County of Los Angeles

ECONOMIC DEVELOPMENT POLICY COMMITTEE MEETING

DATE: Thursday, November 3, 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:

Join on your computer or mobile app
Click here to join the meeting
Or call in (audio only) 1 323-776-6996,, Passcode: 442054047#

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):

- DEO Justice Involved Workforce Programming – 20 minutes
  - Kelly LoBianco, DEO
- Economic Opportunity Grant Program (EOG) – 20 minutes
  - Kelly LoBianco, DEO
  - Hina Sheikh, DEO
- Poverty Alleviation Initiative – 20 minutes
  - Carrie Miller, CEO

Agenda posted at: Agendas – Los Angeles County (lacounty.gov)

4. PUBLIC COMMENT

5. STANDING ITEMS

A. America's Job Centers of California (AJCC) Update
B. Progress on American Rescue Plan Act (ARPA) Program Implementation and Outcomes
C. Poverty Alleviation Initiative
D. Economic Development Optimization: New Department Transition

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

Economic Opportunity Grant Program Update

Milestones

✓Execute agreement with TPA (Lendisty)	October 31, 2022
✓Execute agreement with TA (SBDC)	November 1, 2022
✓TPA Grant Portal Open Target timeframe	Target - Mid to Late January 2023
✓Grants expected to be awarded	Beginning in Mid to Late February 2023
✓All EOG awarded by end of Fiscal Year 22 -23	May 30 – June 30, 2023

Outreach & Marketing

• EOG interest form link	November 2, 2022
• TA to promote EOG within its network	Target - Week of November 14, 2022 and ongoing
• TA outreach to interest form leads	Within 48 hours of receipt
• County Department Outreach	Week of November 2, 2022, and ongoing
• Department Emails Blasts (DEO, OSB, Countywide Comm)	Week of November 2, 2022, and ongoing
• Press Releases	Mid to late January 2023 after Portal Opens

Economic Opportunity Grant Program Update

The EOG will be targeted to those who are designated at **Highest, High, and Moderate** businesses on the COVID equity index, using the County's **Equity Explorer Mapping Tool**

LA Regional Recovery Fund: Small and Microbusiness:	Up to $15,000 and $20,000 to qualified small businesses and microentrepreneurs located the Los Angeles County, excluding the City of Los Angeles.
LA Regional COVID Fund: Nonprofits:	Up to $25,000 to qualified nonprofits located in the County of Los Angeles, its incorporated cities, and City of Los Angeles only if those organizations provide services Countywide.
Keep LA County Dining:	Up to $20,000 to qualified food industry businesses (e.g., restaurants) in Los Angeles County, excluding the City of Los Angeles.
Youth Workforce Development Partnership	Up to $25,000 to qualified non-profit organizations located in Los Angeles County, and the City of Los Angeles, that provide workforce training, job placement and career development programming to youth and young adults, ages 16-25.
California Microbusiness COVID-19 Relief Grants:	$2,500 to Microbusinesses throughout Los Angeles County, including City of Los Angeles, that face barriers to access to capital resources.

Economic Opportunity Grant Program Marketing

We're Live!

https://socialpresskit.com/countyofla

Interest Form Link

https://bit.ly/EOGrants

Please share far and wide

Economic Opportunity Grant Program Marketing

DEO has begun to cross promote with all other departments, CEO, and Board Offices

Collaterals:

Press releases, ARPA Flyers and social media kits for websites, Facebook, IG, LinkedIn, e-newsletters, etc.

- Outreach avenues: Board offices, DEO/OSB networks and e-lists, SBDC and Lendistry networks, CARES Act businesses who were not funded, industry associations, all DEO events, OneLA/Together for LA; Countywide Comms, Ethnic and Minority Media, and via Department comms teams.
- Utilize internal outreach action plan tool developed by DEO Comms Team
- Meet bi-weekly with EOG contractors to track progress on outreach and deliverables,
- And to assess practices and adjust outreach as needed to reach the hardest to reach businesses
- DEO, Arts & Culture, and LACDA formed working group to align efforts and create cross reference mechanism.
- **Lendistry and SBDC** will widely promote EOG via websites, social media, and their extensive networks.

