasibility analysis on the former Lincoln Elementary School site in the unincorporated Willowbrook area, adjacent to Martin Luther King, Jr. Medical Center campus. Upon completion of the feasibility analysis, the CUSD and the LACDA issued a joint Request for Proposals (RFP) for development of the site that includes a nearby the LACDA-owned vacant property . Proposals were received and reviewed during the reporting period. It is expected a developer will be recommended to the Board of Supervisors for consideration by the end of 2020. This will be followed with an official concurrence by the

School Board of the CUSD. Development of the site is expected to include workforce and affordable housing, medical related uses and possible educational facilities in support of the Charles R. Drew University and CUSD.

WEST LOS ANGELES COURTHOUSE

On May 31, 2019 the LACDA issued a Request for Information (RFI) to the development community regarding the state-owned courthouse located at 1633 Purdue Avenue in the western area of the City of Los Angeles. The intent of the RFI was to identify potential uses of the three-acre site that may include a combination of market rate and affordable housing, commercial and retail opportunities. This was followed by significant interest from the City of Los Angeles and their adjacent West Los Angeles Civic Center property which includes a senior/community center, municipal offices and community serving open space. Once the RFI was received it was determined that the City and County (through the LACDA) would issue a joint RFP for the entire West Los Angeles Civic Center site, including the Courthouse property. Combined, the site is over nine acres that sits along Santa Monica Boulevard, just west of the 405 Freeway.

The RFP was issued in early 2020 with responses received in June 2020. The selection process is ongoing and will



likely conclude by December 2020. The selected project will include a mix of housing, both affordable and market rate, updated and/or replaced municipal services and commercial, retail and educational opportunities.

During this period the County was successful in obtaining an extension on its lease with an option to buy agreement with the State concerning the Courthouse property. The County now has until January 2023 to acquire the site which includes the same overall lease payment, spread over an additional lease year.

ECONOMIC DEVELOPMENT OVER THE YEARS

The Economic Development Scorecard provides a means for measuring the progress of Los Angeles County's economic development programs. With each annual release, the Scorecard presents an opportunity to understand how these programs have grown over the last three fiscal years.

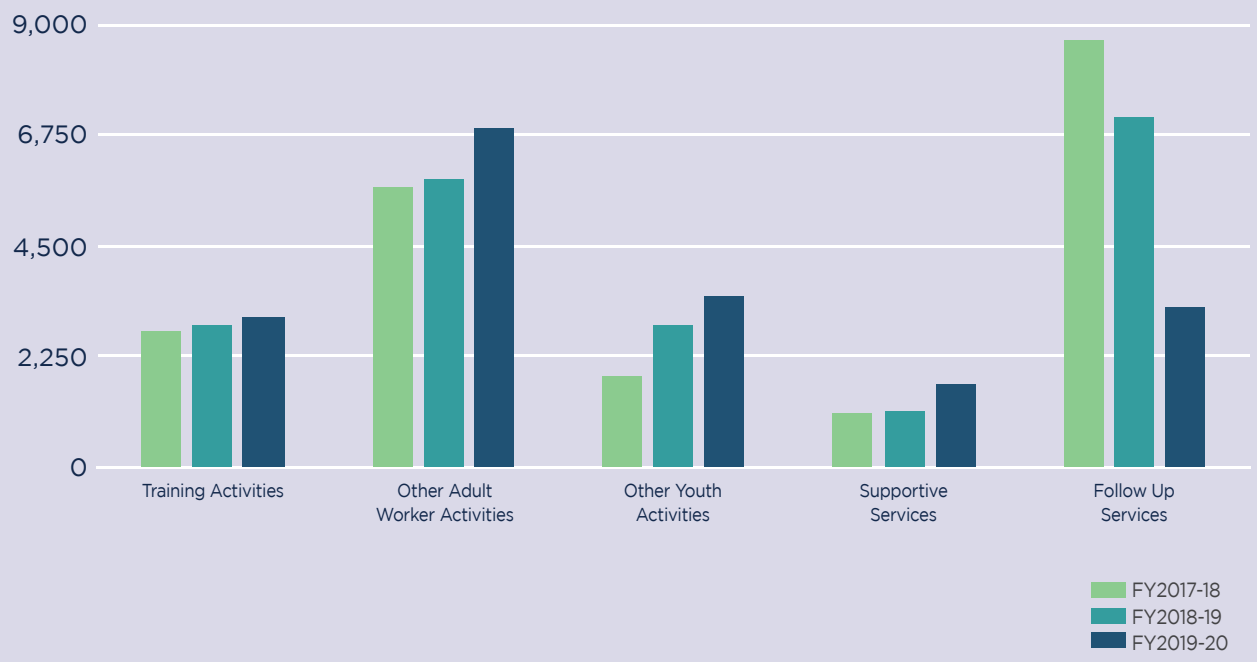
ECONOMIC DEVELOPMENT OVER THE YEARS

In FY 2017-18, the County administered 34 distinct workforce development and job training programs. For FY 2019-20, the number of programs increased to 35 with the conclusion of some programs and some new additions. The following charts illustrate the changes in key program metrics over the last three fiscal years.

PERFORMANCE OF WORKFORCE DEVELOPMENT PROGRAMS BY TARGET POPULATION

Over the last three fiscal years, the number of people receiving AJCC individualized career services including training activities, other adult worker services, other youth activities, and supportive services has grown steadily. The number of people requiring follow up services has fallen, which signals an increasing quality of initial services.

