County of Los Angeles

ECONOMIC DEVELOPMENT POLICY COMMITTEE MEETING

DATE: Thursday, September 15, 2022
TIME: 9:00 a.m. – 10:30 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:
+1 323-776-6996 Password: 172771421# :
Join Virtual Click here to join the meeting

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):

- Legislative Update - 10 minutes
  - Traci Kawaguchi, CEO Legislative Affairs and Intergovernmental Relations
- AJCC update - 40 minutes
  - Kelly LoBianco, DEO
- DEO update on ARP programs outreach, and marketing – 20 minutes
  - Kelly LoBianco, DEO

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

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:

GSmith@opportunity.lacounty.gov

Legislative Update

Economic Development Policy Committee

Traci Kawaguchi
CEO – Legislative Affairs and Intergovernmental Relations
09/15/2022

CEO.

Federal Updates

- Negotiations continue in Congress on a short-term **Continuing Resolution** (CR) which must pass before the end of the fiscal year on September 30 to avert a government shutdown.

- Provisions under discussion would extend federal spending at roughly fiscal 2022 levels to December 16, 2022.

- The Biden Administration has requested, as part of the CR, $47.1 billion in supplemental funding for Ukraine, COVID-19, monkeypox response, and natural disaster recovery.

Federal Updates

- **The Biden-Harris Economic Blueprint** (link) was released on September 9, outlining the Administration's policy vision for economic recovery and growth. Includes five core pillars: empowering workers; investing in domestic manufacturing and physical infrastructure; financial stability for families; increasing American industry competitiveness and resiliency, and worker-focused tax reform.

CEO.

State Updates

Legislation of Interest Signed by the Governor (as of September 13, 2022)

- **County-supported AB 2448 (Ting):** directs the state's Civil Rights Department (formerly the state Department of Fair Employment and Housing) to create a pilot program that recognizes businesses for creating safe and welcoming environments for customers free from discrimination and harassment.

- **SB 1058 (Durazo):** requires the Employment Development Department to collect demographic data on individuals claiming benefits under the State Disability Insurance and Paid Family Leave programs to inform outreach efforts.

- **AB 257 (Holden):** creates a statewide council for purposes of promulgating minimum standards for wages, working hours, and employment conditions related to health, safety and welfare for fast food sector workers.

State Updates

Budget Trailer Bills - Pending Governor Action (as of September 13, 2022)

- **AB 152 – COVID-19 Relief: supplemental paid sick leave**
  - Extends COVID-19 supplemental paid sick leave through December 31, 2022.
  - Establishes the California Small Business and Nonprofit COVID-19 Relief Grant program to assist small businesses and nonprofits with costs associated with COVID-19 supplemental paid sick leave.

- **AB 158 – Taxation**
  - Includes a Workers Tax Credit, for taxable years beginning on or after January 1, 2024, equivalent to the greater of 1) dues paid to a labor organization multiplied by an adjustment factor; or 2) the amount of dues paid not to exceed $100.

State Legislative Deadlines

- **September 30, 2022** - Deadline for Governor to sign or veto Bills
- **January 1, 2023** – Statutes Take Effect (unless otherwise specified)

Thank you.

AJCC Modernization Strategies

Economic Development Policy Committee

September 15th, 2022

department of economic opportunity

COUNTY OF LOS ANGELES

Agenda

I. Strategies

II. Benefits

III. Next Steps

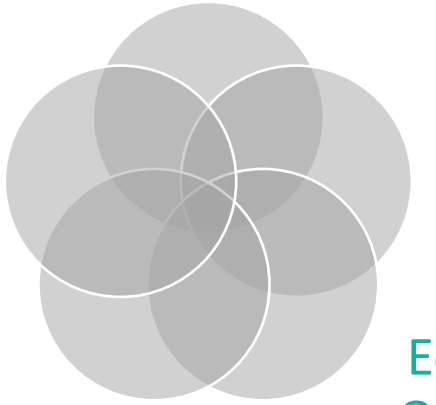
I. Strategies

The Department of Economic Opportunity (DEO) will release a competitive solicitation Fall 2022 to strengthen and modernize LA County's America's Job Centers of California (AJCCs)

