CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD
BUSINESS SERVICES, MARKETING AND RESOURCE DEVELOPMENT COMMITTEE MEETING

Wednesday, March 18, 2026
10:00 AM

Goodwill Southern CA - Auditorium

342 N. San Fernando Road, Los Angeles, CA 90031

AGENDA

1.	Call to Order/Roll Call	
2.	Declaration of Conflict of Interest	
3.	Public Comment on Non-Agenda Items	
4.	Consideration of the Minutes of September 10, 2025	Teri Hollingsworth

ADVISORIES/DISCUSSIONS/PRESENTATIONS/REPORT-BACKS/UPDATES

5.	Lead Sector Strategy Progress Presentation	Laura Huffman and Steven Pedigo
6.	Employer Services and Rapid Response Midyear Presentation	Anthony Kim
7.	Employer Satisfaction Evaluation Update	Elizabeth Macias
8.	Next Meeting: May 13, 2026	
9.	Adjourn	
10.	Business Services, Marketing and Resource Development Committee: Chair Teri Hollingsworth, Kenya Croom, David Ford, LaShondra Mercurius, Casey O'Neill, Steven Simon	

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Phone: 213-744-7164 www.wiblacity.org

4.

DATE: March 18, 2026

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Consideration of the Minutes of September 10, 2025**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 4 - DRAFT WDB_BSMRD Meeting Notes- 09.10.2025

CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD
BUSINESS SERVICES, MARKETING AND RESOURCE DEVELOPMENT
COMMITTEE MEETING
Wednesday, September 10, 2025
10:00 A.M. – 12:00 P.M.
GOODWILL SO. CA - AUDITORIUM
342 NORTH SAN FERNANDO ROAD, LOS ANGELES, CA 90031

MEETING NOTES

MEMBERS PRESENT: Teri Hollingsworth, LaShondra Mercurius, Casey O'Neill

1. Call to Order/Roll Call – Teri Hollingsworth called the meeting to order at 10:16 a.m., unofficially, as no quorum was present.

2. Declarations of Conflict of Interest – None

3. Public comments on Non-Agenda Items – None

4. Consideration of the Minutes of April 2, 2025 – Tabled as no quorum was present

   ADVISORIES DISCUSSIONS/PRESENTATIONS/REPORT BACKS/UPDATES

5. Overview of Business Services Committee

   Hannah Lee, WDB Executive Director gave a PowerPoint presentation regarding the purpose and goal of the committee: to drive innovation and impact by fostering employer partnerships aligning workforce and economic initiatives and enhancing the visibility of workforce services.

   Consistent with the Five-Year Strategic Plan the goal is to connect 50,000 Angelenos into high-quality, living-wage jobs, registered apprenticeships, and paid work experiences and training by 2030.

   Hannah also discussed establishing Sector Coalitions to integrate economic and workforce development and strengthen collaboration among employers, workforce providers, training institutions, and the City to meet high-growth sector needs. The coalitions will also support registered apprenticeship programs to address skills gaps through paid, hands-on training. Additionally, Hannah said that the Los

Angeles Workforce Infrastructure Network (LAWIN) Initiative**,** will prepare the City's Workforce Development System to meet workforce demand created by federal infrastructure investments.

6. Discussion of Sector Coalition Prioritization criteria and recommendations for launch

   Nancy Twum- Akwaboah, WDB Deputy Director presented on sector coalition prioritization criteria and recommendations. She outlined the following criteria for selecting priority sector coalitions: industry growth rate, potential job creation, industry competitiveness, current employment size, and alignment with Federal, State, and regional partners. Nancy said that a scoring rubric and a formula were utilized to help determine the five sector targets that are being considered: Biosciences, Construction, Healthcare and Social Assistance, Performing Arts, Spectator Sports and Related Industries, and Transportation.

   Final Sector Scores – growth x weight = final score

   Two recommended sectors for prioritization were identified: 1) Healthcare & Social Assistance, and
   2) Performing Arts, Spectator, Sports and Related Industries

7. Verbal Update on the Economic and Workforce Development Department's Employer Services Work

   Gerardo Ruvalcaba , EWDD Assistant General Manager, presented **Items 7 and 8** jointly, noting that under the leadership of Carolyn Hull, the department's goal is to align economic development with workforce development and better connect employers with job seekers. He highlighted that Los Angeles has the second-largest city economy in the country, after New York City, while Los Angeles County has the largest GDP among U.S. counties. The City's Department of Finance reports more than 150,000 registered businesses in the city.

   The department is focused on supporting major employers and emerging businesses through workforce and business services. Workforce services include recruitment assistance and job placement support, while business services include technical assistance, access to capital through loan packaging, entrepreneurial training, and legal services. Staff from WorkSource Centers coordinate with BusinessSource Centers to provide services and conduct outreach to over 95,000 businesses annually, with more than 300 employers enrolling in programs. It was noted that while the department connects businesses and service providers to

expand networks, there is currently no consolidated marketing plan, presenting an opportunity for improvement.

Discussion also focused on improving employer engagement and satisfaction. The department is proposing the development of employer satisfaction surveys, in addition to job seeker feedback, to better evaluate services provided under the Workforce Innovation and Opportunity Act (WIOA). Efforts are also underway to strengthen collaboration with Los Angeles County Workforce Development Boards and the Los Angeles Community College District, as well as to develop a marketing campaign to promote WorkSource Centers, business services, and resources available through the California Employment Development Department. A procurement process is in progress to support the development of employer satisfaction assessments and improve regional employer engagement.

LaShondra Mercurius asked about evaluation of job and resource fairs and suggested the possibility of holding joint events with Los Angeles County. Mr. Ruvalcaba responded that the department is working on implementing a Customer Relationship Management (CRM) system to improve communication and coordination with employers. He noted recent collaborations, including job fairs conducted with Phillips 66 and partnerships with the County and the South Bay Workforce Investment Board.

