

**ECONOMIC DEVELOPMENT POLICY COMMITTEE**  
**Thursday, April 23, 2020**  
**9:00 a.m. – 10:00 a.m.**

**Virtual/SKYPE Meeting**

**Call-in number: 1-323-776-6996 Access Code: 498935018#**

**AGENDA**

1. Introductions
2. Legislative update 10 minutes  
(Angela Ovalle, CEO)
3. Business Relief Funds update 15 minutes  
(LACDA, DCBA, WDACS)
4. COVID-19 Relief efforts for workers and businesses 15 minutes  
(WDACS)
5. COVID-19 Portal and Website update 10 minutes  
(DCBA, CEO)
6. COVID-19 related Board items/report backs 5 minutes  
(various)
7. Public comment 5 minutes

**NOTE:**

Please send comments to [EconomicDevelopment@ceo.lacounty.gov](mailto:EconomicDevelopment@ceo.lacounty.gov) by Wednesday April 22 at noon. They will be shared with the Committee prior to the meeting.

# WDACS RESPONSE TO COVID-19: Economic Impact in Los Angeles County

April 2020



# ECONOMIC IMPACT DUE TO COVID-19

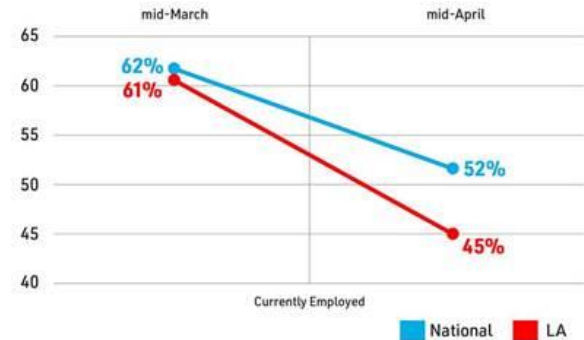
LA County has 139,000 businesses in industries with the highest risk of job losses. A likely conservative estimate of their annual revenue (also per D&B) is \$125 billion (Dunn & Bradstreet).

Leisure and hospitality declined the most, losing 20,000 jobs. This was the largest month-over drop going back to 1990.

## Understanding Coronavirus in America

USC  
Dornsife  
Center for Economic  
and Social Research

Percent of currently employed Americans dips 16%; even more severe drop in LA county



A total of 5,477 adult members of the Understanding Coronavirus in America tracking survey participated in the online survey between March 1 - 14, 2020. The sample included 1,080 residents of Los Angeles County. Participants were members of USC Dornsife Center for Economic and Social Research's Understanding America Study, a probability-based online survey panel recruited using address-based sampling. Margin of sampling error is +/- 2 percentage points for the national sample, and +/- 4 for LA County. More information at [Covid19Pulse.usc.edu](https://covid19pulse.usc.edu)

## ECONOMIC IMPACT DUE TO COVID-19 ANALYSIS

- In March 2020, Los Angeles County saw an increase of 320,500 unemployed individuals resulting in a 6.4% unemployment rate
- LA County Workforce Board Area represents 35% of all unemployment insurance claims received in the County.
- For March, 459,665 individuals filed for Unemployment Insurance within Los Angeles County

# WDACS WORKFORCE ACTION PLAN

## Access to Services

- Disaster Help Center
- Virtual AJCC
- Business Town Halls

## AVERT BUSINESS CLOSURE AND LAYOFFS

- Layoff Aversion
- Business Technical Aversion
- Rapid Response

## FUNDING

- LA County Employer Assistance Grant Fund
- Worker Resiliency Fund (forthcoming)

## OUTREACH

- Update website
- Employer & Employee Guides
- Social media
- Newsletter

## RAPID RE-EMPLOYMENT

- Northrup Grumman Partnership
- Proterra
- Hire-Up
- Working with organized labor

## ADVOCACY

- Provided legislative guidance and language to the CEO

# LA COUNTY DISASTER HELP CENTER



\*Disaster Help Center officially went live on March 26<sup>th</sup>

Number of calls: **7,108**

Number of Worker Inquiries Logged: **2,012**

Number of Business Inquiries Logged: **1,205**

Total: **3,217**

Call agents provide accessibility in 11 of the most commonly spoken languages in LA County

