County of Los Angeles

ECONOMIC DEVELOPMENT POLICY COMMITTEE MEETING

DATE: Thursday, May 5, 2022
TIME: 9:00 a.m.

THIS MEETING WILL CONTINUE TO BE CONDUCTED VIRTUALLY TO ENSURE THE SAFETY OF MEMBERS OF THE PUBLIC AND EMPLOYEES AS PERMITTED UNDER STATE LAW.
TO PARTICIPATE IN THE MEETING CALL TELECONFERENCE NUMBER:
tel:+1-323-776-6996, **access code: 918 840 874#**
Link to Microsoft Teams meeting:
Join Virtual Meeting Here

AGENDA

Members of the Public may address the Economic Development Policy Committee on any agenda item by submitting awritten request prior to the meeting. Two (2) minutes are allowed per person in total for each item.

1. CALL TO ORDER

2. GENERAL PUBLIC COMMENT

3. PRESENTATION/DISCUSSION ITEM(S):

A. Otis College Report on the Creative Economy – 30 mins
- Kristin Sakoda, Director, Los Angeles County Department of Arts & Culture
- Kelly LoBianco, Executive Director, Economic & Workforce Development
- Adam Fowler, Founding Partner of CVL Economics

B. AJCC Stakeholder Forums – 30 mins

- Kelly LoBianco, Executive Director, Economic & Workforce Development
- Jose Perez, Assistant Director, Economic & Workforce Development

4. PUBLIC COMMENT

5. STANDING ITEMS

A. Progress on American Rescue Plan Act Program Implementation and Outcomes

B. Economic Development Optimization: New Department Transition

C. Poverty Alleviation Initiative

- Carrie Miller, Executive Director of the Poverty Alleviation Initiative

6. ADJOURNMENT

Los Angeles County Economic Development Objectives:

- Attract, develop and retain businesses that provide quality jobs in high growth industries
- Increase employment opportunities by improving workforce development skills and employer partnerships
- Invest in infrastructure needs to improve and maintain competitiveness of LA County Region
- Coordinate across multiple County agencies to ensure that services to workers, businesses and entrepreneurs are coordinated and streamlined to facilitate a “no wrong door approach” to serving our constituents
- Work to balance jobs with housing

IF YOU WOULD LIKE TO EMAIL A COMMENT ON AN ITEM ON THE ECONOMIC DEVELOPMENT POLICY COMMITTEE AGENDA, PLEASE USE THE FOLLOWING EMAIL AND INCLUDE THE AGENDA NUMBER YOU ARE COMMENTING ON:

DKELLEHER@CEO.LACOUNTY.GOV

The Creative Economy

2022 OTIS COLLEGE REPORT ON THE CREATIVE ECONOMY

Adam J. Fowler

Founding Partner, CVL Economics

May 5, 2022

OTIS COLLEGE OF ART AND DESIGN

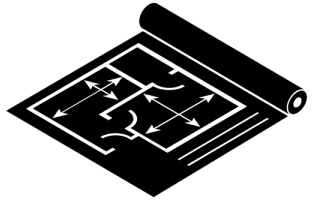
CVL ECONOMICS

OVERVIEW

THE CREATIVE ECONOMY

Entertainment and Digital Media

Fine and Performing Arts



Architecture and Related Services

Creative Goods and Products

Fashion

OVERVIEW

THE CALIFORNIA CREATIVE ECONOMY

1,370,473

CREATIVE ECONOMY JOBS

2020

- **980,986** Entertainment and Digital Media
- **76,442** Fine and Performing Arts
- **225,867** Architecture and Related Services
- **35,055** Creative Goods and Products
- **52,123** Fashion

$158,477

CREATIVE ECONOMY AVERAGE ANNUAL WAGES

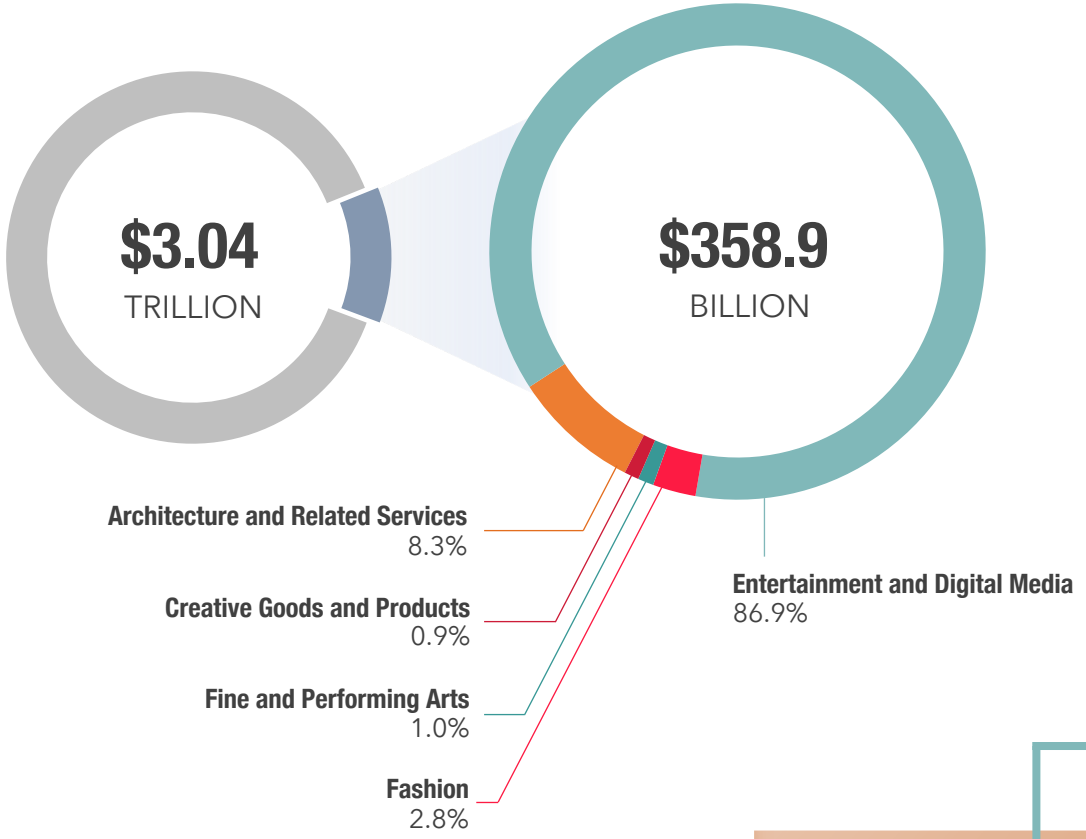
2020

$76,590

TOTAL ECONOMY AVERAGE ANNUAL WAGES

2020

CREATIVE ECONOMY DIRECT GROSS VALUE-ADD TO CALIFORNIA GRP



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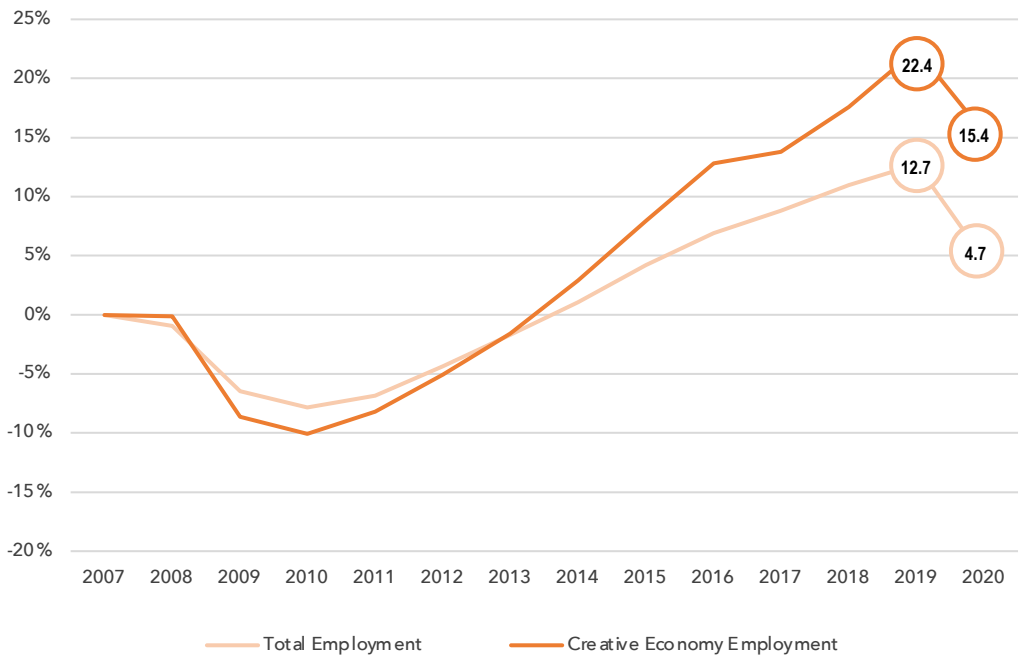
OVERVIEW

