CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT DEPARTMENT
YOUTH COUNCIL MEETING

Wednesday, May 11, 2022
10:00 AM - 12:00 PM

ZOOM VIDEO CONFERENCE CALL

MEETING ID: 869 1985 3982 PASSCODE: 680715

AGENDA

1. Call to Order/Roll Call
2. Public Comment on Non-Agenda Items

ACTION ITEMS:

3.	Consideration of the Minutes of February 15, 2022	David Crippens

ADVISORIES/DISCUSSIONS/PRESENTATIONS/REPORT-BACKS/UPDATES

4.	Presentation by the Economic and Workforce Development Department (EWDD) on a Proposed Design for the HIRE LA Youth Program in Anticipation of the Release of a Request for Qualifications (RFQ)	Gerardo Ruvalcaba/ Makeda Vela
5.	Update by the Economic and Workforce Development Department (EWDD) on the Preparation and Submission of a Request for Bank of America Foundation Funds to Underwrite Youth Work Experience Opportunities	Gerardo Ruvalcaba/Makeda Vela
6.	Update by the Economic and Workforce Development Department (EWDD) on the Cash for College Initiative	Gerardo Ruvalcaba/Makeda Vela

7. Next Meeting
8. Adjourn

Youth Council Committee:

David Crippens, David Rattray, Donald Bradburn, Laura Chardiet, Veronica Corona, Dr. Alex Davis, Raul Estrada, Gerald Feeney, Belinda Jackson, John King II, Thomas Lee, Olivia

Mitchell, MaryRose Ortega, Andrea Perry, Hector Perez-Pacheco, Carl Reece, Esther Soliman, Maria Turrubiartes

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

3.

DATE: May 11, 2022

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Consideration of the Minutes of February 15, 2022**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 3 - Draft Minutes WDB Youth Council Committee Meeting 02-15-2022

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CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD (WDB)
YOUTH COUNCIL COMMITTEE
TUESDAY, FEBRUARY 15, 2022
10:00 A.M. – 12:00 P.M.

DRAFT MINUTES

MEMBERS PRESENT: David Rattray, Laura Chardiet, Gerry Feeney, Raul Estrada, Mary Rose Ortega, Belinda Jackson, Andrea Perry, Olivia Mitchell, Carl Reece, Maria Turrubiartes

1. Call to Order: Chair David Rattray officially called the meeting to order at 10:27 a.m. with a quorum present.

2. Public Comments on Non-Agenda Items – None

3. Consideration of the Minutes of January 21, 2022
   Moved Mary Rose Ortega, Second Olivia Mitchell
   Vote: Unanimous approval.

4. Approval of the Economic and Workforce Development Department's (EWDD) Guiding Principles for Development and Issuance of the Upcoming YouthSource System Request for Proposals (RFP), as well as the Evaluation and Scoring of Proposals Received

   Gerardo Ruvalcaba, EWDD presented the Department's vision and changes to the Youth Council RFP and the six areas of focus that resulted from six community forums the EWDD team held to reach out to the youth service providers, youth participants and stakeholders. The six areas of focus in the redesign of the YouthSource RFP include:
   1. Increased focus on career pathways; 2. Promoting Youth Voice in the YSC System
   3. Strengthening Mental Health Services 4. Increased focus on high barrier populations 5. Addressing the Digital Divide 6. Enhancing the Performance Partnership Pilot (P3) Model.

   Mary Keipp, UCLA asked if the Department envisions Hire LA as being an integral partner with the YouthSource System. She also commended the Department for the process they implemented to receive input for the development of the RFP.

Gerardo responded that the Department sees Hire LA as a continuance of the YouthSource center services. They want Hire LA to ensure that they are connecting youth to internships in important sectors.

Olivia Mitchell asked if there are plans to relocate a YouthSource Center to provide coverage to all of the seven planning areas.

Gerardo responded that as they reprocure the YouthSource System, the criteria they will use will be to locate the fourteen YouthSource Centers in areas with the highest concentration of youth poverty and dislocated youth.

Gerry Feeney asked if there is a channel to connect the probationary youth, whether they are in custody, or soon to be released for these programs to be a part of the plan.

Gerardo responded that they currently serve probationary youth, and that through HIRE LA, they receive direct funding to serve probationary youth. He added that with the Workforce Innovation and Opportunity Act (WIOA), there is an emphasis on out of school youth; 75% have to be out of school. With the Performance Pilot Partnership (P3) Program, they get a waiver and are allowed to count certain youth.

David Rattray opened it up for Board members to comment on the YouthSource RFP process.

Lisa Salazar, Youth Development Department thanked Gerardo and his team for their great work on the changes to the YouthSource RFP. The Youth Council of the Youth Development Department will focus on multiple policy areas, aside from workforce.

Raul Estrada acknowledged Lisa and Gerardo for embracing mental health for youth.

Olivia Mitchell commented that LA County hosted a mental health workshop where a peer counseling certification that is a part of programming was discussed. She expressed the need to support one another by connect all of these things.

Esther Soliman commented that she likes the focus on the youth voice, career pathways and apprenticeships. She is excited to see how the results of the newly designed YouthSource RFP incorporate high wage, high skill, and high demand pathways.

David Rattray commented that the Department should look at ways to incorporate Linked Learning, and Linked Learning Light, perhaps they could rename it. It is important to lift it up, and to support Esther Soliman and reach out to the new LAUSD Superintendent in a super strategic way.

Daisy Millan of the Housing Authority of the City of Los Angeles (HACLA) commented that she is excited about the future.

Gregg Irish asked if adjustments would need to be made to the timeline.

Gerardo Ruvalcaba responded that the existing system will need to be extended for a two month period. The target release date for the RFP is mid- March 2022, with proposals due the first week of May. They believe the September 1, 2022 contract start date is doable.

David Rattray asked if this would require approval from the State.

Gregg Irish responded that he is in conversations with State officials, and that a meeting is in the works to discuss this matter.

Andrea Perry likes the idea of youth involvement. She believes it is important to get youth feedback on whatever services they are being provided.

Hector Perez Pacheco echoes the importance of receiving input from the youth; it gives them an opportunity to advocate for their own well being as they are the ones experiencing issues.

General Manager Carolyn Hull expressed how proud she is of the WDD team for their work in producing a transformational RFP. She looks forward to the responses to the RFP. This is a wonderful opportunity for the Youth System.

Dr. Alex Davis echoes the importance of a new RFP.

Carl Reece echoed the importance of integrating the youth's thoughts and inside perspectives, and thanked the Department for all their work to include them.

David Rattray commented that there is no reference to Cash for College. The State has said that all districts should get the California Association of Director of Activities (CADA) funding. The LAUSD is working on a plan to get every single young person access to financial aid.

Gerardo responded that it will be part of the RFP and it will be called out as a critical resource that the Department will support.

Recusals: Raul Estrada, John King III
Motion: Carl Reece moved to approve the Guiding Principles: Second Hector Perez Pacheco.
Vote: Unanimous approval

Gerardo thanked everyone for their support and he is excited to move this forward to make an impact for the youth.

5. Next Meeting: TBA

6. Adjourn: Chair David Rattray adjourned the meeting at 11:04 a.m.

Workforce Development Board
City of Los Angeles

4.

DATE: May 11, 2022

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Presentation by the Economic and Workforce Development Department (EWDD) on a Proposed Design for the HIRE LA Youth Program in Anticipation of the Release of a Request for Qualifications (RFQ)**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 4 - Hire LA Update for RFQ
- Item 4 - Attachment Reimagining Hire LA Contract Design - DRAFT 05-09-22VER2

CITY OF LOS ANGELES
CALIFORNIA

CAROLYN M. HULL
GENERAL MANAGER

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ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT

1200 W. 7TH STREET
LOS ANGELES, CA 90017

ERIC GARCETTI
MAYOR

DATE : May 11, 2022

TO: David Crippens, Chair
Workforce Development Board Youth Council

FROM: Carolyn M. Hull, General Manager
Economic & Workforce Development Department

SUBJECT: PRESENTATION BY THE ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT (EWDD) ON A PROPOSED DESIGN FOR THE HIRE LA YOUTH PROGRAM IN ANTICIPATION OF THE RELEASE OF A REQUEST FOR QUALIFICATIONS (RFQ)

WORKFORCE DEVELOPMENT BOARD (WDB) ACTION

The General Manager of the Economic and Workforce Development Department (EWDD) respectfully requests that the Workforce Development Board:

1. NOTE and FILE the Presentation and Recommendations proposed by EWDD to redesign Hire LA.

BACKGROUND

HIRE LA's Youth is based on a collaborative model comprised of partners including Los Angeles County, Los Angeles Unified School District (LAUSD), Los Angeles Area Chamber of Commerce, various corporate and nonprofit community agencies, and direct employer hiring. The initiative relies on several funding sources, including City of Los Angeles General Funds, Los Angeles County special and general funds, federal and corporate grants, and private donations. The largest public funder of the program is the Los Angeles County Board of Supervisors.

The City of Los Angeles HIRE LA's Youth program has seen a continual increase in its total number of participants, from 5,448 in 2013 to over 20,000 prior to the pandemic.

DISCUSSION

EWDD, as the administrator of the Hire LA's Youth program, determines the design, policies, and implementation. For program year 2020, we spearhead a new framework for Hire LA with skill-building and safety in mind. As we began to rebuild and recover from the crippling effects of the pandemic, the Department procured Level Fields Consultants in April 2021 to build a system for success. The redesign intentionally places youth at the

This WIOA Title I financially assisted program or activity is an equal opportunity employer/program.
Auxiliary aids and services are available upon request to individuals with disabilities.

center while cultivating a model that shifts the framework from offering youth their first job to creating a progressive pipeline for the future workforce.

The youth section and Level Fields Consultants convened several focus groups and meetings from May 2021 to February 2022. The recommendations provided in the accompanying presentation were derived from community-based organizations with contracts from the City to provide services, young Angelenos who have participated in the Hire LA program, and partner organizations. EWDD and Level Fields Consultants are committed to developing and implementing a more robust Hire LA's Youth program by ensuring the new model aligns with the RFQ and is outlined in the new contracts.