Board members also discussed the need for stronger business development efforts and whether a dedicated department or consultant should focus on strategic business engagement. Ms. Hull noted that the department currently supports several business incubators and works directly with businesses through place-based economic development initiatives, including JEDI Zones. These efforts involve coordinating with BusinessSource Centers and WorkSource Centers to address local business needs. She also noted collaboration with PACE Finance Corporation to offer low-interest loans to businesses located within the JEDI Zones.

8. Verbal Update on adding Employer Satisfaction component to Consultants Services to Workforce System

9. Presentation on the Apprenticeship Hub

   The Goodwill So CA Team consisting of Jorge Marquez, Chief impact Officer, Gaby Goetz, Senior Director, Kassandra Aguilera, Associate Director, and Alex Hussain, Consultant, New Way Solutions co-presented on the Apprenticeship Hub.

   They shared the City of LA Objectives to:

   - Establish a blueprint for a regional Registered apprenticeship Hub that fosters collaboration among key stakeholders

- Create a centralized apprenticeship web platform to connect job seekers with opportunities and resources, and
- Develop at least one registered apprenticeship in a high growth sector

There are twelve Partners and Collaborators but not all have been funded.

Additionally, an outline of the Scope of Work, and the deliverables for the two-year project period were identified.

10. Discussion of WDB Communications, Marketing and Brand Strategy Procurement

    Danielle Martinez, WDB staff presented a Powerpoint presentation on Communications, Marketing and Brand Strategy Procurement. She shared the importance of a brand strategy and gave a strategy overview and identified key deliverables. She also shared next steps, and a timeline.

    Committee members were asked what tools they would like to see included in the Committee WDBs communications and brand strategy: they shared the following:
    Teri – social media, podcast
    Casey- taglines that stick in folks minds, “hire local”, QR Codes that link to something; video content (clickable address, that leads to a map)
    Tammy – who is our audience. They talk about impact in a big way.
    LaShondra – TikTok, the real-life experience.
    Casey - suggested the creation of an App for workforce

11. Adjourn: Teri Hollingsworth adjourned the meeting at 12:00 p.m.

5.

DATE: March 18, 2026

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Lead Sector Strategy Progress Presentation**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 5 - Lead Sector Strategy Progress Presentation

LOS ANGELES SECTOR STRATEGY

BUSINESS SERVICES COMMITTEE

March 18, 2026



CIVICSOL

PROJECT OVERVIEW: HOW WE GOT HERE

HOW DID WE GET HERE

LA's economy is one of the largest in the world—and yet too many Angelenos are not sharing in its prosperity.

LA is home to millions of workers, dozens of major industries, and a vast workforce development system. But for too long, those pieces have operated in silos—leaving job seekers without clear pathways and employers without the talent they need.

The City's Five-Year Workforce Development Plan sets a different course:

Connect 50,000 Angelenos to high-quality, living-wage jobs by 2030

Prioritize those who have historically been excluded from economic opportunity

Build workforce strategies that are employer-led, data-informed, and coordinated across the system

Sector partnerships are the primary vehicle for getting there.

CIVICSOL

HOW DID WE GET HERE

LA's priority sectors weren't chosen at random—they were grounded in labor market data and economic research.

The LAEDC's People, Jobs & Industry report analyzed employment trends, wage data, and occupational projections across the LA economy from 2022–2028.

That analysis identified the industries where:

Job demand is strong and projected to grow

Wages offer a real path to economic stability

LA has existing economic concentration and competitive assets

Coordinated workforce investment can make a measurable difference

The result: a focused set of priority sectors that anchor the City's Five-Year Workforce Development Plan.

WHY SECTOR PARTNERSHIPS

The traditional workforce model waits for job seekers to show up. Sector partnerships flip the script.

When employers, training providers, and workforce partners organize around a shared industry—rather than operating in parallel—something different becomes possible:

- Training is designed around what employers actually need, not what programs already offer
- Job seekers enter pathways that lead somewhere, not just programs that complete
- Employers get a coordinated pipeline instead of one-off referrals
- The whole system learns and improves together over time

The sector partnership model works because it aligns incentives. Everyone at the table gets something real—and the people who've been hardest to reach get a genuine shot at quality jobs.

CIVICSOL

55

HOW DID WE GET HERE

CIVICSOL'S ROLE

Our job is to build the connective tissue that makes the whole system function—and to model what strong sector leadership looks like in practice.

As Lead Sector Strategist, CivicSol is responsible for:

- Developing the shared methodology that all sector leads use
- Coaching and supporting sector leads through the partnership-building process
- Creating coordination routines across EWDD, WDB, sector leads, and partners
- Ensuring consistency, accountability, and shared learning across all priority sectors
- Leading a system handoff so this infrastructure outlasts the engagement

The LA engagement itself is the live test of this methodology—what works here becomes the model.

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THE PLAYBOOK

CIVICSOL 7

PLAYBOOK OVERVIEW

THE SECTOR PARTNERSHIP PLAYBOOK

To make this work, sector leads need a clear, practical, and consistent method they can apply with confidence.

THE PLAYBOOK WILL:
Create a shared operating model for priority sectors
Support employer-led and job seeker-centered design
Reduce fragmentation across providers, CBOs, employers, and city systems
Accelerate progress toward the 50,000 quality jobs goal
Create continuity and standards across sector leads

CIVICSOL *Source:* 8

WHAT THE PLAYBOOK WILL DO

The playbook gives sector leads a roadmap that is actionable on day one.

IT WILL:

- → Define how to stand up, lead, and strengthen a priority sector partnership
- → Align employer demand, training supply, equity, and public investment
- → Establish a common method and shared vocabulary
- → Provide tools, templates, and processes that reduce lift
- → Bring consistency across healthcare, tech, logistics, green jobs, and other priority sectors
- → Provide a consistent method for selecting and sequencing 2–3 high-impact sector priorities

WHAT EMPLOYERS GET

Employers are important CUSTOMERS and participants in sector partnerships.

WHAT EMPLOYERS GET:

- → Faster and more reliable access to qualified talent
- → Direct influence over training content and credentials
- → Reduced recruitment and onboarding costs
- → A coordinated pipeline instead of one-off programs
- → A forum to solve shared workforce challenges with peers

WHAT THE PLAYBOOK IS NOT

Our goal is to create something that gets used—not something that collects dust.

