

YEAR 7 ANNUAL PLAN 2006-07

MAJOR ACTIVITIES

WIB Strategy and Activities	Amount Funded 05-06	Total Requested 06-07	Status Report 2005-06
<p>5.1 Business Services/Marketing</p> <p>Continues funding needed to promote City programs. This includes funds for brochures, promotional items, hosting events and participating in business outreach. Hire a consultant to coordinate the education of public leaders; key decision makers and stakeholders on WIA related issues and a consultant to carry out the local marketing plan upon final development.</p> <p>Continues the implementation of the Business Services Model. Activities include training of Business Service Representatives citywide on developing and supporting industry clusters; customized training opportunities for employers for employers in growth industries; supporting businesses in LA City and County with hiring assistance in the empowerment zone.</p> <p>The WIB Business Services Committee is using this budget as a guide relative to the adopted 04-06 Marketing Implementation Plan and anticipates a more detailed discussion on the use of funds within each line item as business services and marketing priorities are further refined.</p>	\$575,000	\$440,000	<ul style="list-style-type: none"> • Layoff Aversion Planning Council Business Outreach to 373 businesses. • Rapid response team assisted 83 companies and 11,000 workers affected by layoffs or plant closures. • The Healthcare Initiative trained over 400 individuals in various areas of Healthcare. • The Life Sciences Initiative trained over 80 individuals in various areas of Biosciences. • Logistics, Healthcare and Technology are among the top industries in number of individuals trained and placed in employment. • The Los Angeles Community College District Collaborative introduced nearly 100 new business customers to the WorkSource System and trained over 200 job seekers. • Partnerships were formed with 10 LAX businesses reflecting a total of 107 job openings. • Over 40 regional events were coordinated. WorkSource advertised in 4 publications, 2 websites and 1 radio station. • Deployed the WorkSource Mobile Unit to over 41 community events to provide assistance to potential job seekers. Events included the Dodger Job Fair with over 1500 job seekers; Jobing Job Fair with over 1000 job seekers and Greater Los Angeles Vendor Fair with over 500 businesses.
<p>5.2 WIB Innovation Fund</p> <p>Continues funding for job training and placement services needed to employ Los Angeles residents in companies with a need for specially trained employees. Under the recommendation of the Annual Plan Task Force, the "Jobs Growth Fund" has been combined with a "WIB Innovation Fund." This integrated funding pool provides the WIB with greater flexibility to fund initiatives and/or activities that are needed to address priorities identified during the course of the program year.</p>	\$1,000,000	\$1,500,000	<p>Seed funding of \$24,500 was approved and the contract is being executed for a collaborative led by the Wilshire Metro WorkSource Center-Community Career Development, Inc., to identify and seek further funding, as well as create curriculum and training for careers in the logistics field. Currently the City, and LA Valley College are working to serve 3 employers in the Cold Storage Facility Industry. A collaborative meeting was held in February, bringing together the LA Community College District and El Camino College, the Alameda Corridor Jobs Coalition, International Trade Education Programs and the Economic Alliance of San Fernando Valley to work on this project as well as coordinated training and business services for the logistics industry as a whole.</p> <p>The City is preparing a request for proposal to create a list of sector-driven training collaboratives eligible for seed funding for 5 other WIB Driven industry sectors.</p>

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<p>5.3 CityJOBS</p> <p>This program prepares participants for employment in entry-level positions with the City of Los Angeles, with focus given to those demand occupations with clearly defined career-paths in place.</p> <p>\$30,000 funding is for direct wages and benefits</p>	\$30,000	\$30,000	<p>The Bureau of Street Services hired 15 trainees in the Vocational Worker I classification to provide lot cleaning and graffiti abatement services. Upon completion of vocational and education training, the trainees will become eligible to qualify for the civil service classification of Maintenance Laborers.</p>
<p>5.4 Rapid Response</p> <p>The Rapid Response Team provides assistance and information on employment services to employers and their employees affected by plant closures, layoffs or downsizing. The team also provides immediate assistance via a Mobile WorkSource Van for jobseekers to enroll on-line with CalJOBS, build a resume, and register employment and skill history on SkillsMatch and other on-line job matching systems. The Team collaborates with EDD, DOL and the WorkSource and OneSource systems to coordinate services to business, and ensure laid off workers are reintegrated into the workplace as quickly as possible. In addition, the Layoff Planning Council made up of over 20 economic and workforce development partners has been established to strategically address layoff aversion assistance for businesses within growth industries who are facing challenges that may lead to layoffs and/or plant closures.</p>	\$956,300	\$1,064,551	<p>To date, the City's Rapid Response Team has contacted 83 businesses facing layoffs, which affected 17,970 workers. The team has conducted 126 orientations for affected employees as of April 2006 with 2,523 attendees.</p> <p>The established Layoff Aversion Planning Council continues to work on a business outreach strategy and implementation plan. As such the Council has conducted outreach to 373 businesses.</p>
<p>5.5 LAX Community Benefits Agreement Project</p> <p>Provides employment and training services to residents of areas impacted by LAX expansion project.</p> <p><u>Proposed contractors include:</u></p> <ul style="list-style-type: none"> ▪ Community Centers, Inc. ▪ UAW-Labor Employment Training Corporation ▪ City of Hawthorne, on behalf of the South Bay WIB <p>Procurement: Sole source Recommendations are based on proximity of the Worksource centers to LAX Master Plan Impacted Area.</p>	\$0	\$3,300,000	<p>The project was targeted to begin on July 1, 2005 but was delayed due to rescission of a settlement agreement with surrounding cities adjacent to LAX and Los Angeles County. Funding for the project may be forthcoming prior to July 1, 2006. Program planning is in process and actual implementation is pending the availability of funding.</p>

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<p>5.6 Technology Plan</p> <p>Provides for technology upgrades to standardize the system used by WorkSource and OneSource Center Operators and to increase the system's ability to be responsive to the needs of business.</p>	\$300,000	\$50,000	<p>A contract was executed with Chicago Systems to provide support to Skills Match an electronic database for job seekers and businesses. Chicago Systems provided technical support for the application, database maintenance and modifications and web site monitoring.</p>
<p>5.7 Port of Los Angeles Community Benefits Agreement</p> <p>Provides employment and training services to residents of areas impacted by the Port of Los Angeles Master Plan.</p>	0		<p>The Community Development has met with the Assistant General Manager and Executive team at the Port of Los Angeles to discuss the potential partnership between the Community Development Department, Community Council and the Port of Los Angeles relative to the Port's newest Master Plan. The Master Plan contains a strategy for the revitalization of waterfront businesses and berths for cargo and cruise lines over the next 10 years. CDD is currently working with Port Staff to develop a Memorandum of Understanding to provide first source hiring and job training opportunities for local residents. It is expected the WorkSource System would be the primary resource for job training and placement.</p>