

ECONOMIC DEVELOPMENT POLICY COMMITTEE
Thursday, October 15, 2020
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. Business Relief Funds update (LACDA, DCBA) 15 minutes
4. COVID-19 Portal and Website update (DCBA) 5 minutes
5. Employer Assistance Grant Fund update (WDACS) 15 minutes
6. Safer at Work Campaign (WDACS) 15 minutes
7. Public comment

NOTE:

Please send comments to EconomicDevelopment@ceo.lacounty.gov by Wednesday October 14th at noon. They will be shared with the Committee prior to the meeting.



Employer Assistance Grant Fund (EAGF) Update

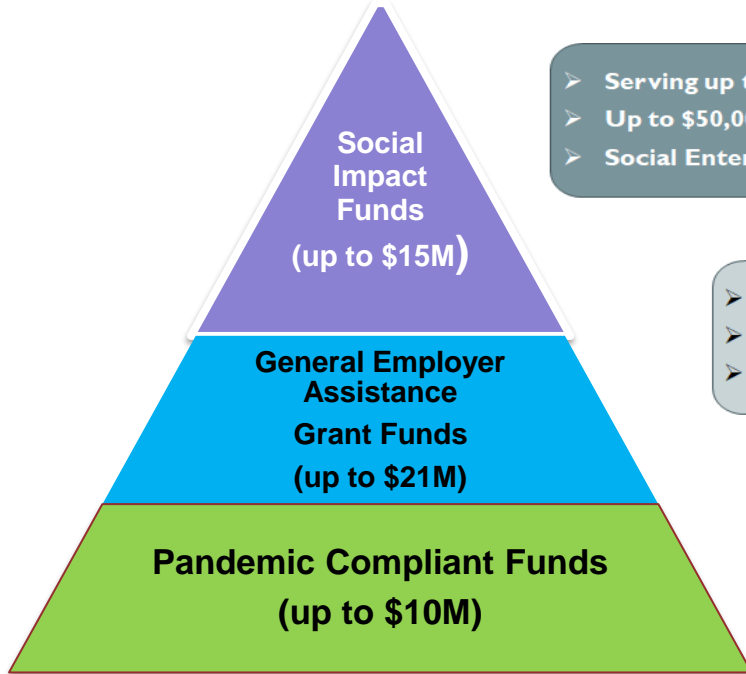
October 15, 2020
Economic Development Policy Committee



Program Goals

- Ensure equitable distribution of economic stimulus dollars to assist businesses impacted by the pandemic, and the communities they serve.
- Support retention or hiring of employees by businesses.
- Assist businesses in implementing Covid-19 related safety measures and complying with local health orders.

Employer Assistance Grant Fund Program Overview



- Serving up to 800 businesses
- Up to \$50,000 per eligible business
- Social Enterprises, CBEs, & BCorps

- Serving up to 1000 businesses
- Up to \$25,000 per eligible business
- Firm must be located in LA County

- Serving up to 3000 businesses
- Up to \$5,000 per eligible business
- Firm must be located in LA County

Status Update

- Round 1 of EAGF closed on Friday, October 9 at 5pm
- Total # of Applications: 2,504
- Current Total Grant Funding Requested, De-Duplicated

Fund Category	Total
Social Impact Fund	9.9M (SEs: 4.9M)
General Fund	36.5M
Pandemic Fund	1.2M
Total	47.6M

Round 2 Goals

- Meet our commitment to fully spend \$46M in grants by December.
- Allow equitable balance of awardees by supervisorial district to achieve targets
- Maintain the integrity and the purpose of Employer Assistance Grant – award funding to those businesses in most underinvested areas of County to save jobs and fill gaps for those with greatest need.

Next Steps

- Currently performing due diligence on Round 1 applicants.
- Notification of award of funding to Round 1 businesses by October 30th.
- Begin distribution of funding to Round 1 businesses week of November 2.
- Invite businesses to apply for Round 2 and accept applications before October 30th.
- Anticipate due diligence on Round 2 businesses occurring in November, with awards to be disseminated starting on or before November 30th.

Questions?