Please let us know if you have networks and groups that you want added to the Outreach

Poverty Alleviation Initiative (PAI)

Strategic Framework

&

Breathe Program

November 3, 2022

Carrie D. Miller, Ph.D.
Executive Director

County of Los Angeles
Poverty Alleviation Initiative
PATHWAYS TO THRIVE

CEO.

Community and Stakeholder Input

- Listening sessions across LA County
- More than **1,000 participants**
- Over **600 residents** and folks with **lived-expertise**
- **148 organizations** – CBOs, advocates, philanthropy, state and federal perspectives
- **23 County departments**, over 100 employees
- **All 5 Board Offices**

- All Peoples Community Center
- American Indian/Alaska Native Underserved Cultural Communities Subcommittee
- Antelope Valley Community Action League
- Bank of America
- BRIDGE Housing
- California Youth Connection
- Casey Family programs
- CHIRLA
- Chrysalis
- CIELO
- Community Coalition
- Community Health Councils
- Downtown Women's Center
- Economics Security Project Action
- End Poverty In CA (EPIC)
- GRACE
- Hollywood Homeless Youth Partnership
- Inner City Struggle
- Long Beach City
- Los Angeles City
- Legal Aid Foundation of Los Angeles
- Los Angeles Economic Development Corporation (LAEDC)
- National Asian Pacific Center on Aging
- Neighborhood Action Councils
- Neighborhood Legal Services of Los Angeles County
- Opportunity Youth Collaborative
- Para Los Niños
- Pasadena City
- Rainbow Services
- Strength Based Community Change (SBCC)
- SLATE-Z
- Southeast Asian Community Alliance
- United Way of Greater Los Angeles
- University of Los Angeles/Pritzker Center
- University of Southern California
- Weingart Foundation
- Western Center on Law and Poverty

Course of Action

Our Commitment:

- **People matter**, and we will root our solutions in **dignity** and **respect**
- Recognize the **interdependence of equity**, **well-being** and **poverty**
- Use an equity lens to **remove systemic barriers**, **structural racism**, **privilege**, and **oppression** that perpetuate inequities and disparities
- Make our **systems more responsive** and efficient, and create **opportunities for success**
- **Believe** that we **can alleviate poverty**, and **care enough to do it**

CEO.

Poverty Alleviation Logic Model

Invest in Our Communities

Strengthen Pathways to Opportunities

Expand Access to Basic Supports

Improve Our Service Delivery System

Prevention

Mitigation

DESIRED OUTCOME:

Financial stability for all L.A. County residents

CEO.

Examples of Key Priorities

Blue = New effort
Gray = Existing effort

Invest in Our Communities

- Increase prevention & environmental supports
- Grassroots organizing
- Convene jurisdictions & partners on shared priorities and advocacy

Strengthen Pathways to Opportunities

- Easier connections to jobs
- Supports for getting and maintaining jobs
- Coaching to help people start their own businesses
- Build assets with match-savings, baby bonds, children's saving accts, & financial coaching

Expand Access to Basic Supports

- Emergency fund for basic needs
- Secure and maintain affordable housing
- Increase access to childcare
- Increase claiming of all available tax credits
- Expand guaranteed income

Improve Our Service Delivery System

- Develop respectful, person-centered delivery system
- Centralize access to resources
- Advocate to reindex all public benefits & requirements
- Advocate to change child neglect definition

CEO.