CALIFORNIA'S ECONOMIC ENGINE

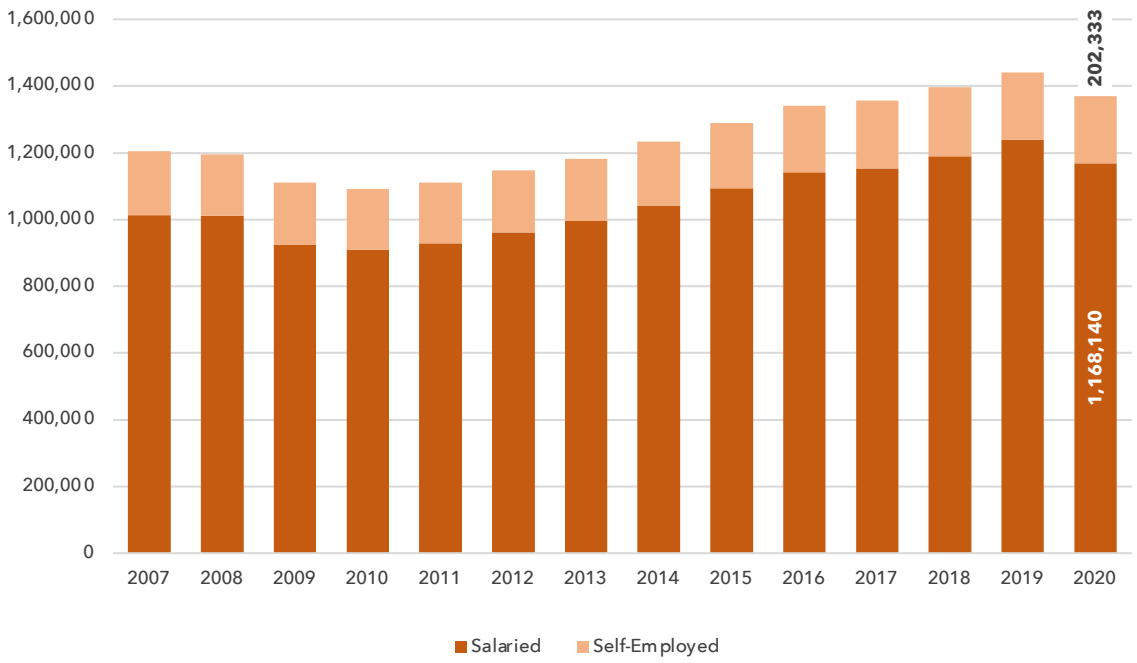
RELATIVE CHANGE IN CREATIVE ECONOMY VS. TOTAL EMPLOYMENT

2007 to 2020



CREATIVE ECONOMY EMPLOYMENT BY WORKER TYPE

2007 to 2020



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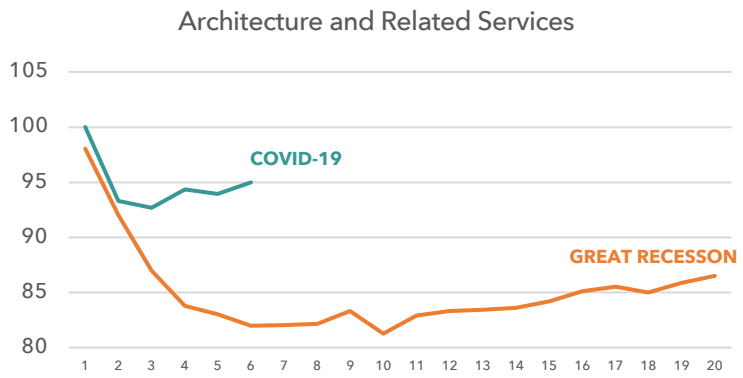
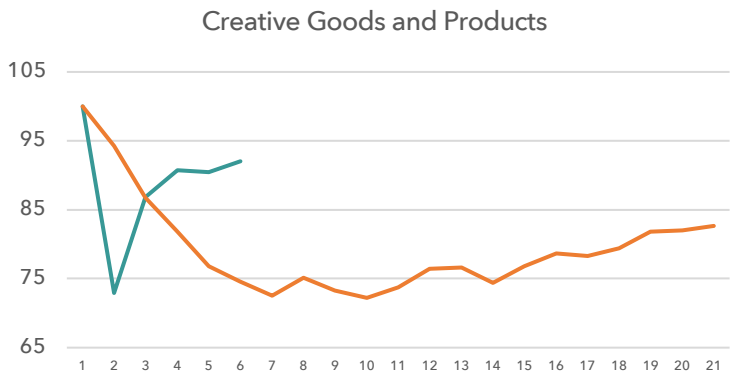
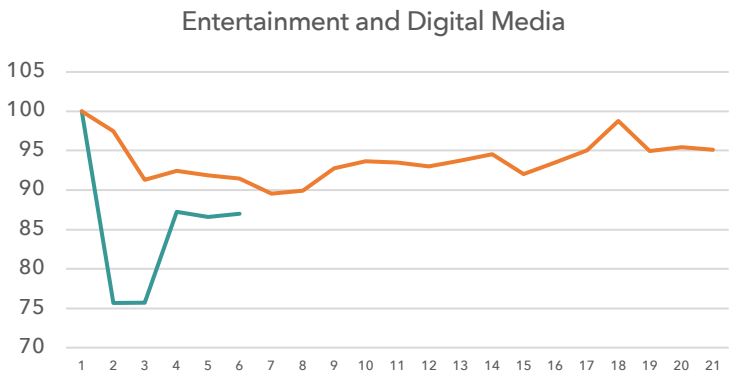
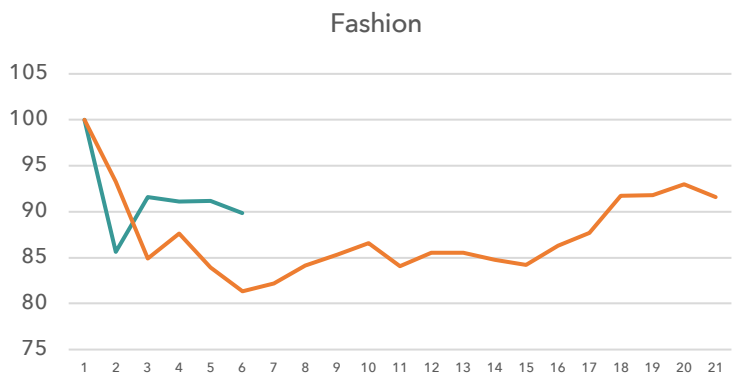
OVERVIEW

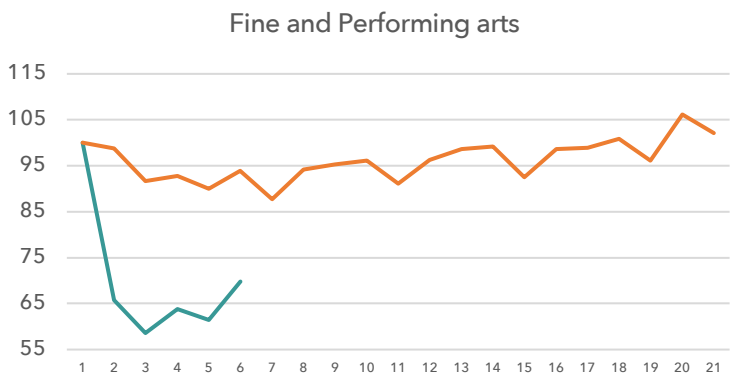
A TALE OF TWO RECESSIONS

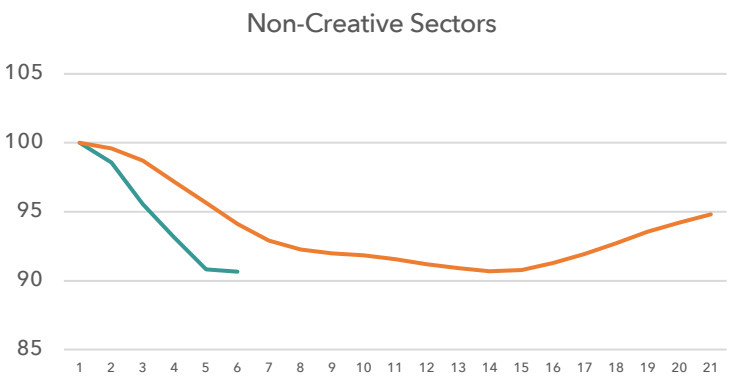












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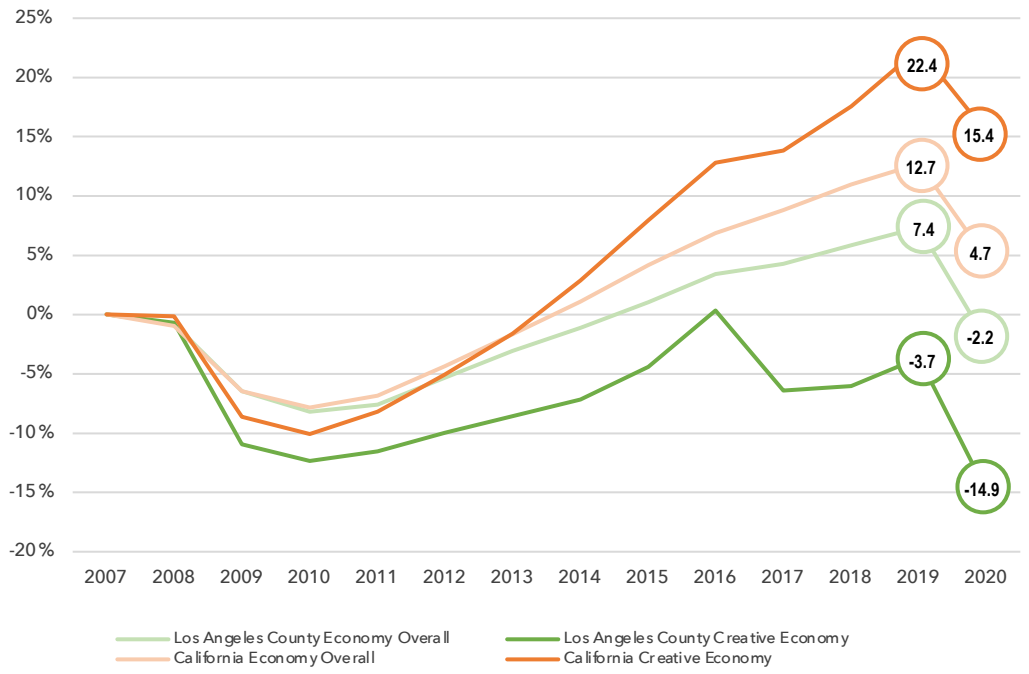
OVERVIEW