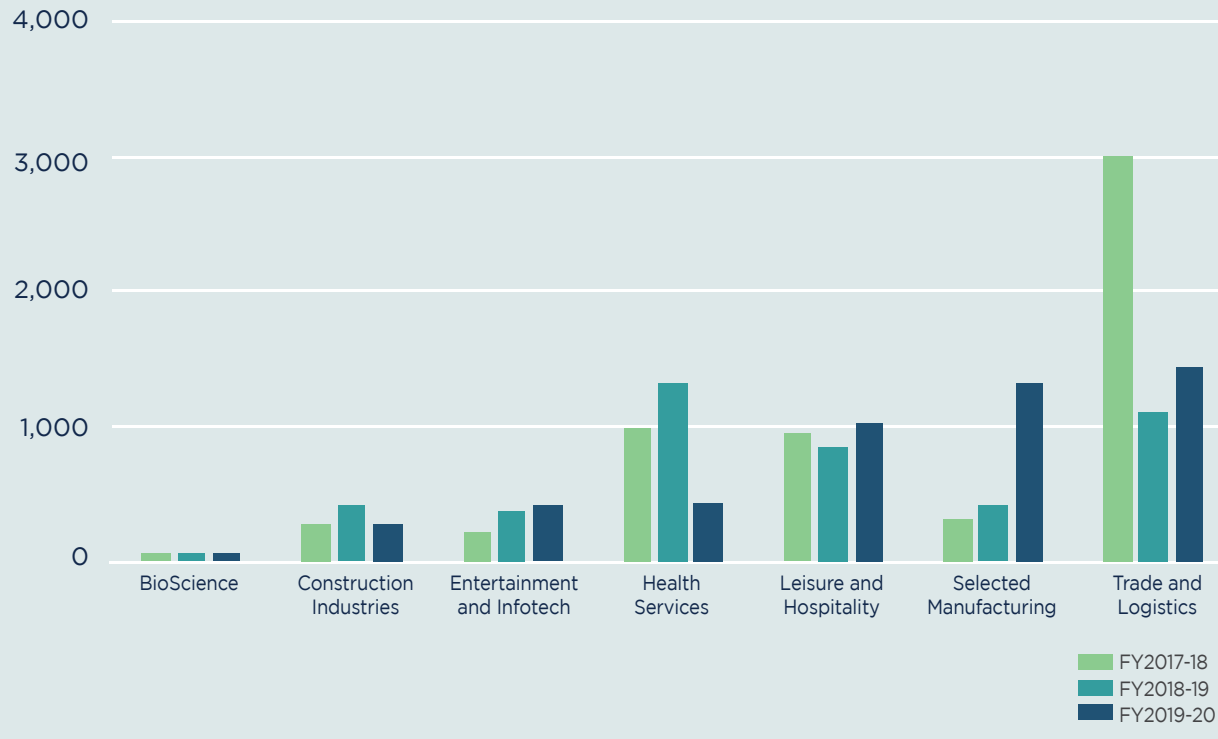
Workforce Development Programs
Services to Priority Populations - Unduplicated Totals
AJCC Individualized Career Services



ECONOMIC DEVELOPMENT OVER THE YEARS

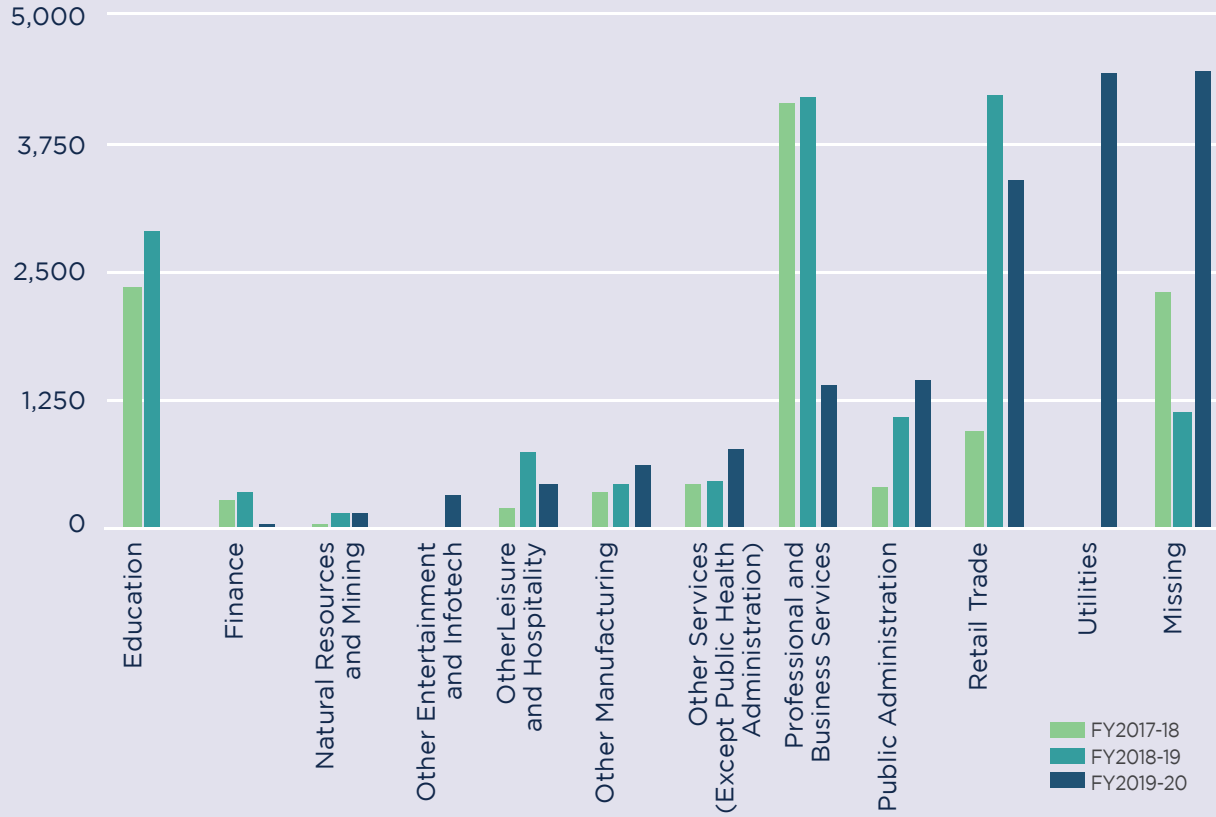
Workforce Development Programs
Employment and Median Earnings at 2nd and 4th Quarter After Exit - Unduplicated Totals