# DISASTER HELP CENTER – WORKER CALLS OVERVIEW

Industries workers are calling from:

Hospitality/  
Restaurant

Professional  
Services

Retail

Manufacturing

Healthcare

Top Services Requested:

Resident Evictions

Unemployment

Utility Assistance

Laws impacting  
businesses  
(essential/non-  
essential businesses)

# DISASTER HELP CENTER – BUSINESS CALLS OVERVIEW

## Industries businesses are calling from:

Construction

Manufacturing

Entertainment

Hospitality/Restaurant

Healthcare

Retail

## Top Services Requested:

Grants

New laws and  
policies

Commercial  
eviction

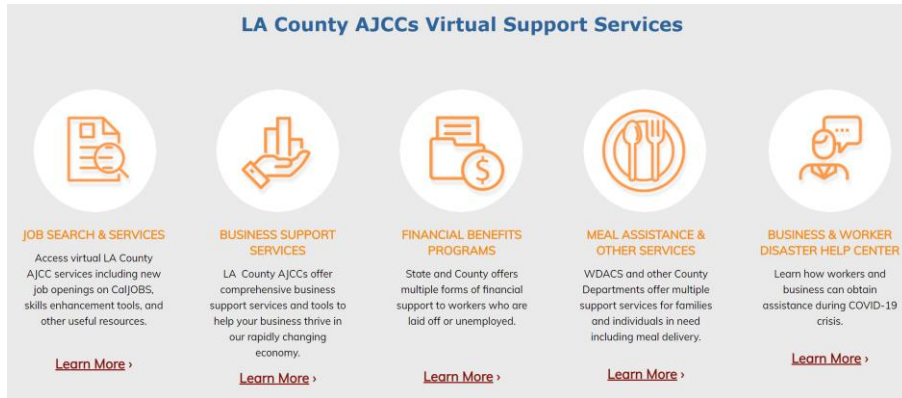
Rapid  
Response and  
Layoff Aversion



# INNOVATIVE SERVICE DELIVERY

[workforce.lacounty.gov](https://workforce.lacounty.gov)

**LA County AJCCs Virtual Support Services**



- JOB SEARCH & SERVICES**  
Access virtual LA County AJCC services including new job openings on CalJOBS, skills enhancement tools, and other useful resources.  
[Learn More >](#)
- BUSINESS SUPPORT SERVICES**  
LA County AJCCs offer comprehensive business support services and tools to help your business thrive in our rapidly changing economy.  
[Learn More >](#)
- FINANCIAL BENEFITS PROGRAMS**  
State and County offers multiple forms of financial support to workers who are laid off or unemployed.  
[Learn More >](#)
- MEAL ASSISTANCE & OTHER SERVICES**  
WDACS and other County Departments offer multiple support services for families and individuals in need including meal delivery.  
[Learn More >](#)
- BUSINESS & WORKER DISASTER HELP CENTER**  
Learn how workers and business can obtain assistance during COVID-19 crisis.  
[Learn More >](#)

## AJCC Virtual Services Include:

- Tools for businesses and job seekers
- Connection to online education
- Direct connection to our AJCCs for training benefits and supportive services

## Additional Efforts:

- Proactively providing LA County residents COVID-19 resources and information by updating WDACS and Workforce homepage sites.

# AVERT BUSINESS CLOSURE AND AVOID LAYOFFS



In partnership with LAEDC, we provided Business Technical Assistance to **892 unique businesses** with layoff aversion services since the State/County/Federal state of emergency was declared.

This has resulted in **596** layoffs being averted during the month of March.