THE LOS ANGELES CREATIVE ECONOMY

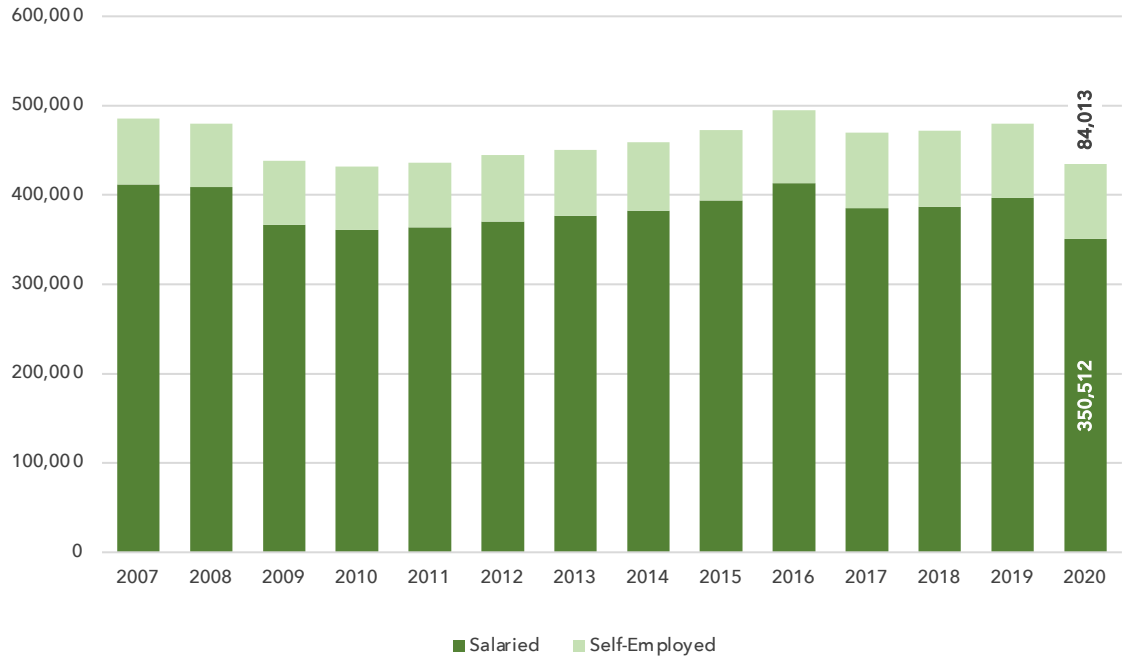
RELATIVE CHANGE IN CREATIVE ECONOMY VS. TOTAL EMPLOYMENT

2007 to 2020



CREATIVE ECONOMY EMPLOYMENT BY WORKER TYPE

2007 to 2020



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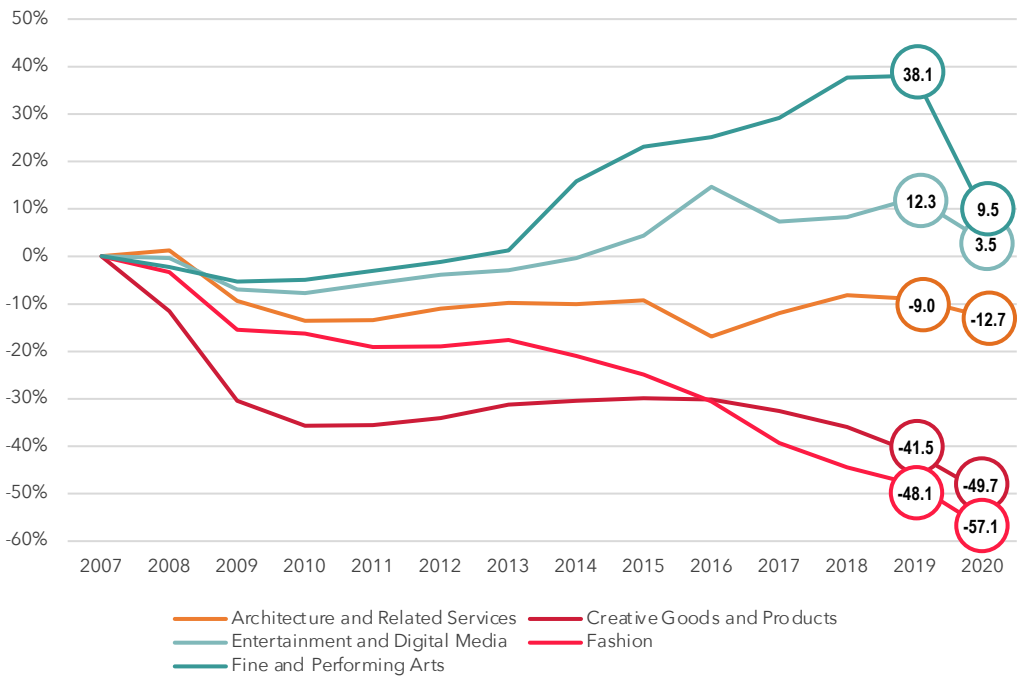
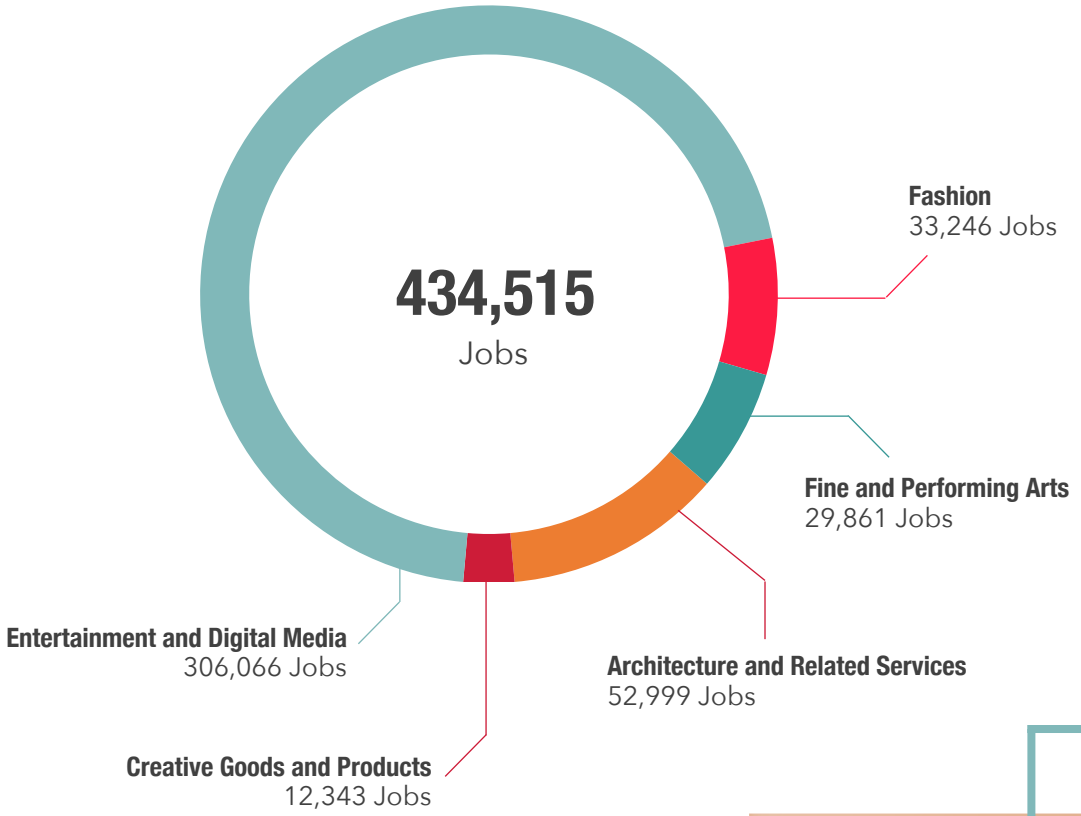
OVERVIEW

THE LOS ANGELES CREATIVE ECONOMY

RELATIVE CHANGE IN CREATIVE ECONOMY EMPLOYMENT BY SECTOR
2007 to 2020



CREATIVE ECONOMY EMPLOYMENT SHARE BY SECTOR
2020



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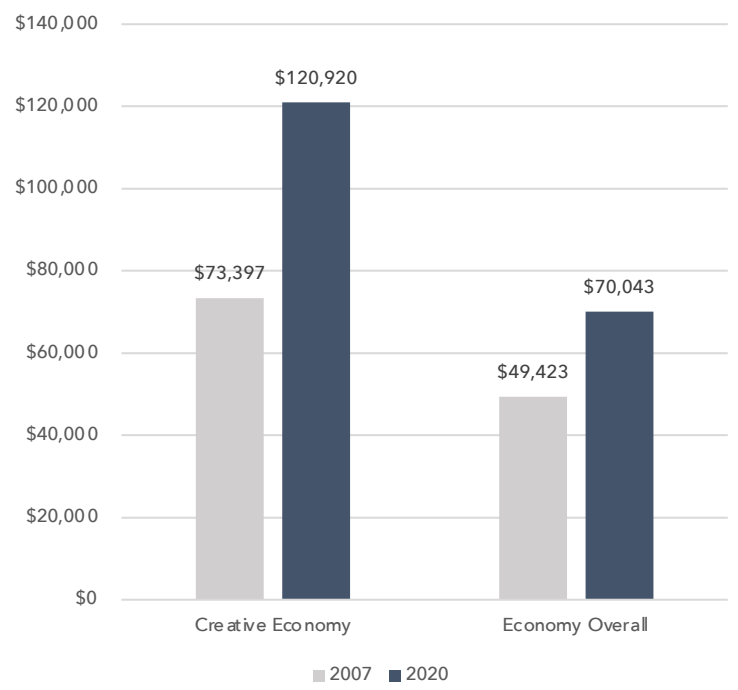
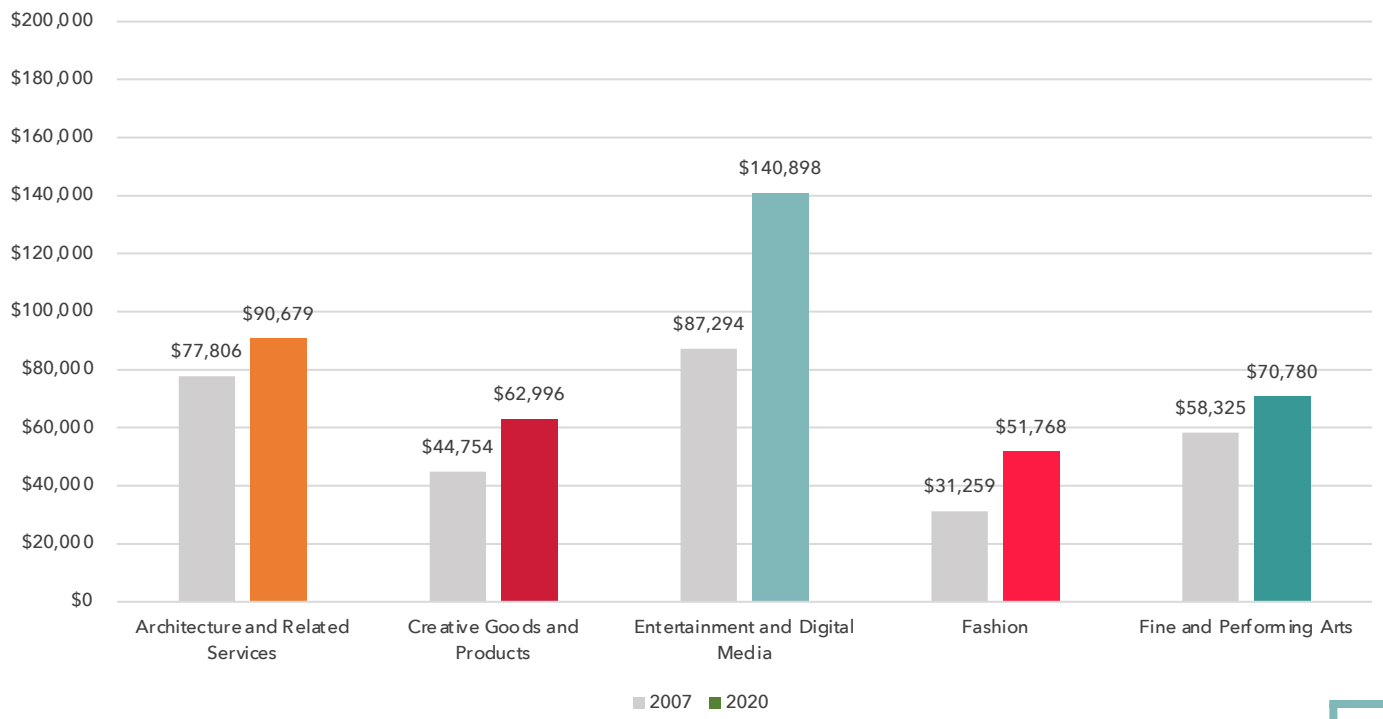
OVERVIEW

THE CREATIVE ECONOMY WAGE PREMIUM

CREATIVE ECONOMY AVERAGE ANNUAL WAGES
2007 to 2020



CREATIVE ECONOMY AVERAGE ANNUAL WAGES BY SECTOR
2007 to 2020



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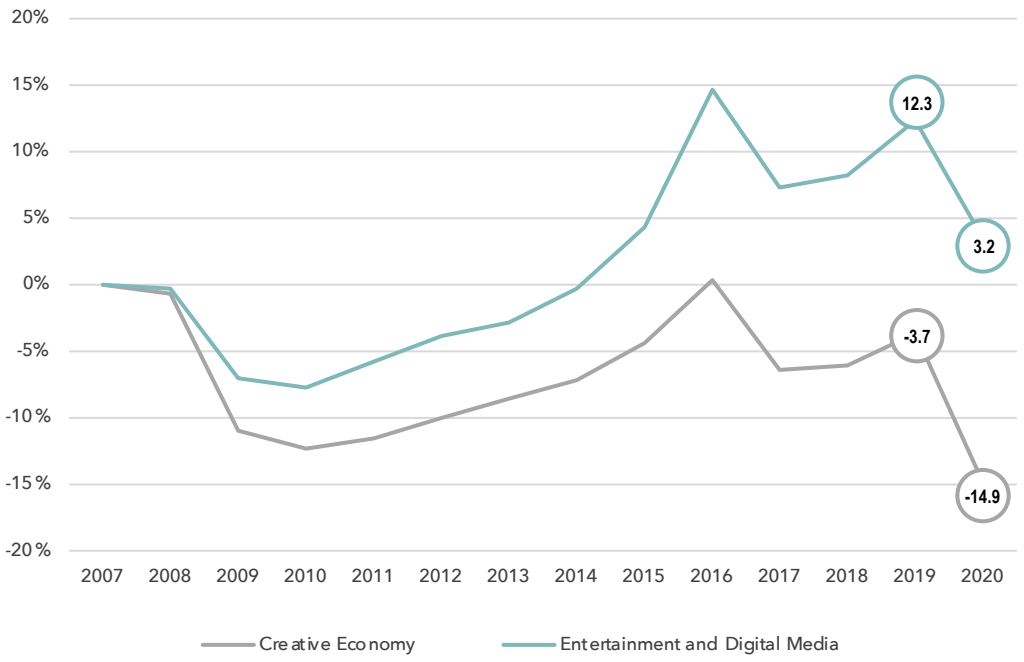
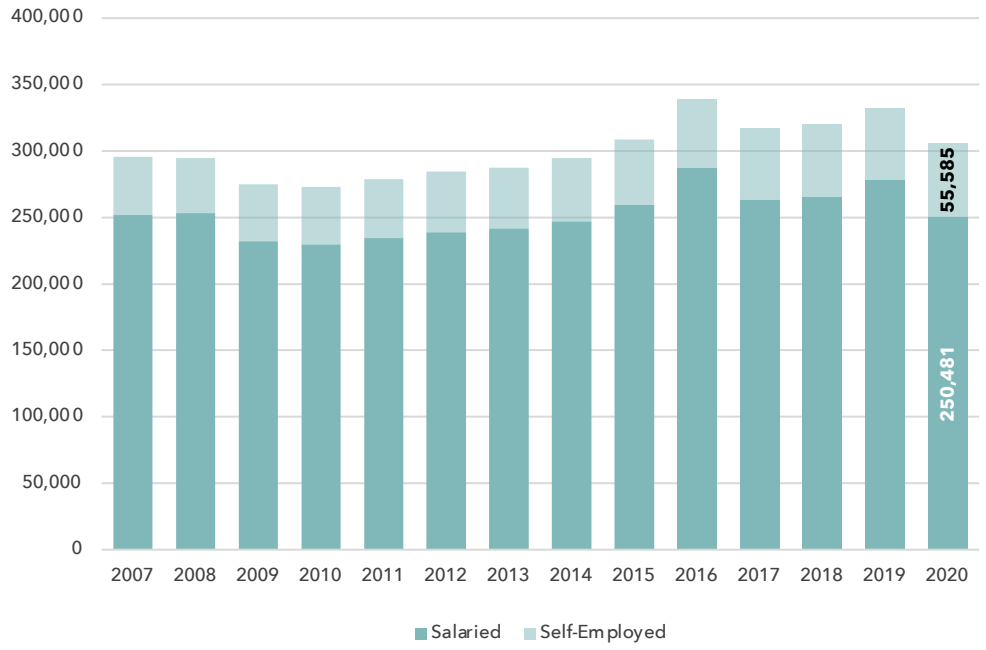
ENTERTAINMENT AND DIGITAL MEDIA