NEXT STEPS

The department is looking forward to releasing a Hire LA RFP for the 2022-2023 program year.

CMH:GR:MV:cg
Attachment: Reimagining Hire LA Contract Design

REIMAGINING HIRE LA

May 2022

Experience of Providers, Youth & System Leaders

- What are the critical elements of the HIRE LA programs and who are they serving?
- What are the strengths, challenges, opportunities and aspirations of the stakeholders involved in HIRE LA?
- What are the program's implementation challenges and how are they addressed?

Accountability Systems

- What metrics and indicators are used to measure the success of the program?
- What systems are used to track and monitor progress of the program?
- What are the strengths and shortcomings of those data collection?

Strategic Partnerships

- Who are the major partners (employers, intermediaries, agencies, providers, education institutions) involved in the visioning and execution of HIRE LA's programs?
- What are the existing employment opportunities that HIRE LA could be preparing youth for?
- What industries are in demand that HIRE LA could tap into (labor market and youth demand)?

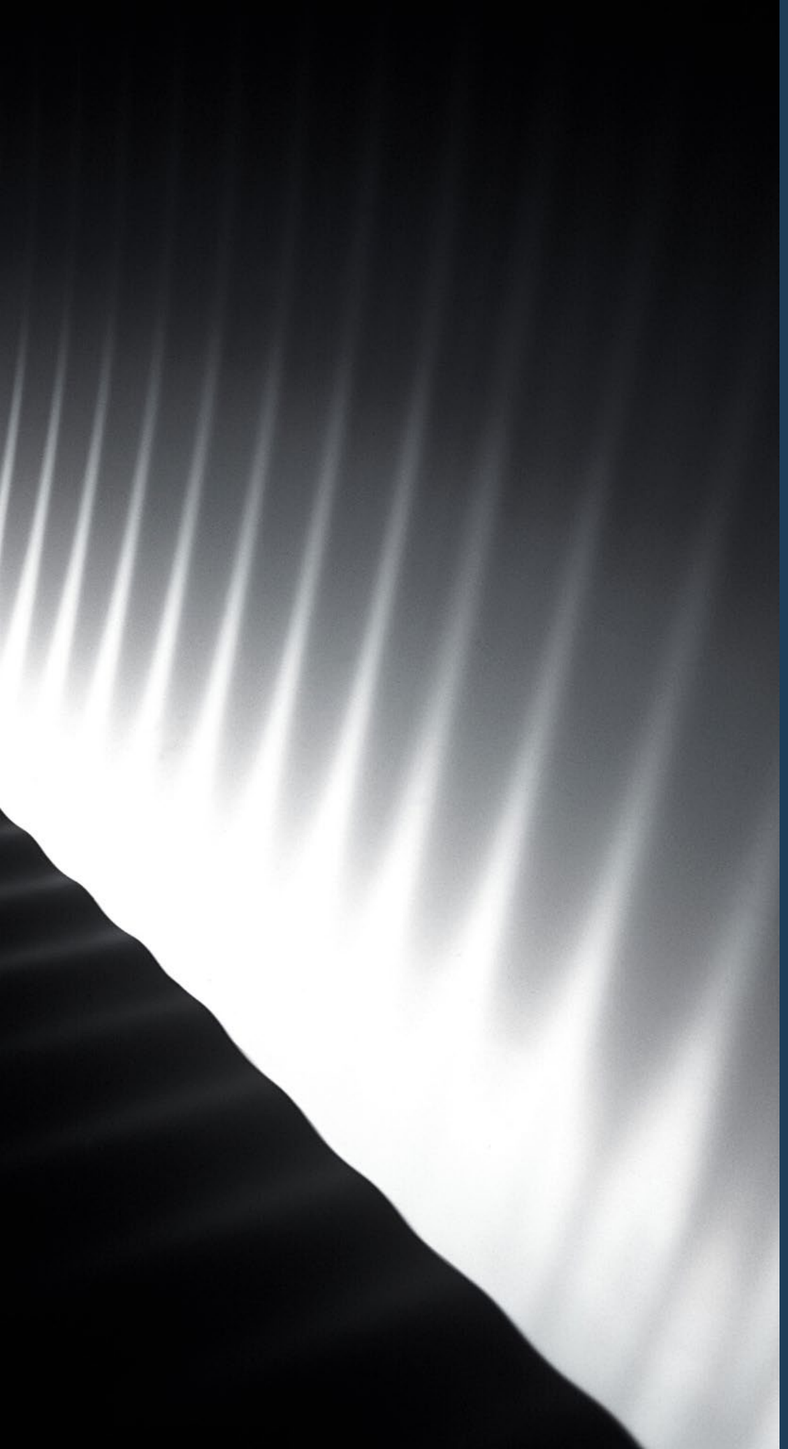
Future of HIRE LA

- What does success look like?
- What does higher quality look like?
- What will it take to serve more youth with higher quality programming?

Discovery

WHO DID WE TALK TO?

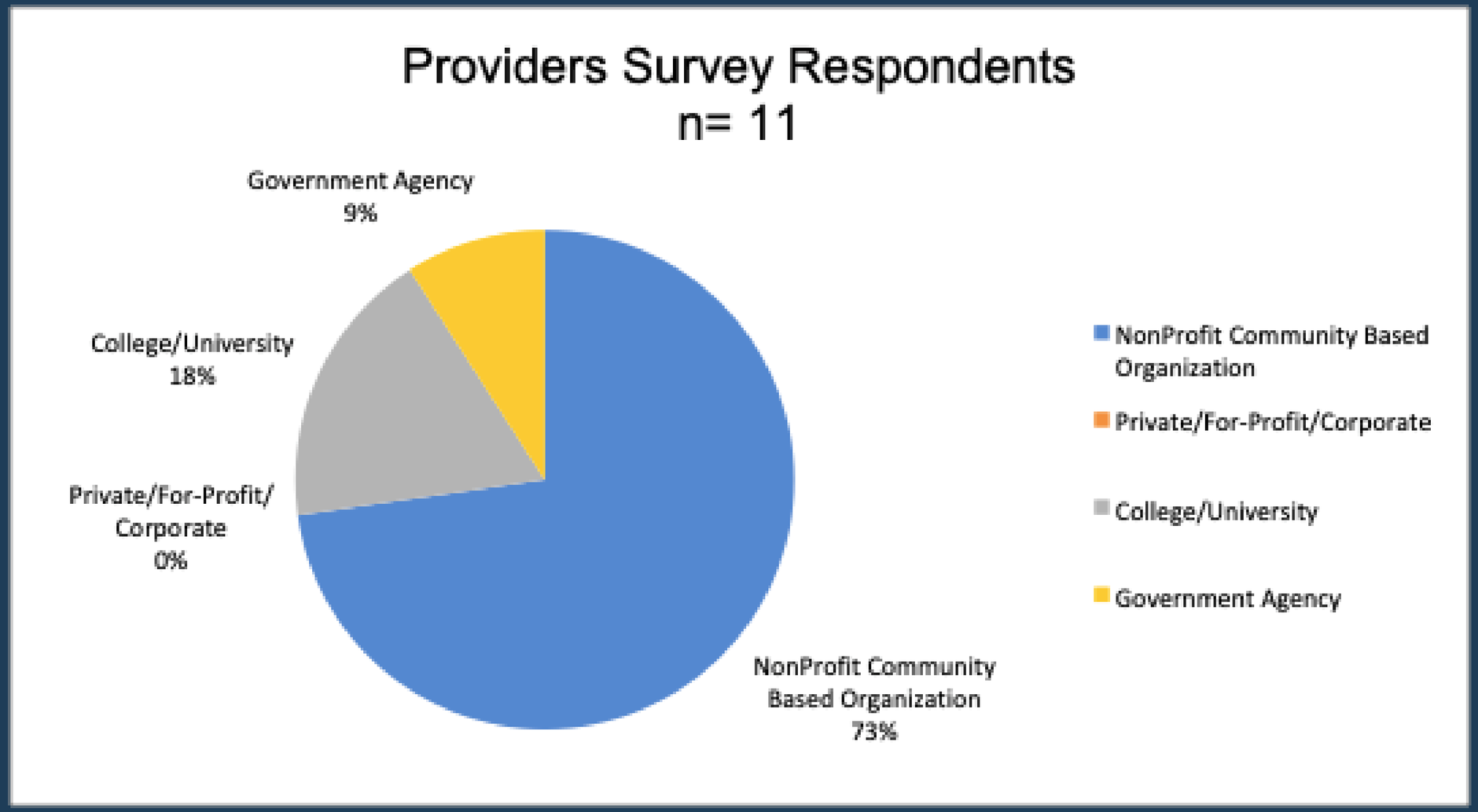
- **Youth Focus Groups: Para Los Ninos, Boyle Heights Technology YouthSource Center, and UCLA)**
- **Program Providers Survey (11 respondents)**
- **Stakeholders/Partners (12): EWDD Business Source, Employment Source and Youth Programs staff; Unite LA, LA Tech, TAYWOW**



Data + Landscape Review:

- Survey and Focus Group Data
- Feedback from program providers on new program design and implementation
- Gaps in current proposed program redesign