Workforce Development Programs
Job Placements by Sector - High Growth Sectors



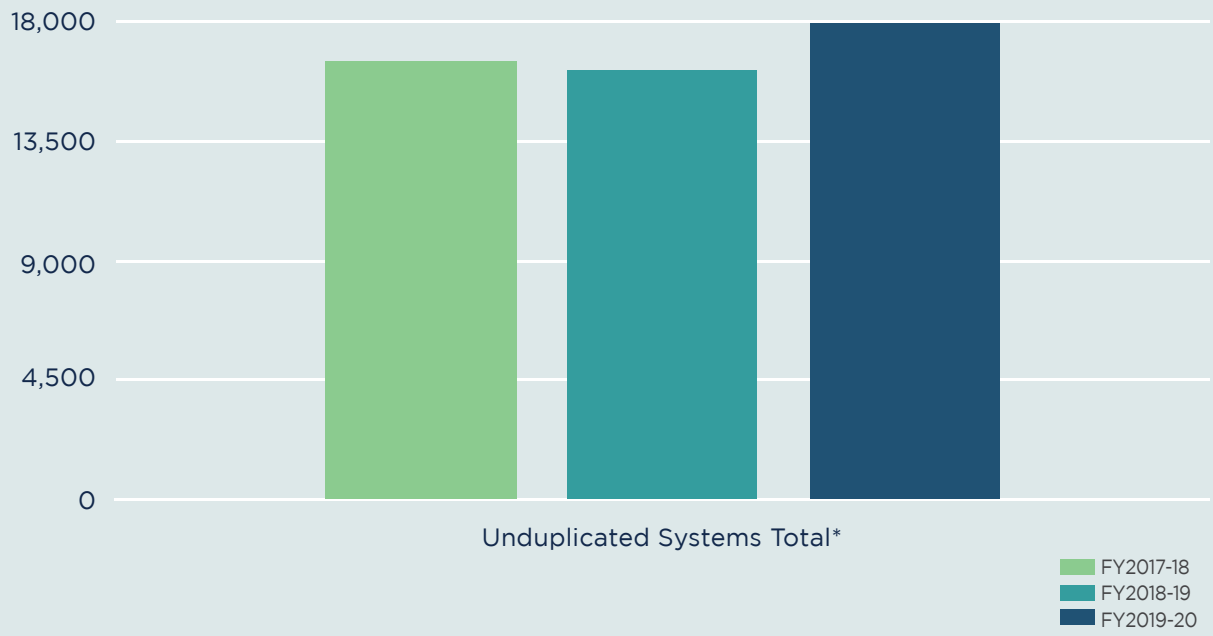
ECONOMIC DEVELOPMENT OVER THE YEARS

Workforce Development Programs
Job Placements by Sector - Non-High Growth Sectors



ECONOMIC DEVELOPMENT OVER THE YEARS

Workforce Development Programs
Job Placements by Sector - Unduplicated Systems Total*



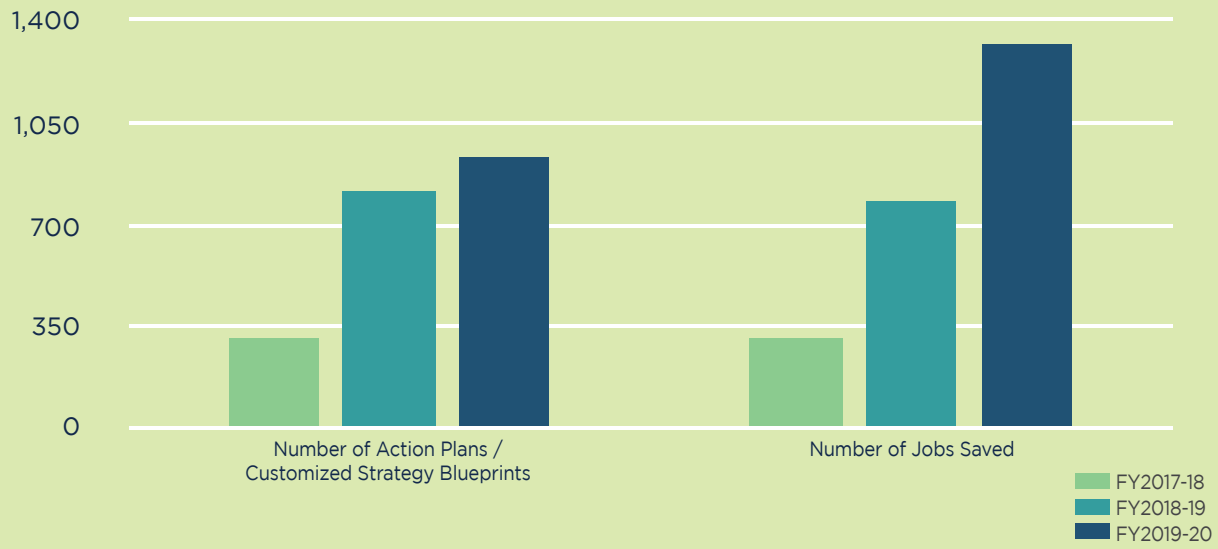
*The unduplicated total ensures that each placement is counted only once across the multiple systems.