IT IS **NOT**:

→ A long, bureaucratic manual

→ An academic framework

→ A one-size-fits-all script

→ A static document

IT **IS**:

→ A practical, flexible toolkit designed to support workforce development goals for Los Angeles.

HOW SECTOR LEADS WILL USE THIS PLAYBOOK

This becomes the daily and monthly operating guide for sector leads.

DAY 1 onboarding tool

MONTHLY REFERENCE for employer engagement, training alignment, and partnership development

GUIDE for building Work-Based Learning and Apprenticeship pathways

FRAMEWORK for tracking performance and managing KPIs

COORDINATION TOOL across EWDD, WDB, WorkSource and Youth Source Centers, training providers, and CBOs

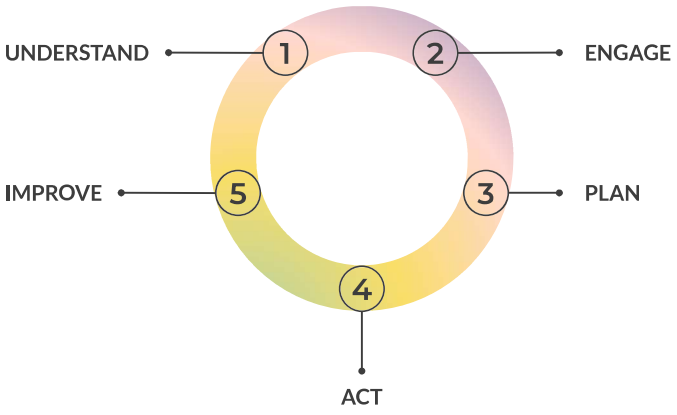
PLAYBOOK STRUCTURE (FOUR PARTS)

A simple and intuitive structure ensures the playbook is easy to navigate.

PART I	PART II	PART III	PART IV
Foundations	Sector Development Process	Performance & Continuous Improvement	Tools, Templates, & Worksheets

SECTOR PARTNERSHIP LIFECYCLE

This framework gives every sector lead the same clear method for building and managing a priority sector partnership.



A. Map the ecosystem
B. Forecast occupations and skills
C. Inventory training and talent pipeline
D. Engage employers and unions
E. Launch the partnership
F. Build the sector work plan
G. Implement and support the partnership
H. Expand Work-Based Learning and apprenticeship
I. Track outcomes and refine the strategy

PART I: FOUNDATIONS

Part I establishes shared expectations, a common purpose, and clear principles so each priority sector lead starts from the same baseline.

CHAPTERS 1 - 3: GETTING STARTED

1. **Purpose of LA's Sector Partnerships**

   Why It Matters:

   Aligns employers, training providers, and CBOs around better and more predictable pathways into quality jobs.

2. **How the Sector Strategy System Works**

   Why It Matters:

   Clarifies roles and expectations across EWDD, WDB, providers, and partners.

   → Sector leads convene, facilitate, and manage the work plan
   Employers shape priorities and commit to action

   → EWDD/WDB provide alignment, funding coordination, and accountability

   → Escalation path for unresolved conflicts

PLAYBOOK OUTLINE

PART I: FOUNDATIONS

Part I establishes shared expectations, a common purpose, and clear principles so each priority sector lead starts from the same baseline.

CHAPTERS 1 - 3: GETTING STARTED (Cont.)

3. **Guiding Principles**

   Why It Matters:

   Establishes shared values— employer-led, skills-based, equity-centered, data-informed, and action-oriented. Equity-centered means focusing sector strategies on occupations, populations, and barriers where coordinated action can measurably improve access to quality jobs.

Tools: N/A (conceptual foundation)

PART II: SECTOR DEVELOPMENT PROCESS

Part II is the core of the Playbook—the step-by-step method for launching, managing, and improving a sector partnership. It's about:

- → Understanding the sector
- → Engaging employers
- → Launching the partnership
- → Developing the work plan
- → Implementing and strengthening the coalition
- → Expanding Work-Based Learning and apprenticeships
- → Communicating and aligning partners

CHAPTERS 4 - 6: UNDERSTAND THE SECTOR

These steps help sector leads make sense of complex ecosystems quickly and identify the most important drivers of job access.

4. **Map the Sector Ecosystem**
   Identify employers, unions, providers, CBOs and organizations serving priority populations

5. **Skills-Based Occupational Forecasting**
   Define priority occupations and the skills that matter most with attention to wage progression, entry points, and advancement opportunities

6. **Inventory Training & Map the Talent Pipeline**
   Understand program capacity, gaps, and job seeker flow identifying gaps in access, completion, and transition to employment

Tools: Ecosystem worksheet; employer interview guide; training inventory survey; skills summary template

PLAYBOOK OUTLINE

PART II: SECTOR DEVELOPMENT PROCESS

Part II is the core of the Playbook—the step-by-step method for launching, managing, and improving a sector partnership.

CHAPTERS 7 - 8: ENGAGE & ALIGN

Sector Partnerships begin with authentic employer engagement and a strong launch that sets shared direction and establishes the value proposition for participants.

7. **Employer Engagement & Demand Assessment**
   Validate hiring needs and identify opportunities for Work-Based Learning. Identify opportunities for employers to advance equitable hiring, retention, and advancement practices.

8. **Launch the Sector Partnership**
   Establish shared priorities and form initial working groups

Tools: Employer engagement toolkit; launch meeting templates; working group charters

PLAYBOOK OUTLINE

PART II: SECTOR DEVELOPMENT PROCESS

Part II is the core of the Playbook—the step-by-step method for launching, managing, and improving a sector partnership.

CHAPTERS 9 - 10: PLAN & ACT

This is where insights turn into coordinated action.

9. **Develop the Sector Work Plan**
   Define 2-3 priorities using a clear prioritization framework based on employer urgency, equity impact, feasibility, job seeker impact and system readiness

10. **Implement, Support, & Strengthen the Partnership**
    Facilitate working groups and support employer commitments

Tools: Sector work plan template; communications toolkit, Employer commitment tracker (ties actions to named employers)

PLAYBOOK OUTLINE

PART II: SECTOR DEVELOPMENT PROCESS

Part II is the core of the Playbook—the step-by-step method for launching, managing, and improving a sector partnership.