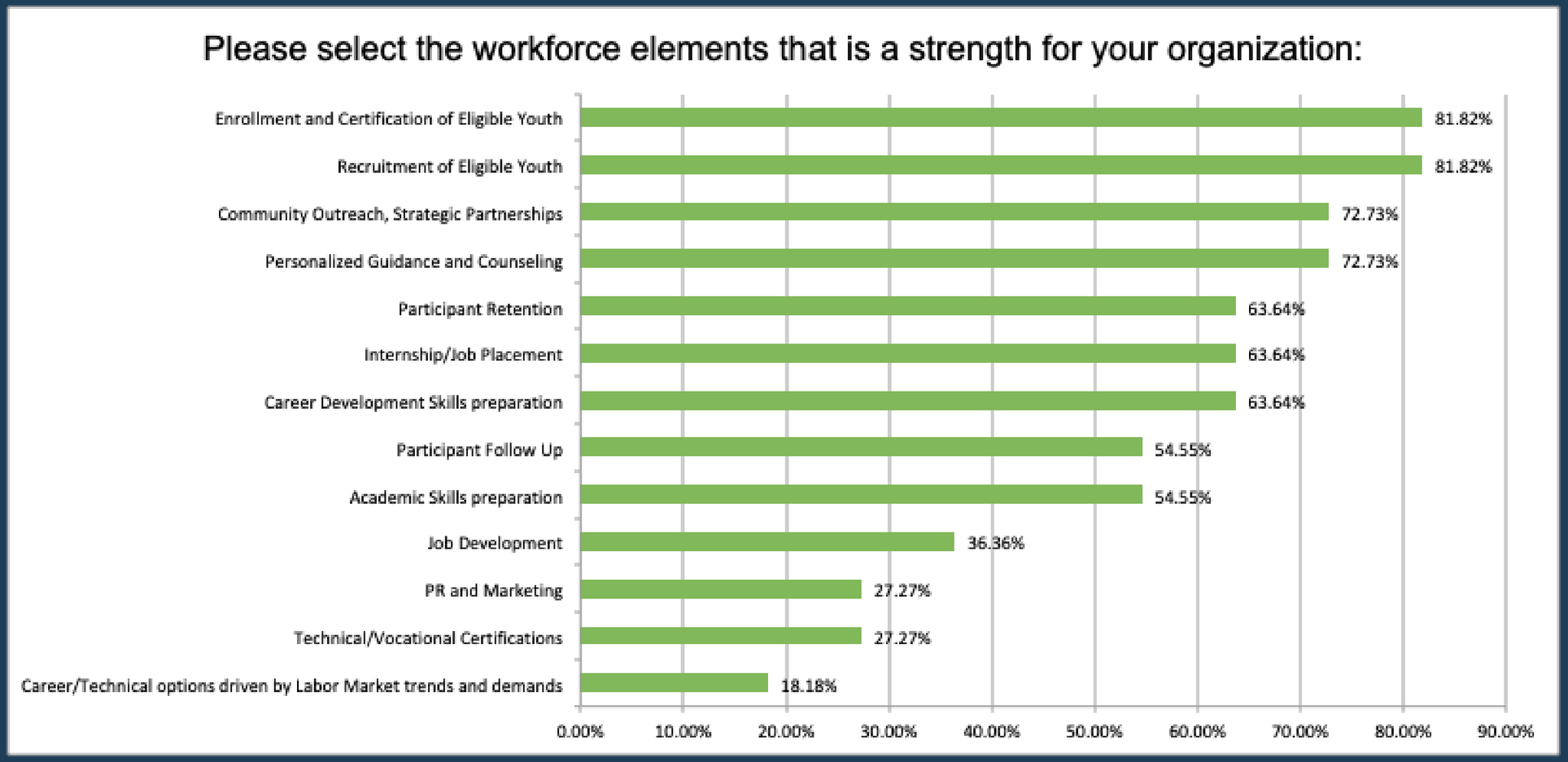
SURVEYS


Providers Survey Respondents
n= 11
Government Agency
9%
College/University
18%
Private/For-Profit/
Corporate
0%
NonProfit Community
Based Organization
73%
NonProfit Community Based Organization
Private/For-Profit/Corporate
College/University
Government Agency

SURVEYS

What populations does your organization target or have specialty in? (check all that apply)	Responses	
Out of School Youth / Opportunity Youth	100.00%	11
Foster Care	81.82%	9
In School Youth - High School	72.73%	8
Homeless	72.73%	8
College Students	63.64%	7
Juvenile justice/Court-involved youth	63.64%	7
LGBTQIA+	63.64%	7
Pregnant/Parenting	45.45%	5
Immigrant	36.36%	4
In School Youth - Middle School	27.27%	3
Veterans/Military	9.09%	1
Gender specific (please specify)	9.09%	1
TOTAL		**11**

SURVEYS



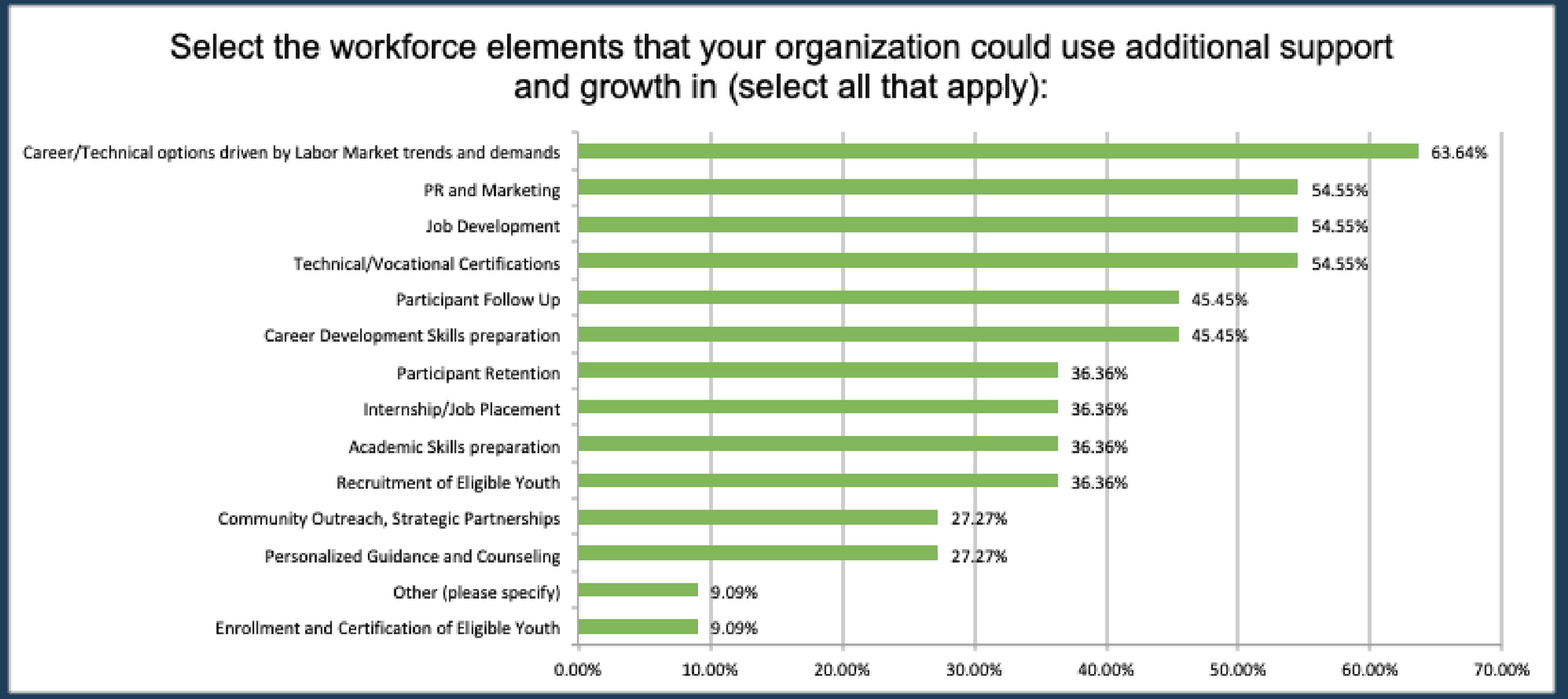
Strengths:

Outreach/Recruitment

Certification

Guidance/Counseling

SURVEYS



Growth Areas:

Labor Market Trends + Demand-driven options

Job Development

Tech/Voc Training

Stakeholder Feedback:

Providers Say:

“We want to make sure that the youth are walking away with an amazing experience. Not just payroll! We want to make sure that placements are a good fit and not just fill a slot.”

“Focus on the industry that have the most growth potential- create pathways and clusters where providers can own a pathway."

Providers Say:

""“More than 50% of young people are at entry level positions- the harder to serve youth. The city develops these amazing internships, but they do not allow us to assess the students for a best fit.”

EWDD Staff Say:

"The providers need to have a pipeline of ready young people and the profile ready for available employment opportunities"

Youth Say:

“The best part is that because you start off as an internship you are able to discover things.”

“We were told we can only do one internship per year, I would imagine that we would get as much experience as we possibly can. It would be good to have as many options and experience as possible.”

Observations

OBSERVATION 1

Relationships with youth and community is a cornerstone of program providers' success with HIRE LA.

OBSERVATION 2

HIRE LA has the potential to provide meaningful pathway experiences that lead to lifelong success rather than a one-time experience.

OBSERVATION 3

Program/Contract Design and Process expectations are unclear

OBSERVATION 4

Recruitment and subsequent service strategies do not always match participant needs and provider’s capacity.

OBSERVATION 5

Limited Funding Model for staffing the program.