PAI Proposed Federal, State and Local Advocacy Agenda

Practice Changes

- Reindex the Federal Poverty Level and change public benefit eligibility requirements
- Repeal Article 34 from California's constitution
- Change the definition of 'child neglect'
- Make it easier for relatives to become caregivers of children
- Equitably distribute funding to schools

Exemptions

- Ensure people can still receive their public benefits, even if they marry or receive child support
- Exempt guaranteed-income payments from public benefit calculations
- Ensure that immigrants can receive the benefits they need

Funding Changes

- Align subsidized child care eligibility to County living-wages and raise reimbursement rates
- Increase health insurance subsidies
- Increase unemployment insurance rates/limits
- Increase supports for foster and probation youth up to age 26
- Flexible funding to best meet peoples' needs

Tax Credits

- Reinstitute the federal Advance Child Tax Credit
- Expand EITC and Young-Child Tax Credits

PAI Priority Actions

PAI Five Starting Priorities:

- Supporting grassroots community-led projects
- **Maximizing guaranteed income resources available**
- Increasing tax credit filings
- **Developing a person-centered service delivery model**
- Reforming General Relief (GR)

CEO.

18 Other Actions Led by Partners

Strengthen Pathways to Opportunities

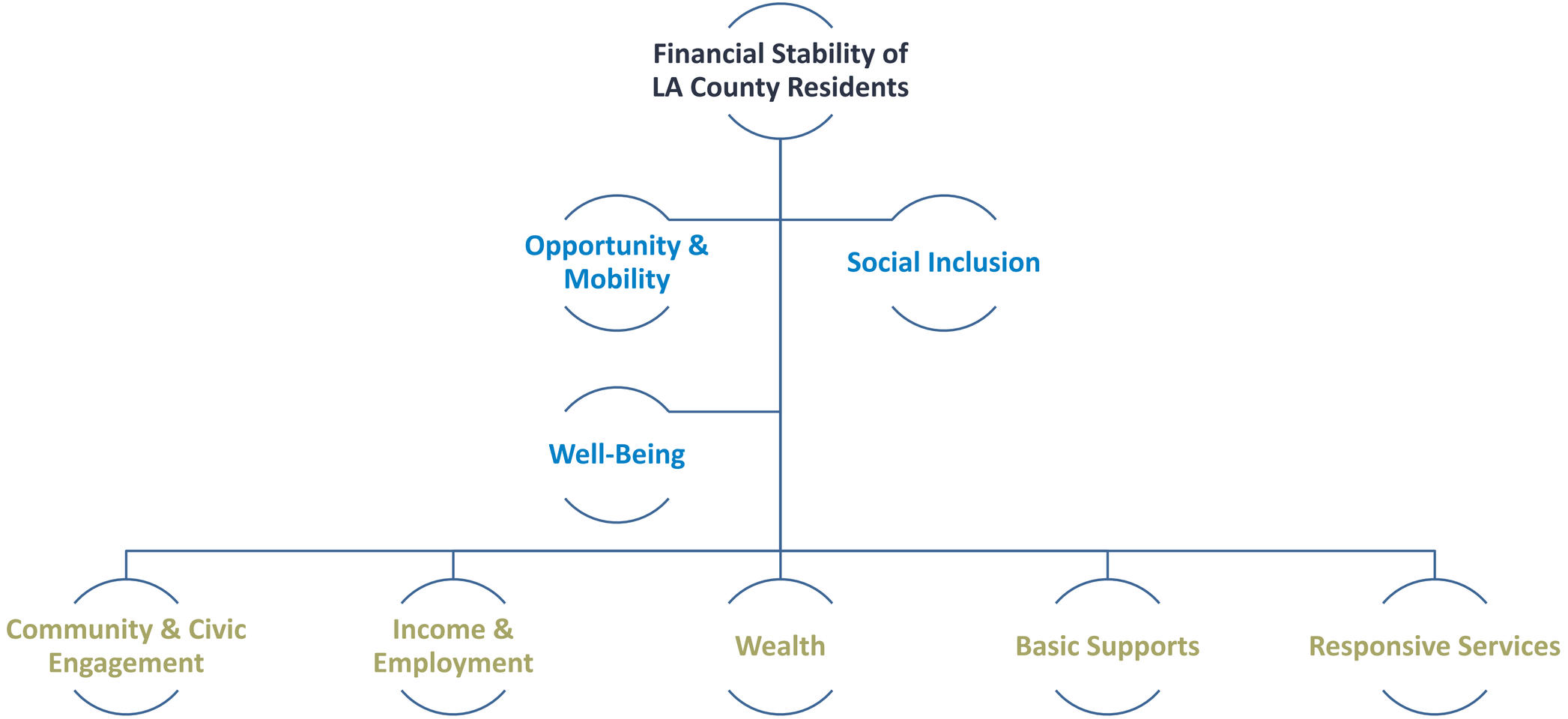
CalKIDS	CA State
Expansion of Financial Coaching	DCBA
Wealth-Building and Estate Planning	DCBA
Green Line Home Program	DCBA
Worker Equity Fund	DEO
Youth@Work Elevate	DEO
PLACE Program Expansion	DEO, DHR, others
Employee Ownership Model Support	DEO
Economic Mobility Program	DEO
Economic Opportunity Grant	DEO

