CITY OF LOS ANGELES
WORKFORCE DEVELOPMENT BOARD (WDB)
5-YEAR WORKFORCE DEVELOPMENT STRATEGIC PLAN
AD HOC COMMITTEE
OF THE WDB POLICY AND OVERSIGHT COMMITTEE

Thursday, September 21, 2023
10:00 AM

Grace E. Simons Lodge

1025 Elysian Park Drive, Los Angeles, CA 90012

AGENDA

1. Call to Order/Roll Call
2. Introduction of Members of the Workforce Development Board (WDB) Five-Year Workforce Development Strategic Plan Ad Hoc Committee
3. Public Comment on Non-Agenda Items

NON-ACTION ITEMS:

4. Purpose of the Workforce Development Board (WDB) Five-Year Workforce Development Strategic Plan Ad Hoc Committee
5. Discussion of Previous Multiyear Workforce Development Strategic Plans
6. Los Angeles Economic Development Corporation's (LAEDC) Involvement in the Five-Year Workforce Development Strategic Plan, Including the Preparation of Labor Market Information and Local and Regional Economic Data
7. Timeline for the Development of the Five-Year Workforce Development Strategic Plan and Possible Deliverables
8. Next Meeting
9. Adjourn

5-YEAR STRATEGIC PLAN AD HOC COMMITTEE:

Charles Woo, Alysia Bell, Maria Cabildo, Stephen Cheung, Jane Close Conoley, David Crippens, Dr. Alex Davis, Michael Dolphin, Magdalena Duran, Larry Frank, Cynthia Heard, Ruth Lopez Novodor, Armando Loza, Robin Kramer, Jaime Pacheco-Orozco, Linda Nguyen-Perez, Stephen Simon, Veronica Soto, Quentin Strode, Steve Zimmer

PUBLIC INPUT AT WORKFORCE DEVELOPMENT BOARD MEETINGS

The public will have an opportunity to address the Board on any agenda item at the time the item is considered. Members of the public who wish to speak on any item are requested to complete a speaker card for each item they wish to address, and present the completed card(s) to the designated personnel of the Board. Speaker cards are available at the sign-in table at the back of the meeting room. Documents/reports on agenda items are available on the Board's website and may be distributed at the meeting. For updated meeting schedules please visit www.wiblacity.org. For more information call 213-744-7164.

As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. Sign language interpreters, assistive listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, your request should be received at least 72 hours in advance of the need. TTY: 771.

For more information please contact us at 1200 W. 7th Street, 6th Floor, Los Angeles, CA 90017.
Phone: 213-744-7164 www.wiblacity.org

2.

DATE: September 21, 2023

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Introduction of Members of the Workforce Development Board (WDB) Five-Year Workforce Development Strategic Plan Ad Hoc Committee**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

No Attachments Available

4.

DATE: September 21, 2023

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Purpose of the Workforce Development Board (WDB) Five-Year Workforce Development Strategic Plan Ad Hoc Committee**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

No Attachments Available

5.

DATE: September 21, 2023

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Discussion of Previous Multiyear Workforce Development Strategic Plans**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

No Attachments Available

Workforce Development Board
City of Los Angeles

6.

DATE: September 21, 2023

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Los Angeles Economic Development Corporation's (LAEDC) Involvement in the Five-Year Workforce Development Strategic Plan, Including the Preparation of Labor Market Information and Local and Regional Economic Data**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 6 - LAEDC_People_Industry_Jobs_Presentation_09.21.2023

Los Angeles: People, Industry and Jobs

LA City WDB: People, Industry, and Jobs 2022-2028 Update: September 21, 2023

Shannon M. Sedgwick
Director, Institute for Applied Economics

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Los Angeles: People, Industry and Jobs

The What and How of PIJ

People Industry & Jobs

- Report outlines the characteristics of the people, industry and jobs in the City of Los Angeles and Los Angeles County.
- The People, Industry & Jobs (PIJ) report evolved from previous industry and labor market studies conducted for the LA City and LA County WIBs.



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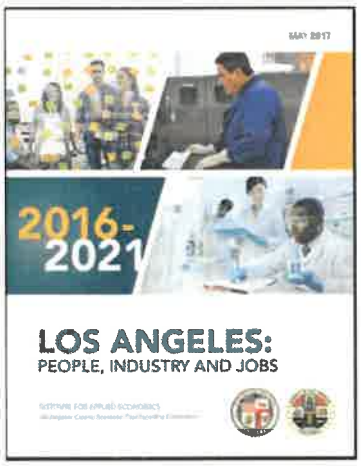
Los Angeles: People, Industry and Jobs

PIJ 2016-2021

Released 2017

In its last iteration, the 2016-2021 Update, the report provided in-depth analysis of:

- The demographic characteristics of residents of the City and County
- An analysis of key industries and occupations for the Los Angeles region, including projections.