OBSERVATION 6

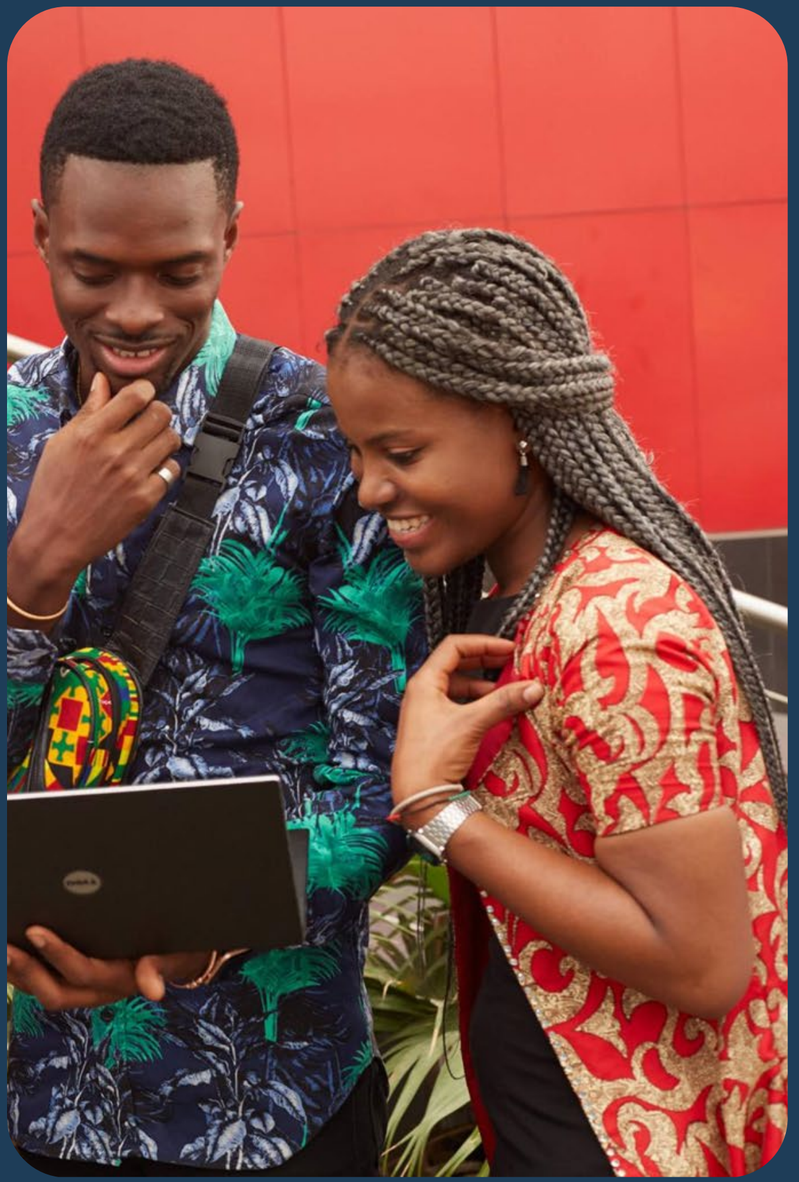
The HIRE LA program is designed with few benchmarks of success but huge amounts of data entry and collection in multiple systems.

OBSERVATION 7

LA is rich in potential partners and employers, however providers have limited ability to fully tap into these partnerships that can lead to meaningful pathways for youth

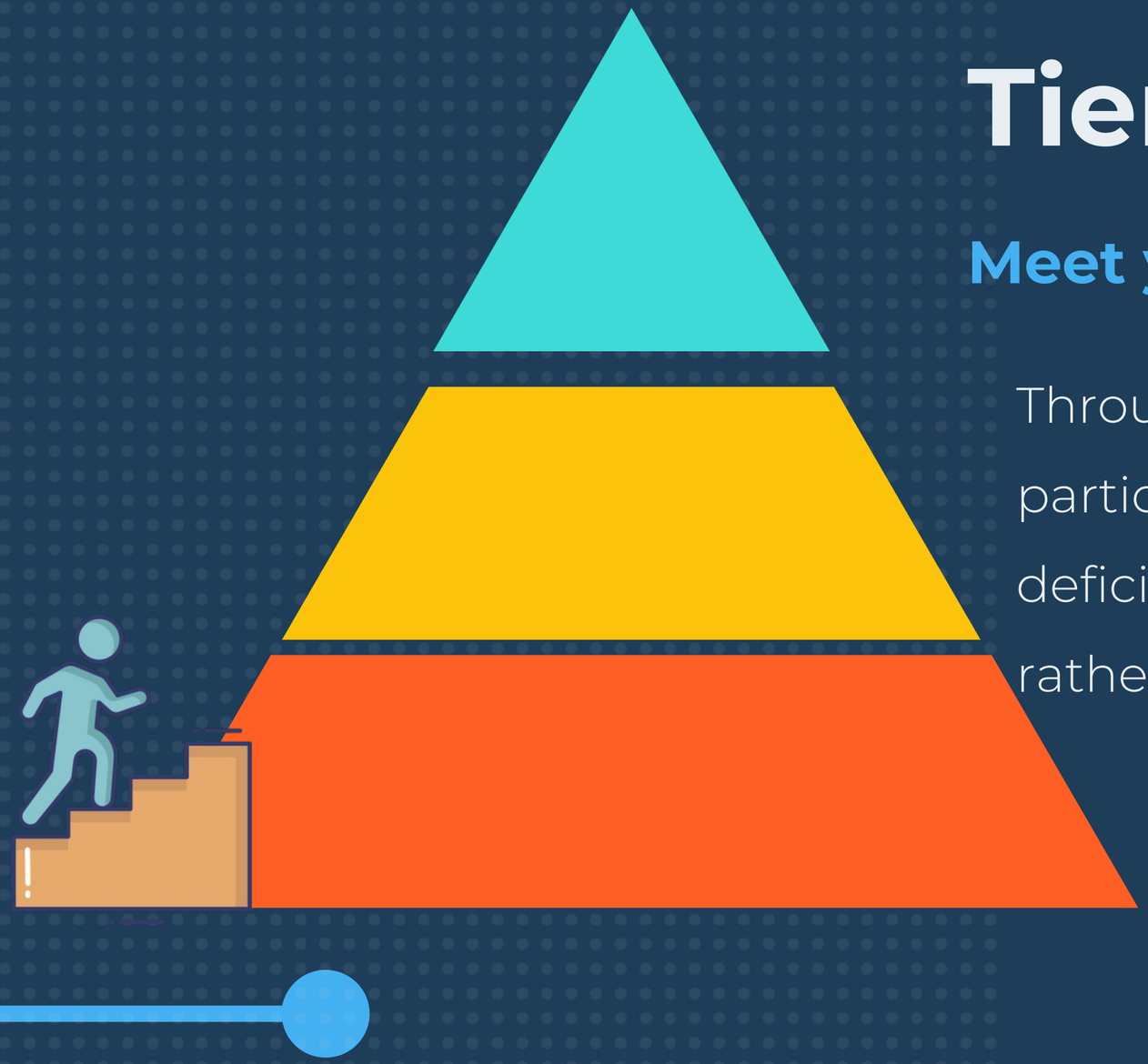
OPTIMIZING IMPACT:

Program Design Recommendations:



Recommendation #1:
REIMAGINE HIRE LA PROGRAM + CONTRACT DESIGN

- **TIERED APPROACH TO HIRE LA’s YOUTH**
- **HIRE LA PROGRAM OFFERINGS, CONTRACTS AND PARTNERSHIPS ALONG A CONTINUUM OF SERVICES**
- **VARYING INTENSITY OF SERVICES AT EACH LEVEL.**



Tiered Level Approach

Meet young people where they are:

Through the Tiered Approach to Intervention, participants are assessed based on risk, rather than deficit, meaning that intervention is proactive rather than reactive.

PARTICIPANT CHARACTERISTICS

TIER 3: Advanced

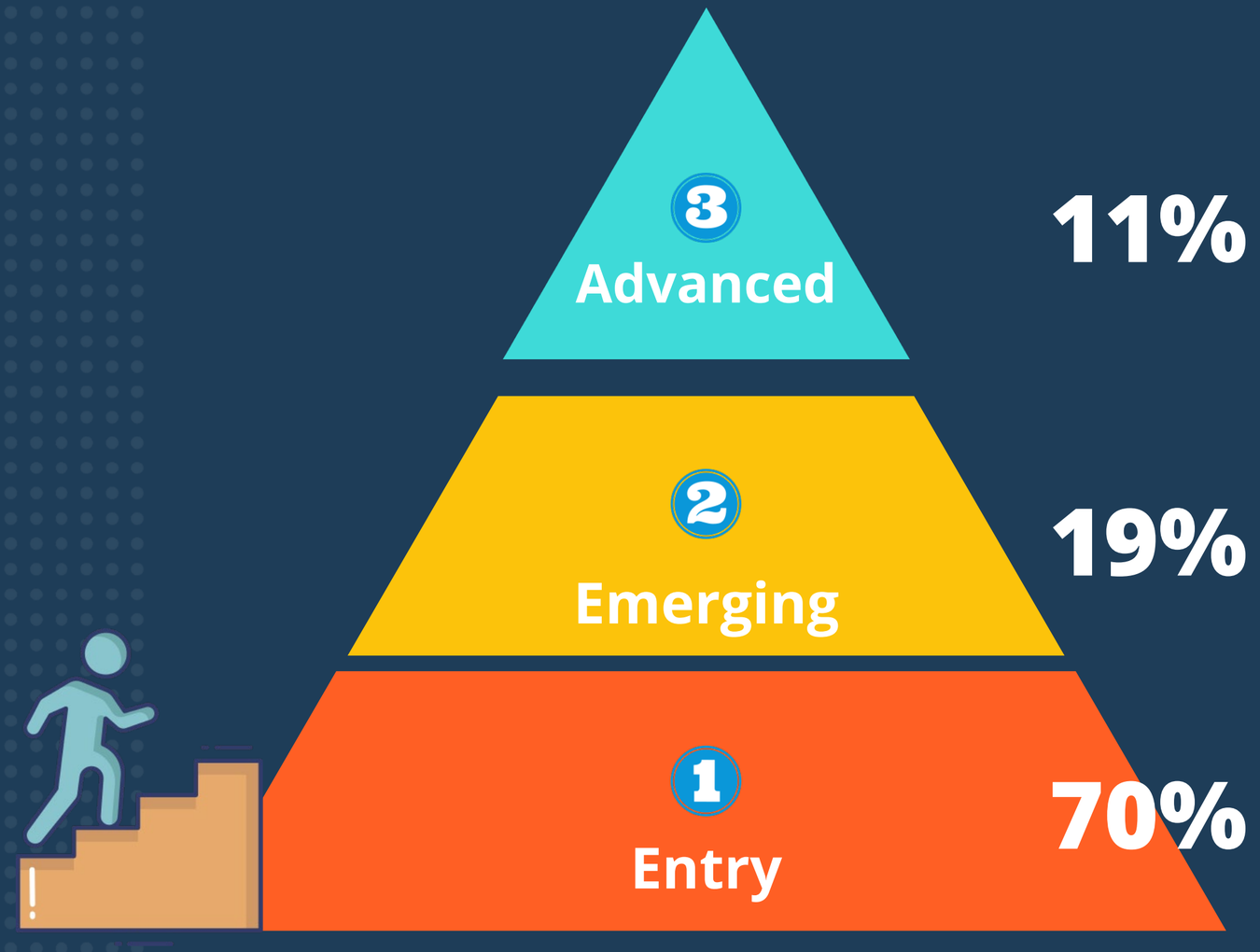
- 2+ years experience
- Ready for unsubsidized employment
- Typically 18-24 year old