Expand Access to Basic Supports

Mortgage Relief Program	DCBA
Cash grants to survivors of intimate partner/domestic violence	DCBA
Healthy Food Kickstarter	DCBA
Worker protections	DCBA
Mapping food access and food deserts	Food Equity Roundtable
LA City Emergency Fund	LA City CIFD
Solid Ground	LA City CIFD
Increasing family, friends, and neighbors who provide child care	First 5 LA, DPH, LA City CIFD, WGI

CEO.

Measuring Success



Next Steps

Over the Next 1 – 2 Months:

- **Identify measurement indicators** for initial actions
- **Begin implementation** of priorities
- **Identify additional partners** to lead other actions

CEO.

Breathe: LA County's Guaranteed Income Program

BREATHE
LA COUNTY'S
GUARANTEED INCOME PROGRAM

Pilot Program Basics

- **1,000** residents to receive **$1,000** a month for **3 years**
- Partnering with **University of Pennsylvania** and **UCLA** to study participants' health and well-being
- **Equity Explorer Tool** identified communities with the highest need
- Secured waivers to protect an estimated **$5 million** in CalWORKs & CalFresh benefits for participants

CEO.

Breathe: LA County's Guaranteed Income Program

BREATHE
LA COUNTY'S
GUARANTEED INCOME PROGRAM

Application Process

- More than **50 drop-in centers** were set up at community agencies across the County
- Apply using **smartphones**, **tablets**, **computers**, **drop-in centers**, or **over the phone**
- Application offered in **21 written languages** and **30 oral indigenous languages**

CEO.

Breathe: LA County's Guaranteed Income Program

Program Partners

Los Angeles County Supervisor HILDA L. SOLIS First District

HOLLY J. MITCHELL LOS ANGELES COUNTY SUPERVISOR 2ND DISTRICT

Supervisor Sheila Kuehl

COUNTY OF LOS ANGELES SUPERVISOR · FOURTH DISTRICT JANICE HAHN

Kathryn BARGER 5th District Supervisor

Anti-Racism, Diversity and Inclusion Initiative

Center for Strategic Partnerships

SoCal Grantmakers

OFFICE OF THE CIO COUNTY OF LOS ANGELES

CONRAD N. Hilton FOUNDATION

COUNTY OF LOS ANGELES OFFICE OF THE COUNTY COUNSEL

LOS ANGELES COUNTY CONSUMER & BUSINESS AFFAIRS

dpss DEPARTMENT OF PUBLIC SOCIAL SERVICES

1st LA first 5 la Giving kids the best start

ISD INTERNAL SERVICES DEPARTMENT COUNTY OF LOS ANGELES

MGI MAYORS FOR A GUARANTEED INCOME

REGISTRAR-RECORDER/COUNTY CLERK COUNTY OF LOS ANGELES · CALIFORNIA

SBCC

The California Endowment

THE CALIFORNIA Wellness FOUNDATION

The James Irvine Foundation

THE KRESGE FOUNDATION

CENTER FOR GUARANTEED INCOME RESEARCH Social Policy & Practice UNIVERSITY of PENNSYLVANIA