In March and first two weeks in April, there has been an increase of **470%** over our monthly average of WARN notices

	<b>Average</b>	<b>March, 2020</b>	<b>April 1-15, 2020</b>	<b>Percent Increase in March</b>	<b>Percent Increase in April</b>
Number of WARNs and non-WARNs	30	141	349	470%	1163%
Number of Affected Employees	918	9,104	17,338	992%	1889%

AVOID CLOSING YOUR BUSINESS  
DUE TO THE IMPACT OF COVID-19

**Rapid Response  
Program**



# INNOVATIVE USE OF FUNDS TO MEET NEEDS OF OUR COUNTY BUSINESSES

Retain your workers,  
Remain in business.

COVID-19 affected business can apply for a grant of up to \$10,000.



Does Your Business Qualify for a Grant?



Proof of Economic Hardship



Established on or before December 4, 2019



Have between 1 to 50 full-time employees

The grant program is open to for-profit corporations, partnerships, or non-profits with a for-profit activity in Los Angeles County, social enterprises and non-profit (501(c)(3)) firms qualify. Application review priority will be given to businesses in the unincorporated areas of LA County. [planning.lacounty.gov/znet](http://planning.lacounty.gov/znet)

What amount of grant award can businesses receive?

A business will be awarded up to \$10,000 demonstrated need. Funds may be used for:



Utilities



Rent



Inventory



Mortgage Payments



Operational costs



Payables incurred prior

Submit your Grant Application on April 9th!

**How to Apply**  
Thursday 4/9/2020 at 8:00am  
The application will be available at [workforce.lacounty.gov](http://workforce.lacounty.gov).  
As funds are limited, the first round of applications will be processed on a first-come first-serve basis and will close once 150 application are received or at 8:00am, Wednesday, April 15, whichever is first.

**Questions?**  
For questions and additional information, email [bizdev@wdacs.lacounty.gov](mailto:bizdev@wdacs.lacounty.gov)

**Required Supporting Documents**  
- Financial and/or organizational documents that supports demonstration of significant economic hardship as a result of the COVID-19  
- A brief budget sheet

About the L.A. County Employer Assistance Grant Fund

On March 4, 2020, California Governor Newsom announced a State of Emergency across California as a result of COVID-19. The Los Angeles County Department of workforce Development, Aging and Community Services (WDACS) received Additional Assistance funding from the State of California Employment Development Department (EDD) to assist our local workers and businesses during the COVID-19 crisis. WDACS will use a portion of the funds to provide grants to qualified businesses within LA County that demonstrate significant economic hardship as a result of COVID-19 in order to help them retain workers and remain in business during these challenging times.

## LOS ANGELES COUNTY EMPLOYER ASSISTANCE GRANT FUND

WDACS launched the Employer Assistance Grant Fund, the first grant initiative launched across the County, and first ever at WDACS, aimed at helping small businesses economically impacted by COVID-19. **150 applications** were received on April 9, 2020 in 8 minutes, and almost **9,000 businesses** are on the waitlist.

Provided additional COVID-19 resources to **6,900+** businesses on the LA County Employer Assistance Grant Fund waitlist.

# LA COUNTY EMPLOYER ASSISTANCE GRANT FUND

## LOS ANGELES EMPLOYER ASSISTANCE GRANT FUND PORTOFLIO SUMMARY AS OF APRIL 20, 2020

Fifty-nine (59) approved applications

- ▶ 20 minority-owned, woman-owned or veteran-owned businesses
- ▶ Total of \$1.5 million revenue retained/generated
- ▶ Total of 120 layoffs averted through these awards
- ▶ Industries represented: Hospitality, Travel, Entertainment, Manufacturing, Professional Services, Education, Healthcare, Non-Profit

### Supervisory district breakdown of awards

1<sup>st</sup> District (12)

2<sup>nd</sup> District (15)

3<sup>rd</sup> District (11)

4<sup>th</sup> District (11)

5<sup>th</sup> District (10)

## EDUCATION AND OUTREACH TO IMPACTED BUSINESSES



Proactive efforts from Business Service Representatives to reach out to businesses impacted by COVID-19 to provide virtual services resulted in:



■ **1,325** Unique Businesses Served with COVID-19 technical assistance

■ **13,856** services provided

■ **10,270** Unique businesses reached

*Tracking in Launchpad for COVID-19 officially went live Tuesday March 17<sup>th</sup>*

# EDUCATION AND OUTREACH TO IMPACTED BUSINESSES



## COVID-19 WEBINAR SERIES

# BUSINESS TOWN HALLS

L.A. County Business Development services, a division of L.A. County WDACS, has partnered with L.A. County America's Job Centers (AJCC) to host a series of virtual assistance town halls tailored for the local business and non-profit community. The webinars are designed to provide the latest resources and information related COVID-19 assistance for businesses and non-profit organizations.