TIER 2: Emerging

- Some work experience
- Demonstrate mastery of WR skills
- Typically 16-18 Year old

TIER 1: Entry

- New to the world of work,
- High barriers,
- Typically 14-16 year old



CURRENT HIRE LA CHARACTERISTICS

Many Program Offerings/Work Experiences are Advanced

Same experience year over year

Limited support for Entry Level and High Barrier Youth





Tiered Approach to Provider Services

TIER 3: Advanced

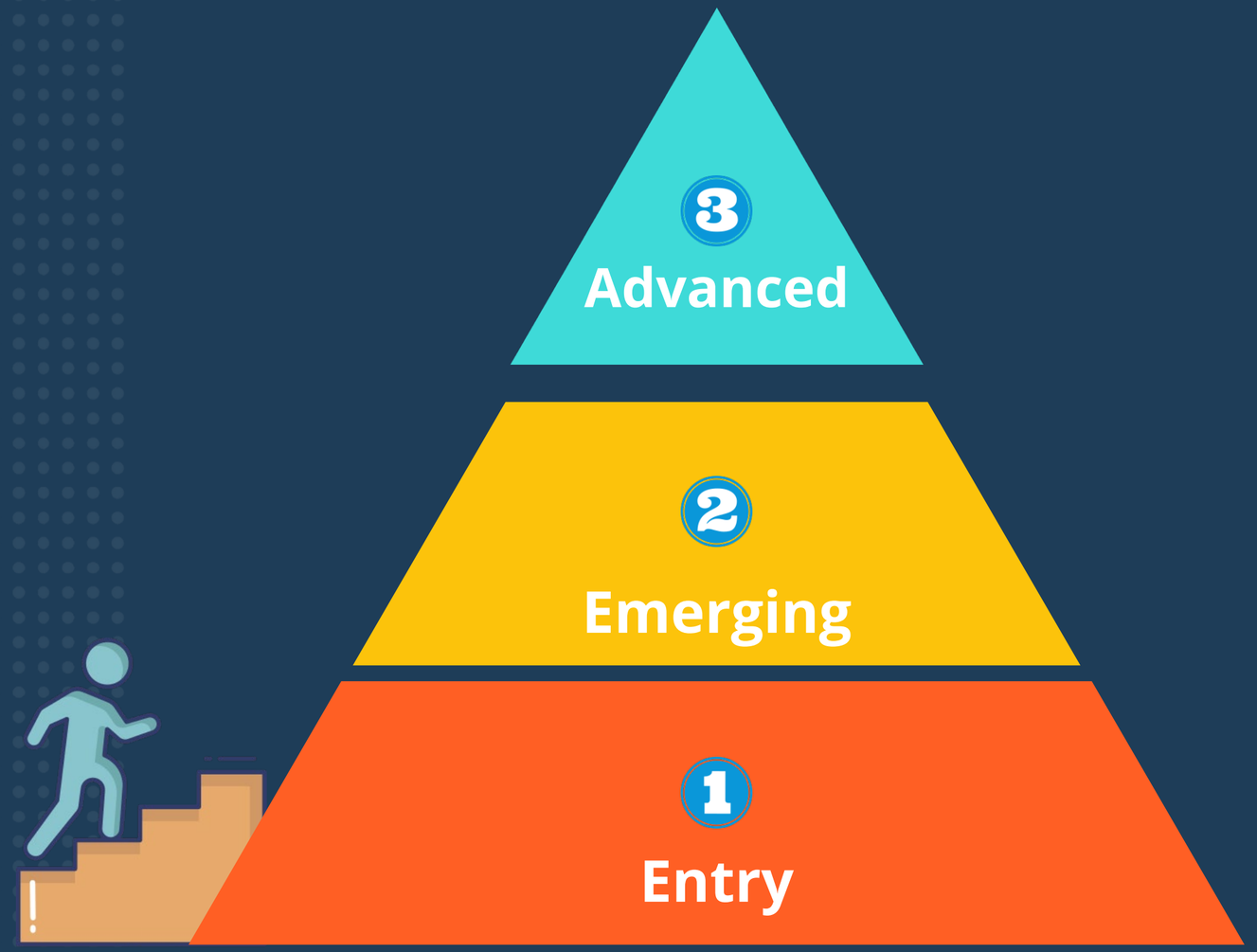
- Case management Services
- Referrals and connections to opportunities such as FACEBOOK
- Bridge to unsubsidized employment
- Financial Literacy and mentoring opportunities

TIER 2: Emerging

- Participation in WIOA + HIRE LA
- Career Exploration Services
- Work Readiness training 2.0
- Case Management Services
- Participation in HIRE LA program

TIER 1: Entry

- Participation in WIOA + HIRE LA
- Intensive Case Management
- Work readiness training - TAY WOW
- Career Exploration services
- Continuum w/ P3 funding/program



Tiered Approach to Partnerships

TIER 3:Advanced

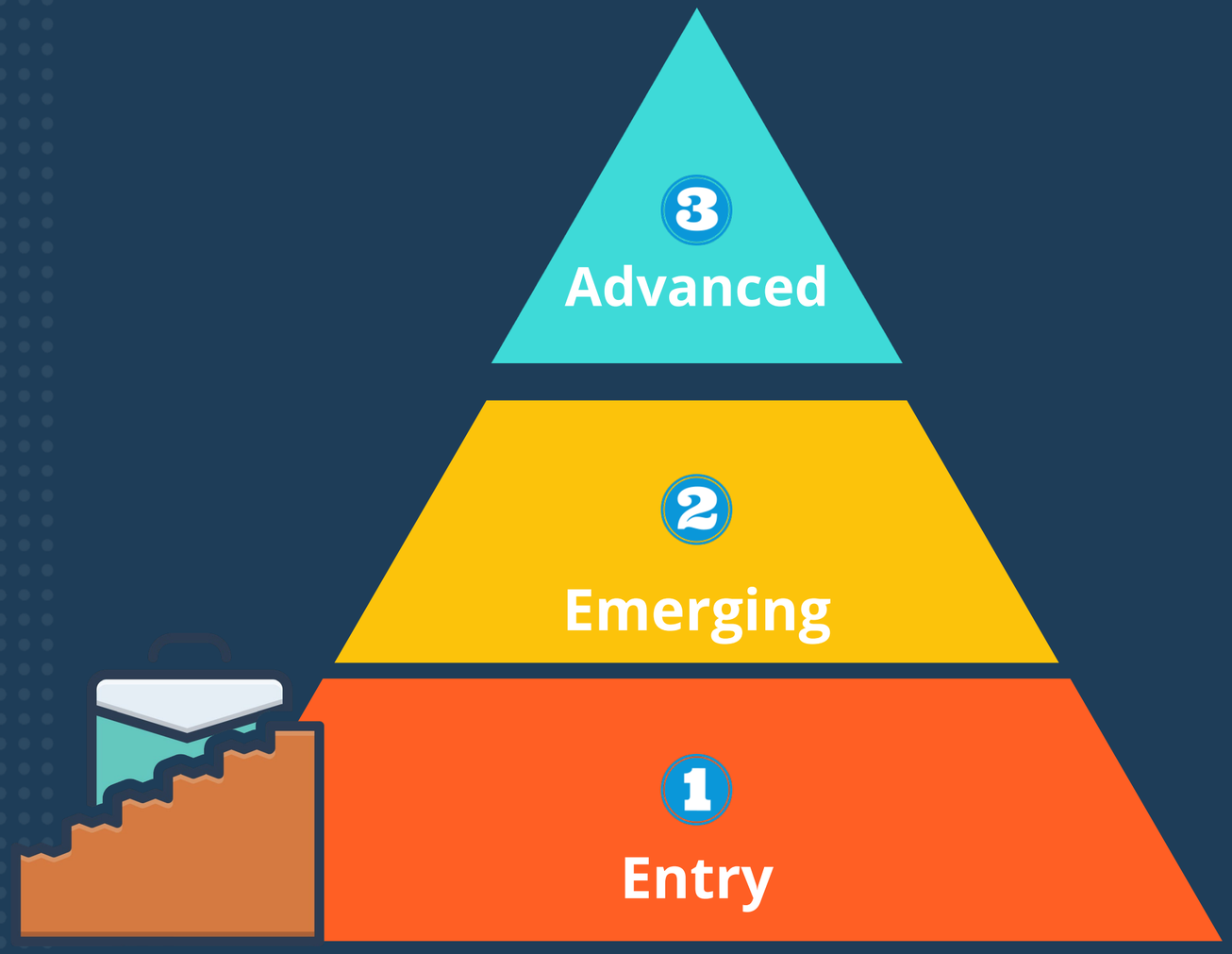
- Facebook, Hollywood Bridges
- LA Tech, Unite LA, Bixel Exchange
- Unsubsidized opportunities

TIER 2: Emerging

- LA World Airport
- Hospitals
- Chamber of Commerce
- City Offices, County Offices
- Small Businesses,