THE ECONOMIC DRIVER

RELATIVE CHANGE IN EMPLOYMENT
2007 to 2020



EMPLOYMENT BY WORKER TYPE
2007 to 2020



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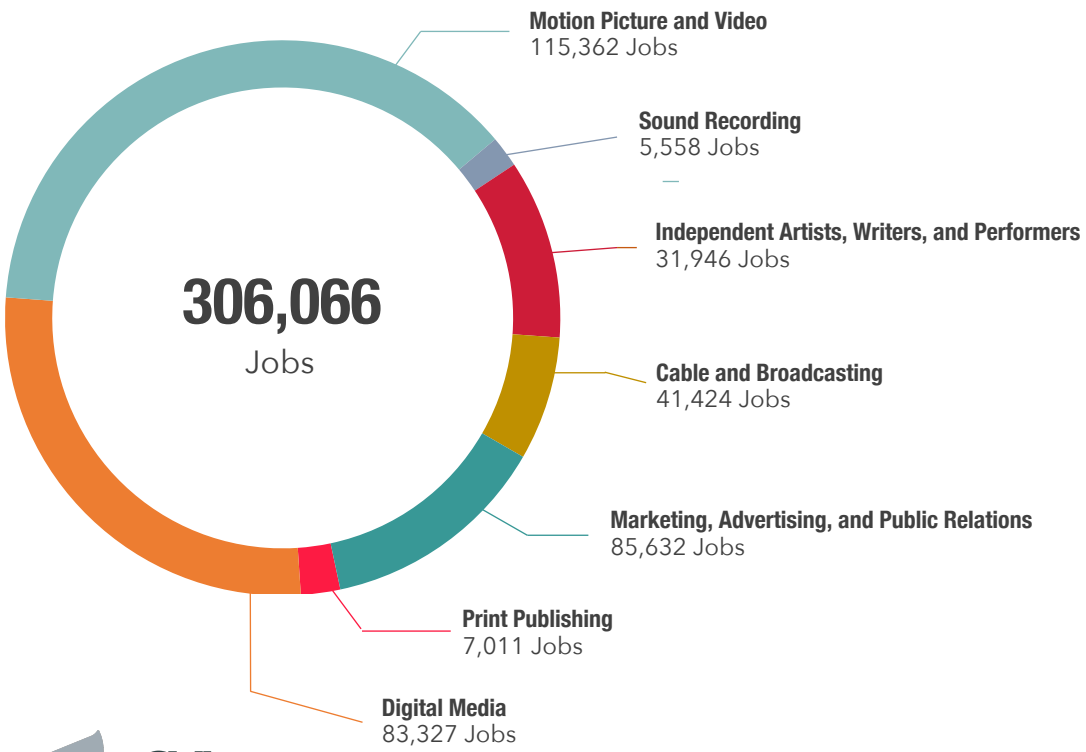
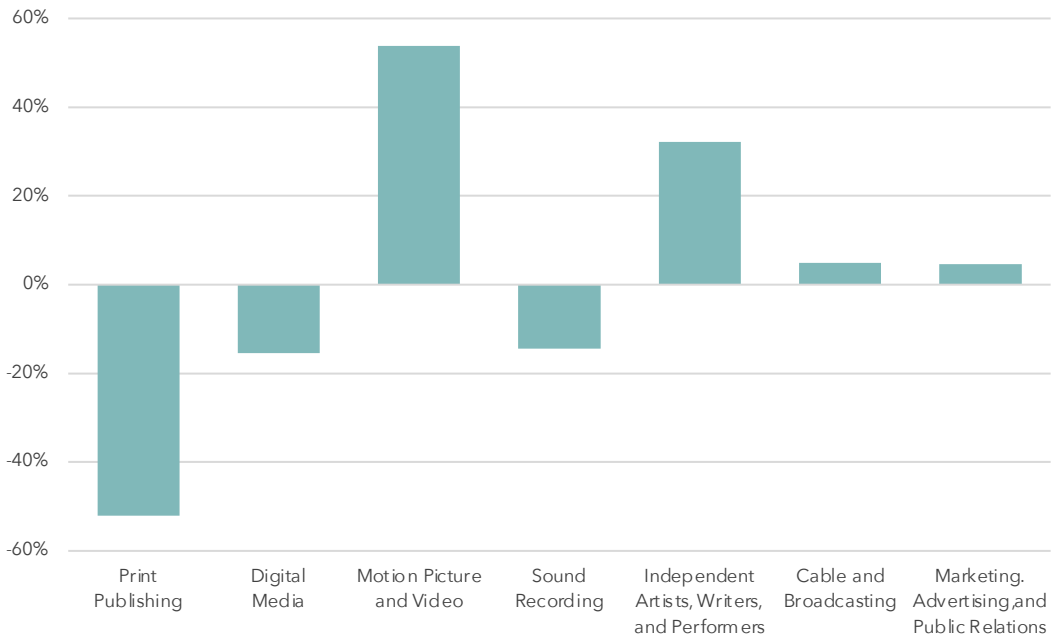
ENTERTAINMENT AND DIGITAL MEDIA

SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR
2020



PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR
2007 to 2020



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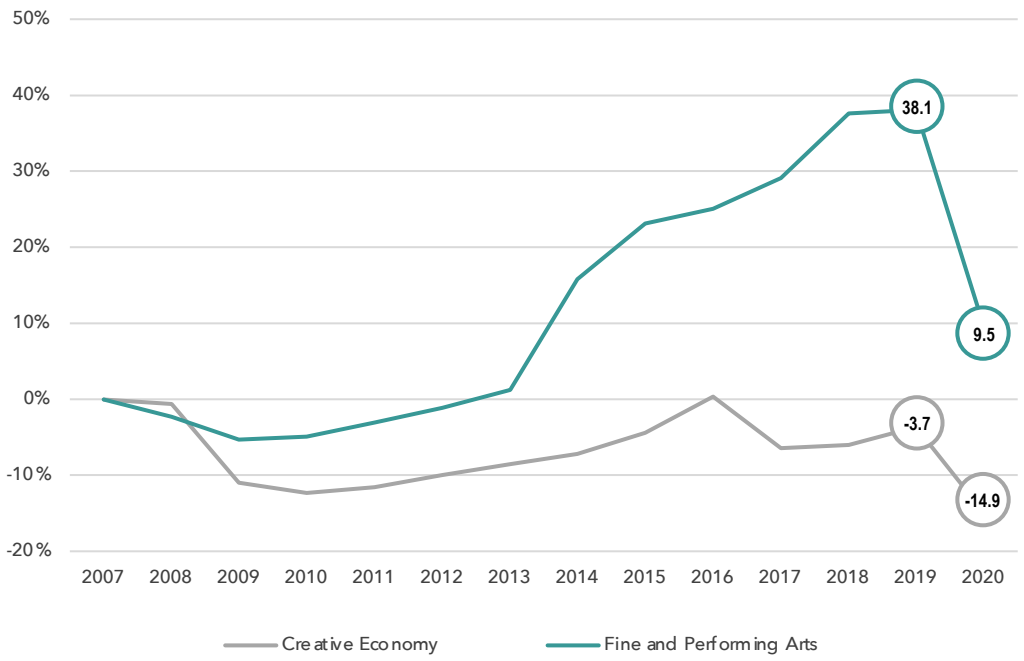
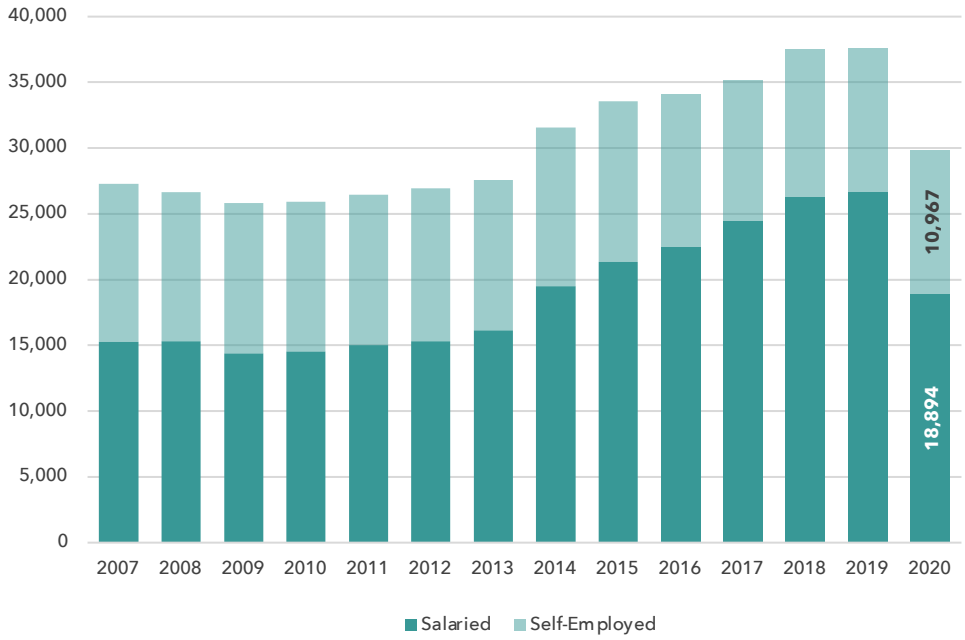
FINE AND PERFORMING ARTS