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Los Angeles: People, Industry and Jobs

What is Behind its Revival

People, Industry & Jobs 2.0: 2022-2028

- The City of Los Angeles (City) Workforce Development Board's (WDB) is in the process of creating a 5-Year Development Strategy
- The PIJ 2.0 presents data and key findings that may be useful in the planning process
- Identifies demographic characteristics, highlighting special groups
- Provides forecasts and projections out to 2028
- Identifies high growth target industries and occupations
- New version of the report will include additional topics of interest and data at new geographic levels

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Los Angeles: People, Industry and Jobs

The PIJ 2.0 Report

What's New?

- Industry forecasts and occupational projections out to 2028
- A look at Living Wage jobs
- Identifying High Road sectors
- Identifying occupations with a sustainability focus
- Data for LA County Supervisorial Districts
- Data for LA City Council Districts
- Data for 35 community planning areas



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Los Angeles: People, Industry and Jobs

The PIJ 2.0 Report

What is included?

- Demographic Portrait
- Labor Market Analysis
- Economic Base
- Target Industries and Occupations
- Geographic Analysis
- Selected Groups
- Key Findings and Recommendations



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Los Angeles: People, Industry and Jobs

What's Included?

Demographic Portrait

- Population
- Race, Ethnicity and Language Capability
- Educational Attainment and Economic Opportunity
- Gender
- Households and Housing
- Income and Poverty



LAEDC

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Los Angeles: People, Industry and Jobs

Example of What is Included

People, Industry & Jobs Data (2021)

Exhibit E-1
Selected Demographic and Income Characteristics 2021

	California	LA County	City of LA
Population	39,237,836	9,829,544	3,849,306
Median age	37.6	37.8	37.0
Households	13,429,063	3,375,587	1,410,594
Average household size	2.86	2.86	2.66
Median household income	$84,907	$77,456	$70,372
HH below poverty level	12.3%	14.7%	17.4%
Per capita income	$42,396	$38,388	$39,509
Individuals below poverty	12.3%	14.2%	17.1%
Median home value	$648,100	$720,300	$812,800

Source: 2021 ACS 1 year estimates

- Median household income is about $7,500 and $14,500 lower in Los Angeles County and the City of Los Angeles respectively compared to the rest of the state.
- Los Angeles County and the City of Los Angeles have 2.4 and 5.1 percent more households below the poverty level than California.
- Despite having a lower median income and more of their population living below the poverty line, Los Angeles County has a higher median home value than California by over $70,000.
- The City of Los Angles has even greater disparity, with the median home value being over $164,000 more than in California.

2022 Data will be included in the upcoming report.

LAEDC

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Los Angeles: People, Industry and Jobs

What's Included?

Labor Market Analysis

- Labor Force
- Unemployment
- Geographic Analysis of Unemployed Workers
- Current Employment by Industry
- Current Occupational Profile



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Los Angeles: People, Industry and Jobs

What's Included?

Economic Base

- Industry Competitiveness
- Industry Clusters
- Regional Industry Employment Forecast



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Los Angeles: People, Industry and Jobs

What's Included?

Target Industries and Occupations

Target Industries

- Who they serve
- Job Creation Potential
- Industry growth (opportunities and barriers)
- High road sectors
- Green industries

Target Occupations

- Projected Occupational Needs
- Occupations with a living wage
- Occupations in sustainability
- Skill-levels
- Wages
- Technology
- Talent pipeline (programs and completions)
- Potential career ladders/ Career pathways
- Etcetera

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Los Angeles: People, Industry and Jobs

What's Included?

Geographic Analysis

LA County Supervisorial Districts, LA City Council Districts & Community Planning Areas (CPAs)

- Demographic Portrait
- Labor Force
- Current Employment by Industry
- Current Occupational Profile
- Target Industries in the Areas
- Target Occupations in the Areas



LAEDC

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Los Angeles: People, Industry and Jobs

What's Included?

Selected Groups

- Women
- Hispanic,
- Black,
- Asian and Pacific Islander,
- Indians and Alaska Natives,
- Individuals with Disabilities and Youths with Disabilities,
- Older Individuals (aged 55 years and older),
- Population Aged 16 to 24 Years,
- Youth (under 18 years of age) with disabilities,
- Individuals with limited English proficiency,
- Single Parents,
- Discouraged Workers/ Long Term Unemployed.



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Los Angeles: People, Industry and Jobs

What's Included?

Data Points for Selected Groups

- Demographic Portrait
- Labor Force
- Labor Force Participation Rate
- Current Employment by Industry
- Current Occupational Profile
- Target Industries and the Cohort
- Target Occupations and the Cohort
- Employment-to-population ratio by educational attainment
- Work experience by educational attainment
- Disconnection rates by and by educational attainment
- Average hours worked for connected and disconnected workers
- Underutilization rate (based on part-time workers that want full time work or unemployed and stopped looking)



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Los Angeles: People, Industry and Jobs

What's Included?