WEINGART FOUNDATION

Breathe: LA County's Guaranteed Income Program

Application and Enrollment Data

Website Visits

- Unique Visits to the Breathe Website: **1,005,406**
- Unique Visits to the Respira Website: **110,514**

Total Applications

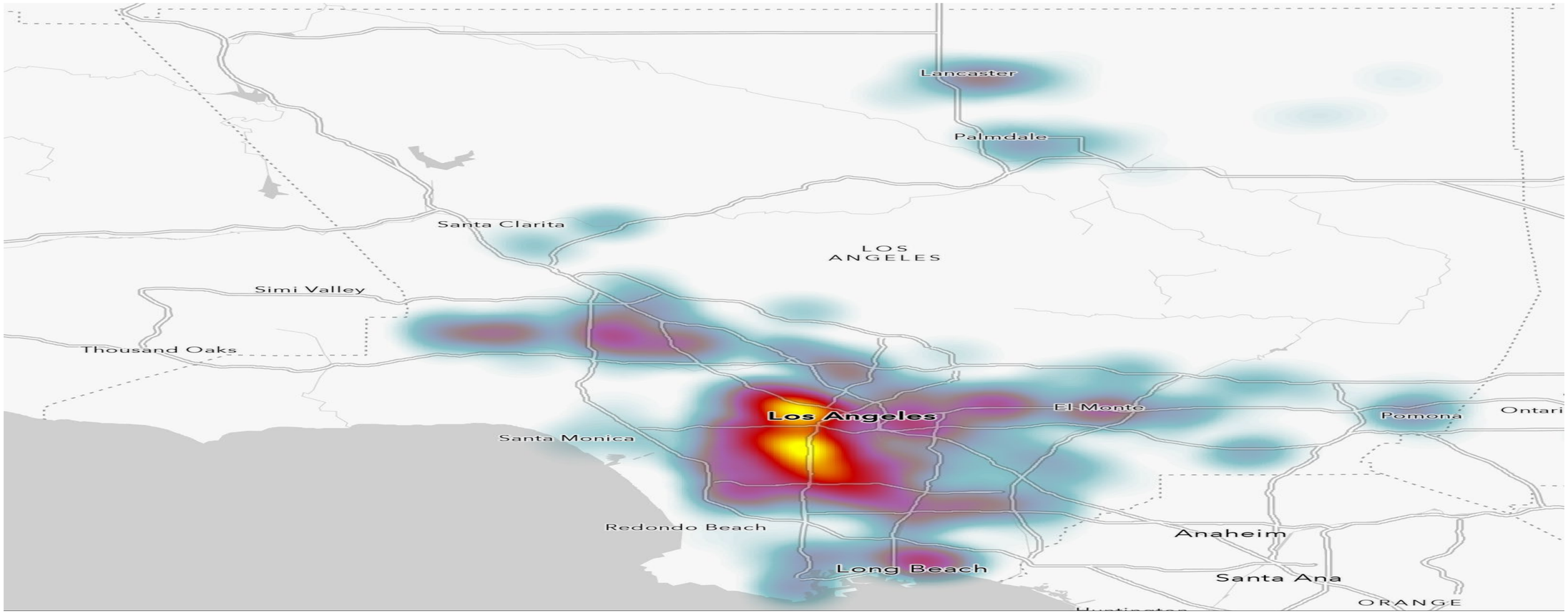
- Cleaned Applications Received: **182,428**

Enrollment

- All First Payments Made between **June 15th** and **August 15th**
- All **1,000 Participants** are Now Enrolled

Breathe: LA County's Guaranteed Income Program

Geography of Program Participants



Breathe: LA County's Guaranteed Income Program

Expected Participant Outcomes

- **Financially more stable** and better able to weather economic swings
- Experiencing **lower** levels of **stress**, **anxiety**, and **depression**
- Having the **time to complete** deferred **schooling** or **skills training**
- **Reducing disparities** in income and employment

Next Steps

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

Thank you.