The new AJCC system will advance the following "North Star" principles:

Job Quality

Climate Resiliency



Economic Mobility

Inclusive Growth

Equitable Outcomes

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I. Strategies

Through significant research and public engagement efforts, DEO identified 7 overarching modernization strategies to strengthen our AJCC system and increase effectiveness

1. **Empower** and Include Community-Based Organizations (CBOs)
2. **Grow** Place-Based and Virtual Service Delivery
3. **Establish** Population and Industry-Specific Centers of Excellence
4. **Increase** Community Outreach Engagement
5. **Prioritize** High Road Pathways
6. **Invest** in Effectively Staffed AJCCs that Serve as Model High Road Employers
7. **Incentivize** Quality Outcomes and Impact

I. Strategies

1. Empower and Include Community-Based Organizations (CBOs)

DEO is assessing avenues for small CBOs to access WIOA funds to deliver specialized services and better serve hard to reach individuals while also gaining exposure to and capacity for County contracting

This approach supports the Equity in County Contracting initiative and efforts to unbundle services while enhancing the diversity of County contractors

I. Strategies

2. Grow Place-Based and Virtual Service Delivery

DEO plans to maintain our 7 comprehensives and affiliate AJCCs model strategically situated throughout the County to reach individuals and businesses, with a focus on economically disadvantaged communities. DEO is currently evaluating our specialized AJCCs footprint

DEO will also launch the County's first completely virtual AJCC, which will offer the full services of a traditional brick-and-mortar AJCC to clients throughout our service area

I. Strategies

3. Establish Population and Industry-Specific Centers of Excellence

AJCCs will dedicate staffing to function as a system-wide Center of Excellence (COE) for both a designated industry cluster or a priority population

AJCC Industry focused COEs will form sector partnerships, convene industry leaders, lead countywide business development and connect residents to jobs in targeted industries

AJCC Population focused COEs will assemble resources, identify best practices, convene partners, and develop strategies to meet the unique needs of the specific population countywide

AJCC COEs will coordinate and align federal, State, Local Board and BOS countywide priorities (i.e., CFCI, Homeless Initiative, Sustainability, Delete the Divide, ARDI, Poverty Alleviation and others) to the AJCC system

I. Strategies

4. Increase Community Outreach Engagement

AJCCs will expand upon existing MOUs and develop and execute community engagement plans outlining the specific strategies and approaches they will use to collaborate with:

- CBOs
- Faith-Based Organizations
- Municipalities
- Chambers of Commerce
- Local Businesses
- Community Stakeholders
- Educational partners
- County Office of Small Business
- Professional Associations

DEO will ensure each AJCC dedicates staffing for community outreach and engagement

I. Strategies

5. Prioritize High Road Pathways

DEO will dedicate a portion of WIOA and other funds for high-road training partnerships, apprenticeships and related models that prepare residents for quality jobs and careers in high-growth and opportunity sectors

DEO will ensure at least 70% of those who pursue training are enrolled in high-growth and opportunity sectors, with 60% of all placements in these sectors

AJCCs sector-focused COEs will lead collaborative efforts with businesses, training/education providers and other stakeholders to develop and implement high road career pathway programs

I. Strategies

6. Invest in Effectively Staffed AJCCs that Serve as Model High Road Employers

DEO will improve the quantity, quality, and retention of AJCC staff while ensuring AJCCs lead by example as model high-road employers

DEO developed a staffing model that ensures comprehensive AJCCs and affiliates have at least 20 FTEs responsible for direct delivery of career and business services, coordination of partners, COE activities, community engagement, and quality assurance

DEO will ensure the AJCCs provide a living wage ($21.89/hr) to all employees and require all staff to earn a Certified Workforce Development Professional credential

AJCCs will also pilot and implement career pathway initiatives linked to careers in workforce development, social services, and the public sector