BUSINESS ASSISTANCE

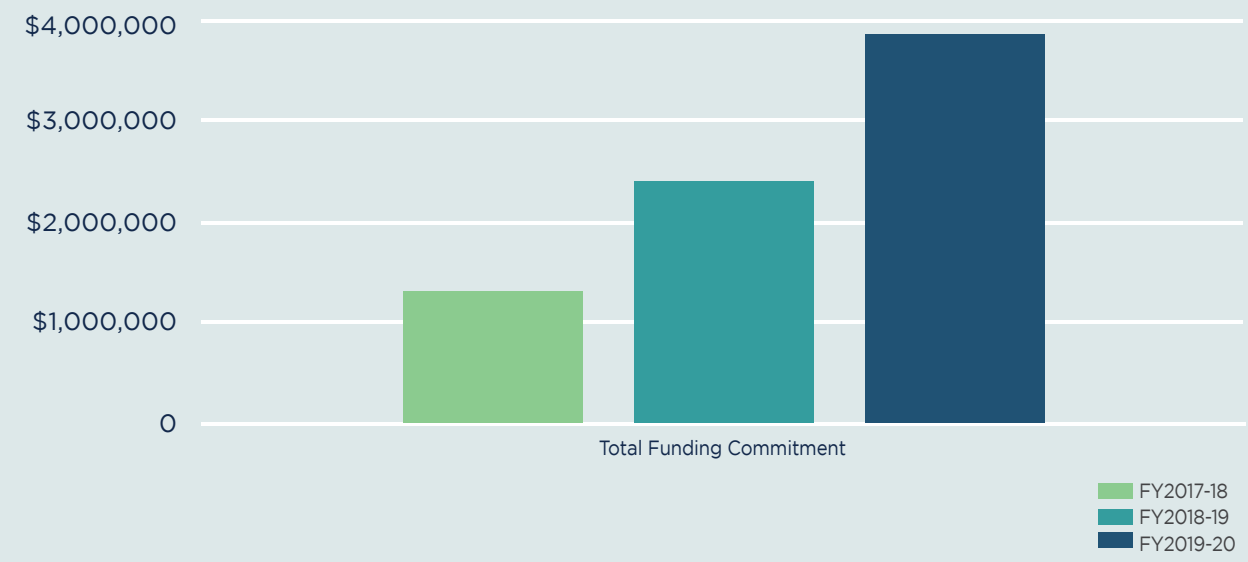
METRIC FY 2019-20	FY2017-18	FY2018-19	FY2019-20
Businesses Certified as LSBE	755	755	818
Businesses Certified as Social Enterprises	61	66	90
Businesses Certified as DVBEs	92	93	242
County Contracting Dollars Awarded to All Certified Vendors	$355,287,485	$576,297,551	$690,669,449
Certified Businesses Who Won Contracts with the County	704	731	820

ECONOMIC DEVELOPMENT OVER THE YEARS

WDACS Layoff Aversion
WDACS Layoff Aversion Activity - Totals



Business Assistance Loans
LACDA Commercial Loans Funded



REGIONAL ECONOMIC DATA

Los Angeles County is the largest county in the United States, home to over 10 million residents and a plethora of industries. Like the rest of the United States, the COVID-19 pandemic has negatively affected the region's economy. Necessary efforts to curb the spread of the virus, including the closure of non-essential businesses, led to employment contractions and financial distress for small businesses. This section provides regional economic data that can help shape efforts related to workforce development and job training; business assistance; financial assistance; business loans; and capital development.

REGIONAL ECONOMIC DATA

Los Angeles County produced strong economic fundamentals for nearly a decade preceding January 2020. Unemployment plateaued around 4.5 percent from mid-2017 through the beginning of 2020. Steadily low unemployment led to strong wages, as workers maintained high bargaining power. In 2019, real household income in Los Angeles County was nearly 11 percent higher than in 1990 and about 18.5 percent higher than in 2010. Over 4.5 million people in Los Angeles County held non-farm employment in March 2020.

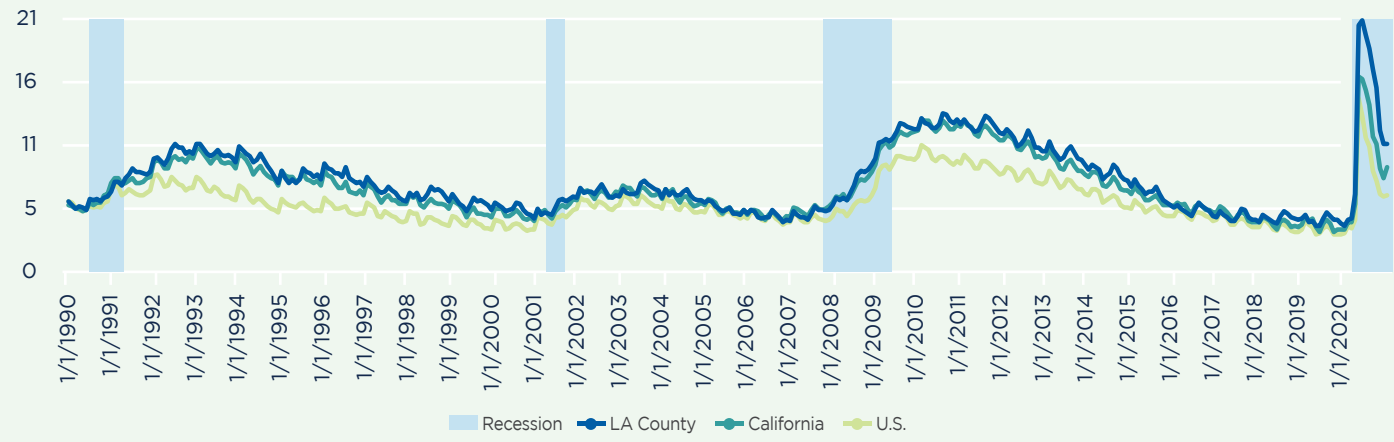
The economic strength of the last decade was rapidly reversed in March of 2020. The CDC confirmed the first case of person-to-person transmission of COVID-19 in the United States on January 21st. The World Health Organization officially declared a pandemic on March 11th. Los Angeles County issued their Safer at Home public health order on March 19th followed by Governor Gavin Newson's announcement of a statewide Stay at Home order later that same day.

The COVID-19 pandemic has drastically altered lives across the United States. Necessary efforts to curb the virus, including the closure of bars, nightclubs, restaurants, gyms, schools, and public spaces, have had negative economic and cultural externalities. Slowing the spread of the virus is critical, as hospitals all over the nation lack the resources to care for the magnitude of patients infected by COVID-19.

In light of the current economic environment surrounding the COVID-19 pandemic, County employment is projected to decline by 1.7 percent in 2021 followed by a 2.8 percent increase in 2022. This corresponds with 206,600 jobs added in 2021 and 73,300 jobs added in 2022. According to the Bureau of Labor Statistics, the December 2020 unemployment rate in Los Angeles County was 10.7 percent, which is just over 10 points below the May 2020 peak of 20.8 percent. Clearly, Los Angeles County and the rest of the United States have experienced massive spikes in unemployment stemming from the COVID-19 pandemic. Although the initial employment shock has subsided, unemployment rates are still relatively high.