TIER 1: Entry

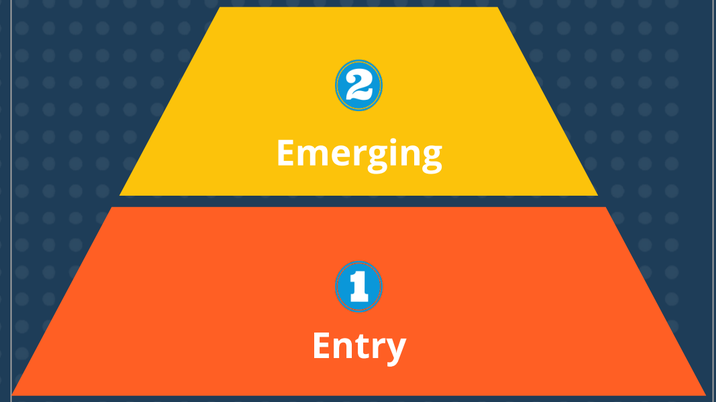
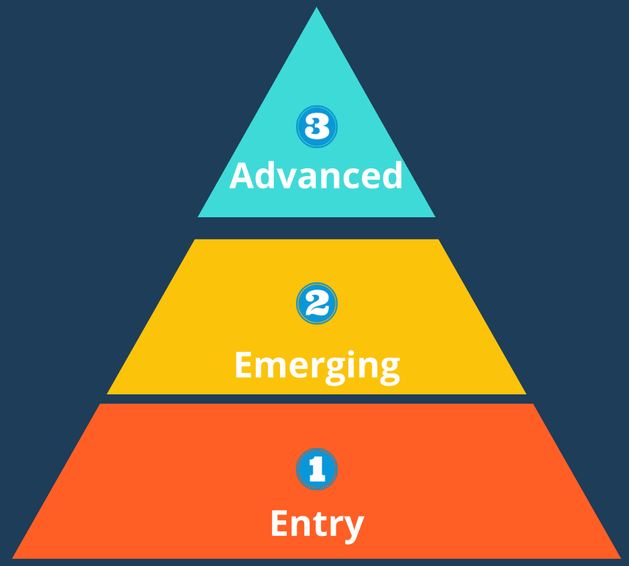
- Non-Profits, Community Orgs, Churches, ECE
- Retail/ Entry-level Retail



HIRE LA Services Design

All Providers	Tier 1	Tier 2	Tier 3
• Outreach • Intake/Eligibility Certifications • Orientation			
• Assessment • Career Plan • Counseling	• **25:1** Counselor/Youth Ratio • Comprehensive Social Assessment • Referrals • Career Plan	• **35:1** Counselor/Youth Ratio • Interest Assessment • Career Plan	• **40:1** Counselor/Youth Ratio • Interest Assessment • Career Plan
• Work Readiness • Financial Literacy • Social Emotional Development	• **40** hours - TAY WOW • Pre – Placement Training • Seminars	• **30** hours - TAY WOW • Pre – Placement Training • Seminars	• **20** hours - TAY WOW • Pre – Placement Training • Work-based Mentors
• Work Experience	• **80** Hours • Exploration of Careers	• **90** Hours • Exposure to Careers • Career Plan aligned	• **100** Hours • Targeted Experience - Industry specific

HIRE LA Funding Methodology

OPTION 1	OPTION 2	OPTION 3
70% of HIRE LA contracts	**20%** of HIRE LA contracts	**10%** of HIRE LA contracts
		
YOUTH SOURCE CENTERS	YOUTH SOURCE CENTERS, PARA LOS NINOS	UNITE LA

HIRE LA
Design + Support Shifts

- Blended/Braided Funding Approach - (in-kind or direct contributions) ; Co-enrollment w/ YSC
- Demonstrate adequate staffing
- MOU between providers and social support agencies for referrals
- $3000+/ per participant allocation
- Technical Assistance/Training
- Leveling Assessment w/ Columbia/TAY WOW

Recommendation #2: Data + Accountability Practices

- **Interim benchmarks beyond the 120 hours (financial literacy benchmarks, skills gains, training and development, attachment to workforce and unsubsidized employment)**

- **Streamline data systems - Cal Jobs, HIRE LA, Youth@Work, Internal EWDD youth office data reports - (longer term)**

Recommendation #3:
FUNDING ALLOCATION

- **Increase the amount of funding per participant**
- **Increase administrative cap -- to increase staff/training, ultimately increasing quality services**
- **Require agencies to partner with other organization that will support in achieving the quality training and counseling services (ex. Holman CDC partner w/ LA Tech pipeline)**

Comparison Cities: SYEP 2020

	LA	Philadelphia	NYC
# Youth Served	2,200	6,000	35,000
Total Funding	$5.6M	$14.5M	$51M
Slot Allocation	$2,520	$2,416	$2,316
Admin Cap	15%	30%	25%

Recommendation #4:
CITYWIDE EMPLOYER/PARTNERS COALITION – SUSTAIN MEANINGFUL PARTNERSHIPS

- **Coalition Building: shared agenda, target industries, existing collaboratives**
- **As part of the RFP process, providers demonstrate pairing with:**
  Education/Training Partner (University + Voc),
  Employers in targeted industries,
  BSC
- **Provide marketing tools rooted in storytelling - benefits of emerging workforce**

- How do we ensure HIRE LA’s connection to the larger youth system to improve implementation of this model?
- How can we help youth along this pathway/continuum?
- What partnerships are critical to our success?

Questions + Feedback

5.

DATE: May 11, 2022

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Update by the Economic and Workforce Development Department (EWDD) on the Preparation and Submission of a Request for Bank of America Foundation Funds to Underwrite Youth Work Experience Opportunities**

REQUESTED ACTION:

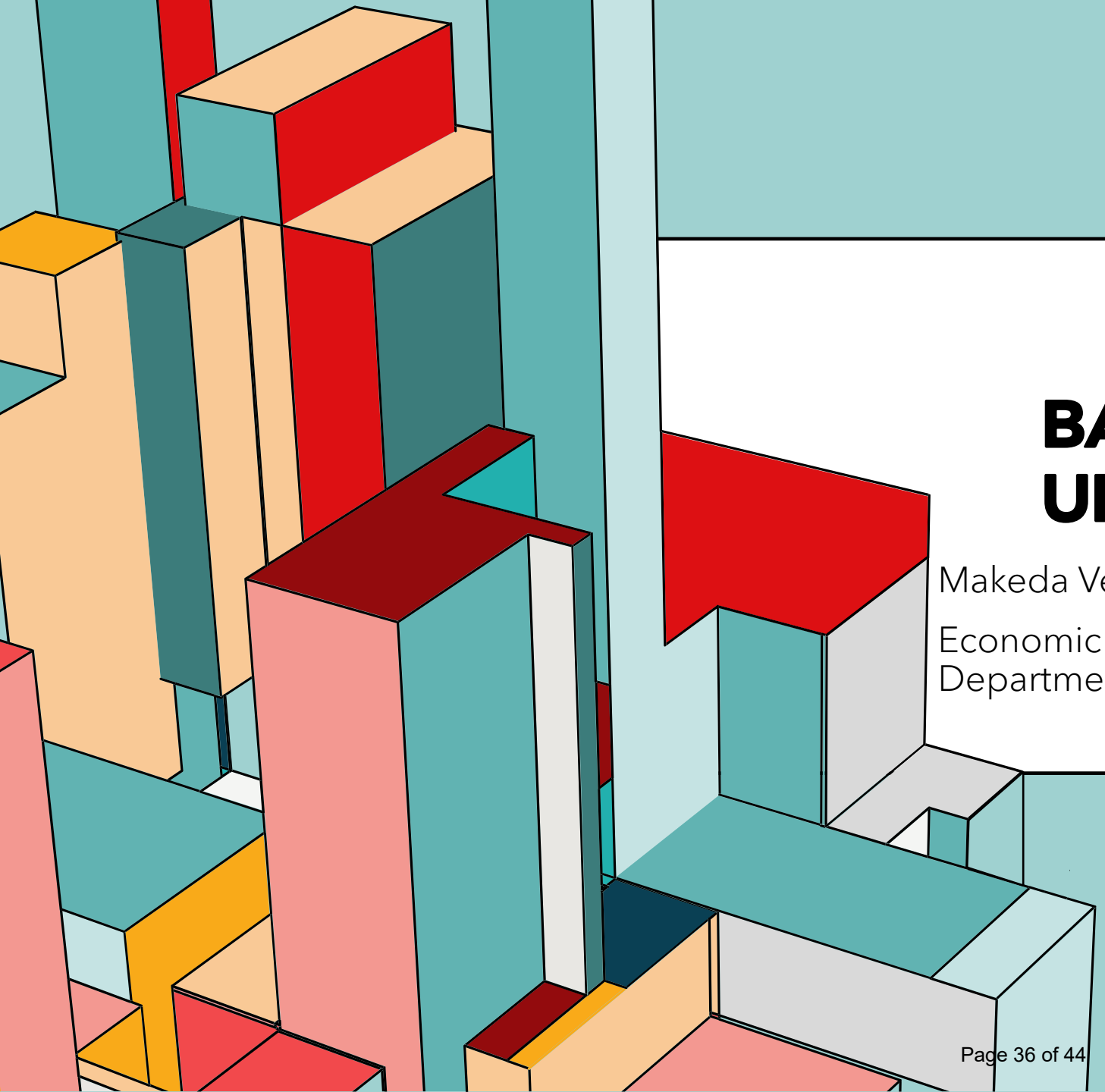
BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 5 - YC Meeting Bank of America Update 5-11-22