SAFER AT WORK LOS ANGELES

Strategy, Implementation, Timeline

October 15, 2020
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SAFER *at* WORK LOS ANGELES

Safer at Work Los Angeles:

- Invests in and builds a shared responsibility between businesses, employees, consumers and the communities they serve
- Promotes keeping each other as safe as possible while restoring our local, thriving economy.

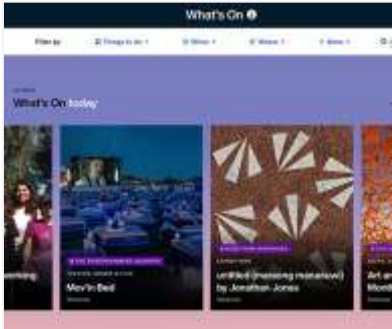
SAFER
at **WORK**
LOS ANGELES

STRATEGY

A 360 CREATIVE CAMPAIGN

SAFER AT WORK WILL LEAN INTO OUR LOVE FOR OUR COMMUNITY

WHILE REINFORCING THE INTERDEPENDENCE OF BUSINESS, EMPLOYEES, CONSUMERS



Build A Hub Of Tools For Better COVID Safety Communications For LA's Business Community

Build robust hub of communications tools for business to download, print and order to support communications with employees, customers, community members and others around COVID-Safety.



Mobilize social influencers reaching LA's business community around COVID Safety

Celebrate the local businesses and their employees who are following best practices. Lifting the individuals, the businesses and their customers as equally invaluable to our safety.



Produce public creative interventions that drive mass awareness and earned media.

Create creative earned media interventions that focus on the unique industries and regional characteristics to localize the campaign. Reinforce shared responsibility to keep each other safe and open our county.



Develop creative digital assets designed for mass mobilization across OOH and Radio.

Create digital toolkit and asset resource library designed to take advantage of all platforms that become available. Stickers, radio spots, digital billboards and social media.

THE SAFER AT WORK CAMPAIGN WILL SIMULTANEOUSLY TARGET ALL CONSTITUENTS



Employer

Providing employers with the pertinent information they need in order to create a safe work environment for anyone coming on site.

Understanding that county regulations are a directive, our approach will focus on actionable steps businesses can take to meet guidelines without feeling heavy handed.



Employee

Providing employees with the information they need from employers to feel safe in their work environments.

Every employee can take specific steps in order to create a safe work environment for businesses to recover and thrive, while welcoming customers back to their services.



Customers

Providing customers with clear and friendly instructions to once again be patrons at our Los Angeles businesses, restaurants and nail salons.

All patrons can follow easy, best practices in a friendly, kind manner to enjoy Los Angeles businesses together as a wholistic community.

FOCUSING ON FIVE INDUSTRY SEGMENTS BASED UPON LA EDCS TARGET BUSINESSES



RESTAURANTS



**CORNER STORES
AND "MOM AND POP"
RETAILERS**



**SHOPPING CENTERS
AND CORRIDORS**



**NAIL / HAIR SALONS
AND BARBER SHOPS**



MANUFACTURING



Implementation

A HUB OF TOOLS WILL BE BUILT FOR BETTER COVID SAFETY COMMUNICATIONS WITH LA'S BUSINESS COMMUNITY

We will build a website which serves as a robust hub of communication tools for businesses to download, print and order to support employers, employees, customers, and community members around COVID-19 safety.



We will work with leading LA artists to design business assets including:

- Posters
- Floor and window decals
- Social graphics
- Table top and other retail graphics
- Customizable / brandable tools

SOCIAL INFLUENCERS WILL BE MOBILIZED

REACHING LA'S BUSINESS COMMUNITY AROUND COVID SAFETY

Working with trusted community members we will leverage social networks to drive a community level approach that hinges on our shared responsibility messaging.