CHAPTER 11: EXPAND WORK-BASED LEARNING AND APPRENTICESHIPS

Work-based learning and apprenticeships are powerful mobility tools that help job seekers gain experience and employers build talent pipelines.

11. **Expand Work-Based Learning and Apprenticeship Pathways**
    - → Co-design work-based learning with employers
    - → Strengthen access to apprenticeships and pre-apprenticeships
    - → Support job seeker retention and advancement

Tools: Work-based learning toolkit; apprenticeship roadmap; employer commitment templates

PLAYBOOK OUTLINE

PART II: SECTOR DEVELOPMENT PROCESS

Part II is the core of the Playbook—the step-by-step method for launching, managing, and improving a sector partnership.

CHAPTER 12: COMMUNICATE, ALIGN, & BUILD SHARED NARRATIVE

Clear communication builds trust, reduces confusion, and keeps partners aligned on goals and progress.

12. **Communicate & Build Shared Narrative**
    - → Develop job seeker-facing career pathways
    - → Create employer value messaging
    - → Share regular updates and maintain transparency

Tools: Career pathway visuals; messaging toolkit

PLAYBOOK OUTLINE

PART III: PERFORMANCE & CONTINUOUS IMPROVEMENT

This section ensures progress is visible, measurable, and used to strengthen the work across priority sectors.

CHAPTERS 14 - 15: MEASUREMENT IN ACTION

Part III ensures sector partnerships deliver measurable results and adapt based on real-world performance.

14. **KPIs & Dashboards**

    Track employer engagement, participation retention, progress by priority area, employers actively offering WBL / apprenticeships, employers hiring from aligned programs

15. **Continuous Improvement Systems**

    Quarterly reviews, job seeker feedback, and work plan adjustments

Tools: Dashboard template; continuous improvement worksheets

PART IV: TOOLS & TEMPLATES

This toolkit makes the work easier and more consistent across all priority sectors. It includes:

- → Worksheets (ecosystem, Work-Based Learning, interviews)
- → Templates (workplan, charters, dashboards)
- → Surveys (training inventory)
- → Career pathway visuals
- → Commitment and MOU templates

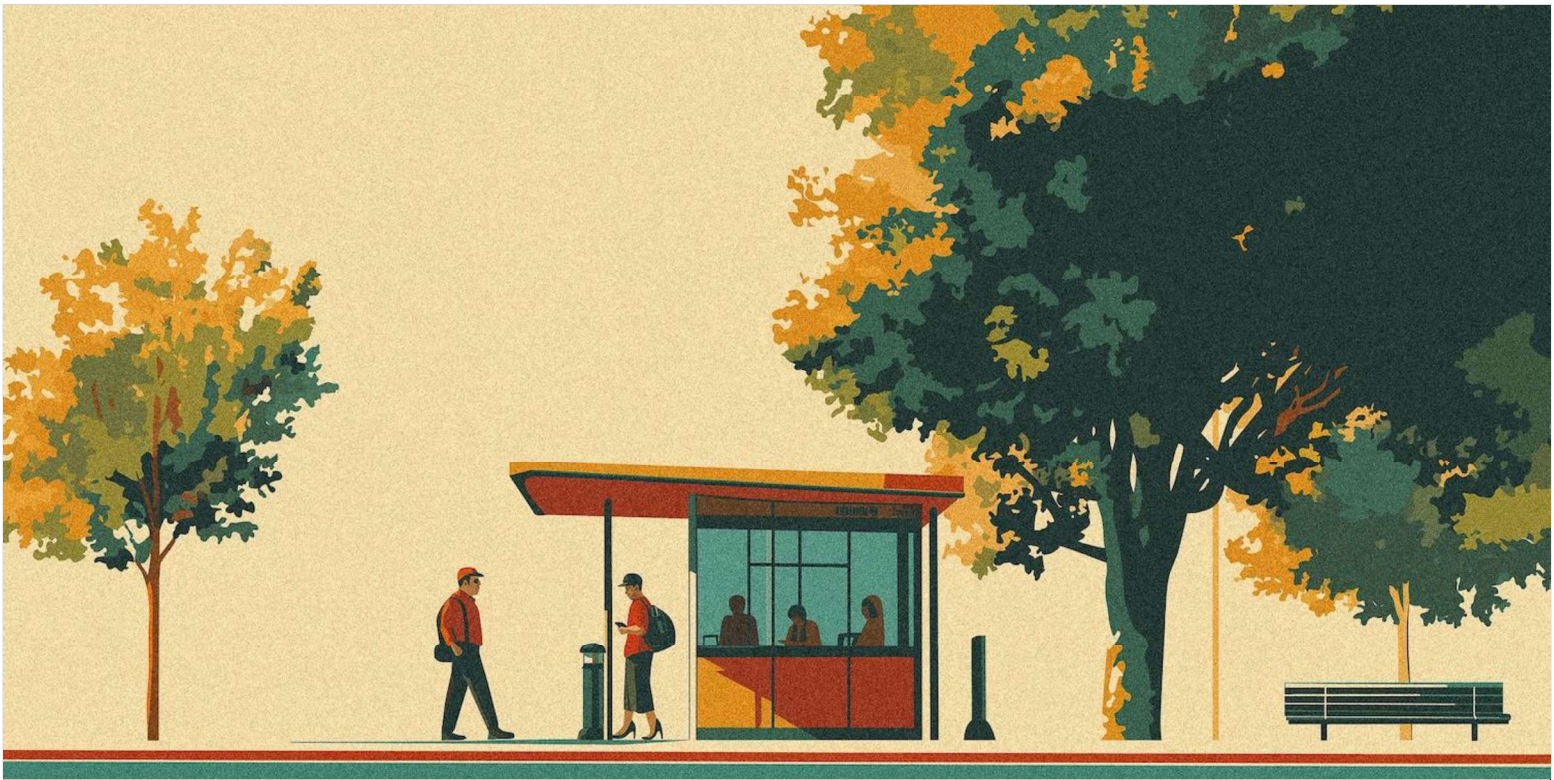
QUICK START: FIRST 90 DAYS FOR SECTOR LEADS

A predictable, supported ramp-up gives new sector leads confidence and clarity. Articulate and test the employer value proposition with early champions. This ensures new sector leads don't default to "listening tours" without a clear ask.