BANK OF AMERICA UPDATE

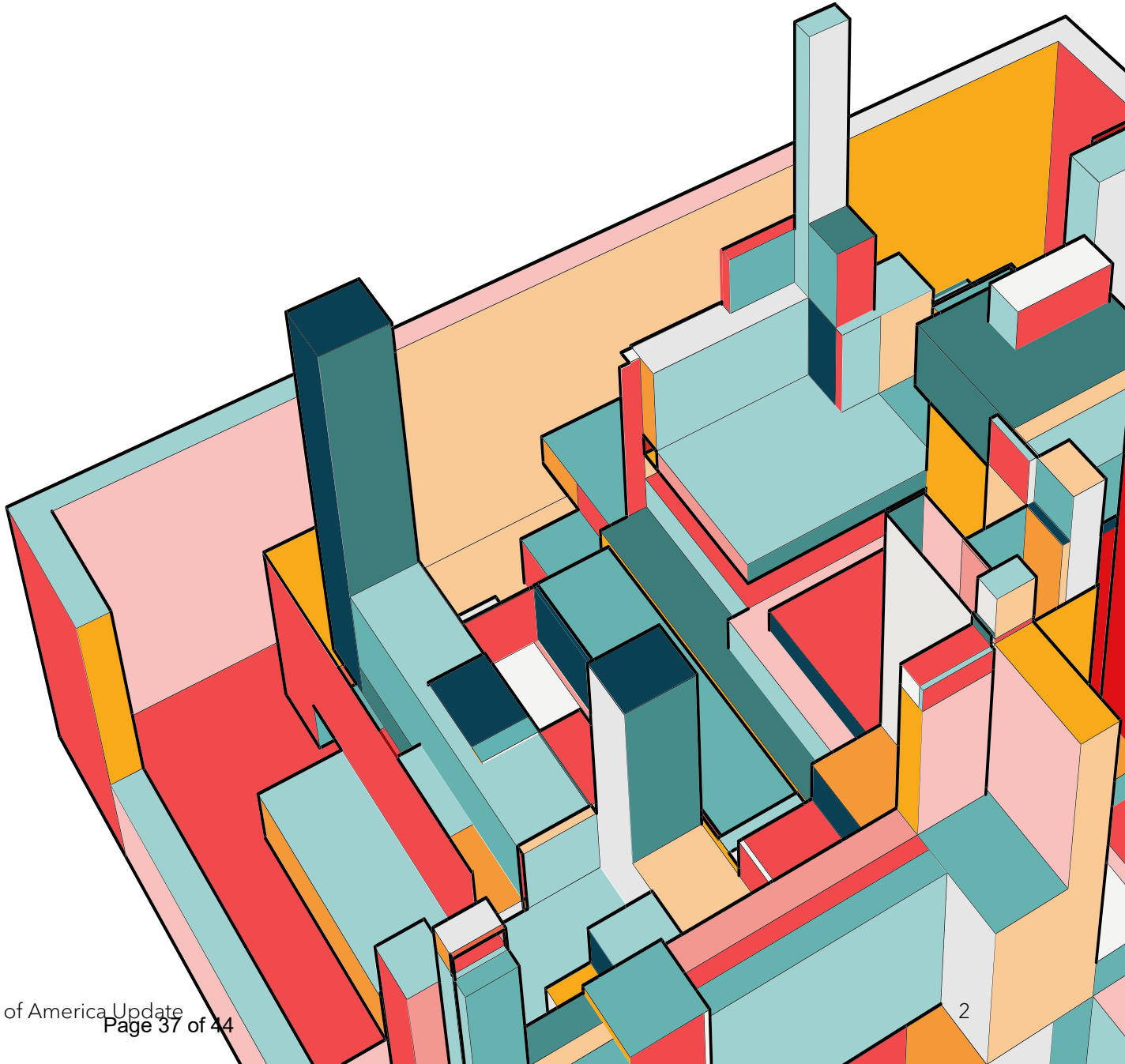
Makeda Vela, Assistant Chief Grants Administrator

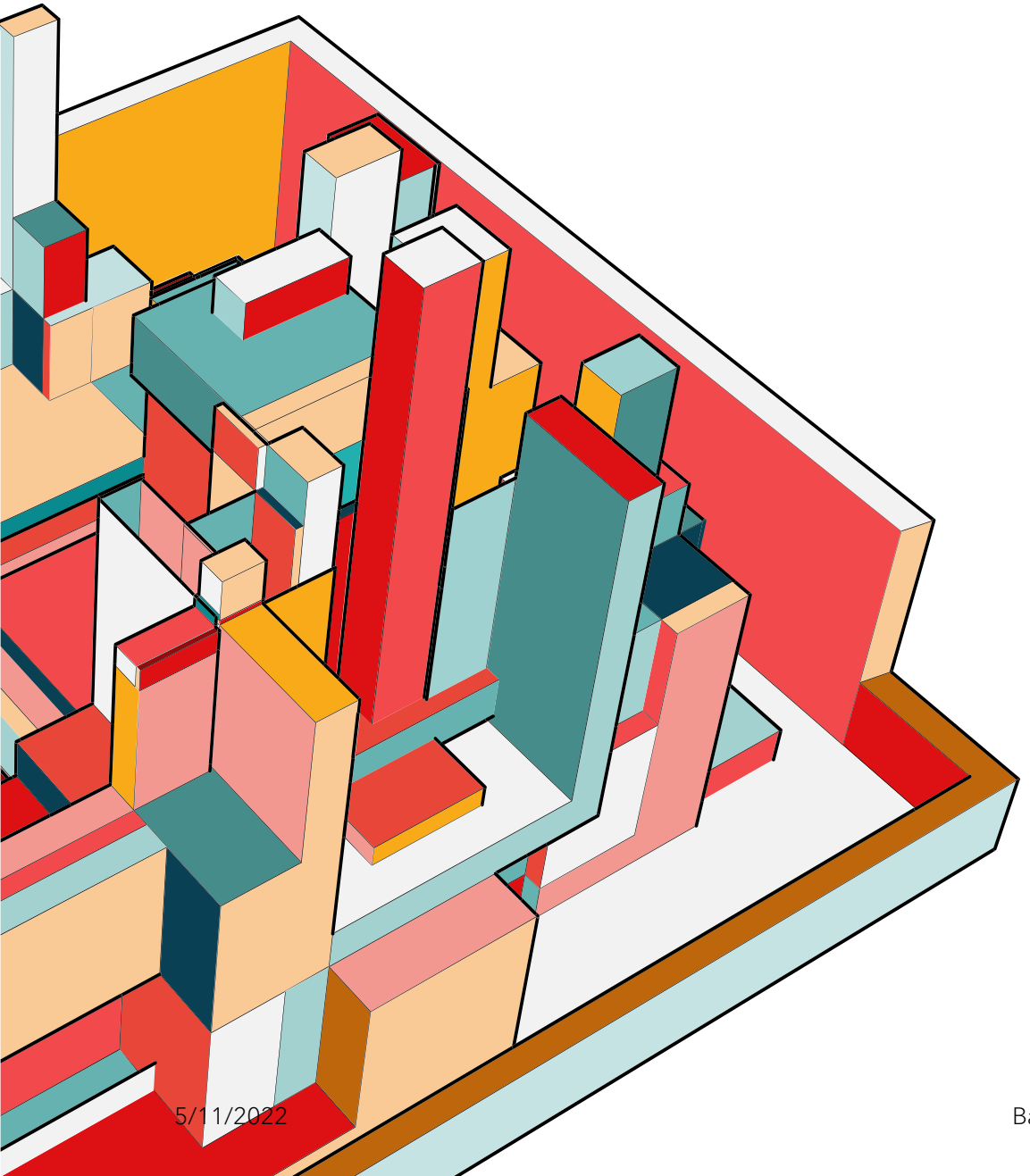
Economic and Workforce Development Department

BACKGROUND

The City's HIRE LA program, which provides paid work experience to youth ages 14-24, is critical to EWDD's response to the pandemic. Funded through the City General Fund and Los Angeles County, the program provides approximately 6,000 youth with an average of 120 hours of paid work experience annually. In addition, EWDD has developed new strategies and partnerships to better support young Angelenos, allowing for increased access to high-interest industry and sector-based work experience opportunities.

The Workforce Development Board receives private donations to support the HIRE LA program and support specially targeted youth work experience placements. EWDD is tracking and partnering with employers to expend Bank of America Funds to ensure full utilization of private dollars.





UPDATE

Throughout the current program year, EWDD has partnered with representatives from Bank of America to garner lucrative employer partners. For the first time, the youth section was instrumental in coordinating with the LA Rams and LA Dodgers for competitive internships. Bank of America funds were also subsidizing a remote internship with the San Diego Tribune.

We hope to continue working closely with Bank of America representatives to provide high-interest opportunities to youth in the communities we serve through the City-managed YouthSource Centers and recently proposed distributing Bank of America funds to contract providers.

DISTRIBUTION OF FUNDS

Los Angeles Brotherhood Crusade

$22,680

Los Angeles LGBT Center

$22,680

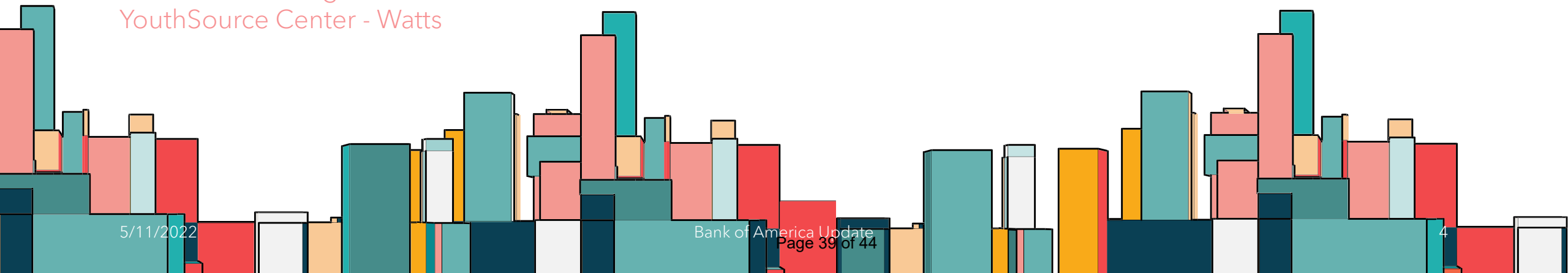
Para Los Niños – Central

$17,640

Para Los Niños - East

$17,640

Remaining Funds to City-managed
Boyle Heights Tech Center and
Southeast Los Angeles
YouthSource Center - Watts