I. Strategies

7. Incentivize Quality Outcomes and Impact

DEO will implement local performance measures that move the AJCC system beyond the required federal WIOA measures by prioritizing equity, job quality, retention, income mobility, and career advancement

DEO will have local measures related to enrollments, trainings, placements, business services, customer experience, and other aspects of service delivery. These local measures are intended to build DEO's capacity to measure the AJCCs system impact over time

DEO will incentivize AJCCs by building a "bonus payments" system for AJCCs meeting and exceeding local performance measure goals

II. Benefits

Primary Benefits to Implementing the AJCC Modernization Strategies

Implementation of the 7 previously mentioned AJCC modernization strategies will expand AJCC services to thousands of additional residents and businesses, better target services to priority populations and emerging sectors, and strengthen outcomes by prioritizing job quality, equity, and career advancement

II. Benefits

Primary Benefits to Implementing the AJCC Modernization Strategies

1. Expanded reach into communities through partnerships with CBOs that will increase system capacity and better position more organizations to compete for future County contracts

II. Benefits

Primary Benefits to Implementing the AJCC Modernization Strategies

2. Launch of the County's first fully-virtual AJCC, which has the potential to digitally serve thousands of residents annually and establish a scalable model for future expansion bridging the digital divide

II. Benefits

Primary Benefits to Implementing the AJCC Modernization Strategies

3. COEs will strengthen system-wide capacity in targeted sectors and among priority populations, increasing AJCCs ability to achieve high growth employment and training goals. COEs will also better equip AJCCs with job/training opportunities while leveraging AJCCs skills to serve target sectors and populations ultimately strengthening AJCCs connection to Board priorities and departmentwide strategies

II. Benefits

Primary Benefits to Implementing the AJCC Modernization Strategies

4. Increased community outreach and engagement, expanded awareness of AJCC services within underserved communities, and expanded service accessibility for job seekers and businesses

II. Benefits

Primary Benefits to Implementing the AJCC Modernization Strategies

5. We will ensure that at least 70% of those who pursue training at AJCCs enroll into training programs targeted for high-growth and opportunity sector employers, with the goal of placing 60% of those trained into these employment sectors

II. Benefits

Primary Benefits to Implementing the AJCC Modernization Strategies

6. We will position AJCCs as model high-road employers with the right quantity and quality of staff to meet the needs of the communities they serve. Our AJCCs will be staffed by more than 170 individuals paid at a living wage and possessing a Certified Workforce Development Professional (CWDP) credential

II. Benefits

Primary Benefits to Implementing the AJCC Modernization Strategies

7. We will implement local performance measures that go beyond required federal measures and prioritize equity, job quality, retention, income mobility and career advancement while building our capacity to measure impact over time

III. Next Steps

1. Input on 7 Modernization Strategies from Board, WDB, and EDPC

2. Release of RFP in Fall 2022

Thank you!

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Economic Opportunity Grant Program Update