Days 1-30: Understand the sector, gather insights & clarify employer get/give expectations

Days 31-60: Validate findings and priority focus with employers and launch partnership

Days 61-90: Build the work plan and stand up working groups; begin early work-based learning pilots



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6.

DATE: March 18, 2026

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Employer Services and Rapid Response Midyear Presentation**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 6 - Employer Services and Rapid Response Midyear Presentation

City of Los Angeles

Economic & Workforce Development Department's Rapid Response & Employer Services Unit

1

Employer Services Unit (ESU)

The goal of the ESU is to support the City's workforce development system by

- Assisting in the efforts to engage employers and to increase the network of employers and job opportunities for job seeking Angelinos
- Ensuring effective delivery of employer services
- Coordinating opportunities for strategic partnerships and collaboration that will result in career pathways

2

Business Services Provided to Employers

- Coordinate a recruitment exclusively for an employer or industry
- Candidate Screening and Resume Referrals
- Assist in developing job descriptions for posting
- Provide strategic planning: industry focus group, research, speaker series, employer forum and Labor Market Information (LMI)
- Rapid Response/Business downsizing services
- On-the-Job Training (OJT)
- Referrals to community resources
- Referral to BusinessSource Centers

WorkSource Center Contract Requirements

	Annual Goal
• Minimum Number of Eligible Business Services (including a min. of 10 Business Referrals to BSCs)	90
• Minimum Number of Business Referrals to BusinessSource Center	10
• Minimum Number of Unduplicated Employer Customers	70
• Minimum Number of Sector-Based Employer Customers	15

3

Employer and Entrepreneurial Support

- Job Announcements and Referral Information
- Conduct Job Fairs and Customized Recruitments
- Use of Space for Interviews, Computer Access, Meetings & Workshops
- Downsizing, Layoff and Closure Assistance
- Qualified Candidate Screening and/or Testing
- Access Labor Market Information and Develop Effective Job Descriptions
- On-the-Job (Wage Reimbursement to Employer) and Pre-Employment Training

Partnerships & Collaborations

- Regional Connect LA (Job Fair)
  - Joint job fair with Harbor Occupational Center, Harbor WSC, Watts/LA WSC, West LA WSC, SELA WSC
- Jobs and Economic Development Incentive (JEDI) Zones

WorkSource CALIFORNIA Building Business and Careers

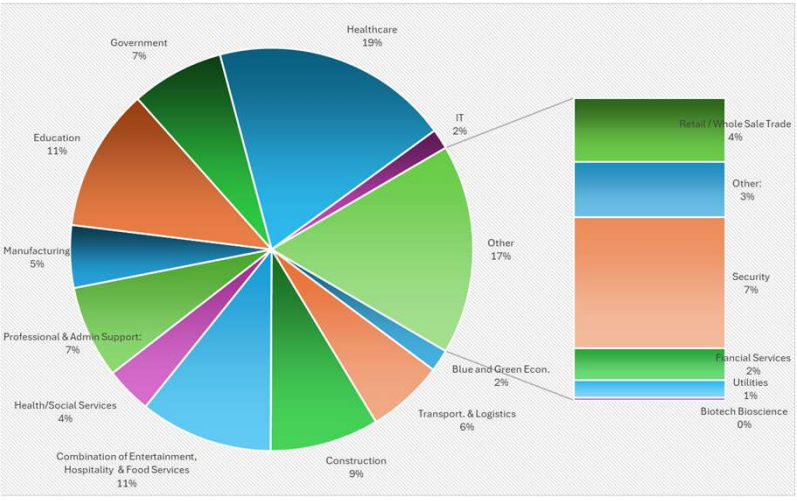
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WorkSource Center System

	No. of Employer Customers	No. of Business Services Provided	No. of Referrals to BSC
Annual Expectation for WDS	980	1260	140
PY 2023-24	1,113	1,479	192
PY 2024-25	1,054	1,588	222
PY 2025-26: Q1 & Q2 (July-Dec.)			
Mid-Year Goal for WDS	490	630	70
PY 2025-26 Actuals	619	946	136

5

PY 2025-26 Employer Services
Q1 & Q2 (July - Dec.) Data



Top Industry employers utilizing WDS services:

- Healthcare
- Education
- Entertainment, Hospitality & Food Services
- Construction

6

PY 2025-26 Employer Services
Q1 & Q2 (July - Dec.) Data

Top services provided:

Services Provided	No. of times provided	% of Total Services Provided
Job Fair	357	37.7%
Filling job order via candidate screening & resume referrals	155	16.4%
Referrals to community resources	120	12.7%
Filling job orders via customized recruitement	88	9%
Placement / Hire (verified)	88	9%

7

Sector Strategies for PY 2025-26

Bioscience
Blue & Green
Construction
Spectator Sports & Performing Arts
IT (Cyber Security)
Healthcare (Social Services)
Government
Motion Picture & Sounds
Transportation
Garment (Manufacturing)

8

PY 2025-26 Rapid Response

Worker Adjustment and Retraining Notification (WARN)

- Businesses with 75 or more employees (F/T & P/T) are required to file.
- Required to file if planning to:
  - Layoff of 50 or more employees within a 30-day period.
  - Close a plant or facility.
  - Relocate operation
- The WARN Act requires employers to provide written notice at least 60 days before the layoffs, closures, or relocations.