March and April of 2020 brought dramatic spikes in unemployment rates. Institutional closures and widespread uncertainty compromised the flow of goods, services, and cash. Los Angeles County alone lost 716,000 jobs within these two months. Unemployment peaked at 20.8 percent for the County in May 2020.

Unemployment Rates, 1990 - 2020



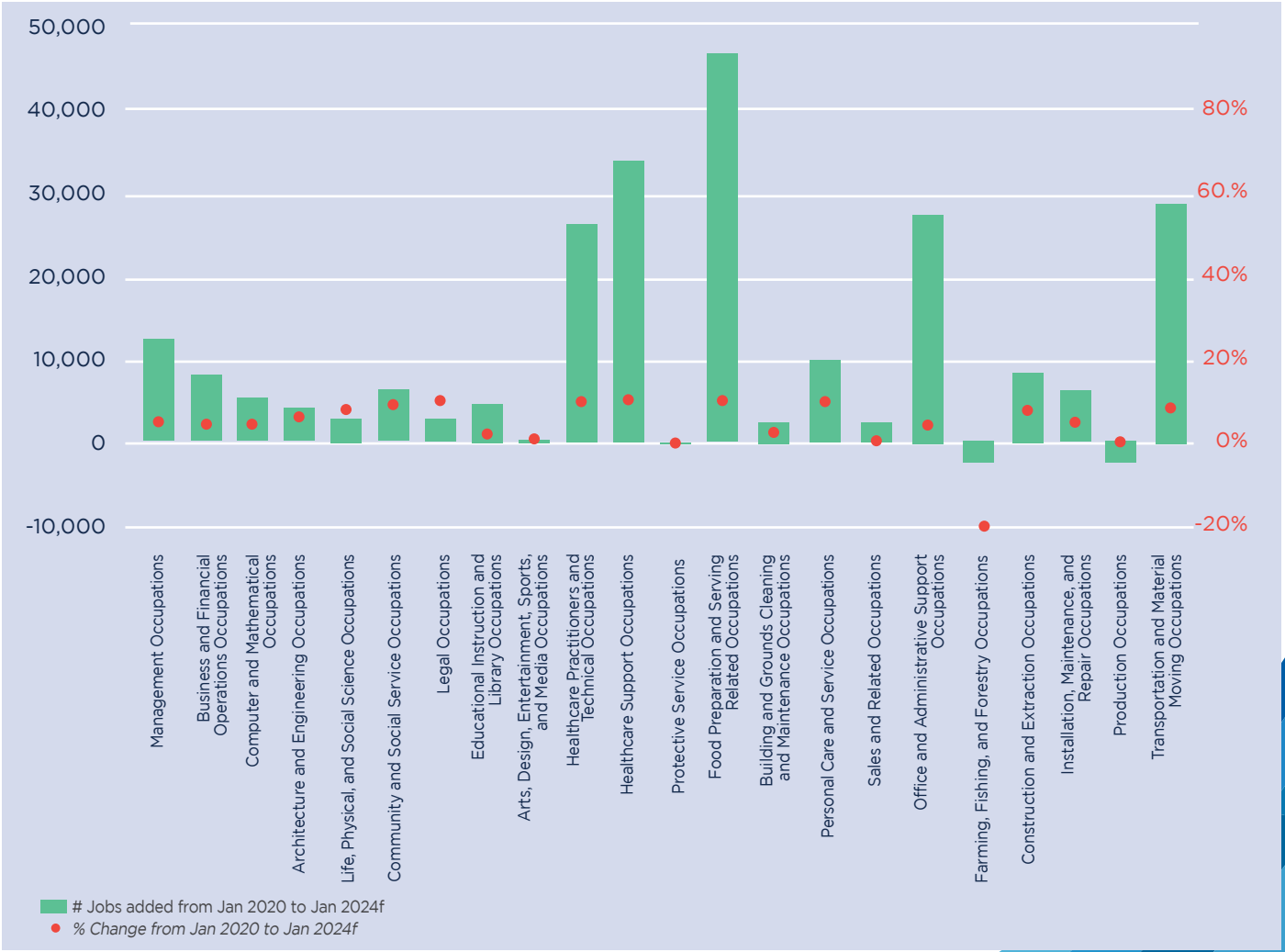
REGIONAL ECONOMIC DATA

The summer yielded marginal relief. With case numbers declining, Safer at Home orders in the County were relaxed. Nearly 30 percent of the jobs lost in March and April of 2020 were recovered by September 2020. Unemployment fell to 15.1 percent in September 2020 and 10.7 percent in November 2020. However, as many anticipated, the colder winter season and relaxed restrictions brought increasing cases. Additional public safety restraints were enforced in Los Angeles beginning November 25th, 2020. The holidays led to record highs in case rates, with over 45,000 new cases reported in Los Angeles County on January 12th, 2021.

One of the principal features of the County's economic development programs is to focus resources on individual industries and occupations that are forecasted to experience future growth and expansion. The U.S. Bureau of Labor Statistics reports that in the first quarter of 2020, the annual median income across all occupations in the Los Angeles – Long Beach – Glendale metropolitan division was $43,470. In contrast, according to the Los Angeles County Economic Development Corporation, the top five occupational groups that are projected to experience the most growth from January 2020 to January 2024 are:

1. **Food Preparation and Serving Related occupations with a median annual wage of $29,090;**
2. **Office and Administrative Support occupations with a median annual wage of $42,500;**
3. **Transportation and Material Moving occupations with a median annual wage of $33,110;**
4. **Management occupations with a median annual wage of $75,380; and**
5. **Sales and Related occupations with a median annual wage of $34,040.**