STRONG BUT VULNERABLE

RELATIVE CHANGE IN EMPLOYMENT
2007 to 2020



EMPLOYMENT BY WORKER TYPE
2007 to 2020



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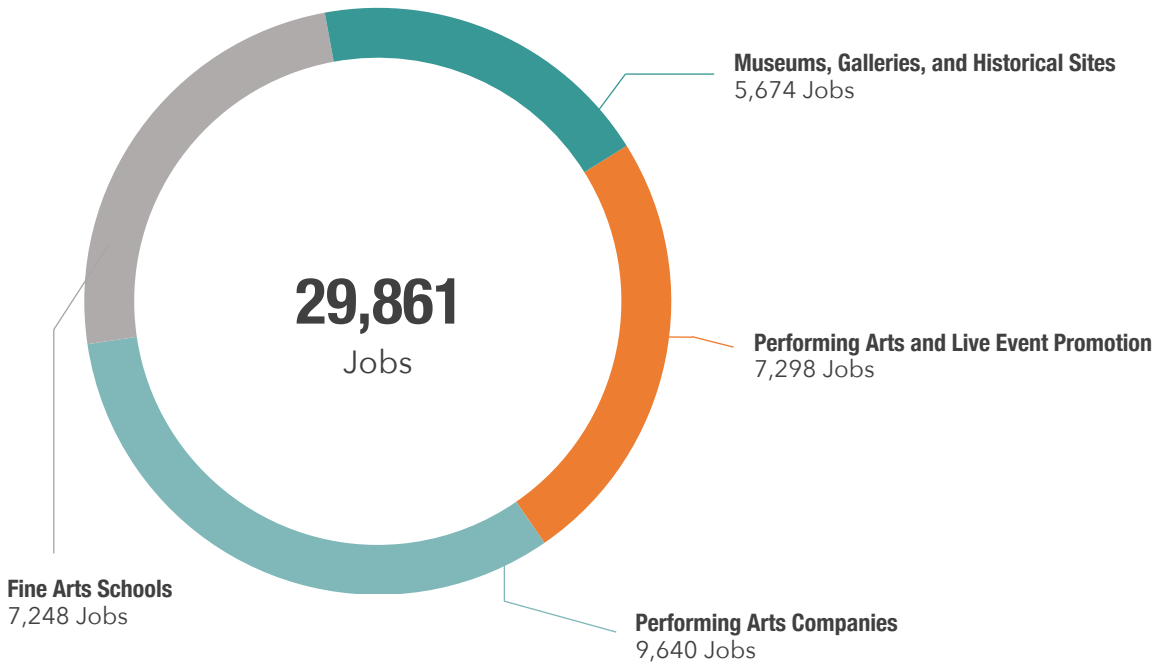
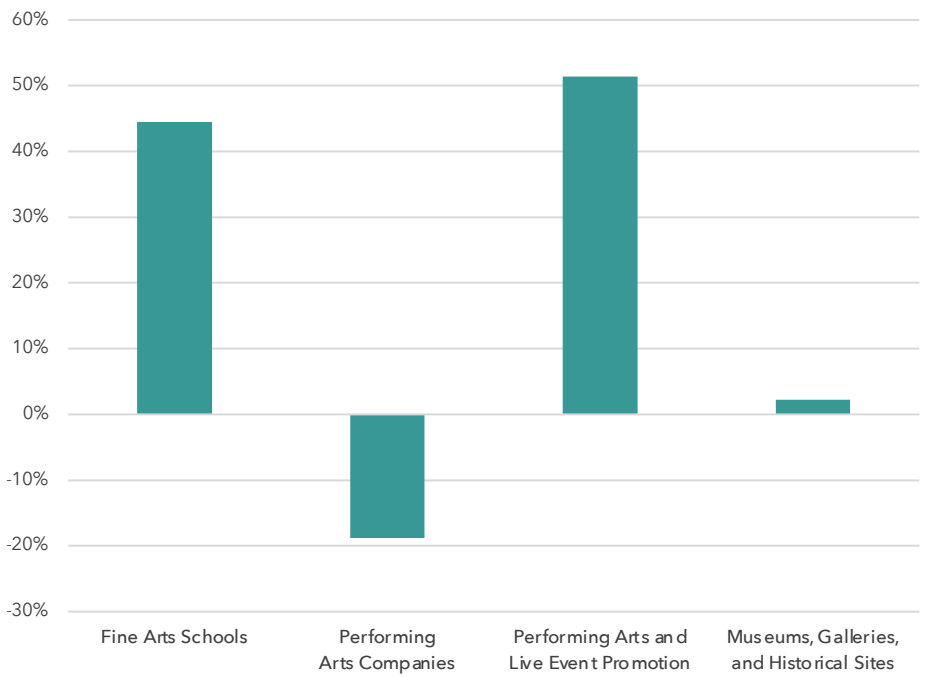
FINE AND PERFORMING ARTS

SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR
2020



PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR
2007 to 2020



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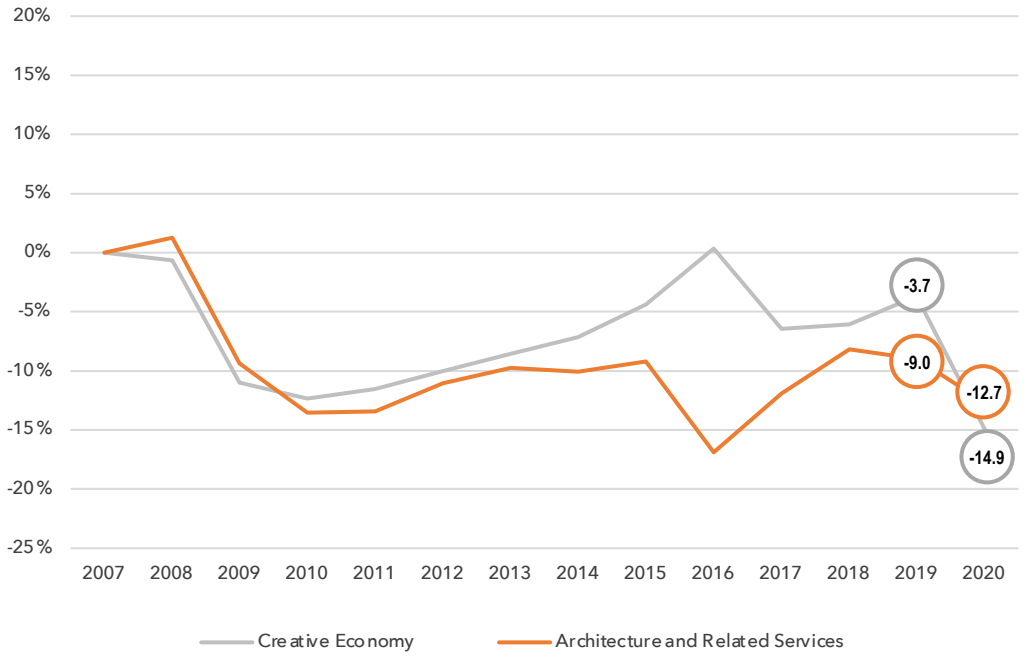
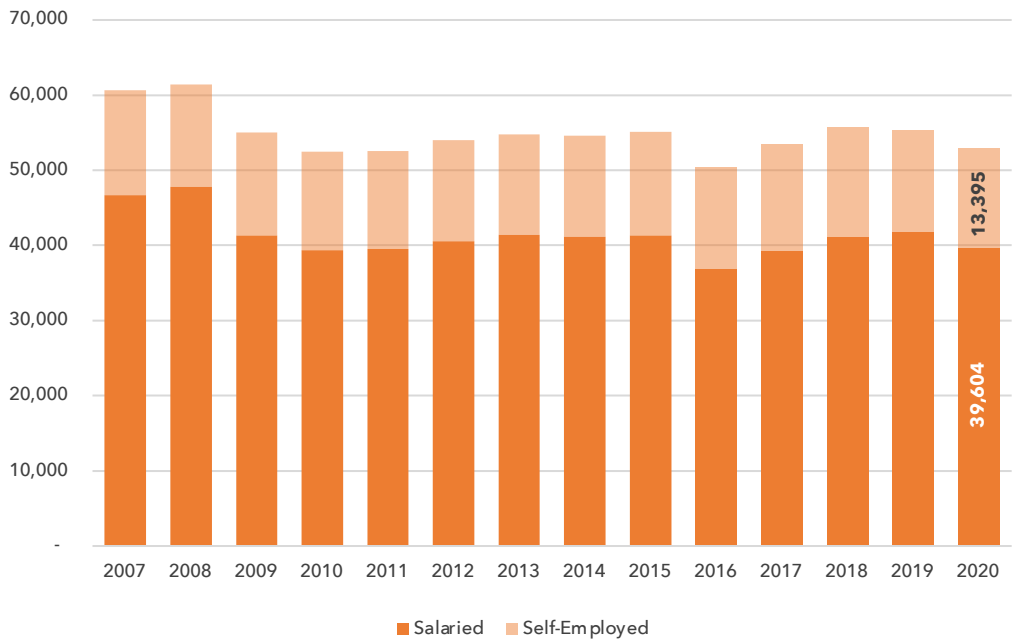
ARCHITECTURE AND RELATED SERVICES

NEWLY RESILIENT

RELATIVE CHANGE IN EMPLOYMENT
2007 to 2020



EMPLOYMENT BY WORKER TYPE
2007 to 2020



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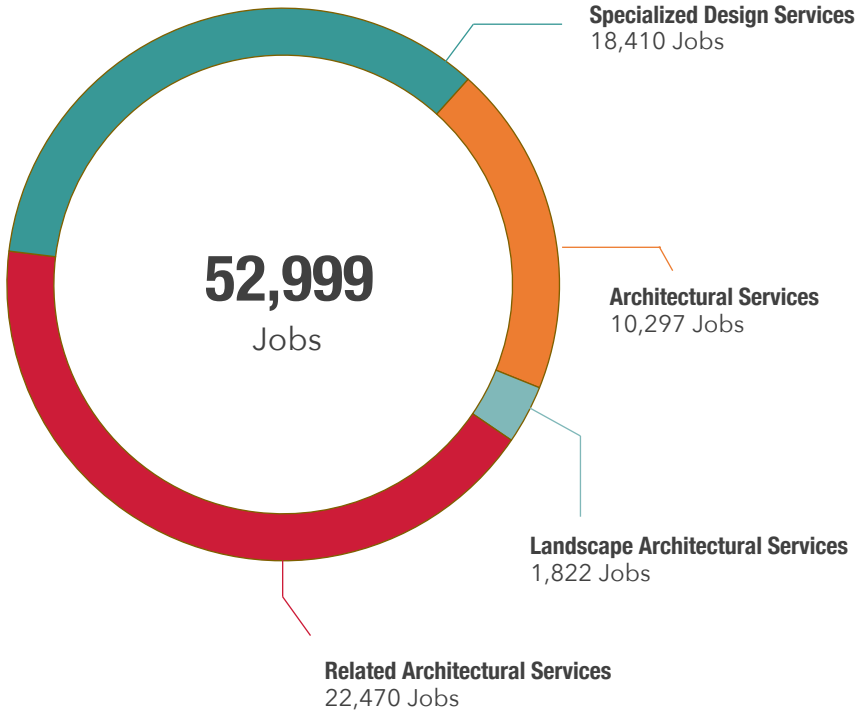
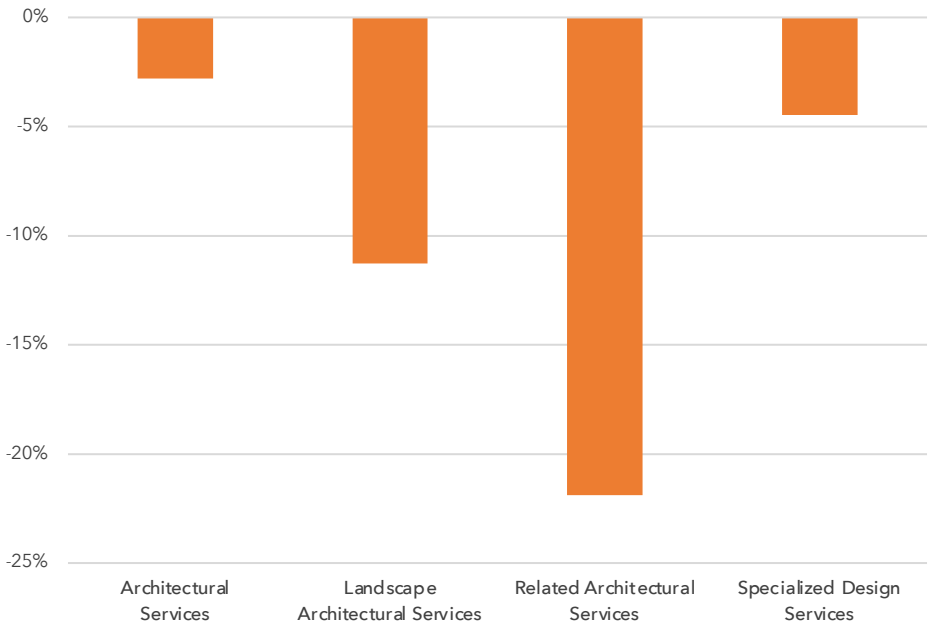
ARCHITECTURE AND RELATED SERVICES

SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR
2020



PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR
2007 to 2020



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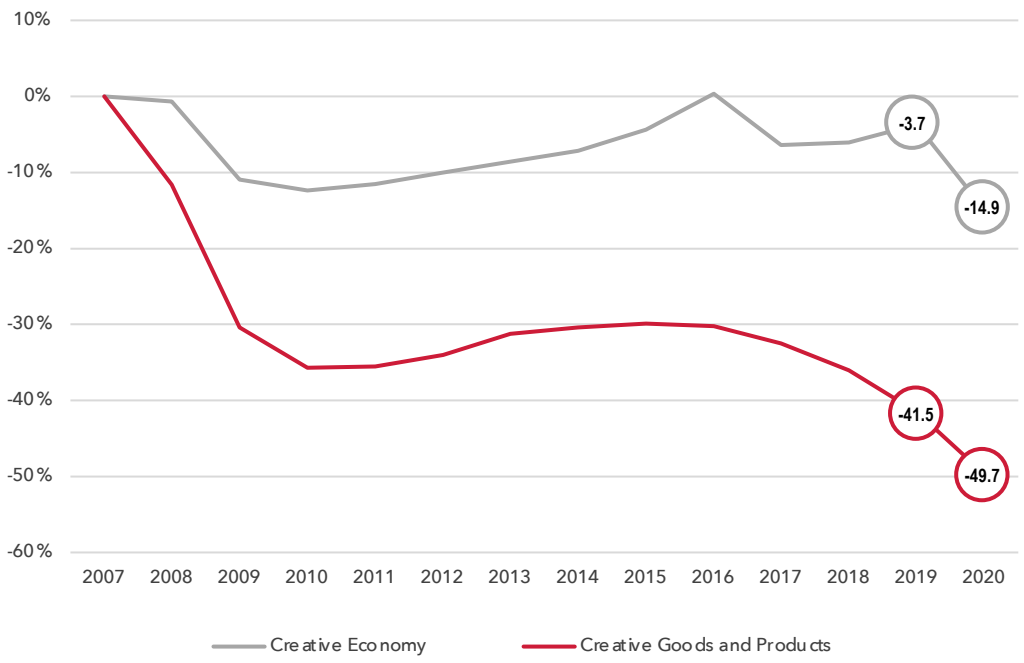
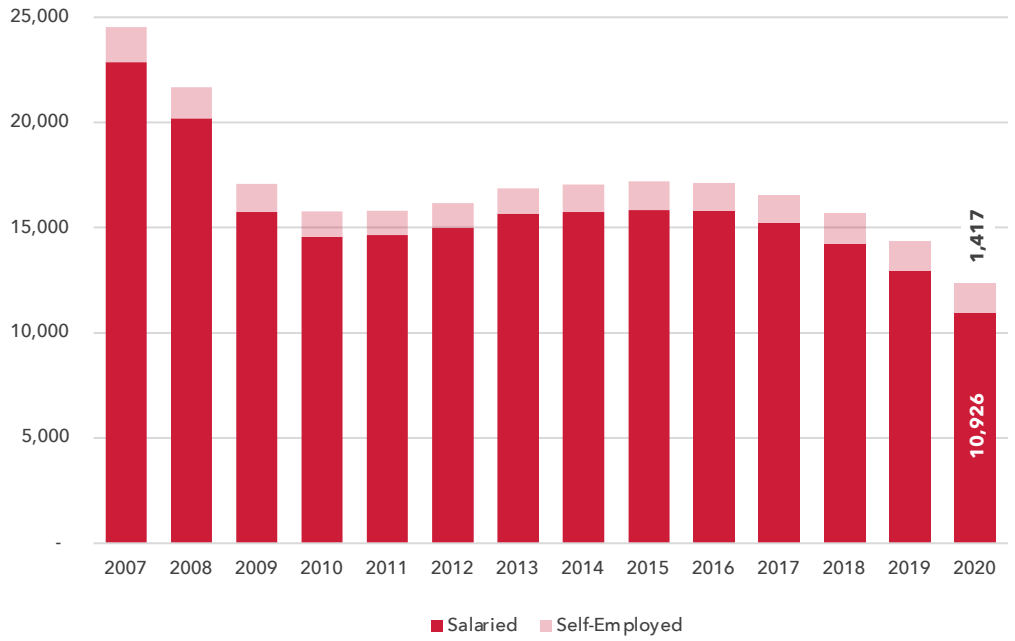
CREATIVE GOODS AND PRODUCTS

A STEADY DECLINE

RELATIVE CHANGE IN EMPLOYMENT
2007 to 2020



EMPLOYMENT BY WORKER TYPE
2007 to 2020



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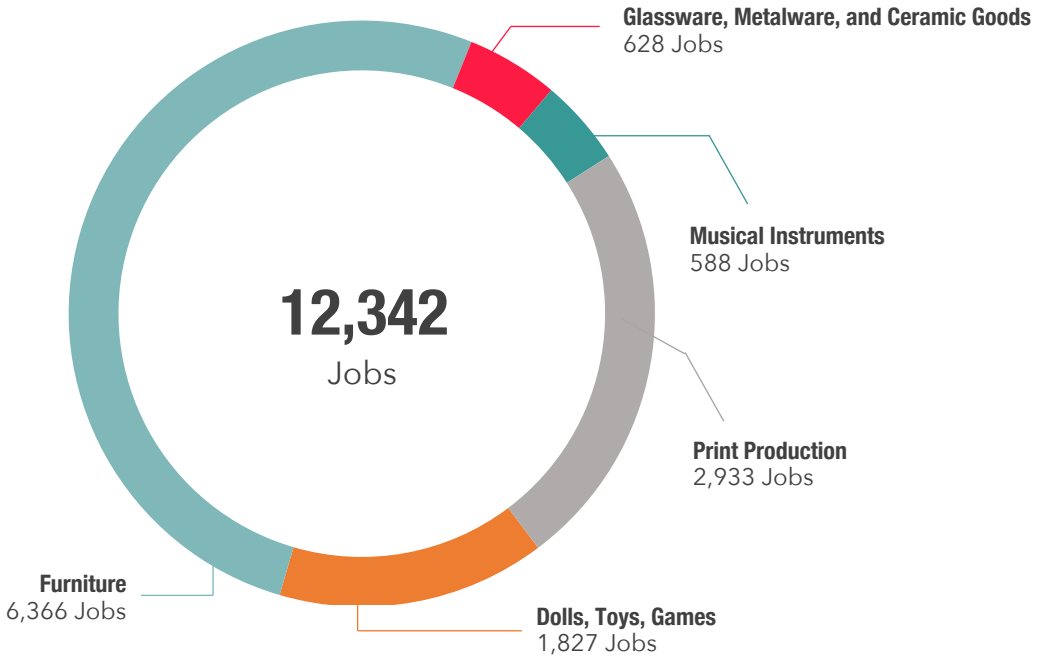
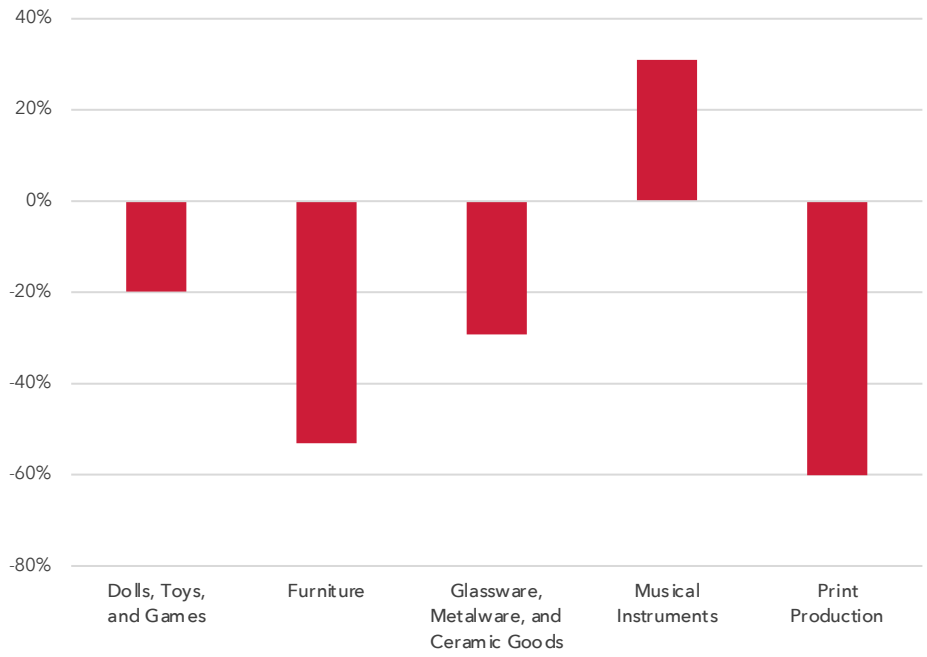
CREATIVE GOODS AND PRODUCTS

SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR
2020



PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR
2007 to 2020



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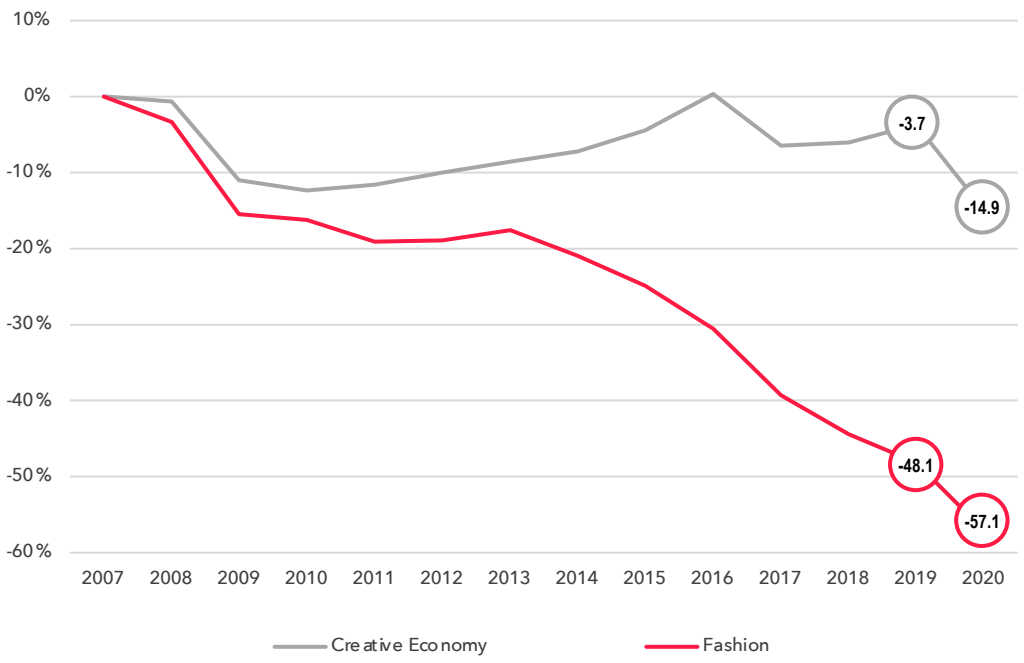
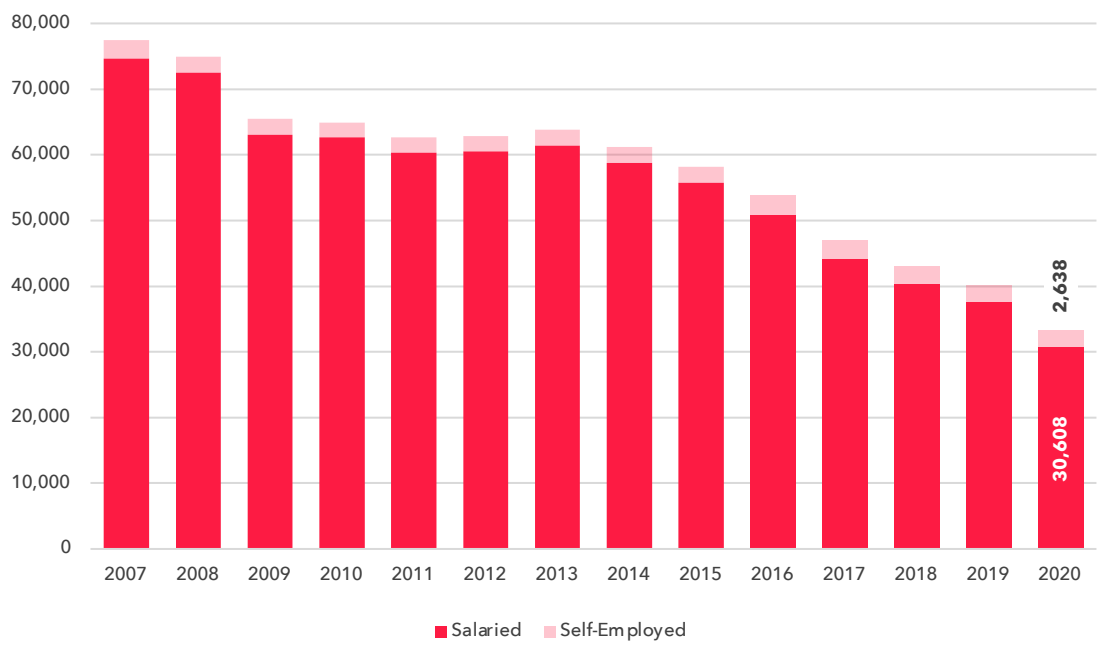
FASHION