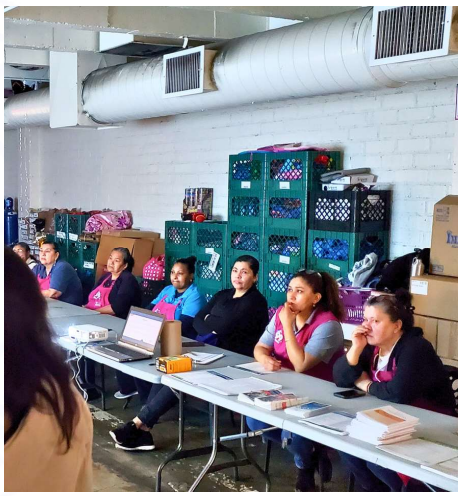
Non-WARNS

- Any businesses that are not required to file

9

About Rapid Response

- Rapid Response is a federally mandated and funded program
- The program is designed to provide immediate, on-site, or virtual **assistance to businesses and employees affected by downsizing or plant closures** at **NO COST** to the recipients



10

Main Goals

- To **ease the laid-off workers' transition** into the next steps post layoff.
- To reduce the stress among those affected and **maintain morale of the remaining workforce**, leading to increased productivity
- To support employees in making a **quick return to the workforce (*Rapid Reemployment*)**

11

Federally Mandated Partners

State of California Employment Development Department

U.S. Department of Labor

WorkSource California System in Partnership with America's Job Centers of California

12

Non-federally Mandated Partners

FINRA Investor Education FOUNDATION

Financial Advisor

COVERED CALIFORNIA

Covered California Advisor

13

Orientations



- In-person & Onsite
- Virtual orientation
- Hybrid (In-person & Onsite + Virtual)

14

Benefits of Attending an Orientation

- Providing Assistance with Unemployment insurance
- Connecting to immediate employment opportunities
- Continued access to benefits (health & retirement)
- Job search assistance, training and other career resources
- Financial management
- Entrepreneurship (Business & Marketing Plan Development)
- Job Training & upskilling
- Adding tools to your existing tool box

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PY 2025-26 Rapid Response

Q1 & Q2 (July - Dec.) Data

City of Los Angeles received 70+ WARNs to date in PY 2025-26

- Includes multiple WARNs filed by single employer. For example, USC filed 12 individual WARNs.

During the Q1 & Q2 of PY 2025-26:

- EWDD responded to a total of 59 WARN/Non-WARNs.
- A total of 37 employers were extended the Rapid Response services.
  - Total of 191 planning calls/sessions were held with employers
- 29 virtual or in-person orientations facilitated by EWDD's Rapid Response Unit.
- 1,047 employees either attended RR Orientation or received RR materials

Looking ahead to 3rd & 4th Quarter

- January 1, 2026 to March 9, 2026
  - 16 employers were reached out to about RR services.
  - 1,585 employees either attended RR Orientation or received RR materials

16

Rapid Response Trends

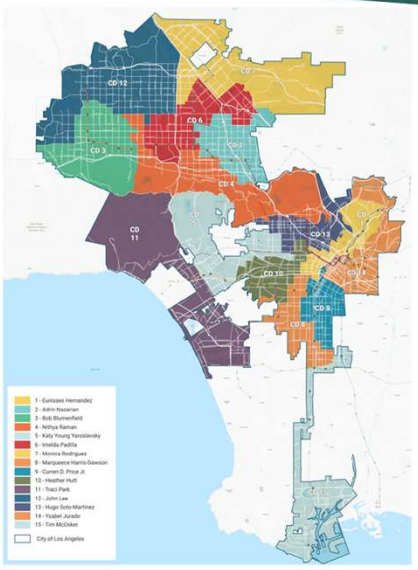
WDB Business Services Marketing & Resource Dev. Committee