CHANGE IN EMPLOYMENT BY OCCUPATION 2020-2024*f*



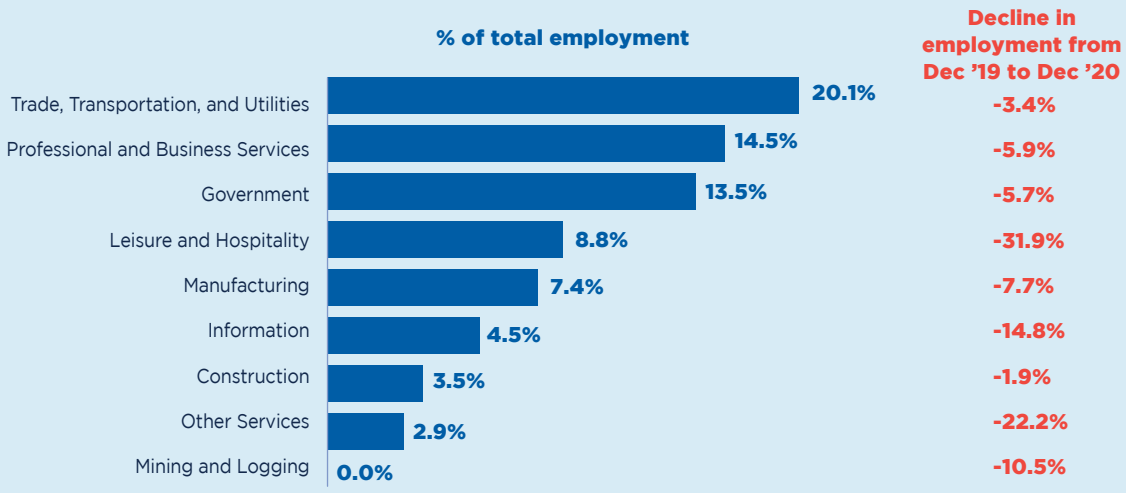
REGIONAL ECONOMIC DATA

All major industries saw a decline in employment as a result of the virus, with leisure and hospitality and trade, transportation and utilities (which includes retail trade), experiencing the largest negative employment shocks. Businesses involved in Los Angeles' popular tourist attractions such as hotels, motels, and recreational vehicle lots were decimated as typical tourist travel plans were upended by state and national regulations.

The region continues to recover jobs in the wake of the pandemic, however, the rate of recovery is mixed across industries.

Certain industries have fared better than others over the course of the pandemic, defining the experience of both workers and businesses. The current COVID-19 recession is unique in that the most impacted industries stem directly from the nature of the pandemic. Generally, the nature of the pandemic has resulted in sharp decline in demand for nonessential services that require a high degree of personal interaction.

Employment by Industry in December 2020, Los Angeles County



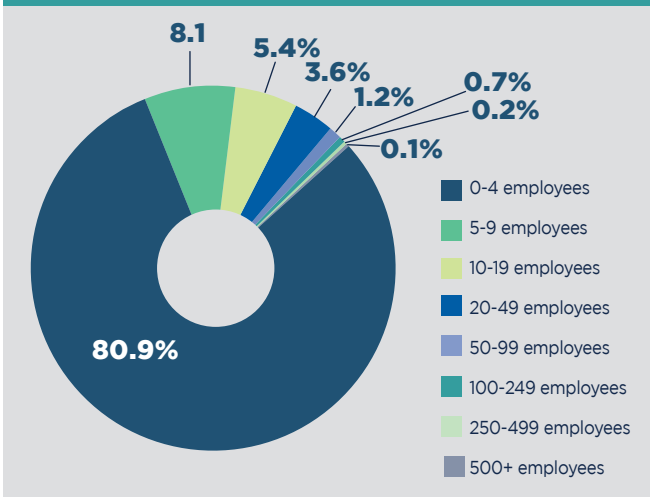
REGIONAL ECONOMIC DATA

Small businesses in nonessential industries with high levels of interaction have experienced the most economic distress due to the pandemic. These businesses generally provide in-person services at a local level, including restaurants, bars, hair salons, nail salons, laundry services, and more. The public health crisis of COVID-19 prevented the delivery of such services due to the risk of transmission associated with unnecessary person-to-person contact. Services that rely on personal interaction are incompatible with remote substitution, leaving these small businesses with few revenue streams throughout lockdowns. Many small businesses have low cash reserves; thus, the challenge lies in weathering the storm of reduced revenue with little liquidity. Larger businesses, on the other hand, tend to have higher levels of liquidity and more channels for revenue through ecommerce. Smaller establishments are thus more likely to face greater financial distress throughout the pandemic.

Community-wide vaccination against COVID-19 is a crucial step for the United States' return to normalcy. Los Angeles County has vaccinated more residents than any other county in California, with over 886,000 doses administered as of February 1st, 2021. There is still an immense amount of work to be done, however. With over 10 million people residing in the Los Angeles basin, achieving herd immunity will require a feat of logistics. Despite expected and unexpected challenges, Los Angeles County is continuing to make progress toward community wide vaccination.