Next Steps

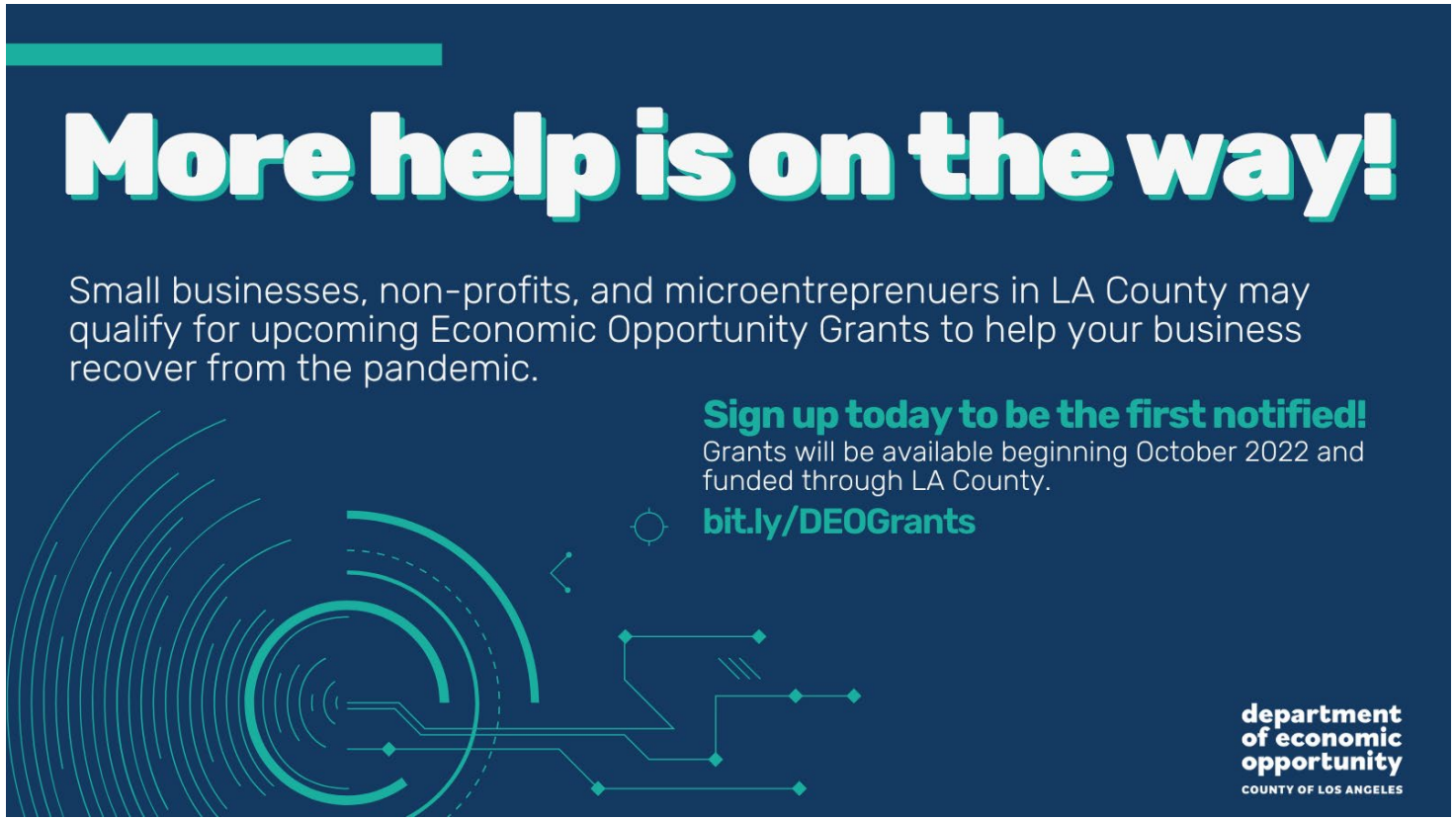
▪ CEO ARP Team Approval to reuse Small Business Rent Relief funds	By September 16, 2022 (Pending CEO Approval)
▪ Final approval of EOG Project Design	By September 16, 2022 (Pending ARDI Approval)
▪ Execute agreement with TA	By September 20, 2022
▪ Execute agreement with TPA	By September 21, 2022
▪ TPA Grant Portal open to start accepting applications	October 15 – 20,2022
▪ Grants expected to be awarded	By November 30, 2022
▪ All EOG awarded by end of Fiscal Year 22 -23	June 23 - 30, 2022

Outreach & Marketing Strategy

• TA to set up EOG interest form link	Week of September 12 – 16, 2022
• TA to promote EOG within its network	Week of September 12 – 16, 2022 and ongoing
• DEO EOG Outreach Package	By September 19, 2022
• County Department Outreach	Week of September 19, 2022 and ongoing
• Department Emails Blasts (DEO, OSB, Countywide Comm)	Week of September 19, 2022 and ongoing
• Press Releases	Mid October 2022 (after application portal opens)

Economic Opportunity Grant Program Update

Sample Outreach Materials



Grow. Succeed. Thrive.

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