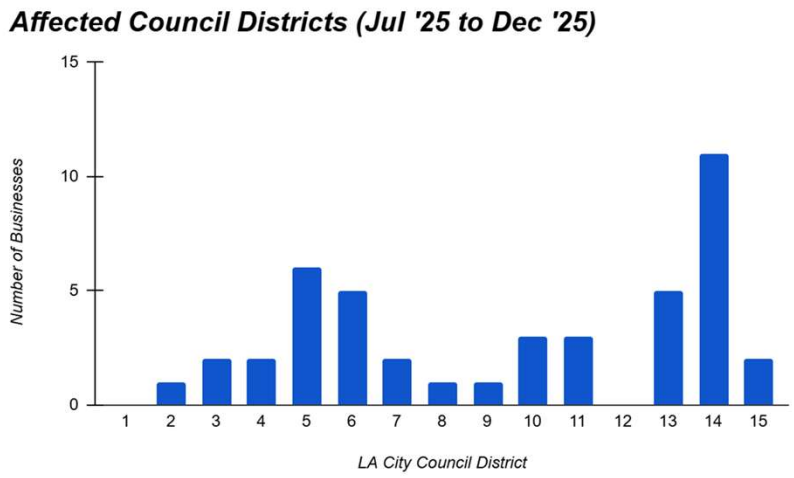
March 2026

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Affected Council Districts

- Shows distinct districts affected by WARNs and non-WARNs

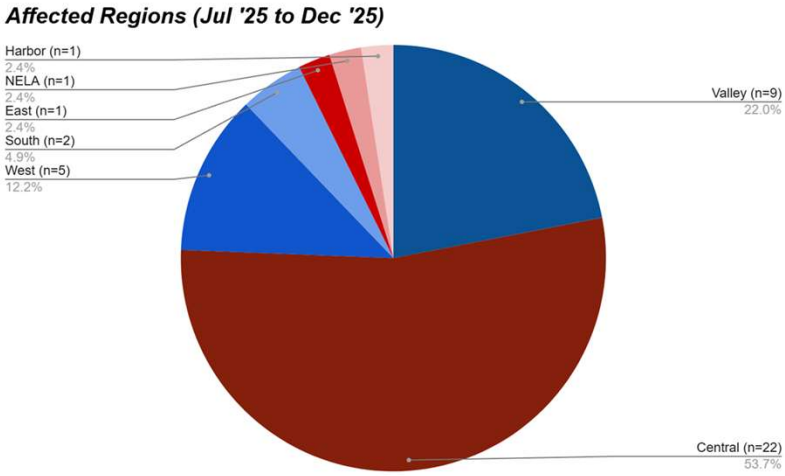




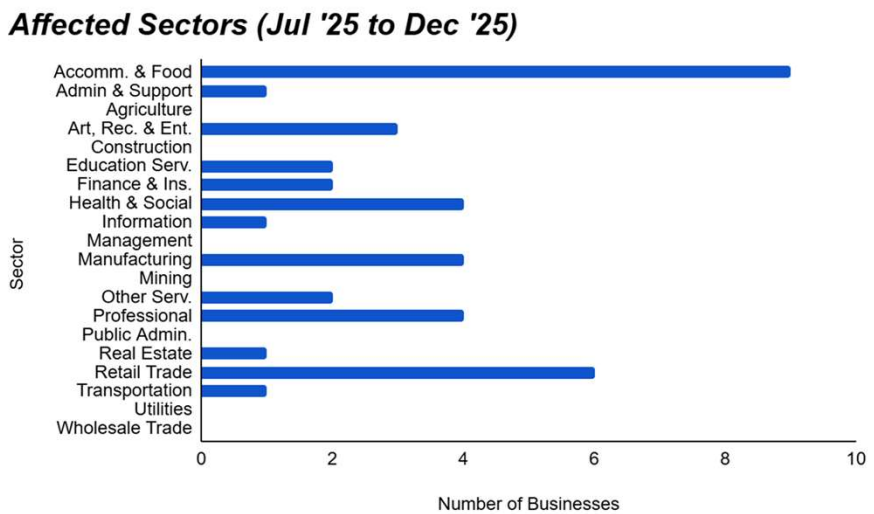
18

Affected Regions

- Shows distinct regions affected by WARNs and non-WARNs



19

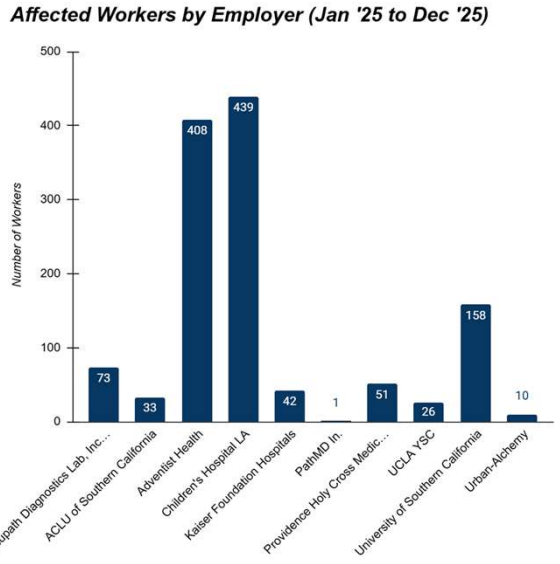


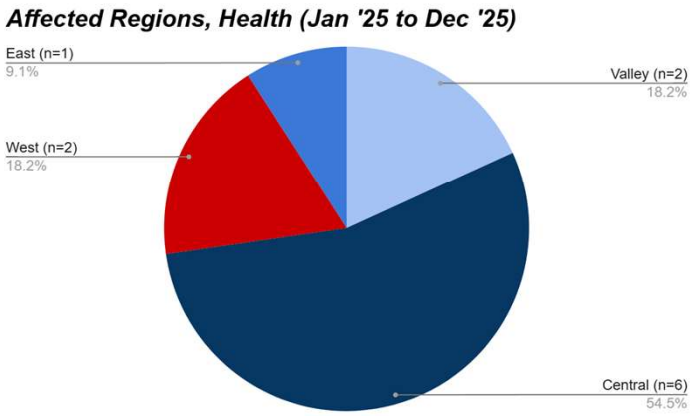
Affected Sectors

20

Health Sector Focus

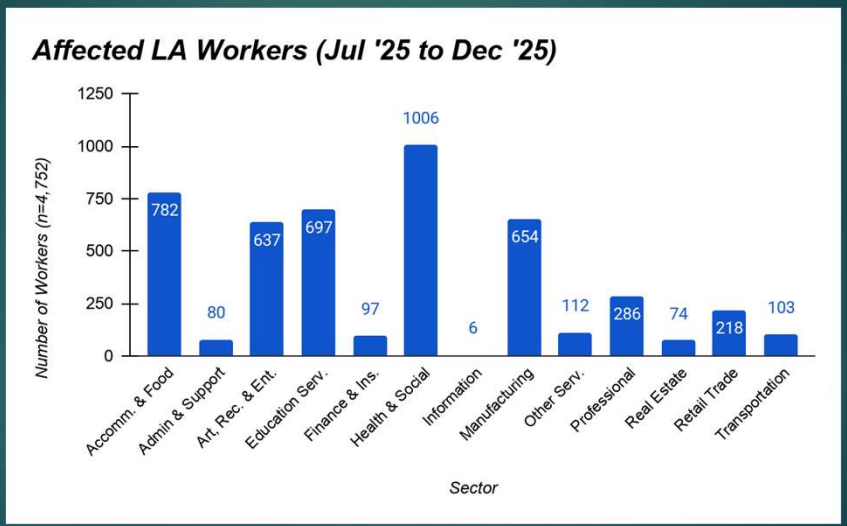
- Total affected workers in 2025: 1,241





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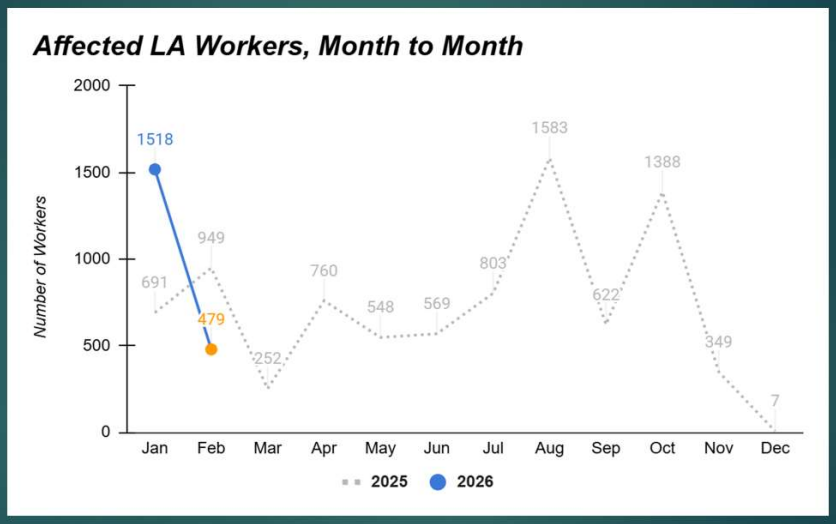
Affected LA Workers