FEATURED INTERN

Joseph Merchain – 24-year-old Crenshaw native



BANK OF AMERICA SUCCESS STORY

Media Coverage

Short Film

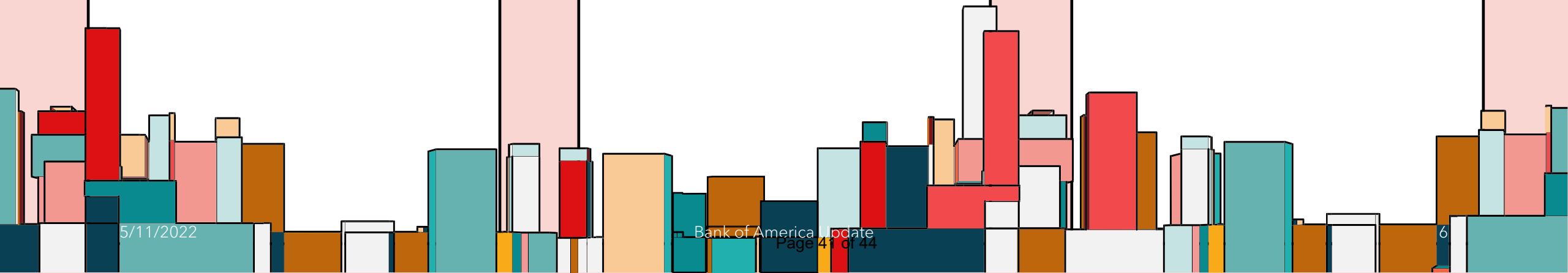
Meet The Unstoppable Rams Intern Who Is Making An Impact In His Community

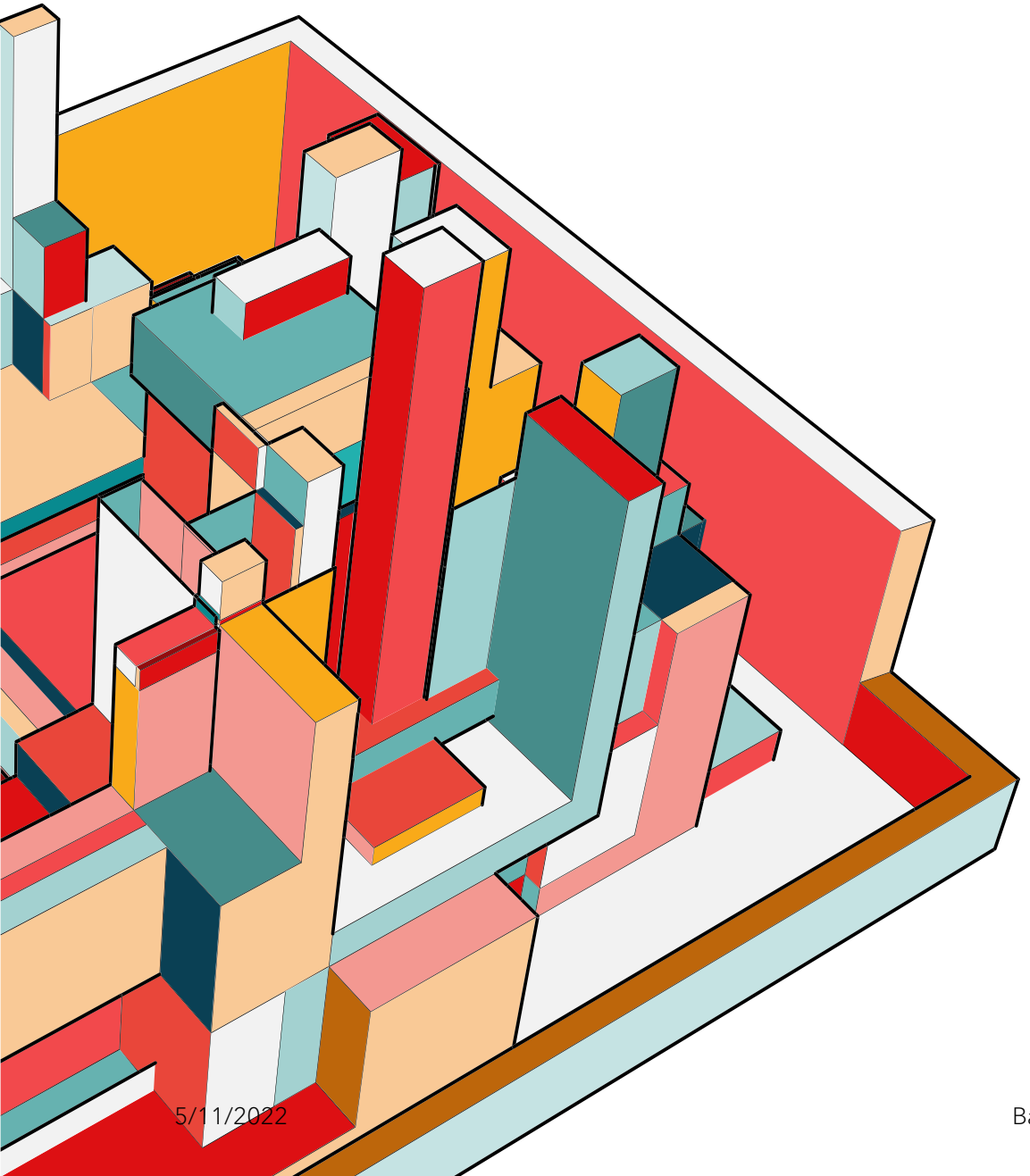
Los Angeles Sentinel

L.A. Rams and Bank of America Team Up to Provide Paid Internship for Crenshaw Young Adult

KABC

LA Rams internship helps student tackle homelessness and gain hands-on work experience





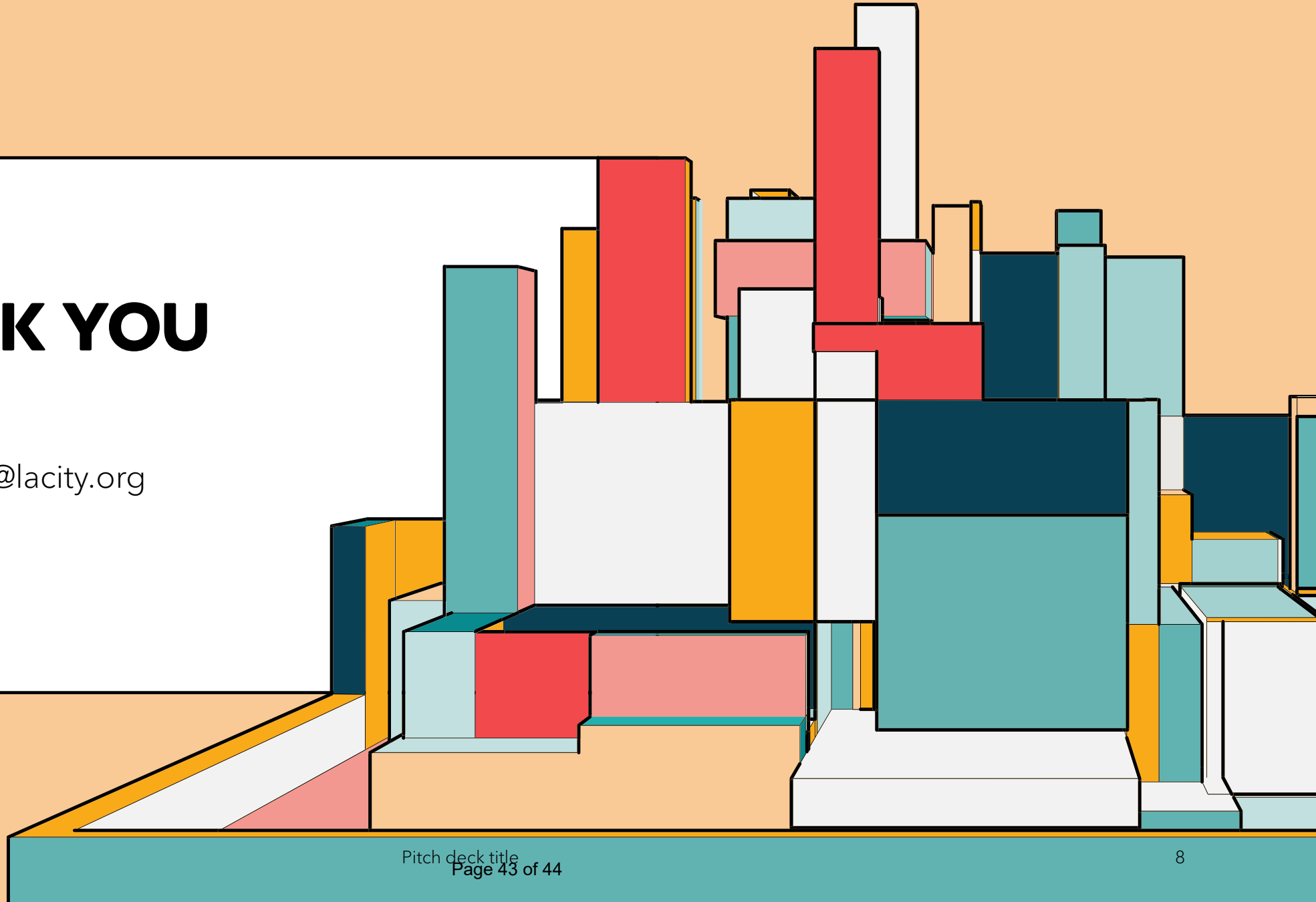
NEXT STEPS

EWDD will continue to utilize the current year's allocation and apply for Bank of America Funding for the upcoming program year.

THANK YOU

Makeda Vela

makeda.vela@lacity.org



6.

DATE: May 11, 2022

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Update by the Economic and Workforce Development Department (EWDD) on the Cash for College Initiative**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

No Attachments Available