- LA nail artists / nail studios
- Hair studios / barbers
- LA restaurants / leading food influencers
- Tattoo artists
- Fitness influencers / gyms
- Fashion / retail influencers

PUBLIC ART INTERVENTIONS WILL BE PRODUCED TO DRIVE MASS AWARENESS AND ENCOURAGE COMMUNITY ADOPTION



Public art designed for the business communities in key areas:

- Wild Postings
- Murals
- Chalk Art
- Fabric Art
- Window Art
- Sign Painters

CREATIVE ASSETS WILL BE DEPLOYED

TO BE OPTIMIZED FOR DIGITAL, OOH, AND RADIO FOR COUNTY WIDE REACH



- Digital billboards
- Shopping Center Digital Signage
- Bus Shelters
- Check Out Systems
- Screensavers
- Metro Signage
- Radio Ads

EMPOWER ENGAGED AND SAFE BUSINESSES TO BECOME ADVOCATES FOR BEST PRACTICES

- Work with EDC Members to distribute and disseminate digital materials
- Engage service providers (B2B) to reach more Angelenos - Square, Banks, Insurance, Sysco, Waste Management, GrubHub, UberEats, etc.
- Activate regional networks (Chambers, Associations, City Councils, Universities/Community Colleges)
- Lean on trust built by local advocates (Sports Teams, Elected Officials, Local First Responders)



CREATIVE DIRECTION

BUILDING ON LA'S RICH SIGN PAINTING HISTORY, WE WILL CREATE AND ADAPT THE CAMPAIGN THROUGH HAND-LETTERED SIGN PAINTING



CUSTOMIZABLE

SAFER
at **WORK**
INGLEWOOD

SAFER
at **WORK**
LONG BEACH

SAFER
at **WORK**
BOYLE HEIGHTS

SAFER
at **WORK**
ENCINO

SAFER
at **WORK**
SANTA CLARITA

SAFER
at **WORK**
NAILBOX LA

SAFER
at **WORK**
LEFTY PRODUCTION CO.

SAFER
at **WORK**
THE OLD TOWN JUNCTION

EXAMPLE CREATIVE

SHOP

your **FAVORITE**
STORES
AS SAFELY
AS POSSIBLE

PROTECT YOURSELF AND OTHER ANGELENOS WHILE SHOPPING.



Wear a mask over your mouth and nose at all times while shopping. Stay 6ft apart from others. Consider washing your hands with soap and water or using hand sanitizer before and after your shopping.

SAFER
at WORK
LOS ANGELES

WE WILL *GET BACK* **TO WORK** **SAFELY** **TOGETHER**

EVERY EMPLOYEE CAN HELP SLOW THE SPREAD OF THE VIRUS.



Lactation rooms must wear a mask over your mouth and nose at all times. A face shield mask can be provided. Wash your hands with soap and water or use hand sanitizer frequently throughout the day. Employees meetings will be given to all at the beginning of each work shift. Follow cleaning practices to keep your work environment germ free by disinfecting high touch surfaces. Please stay at home if you are feeling sick. If you have COVID-19 symptoms, please advise your manager immediately. Employees who may be infected will be sent home to self-isolate and we will guide you to get an appropriate COVID test. Any close contacts among employees will also be sent home to self-isolate.

SAFER
at WORK
LOS ANGELES

EVERY **DETAIL** *counts* **TO KEEP** **L.A. BUSINESSES**



OUR GOAL IS FOR BUSINESSES TO RECOVER AND THRIVE. WE RECOMMEND PREPARING ALL PROCEDURES AND SPACES TO PROTECT EMPLOYEES AND CUSTOMERS.

Make sure your **HVAC system is in good working order.** Consider installing portable high efficiency air cleaners or upgrading the building's air filters to the highest efficiency possible. Flush each of the hot and cold water fixtures for five minutes prior to reopening. Thoroughly clean and sanitize. Ensure sanitary facilities stay operational and stocked at all times. Please provide additional soap, paper towels, and hand sanitizer where needed. **We recommend installing touchless dispensers throughout:** hand sanitizer, soap, paper towel and trash dispenser.

SAFER
at WORK
LOS ANGELES

EXAMPLE CREATIVE



SAFER
at **WORK**
LOS ANGELES

TIMELINE

TIMELINE

Phase 1 (*Sept 20 - Oct 15*)

- Define Creative Direction
- Stakeholder consensus to begin campaign

Phase 2 (*Oct 16 - Nov 17*)

- Produce Creative Graphics
- Rollout with Community Partners
- Publish Microsite

Phase 3 (*Nov 18 - Dec 31*)

- County-wide Public Launch
- OOH
- Art Interventions

**Together, let's keep
LA safer at work.**