A SHRINKING SECTOR

RELATIVE CHANGE IN EMPLOYMENT
2007 to 2020



EMPLOYMENT BY WORKER TYPE
2007 to 2020

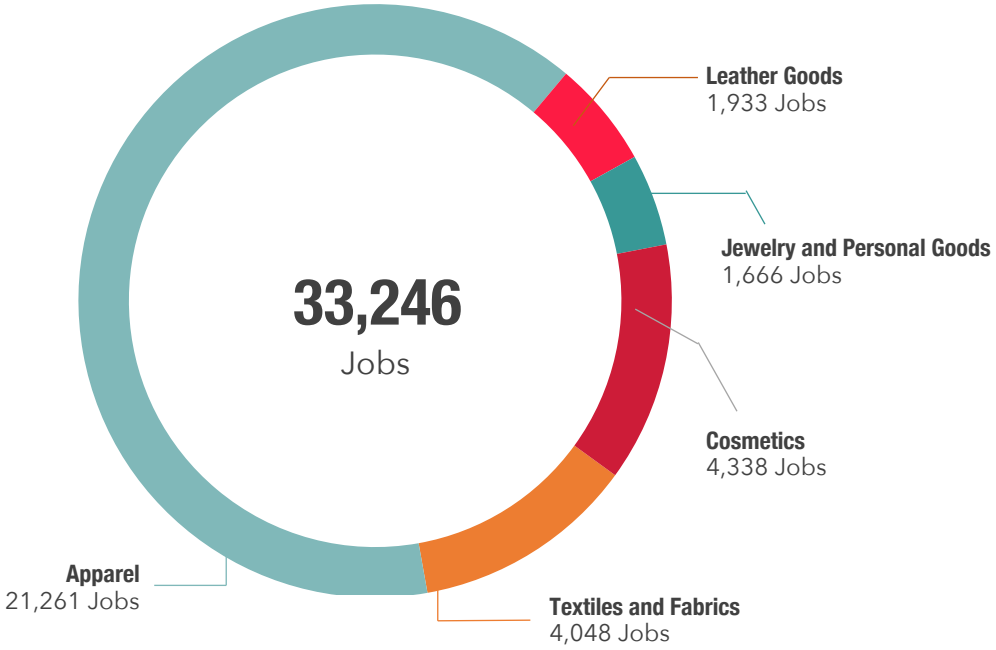


CVL Economics

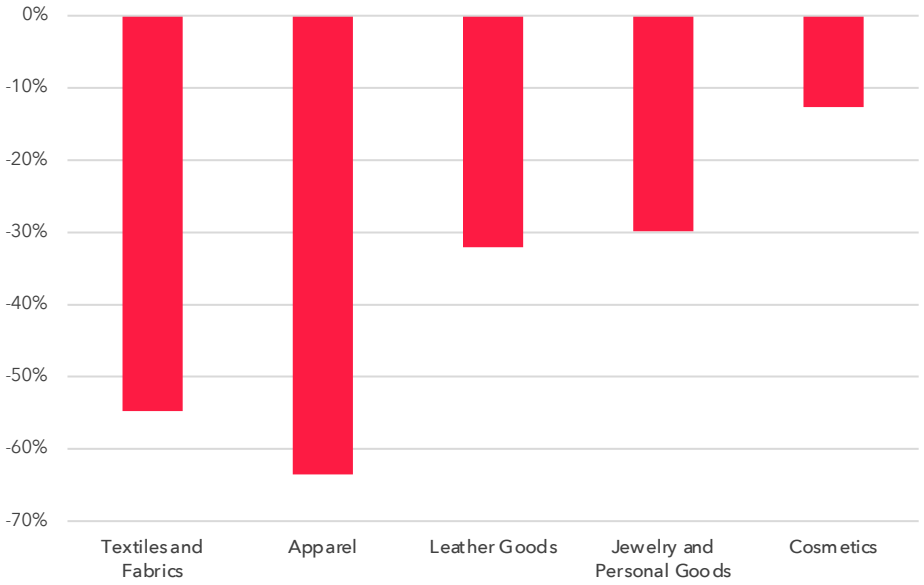
FASHION

SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR
2020



PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR
2007 to 2020



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POLICY

A NEED FOR IMAGINATION & INNOVATION

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POLICY

CREATE THE CONDITIONS FOR GROWTH

RECOMMENDATION

Explore Incentives That Evolve with Technology Disruption

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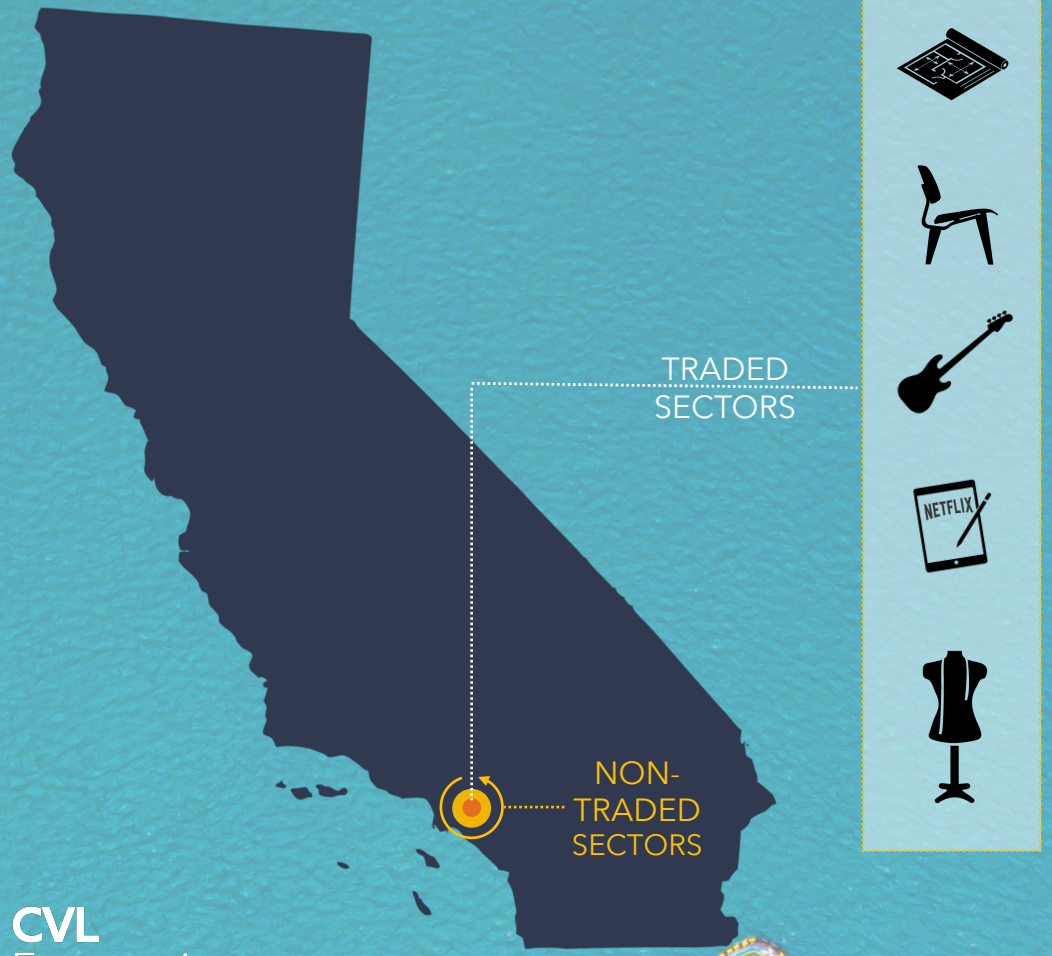
POLICY

INCREASE ACCESS TO EXPORT MARKETS



RECOMMENDATION

Support Export Policy and Assistance Targeting for Creative Sector Groups

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POLICY

HELP ORGANIZATIONS GROW AND ADAPT

RECOMMENDATION

Broaden the Arts, Culture, and Creative Economy Advocacy Arena

RECOMMENDATION

Assist Nonprofit Organizations in the Creative Economy with Incorporating Digital Technologies

RECOMMENDATION

Support New and Evolving Establishments in the Creative Economy

POLICY

BUILD A MORE ROBUST TALENT PIPELINE

RECOMMENDATION

Cultivate talent for the creative sectors through better partnership between existing state educational infrastructure nonprofit organizations, and private firms

The Creative Economy

2022 OTIS COLLEGE REPORT ON THE CREATIVE ECONOMY

THANK YOU

Adam J. Fowler
Founding Partner, CVL Economics

Email: adam@cvleconomics.com
Website: cvleconomics.com

CVL Economics

May 2022

LA County WDACS

Moving the County Workforce System Forward

Engaging Community Stakeholders

ECONOMIC DEVELOPMENT POLICY COMMITEE

wdacs workforce development aging & community services

LA County America's JobCenter of California℠

Agenda

I Engaging the Community

II Spreading the Word

III Outreach Results

IV Forum Process

V Community Recommendations

Engaging the Community

5 Stakeholder Forums took place February - March 2022

The purpose of all forums was to gather input from job seekers, workers, business owners, workforce system practitioners, educators, community advocates, & others regarding ways to improve, enhance, modify, & advance LA County's Workforce System

FEB 17

Equity & Access

FEB 18

Goals for Efficiency, Effectiveness, & Community Impact

FEB 23

Key Sectorial Partnerships & Career Pathways

MAR 1

Hybrid Service Delivery

MAR 2

Opportunity Populations

We developed a robust digital strategy for spreading the word which included:

- direct email newsletter engagement
- social media campaign toolkit
- strategic website overlays and stories
- existing stakeholder partner engagement

Inclusion was at the forefront of our outreach strategy with personalized & intentional invitations to a wide variety of community organizations we serve

Outreach Results

Email

- Delivered 75,000+ emails
- 9 individual e-blasts
- 254,675 emails opened
- 37% average email open rate

Social Media

- Created 5 unique graphics
- Created custom messaging
- Distributed via 4 channels
- 120+ direct engagements

Website

- Custom website ad overlay
- Stories highlighted via WDACS & AJCC websites
- 4.5k+ Monthly website visitors