Total affected workers in 2025: 9,209

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Affected LA Employees, Month-to-Month



- February data up to 2/24/26
- Excludes businesses for which there was no employee data

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PY 2025-26 Rapid Response

2 notable WARNS during PY 2025-26:

- Phillips 66 Refinery Closure (Wilmington & Carson facilities)
  - Estimated 900 impacted employees & contractors
- Healthcare (USC, Children's hospital & Adventist Health)
  - Over 1,000 impacted employees

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Phillips 66

- Regional Collaboration
- Information Session
- Resource Fair
  - United Steelworkers, Local 675
- On-Site Office Hours
- Workshops
  - Resume
  - Interview Techniques
- On-Site Job Fair
- Participation in P66 employee benefits sessions
- Rapid Response Orientation
  - Schultz Industrial Services

Healthcare

USC (Keck), CHLA & Adventist Health

- Multi-month Rapid Response series
- Monthly calls with USC HR team
- Coordination with Hospital Association of Southern CA (HASC)
  - Sharing job portal
- Virtual workshops with Boyle Heights and Vernon-Central WSCs
  - Job Readiness/LinkedIn Skills
  - Resume Building
  - Office Hours

25

PY 2025-26 Rapid Response

Layoff Aversion

- Contract w/LAEDC
  - Enroll 300 At-risk business clients
  - Avert the layoff or reduction in work hours of 600 targeted employees.

	Number of enrolled businesss	Number of layoffs averted
PY 2023-24	335	630
PY 2024-25	330	660
	Number of enrolled businesss	Number of at-risk jobs
PY 2025-26	142	380

26

THANK YOU

For more information, visit

For more information, scan
QR code or visit
bit.ly/EWDDRapidResponse

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7.

DATE: March 18, 2026

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Employer Satisfaction Evaluation Update**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 7 - Employer Satisfaction Evaluation Update



EMPLOYER SATISFACTION EVALUATION UPDATE

City of Los Angeles Workforce Development Board
Business Services, Marketing, and Resource Development Committee

March 18, 2026

Presented by the Economic and Workforce Development Department

1

Background

- The WDB seeks to systematically collect, analyze, and report on employer satisfaction to continuously improve the City's Workforce System.
- As such, the WDB plans to incorporate Employer Satisfaction as a new evaluation category in the Annual Performance Evaluation of the WorkSource Centers.
- At WDB Executive Committee Meeting held on Feb 12, 2026, consultant, **KPMG,** was selected to evaluate the WorkSource Center employer satisfaction.
- EWDD has begun the contracting process with KPMG for a 12-month term: March 2026 to March 2027.



2

Evaluation Services

The scope of work comprises two tasks:

Task 1: Measuring level of employer satisfaction per WorkSource Center.

Task 2: Conducting a regional analysis of employer engagement and participation with the City's workforce system.



3

Evaluation Services



Task 1: Measuring level of employer satisfaction per WS Center.

This task will measure and analyze the satisfaction of employers utilizing business services from the fourteen (14) City's WSCs. The consultant will evaluate a minimum of thirty (30) employers per center.

- ✓ Development of employer satisfaction survey tools and evaluation methodology (employer satisfaction survey, multi-sector roundtables, interviews, baseline data analysis)
- ✓ The implementation of bi-annual employer satisfaction surveys.
- ✓ An analysis of the drivers of both satisfaction and dissatisfaction and recommendations for improvement in the final evaluation report.

4

Evaluation Services



Task 2: Conducting a regional analysis of employer engagement and participation with the City's workforce system

✓The development of employer outreach tools to pinpoint untapped employers.

✓The identification of key employers in the eight (8) industry sectors as identified in the City's Five-Year Workforce Development Strategic Plan and supporting future outreach activities and progress tracking.

✓The development of an analytical report outlining findings and recommendations for increasing employer participation.

5

Tentative Deliverable Timeline

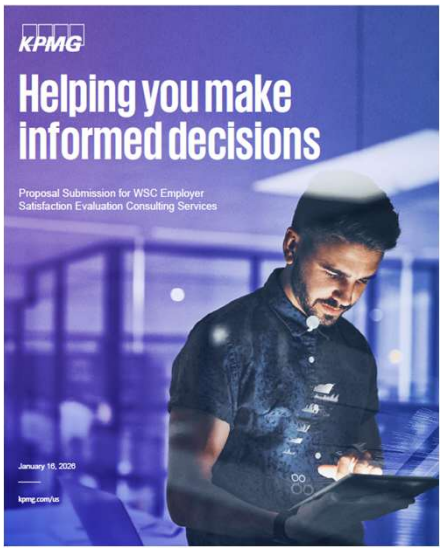


	TARGET DATE
❖ Develop employer satisfaction tools and scoring methodology	5/29/26
❖ Coordinate evaluation schedule and conduct satisfaction evaluation	9/25/26
❖ Analysis of findings	10/30/26
❖ Prepare draft report with findings and recommendations	11/13/26
❖ Present report to EWDD, WD Board and Mayor's Office of Economic Opportunity.	TBD

6

Next Steps

- EWDD will complete the contracting process with KPMG and finalize the deliverables timeline.
- KPMG will provide an overview of their evaluation implementation plan and receive employer satisfaction survey development input at the May 13, 2026, WDB Business Services Committee Meeting.



7

DATE: March 18, 2026

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Consideration of the Minutes of September 10, 2025**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

No Attachments Available