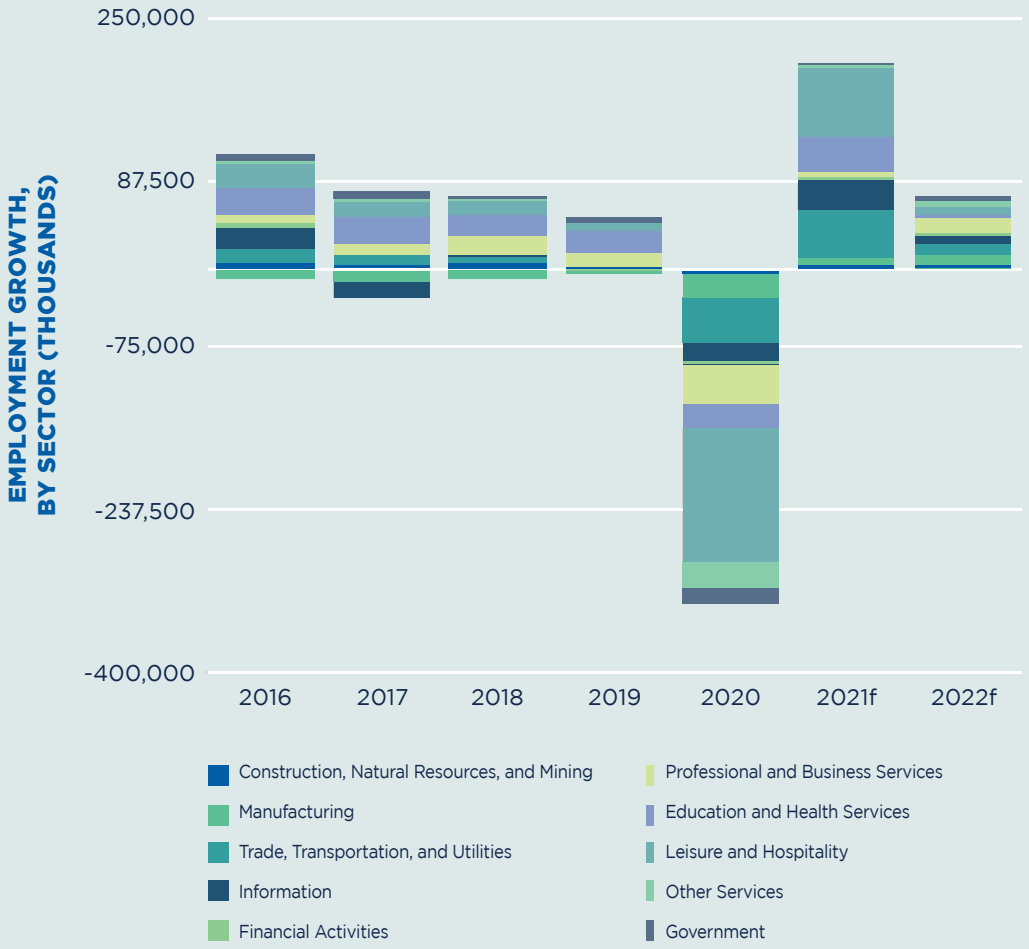
Los Angeles will hopefully see an abundance of activity once public gatherings are safe again. The County is a hub for entertainment and live events, which likely have a pent-up demand from consumers unaffected by the pandemic after nearly a year of social distancing. Once herd immunity is reached at the national, state, and county level, Los Angeles will once again be a vibrant center of food, culture, and economic activity.

Size of Employer Businesses in LA County 2020



REGIONAL ECONOMIC DATA

Job Growth by Industry 2015-2022f, Los Angeles County



We expect most industry sectors to begin recovery starting the second half of 2021, with the hardest hit industries initially adding the most jobs back to payrolls, and continued growth throughout 2022 as the vaccine becomes available to more individuals through phased distribution and capacity restrictions faced by businesses continue to ease and are suspended. The LAEDC projects that Los Angeles County will reach pre-pandemic employment levels by 2024.

Los Angeles Headline Statistics and Forecast

	2016	2017	2018	2019	2020	2021f	2022f
Real GCP Growth	2.39%	3.06%	2.02%	3.25%	-2.97%	2.79%	4.22%
Real Personal Income Growth	2.96%	1.72%	2.31%	2.44%	1.13%	-1.71%	2.82%
Total Employment Growth	109,400	53,400	67,200	49,000	-332,800	206,600	73,300
Unemployment Rate	5.25	4.76	4.62	4.44	13.59	9.27	8.14
Real Per Capita Income	2.78%	1.78%	2.61%	2.77%	5.27%	-3.20%	4.59%

Road to Realignment

Economic and Workforce Development & Aging Empowerment

Epifanio Peinado

Supervising Administrator

This presentation is dynamic and updated frequently.

Version 2.0 Est. 7/18/21

Version 1.0 Est. 6/31/21

Meeting Overview

- Phased Implementation Plan
- Progress Report
- Upcoming Next Steps

Phased Implementation Plan

Phased Implementation Plan

Phase 0
Pre-Implementation

- June – October 2021
- Preparation for launch of Phase I
- Transfer of ED units from DCBA, LACDA, CEO-EDD by Phase 1

Phase 1
Re-alignment

- October 2021 – October 2022
- Shared administrative structure
- Preparation of individual department structures