The Community Made Their Voice Heard

1,346 Registrations Received

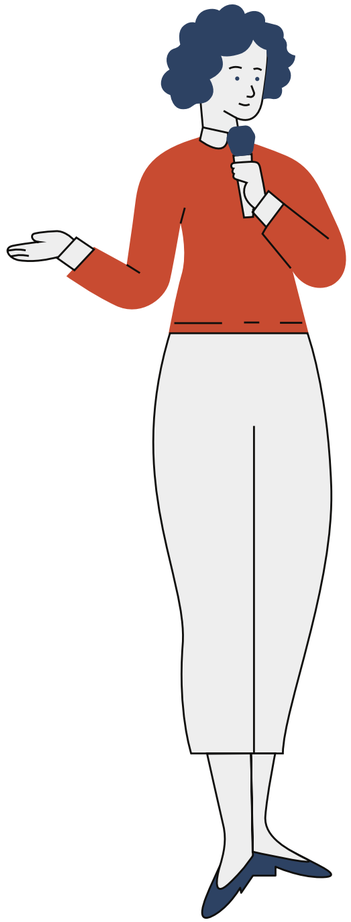
136 Verbal Comments Received

56 Written Comments Received

#1 Most Popular Forum

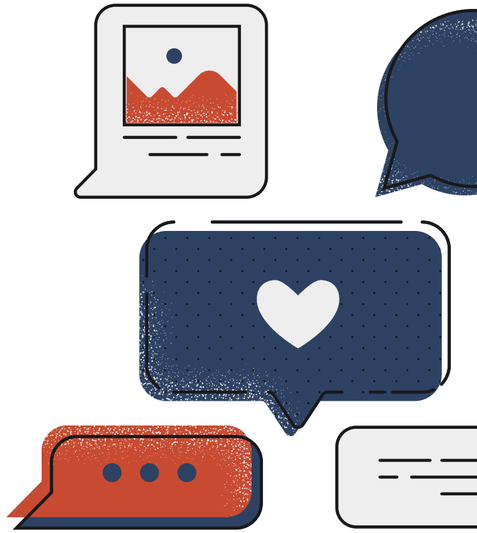
Forum #1
Equity & Access

334 Participant Registrations
48 Total Verbal/Written Comments



Our Goal: To gather input around central themes concerning the future direction of the LA County's workforce development system, including the operation of the federal Workforce Innovation and Opportunity Act (WIOA) programs and priorities for LA County America's Job Centers of California (AJCCs).

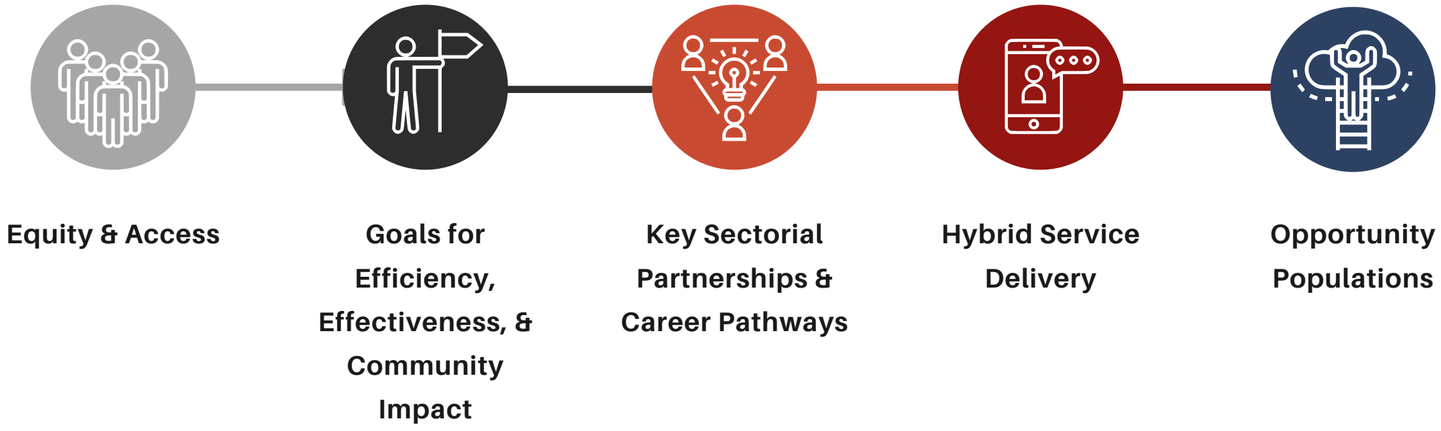
- Forums were scheduled for 2 hrs each with 2 AM and 3 PM sessions
- Registrants were empowered to sign-up in advance to speak @ forums
- 3 mins allotted per commenter, enabling 33+ comments per session
- The written comment period was open February 17 - March 4
- Microsoft forms created enabled written comments for each session
- Sessions were purely focused on participants providing input



Identification of Workforce System Priorities

Attendees were informed we developed our 5 workforce system priorities with input, guidance, priorities, and recommendations from:

- LA County Board of Supervisors
- LA County Workforce Development Board (WDB)
- Independent Evaluators
- WIOA Procurement Requirements



P.S. We really did our homework :)

You Spoke, We Listened

A cross-cutting theme that permeated all input received was the **need for more resources** to address both historically underserved populations and groups made more economically vulnerable as a result of the pandemic

Major Themes from Stakeholder Recommendations

Youth, re-entry, homeless/housing insecure, and BIPOC individuals are among the priority populations for the County's workforce development programs and services

Major Themes from Stakeholder Recommendations

Non-traditional and alternative service delivery strategies (e.g., virtual, neighborhood-based) supplement and strengthen our AJCC system

Major Themes from Stakeholder Recommendations

Comprehensive coordination of the workforce system with Los Angeles County, state, federal, and community programs and initiatives is essential to effective service delivery

Major Themes from Stakeholder Recommendations

Greater financial resources are needed to adequately support and advance the County's workforce development system

Major Themes from Stakeholder Recommendations

Investments in career pathways are needed to support income mobility for vulnerable, underserved, and priority populations

Forum #1

Equity & Access

- Prioritize services to individuals whose jobs and careers have been impacted by COVID-19
- Consider opportunities to make available space at the AJCCs for small businesses and entrepreneurs to recruit workers, meet with customers, and conduct business

*Full list of recommendations in Handout

Forum #2

Goals for Efficiency, Effectiveness, & Community Impact

- Invest in modernizing the technology infrastructure of AJCCs
- Implement strategies that bring services directly into communities.

*Full list of recommendations in Handout

Forum #3

Key Sectorial Partnerships & Career Pathways

- Provide greater access to distance learning and online education
- Identify and allocate funding for stipends, which will enable vulnerable and underserved populations to participate in more intensive training

*Full list of recommendations in Handout

Forum #4

Hybrid Service Delivery

- Make greater use of community access points to supplement brick-and-mortar AJCC locations and online services
- Implement mobile apps that connect job seekers to workforce services

*Full list of recommendations in Handout

Forum #5

Opportunity Populations

- A youth-centered system requires dedicated staff with specialized training
- Create more opportunities for youth leaving the justice system

*Full list of recommendations in Handout

Acting on Stakeholder Input

Our team is reviewing all stakeholder input to determine how we can align these recommendations with other critical guidance including:

- **LA County Board of Supervisor's Motions**
- **LA County WDB Guiding Principles**
- **Independent Evaluators Reviews**

Input will be used to strengthen current/future operations and strategic initiatives. Input will also inform the focus and content of the upcoming solicitation for operation of LA County's America's Job Centers of California.

Thank you for listening

Questions?

MOVING THE COUNTY WORKFORCE SYSTEM FORWARD

Community Recommendations Full Report

Equity & Access

- Prioritize services to individuals whose jobs and careers have been impacted by COVID-19.
- Consider opportunities to make available space at the AJCCs for small businesses and entrepreneurs to recruit workers, meet with customers, and conduct business.
- Make more services and documents available in languages other than English.
- Simplify document requirements and processes.
- Collaborate with mental health services organizations.
- Make funding opportunities available to organizations that are closely connected to communities of color.
- Leverage resources across all County departments to address workforce needs of residents.
- Coordinate with organizations serving homeless and housing insecure individuals.

Goals for Efficiency, Effectiveness, & Community Impact

- Invest in modernizing the technology infrastructure of AJCCs.
- Implement strategies that bring services directly into communities.
- More effectively connect the workforce system and AJCCs to community coalitions.
- Utilize the AJCCs to recruit for County jobs.
- WDACS should coordinate relationships with “bigger partners” (i.e., public agencies), relieving providers of this task and minimizing duplication of effort.
- Implement strategies that recognize unique needs of vulnerable populations.
- Invest in training and professional development for system staff.
- Establish stronger connections to the secondary education system.

MOVING THE COUNTY WORKFORCE SYSTEM FORWARD

Community Recommendations Full Report

Key Sectorial Partnerships & Career Pathways

- Provide greater access to distance learning and online education.
- Identify and allocate funding for stipends, which will enable vulnerable and underserved populations to participate in more intensive training.
- Identify and prepare job seekers for entry paths to high-wage careers.
- Strengthen linkages with union partners and leverage their knowledge of high growth sectors and jobs.
- Target careers in “green” jobs, healthcare, and the creative arts.
- Recruit business representatives and entrepreneurs as mentors.
- To enable acquisition of skills that qualify participants for higher paying jobs, permit longer training and fund multi-year projects.

Hybrid Service Delivery

- Make greater use of community access points to supplement brick-and-mortar AJCC locations and online services.
- Implement mobile apps that connect job seekers to workforce services.
- To improve virtual services, engage technology/e-commerce experts.
- As virtual services become more prevalent, consider the barriers faced by homeless individuals, low-income job seekers, and English language learners.
- Make greater use of system navigators, coaches, and promotores.
- Invest in the digital fluency of job seekers using workforce system services.
- Identify strategies to offer more on-demand services to meet critical needs.

Opportunity Populations

- A youth-centered system requires dedicated staff with specialized training.
- Create more opportunities for youth leaving the justice system.
- Address the employment and training needs of seniors.
- Address opportunity gaps for BIPOC adults ages 18 through 29.
- Identify strategies to assist individuals in recovery to prepare for employment.
- Prioritize services to communities and populations most impacted by COVID.
- Better connect to small businesses, including immigrant-owned businesses.
- Make greater use of “earn and learn” approaches to address income needs of participants while they acquire skills.

BREATHE LA COUNTY'S GUARANTEED INCOME PROGRAM

PILOT PROGRAM UPDATE

MAY 5, 2022

APPLICATION PROCESS AND ELIGIBILITY REQUIREMENTS

Pilot Program:

- 1,000 residents will receive $1,000 a month for 3 years
- Research study in partnership with University of Pennsylvania

Philanthropic Dollars Raised:

- $4.325 million was raised from 7 foundations by the Center for Strategic Partnerships and partners

Eligibility:

- Must be at least 18 years old
- Have a household income that falls at or below LA County's area median income of $56,000 for a single person household or at or below 120% of AMI for a two or more person household, which would be $96,000 for a family of four, for example.
- Must have been negatively impacted by the COVID-19 pandemic
- Live within one of many low-income communities targeted by the program

Application and Selections:

- Available online between March 31st and April 13th
- More than 50 drop-in centers were available at community-based partners across the County

THE NUMBERS

Website:

- Unique Visits to Breathe Website – 1,005,406
- Unique Visits to Respira Website – 110,514

Screening Tool:

- Views to Screener and/or those Completing Tool – 636,239
- Qualified Applicants Completing Tool – 331,898

Applications:

- Total Cleaned Applications Received – **182,428**

NEXT STEPS

Public Benefit Waiver Requests:

- Waivers have been secured to protect CalWORKs and General Relief benefits
- A Waiver request will be made to protect CalFresh benefits

Selection and Verification Process:

- Initial randomized selection has occurred
- Verification of eligibility and onboarding will begin shortly

Payments:

- Payments will begin this summer

Other Resources:

- Offering additional resources on website for folks who were not selected and need assistance

National Narrative:

- Joining the national discussion about rethinking how we help support people and help them take advantage of key opportunities