**1,098** participants over past **13 Town Halls**

Town Halls are scheduled bi-weekly during COVID-19 pandemic.

**Register: [Linktr.ee/lacbizdev](https://linktr.ee/lacbizdev)**

Questions: [BizDev@wdacs.lacounty.gov](mailto:BizDev@wdacs.lacounty.gov)

# PROVIDING TIMELY, VALUE-ADDED RESOURCES TO OUR LOCAL COMMUNITY

Social media efforts during covid-19 resulted in **7,000% increase** in views/engagement across all EBD social channels.

@LACountyWDACS

@LACBizDev

lacountywdacs

**ANNOUNCEMENT**

**Unemployment Insurance (UI)**

The fastest way to file a UI claim is Online at: [edd.ca.gov/UI\\_Online](http://edd.ca.gov/UI_Online)

You may also call: 1-800-300-5616

WDACS  
Welding & Design  
Advanced Center of Excellence

EDD  
Employment Development  
Department  
STATE OF CALIFORNIA

lacountywdacs

Our America's Job Centers of California (AJCCs) have launched virtual services.

In alignment with the County's "Safer at Home" order in response to the COVID-19 outbreak, LA County America's Job Centers of California (AJCCs) will no longer accommodate walk-in clients and will launch expanded virtual services via [workforce.lacounty.gov](http://workforce.lacounty.gov).

Questions?

Individuals  
[ajccjobs@wdacs.lacounty.gov](mailto:ajccjobs@wdacs.lacounty.gov)  
(888)-226-6300

Businesses  
[bizdev@wdacs.lacounty.gov](mailto:bizdev@wdacs.lacounty.gov)

WDACS  
Welding & Design  
Advanced Center of Excellence

America's Job Centers  
of California

**NOVEL CORONAVIRUS**  
TIPS FOR BUSINESSES MARCH/MARZO 2020  
CONSEJOS PARA NEGOCIOS COVID-19

- ENCOURAGE SICK EMPLOYEES TO STAY HOME**  
EMPLEADOS ENFERMOS DEBERÍAN QUEDARSE EN CASA
- CROSS TRAIN STAFF TO PREVENT BEING SHORTHANDED**  
ENTREN EN TAREAS MÚLTIPLES PARA EVITAR SERAN CORTO DE EMPLEADOS
- COVER COUGHS & SNEEZES - WASH HANDS FREQUENTLY**  
CUBRITOS & ESTORNIDOS - LAVASE LAS MANOS CON FRECUENCIA
- KEEP ALL WORK AREAS CLEAN AND SANITIZED**  
MANTENGA TODAS LAS AREAS DE TRABAJO LIMPIAS Y DESINFECTADAS
- SEEK FEDERAL EMERGENCY ASSISTANCE IF NEEDED**  
APLIQUE PARA PRESTANCOS EMERGENCIALES DE NEGOCIOS SI SU NEGOCIO HA SODO AFECTADO

BUSINESS DEVELOPMENT SERVICES  
@LACBIZDEV

**NOVEL CORONAVIRUS**  
TIPS FOR BUSINESSES MARCH/MARZO 2020  
CONSEJOS PARA NEGOCIOS COVID-19

RESPONSE WITHIN RESPUESTA DENTRO

**24**  
HOURS/HORAS

**(213) 810-1641**

LEAVE US A MESSAGE DEJANOS UN MENSAJE  
[BIZDEV@WDACS.LACOUNTY.GOV](mailto:BIZDEV@WDACS.LACOUNTY.GOV)