Phase 2
Depts. Established

- By October 2022
- Establishment of standalone departments – EWDD and AD

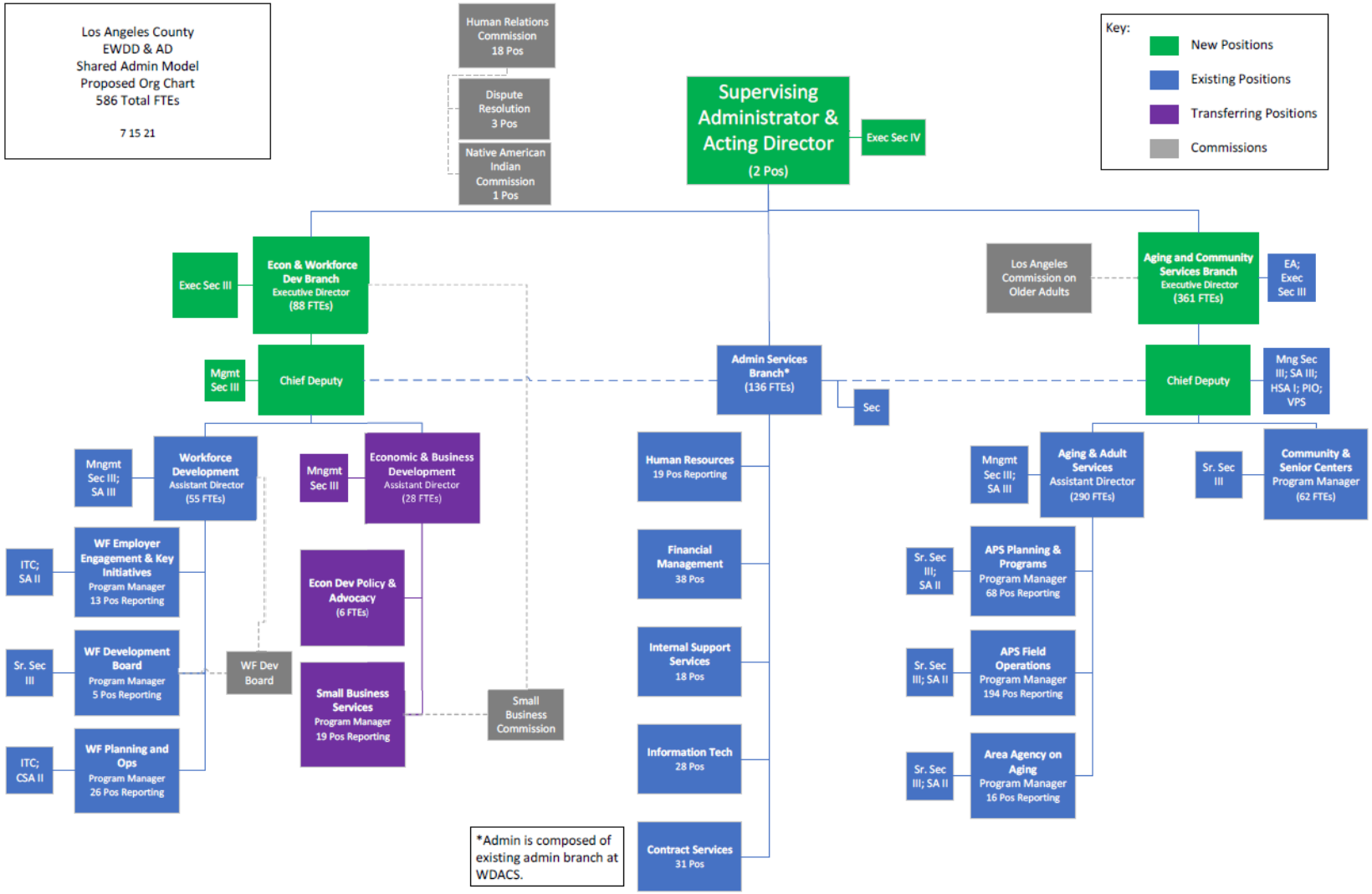
Phase 3
Optimization

- FY 22-23 – FY 25-26
- Further enhancements and optimization of services in both departments

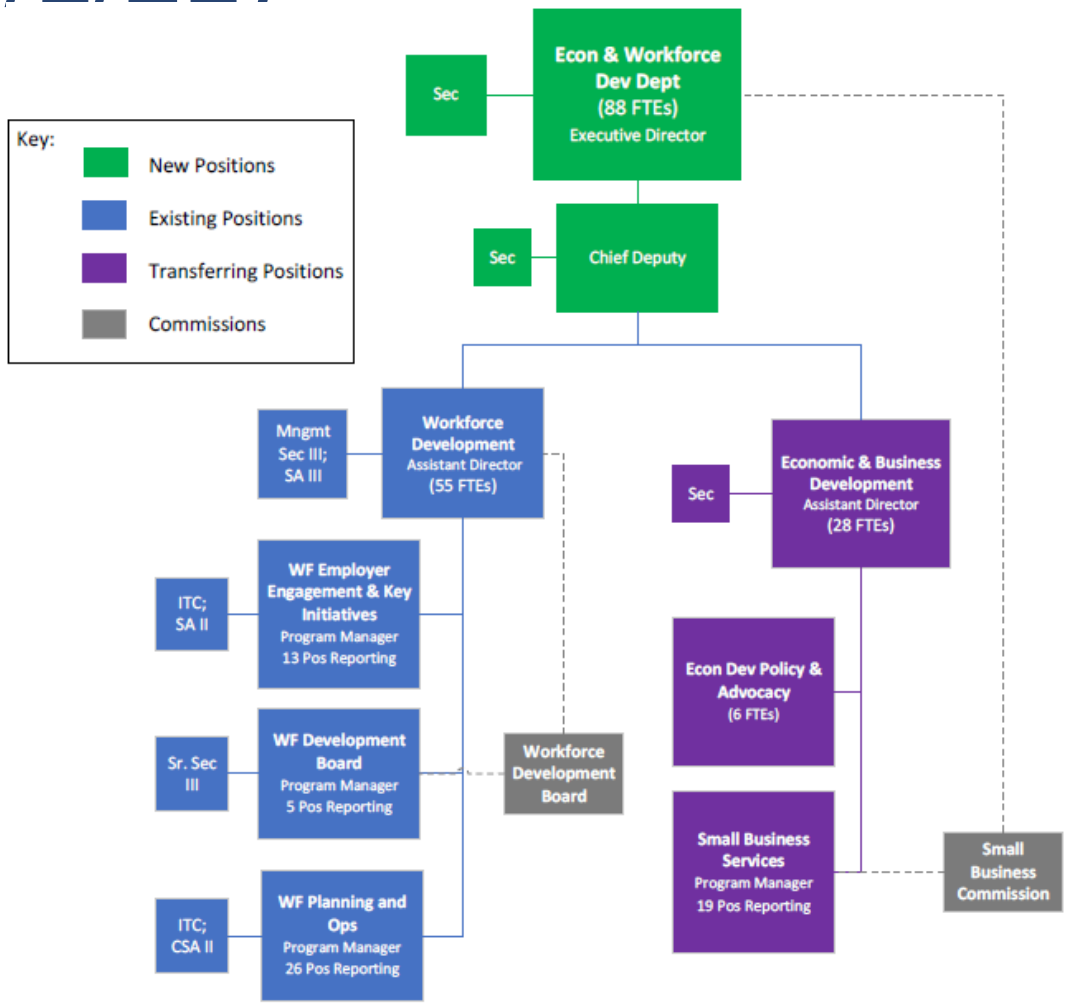
Teams Transferring by 10/1/21 to ED

- CEO – Economic Development Division
  - 7 FTEs
- DCBA – Office of Small Business
  - 10 FTEs
- LACDA – Economic Development Unit
  - 10 FTEs

Shared Admin Model Proposed Org Chart



Economic & Workforce Development Branch Phase 1 (10/1/21)



Progress Report

Progress Report

- Implementation team expanded
- Executive group established
- Specialized teams deployed
- Executive recruitment underway
- 60-day report on track
- Communications plans under development
- Meetings with BOS offices; impacted agencies and units

Upcoming Next Steps

Upcoming Next Steps

- Share early version and submit 60-day report
- Finalize communications plans and deploy targeted messaging
- Finalize details of transferring units and programs
- Develop and deploy IT infrastructure transition plan
- Establish Advisory Committees

Thank you!