MONDAY-FRIDAY 8AM-5:30PM  
LUNES-VIERNES

BUSINESS DEVELOPMENT SERVICES  
@LACBIZDEV

# SHARE UPDATED NEWS, INFORMATION AND RESOURCES

## Ongoing newsletters to business community with value-added information



### LA County WDACS to launch \$500,000 Employer Assistance Grant Fund

*Webinar to provide guidance to local businesses on how to apply for these grants*

LOS ANGELES, CA: Today, the Los Angeles County Department of Workforce Development, Aging and Community Services (WDACS), with support of the Los Angeles County Board of Supervisors, announced that the LA County Employer Assistance Grant Fund will be launched on Wed., April 8. The LA County Employer Assistance Grant Fund will provide a total of \$500,000 to local businesses. Individual businesses may be awarded up to \$10,000 based on demonstrated need. Approximately 25% of awards will be reserved for social enterprises that demonstrate a need and ability to serve vulnerable populations. Applications will be processed on a first-come-first-served basis, and will close once 150 applications are received.

A webinar to guide businesses on the application process will be held Tuesday, April 7 at 1:30pm: [webinar link](#)

The application site will open on Wednesday, April 8, at 8:00am: [workforce.lacounty.gov](http://workforce.lacounty.gov)

"The coronavirus pandemic has impacted residents and businesses throughout Los Angeles County," said Supervisor Kathryn Barger. "It is vitally important that we pursue every resource available to support local business and help maintain good job opportunities throughout the region."

10,000+ Recipients

LOS ANGELES COUNTY  
**BIZ BUZZ**  
BROUGHT TO YOU BY:  
WDACS WORKFORCE DEVELOPMENT AGING & COMMUNITY SERVICES  
BUSINESS DEVELOPMENT & SERVICES  
**News Update**

11,000+ Recipients

### Rapid Response



Is your business facing the possibility of laying off employees or even closing? The Los Angeles County America's Jobs Centers of California (AJCCs) can help you get your business back on track. Specialized Business Service Representatives can work with you and your employees to minimize losses and improve morale. We can also assist your business with strategic planning to ensure that your business does not face a similar situation in the future. More info here, [click here](#).

### SBA Loans



The US Small Business Administration (SBA) has developed Lender Match, a free online referral tool that connects small businesses with participating SBA-approved lenders within 48 hours. More info here, [click here](#).

### EDD Work Sharing Program



### LAEDC Layoff Aversion





# RAPID RE-EMPLOYMENT

Strategically remodeling recruitment efforts to virtually employ dislocated workers due to COVID-19 outbreak.

Proterra

Hire-up  
(work with  
organized labor)



**NORTHROP GRUMMAN** America's Job Center of California  
**PRE-SCREENING EVENT**  
April 27th, 28th & 29th, 2020  
\*By Virtual Appointment

## NORTHROP GRUMMAN PARTNERSHIP

250 Candidates were interviewed, and 175 people have recently been hired, through a partnership with Northrop Grumman. 18 of the individuals hired are veteran

The positions of these new hires include assembly and fabricating positions, with starting wages at **\$23 per hour**. Others were hired as truck drivers, electrical assembly technicians, office workers, and logistics or shipping roles.

## HOW YOU CAN HELP

**Promote Disaster Help  
Center**

**Share social media  
posts  
@LACountyWDACS  
@LACBizdev**

**Distribute Rapid  
Response flyer**

**Inform Businesses about  
Workforce services for  
employers and workers**

**Direct impacted workers to  
[Workforce.lacounty.gov](http://Workforce.lacounty.gov)**

## WDACS SERVICES CONTACT INFORMATION

For **Job Seekers/Employees**, contact:

**Email:** [AJCCJOBS@wdacs.lacounty.gov](mailto:AJCCJOBS@wdacs.lacounty.gov)

**Phone:** (888) 226-6300

**Social Media:** @LACountyWDACS

For **Businesses/Employers**, contact:

**Email:** [Bizdev@wdacs.lacounty.gov](mailto:Bizdev@wdacs.lacounty.gov)

**Phone:** (213) 810 - 1641

**Social Media:** @LACBizdev