Key Findings and Recommendations

- Key Findings
- Recommendations
  - Potential for communities' involvement
  - Potential areas to focus on



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Los Angeles: People, Industry and Jobs

PIJ 2.0 Milestones

Key Dates:

Draft Report Sent
- *October 17th*

Draft Review Period
- *October 17th – October 25th*

Final Report & Infographics
- *October 31st*



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Los Angeles: People, Industry and Jobs



Thank You!

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7.

DATE: September 21, 2023

TO: Workforce Development Board (WDB)

FROM:

SUBJECT: **Timeline for the Development of the Five-Year Workforce Development Strategic Plan and Possible Deliverables**

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Item 7 - Presentation by CivicMakers

civic makers



9/21/2023

5 - Year Workforce Strategy Ad Hoc Committee

About CivicMakers

About CivicMakers

civicmakers

We believe in the power of inclusive, collaborative design to shape a better world.

Our Clients

What We Do



Strategic Planning

Visioning
Work Plans
Implementation



Research & Design

Evaluation
Assessments
Service Design



Community Engagement

Outreach
Facilitation

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Cristelle Blackford
Project Director



Kyle Wicks
Project Manager



Leah Tremblay-Adams
Design Strategist



Eva Mas
Researcher & Coordinator



Brittany Henry
Researcher & Facilitator



Mao Mei
Researcher & Graphic Designer



Judi Brown
CivicMakers



Josh Copus
Jobs for the Future



Virginia Hamilton
Make Fast Studio

Example Projects

- **National** Workforce Communities of Action. Coaching Workforce Development Boards across the country to research current challenges and develop human-centered action plans.
- **City and County of San Francisco** Workforce Accelerator Fund. Participatory research with providers to design a system for connecting people experiencing homelessness with workforce services.
- **City of Hayward** Citywide Strategic Plan. Visioning, prioritization and project definition with city council, staff across departments, and community.
- **San Jose** Affordable Housing Development. Co-design of services with and for future tenants (chronically homeless, veterans, people with disabilities, and very low income).
- **San Francisco Bay Ferry** Regional 2050 Business Plan. Collectively defined a new service vision with region-wide stakeholders and community members.





About CivicMakers

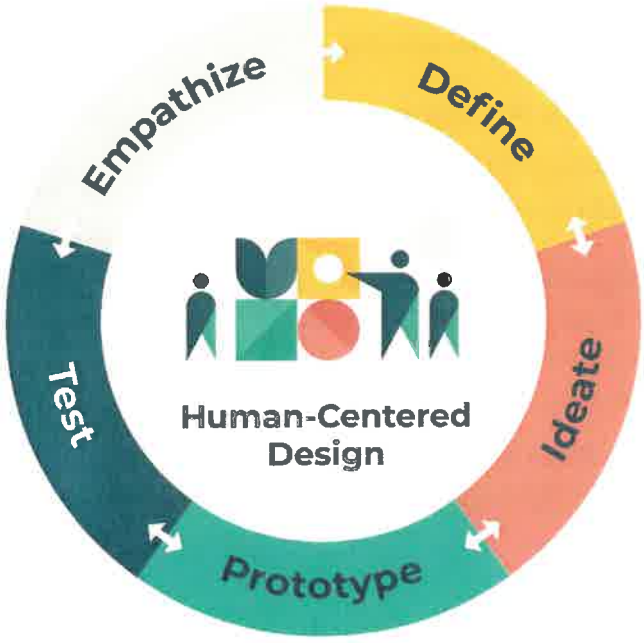
Our Approach

Our Approach



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Our Process



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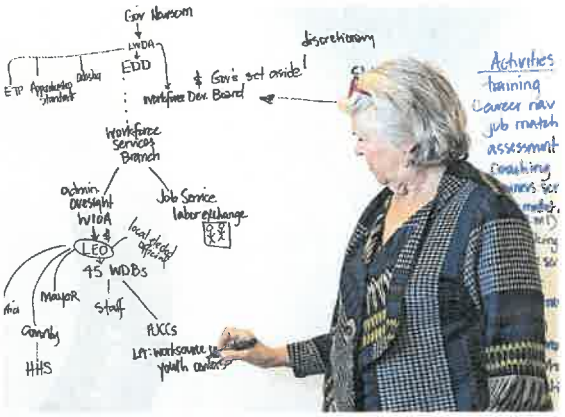
Work Plan Overview

CivicMakers Presentation

Work Plan

Project Objectives & Deliverables

- **Analysis** that reviews the impact of government policies, producing solutions and **best practices**
- **Stakeholder engagements** that assess critical needs for equipping individuals with skills & resources relevant to current and future jobs
- A **5-Year Strategic Plan** that connects every Angeleno to living-wage jobs and career pathways



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Work Plan Timeline



Work Plan

Phase 1. Discovery & Systems Mapping

- Desk Research
- Stakeholder Assessment
- Program Mapping

Discovery & System Mapping

Sep 2023 - Oct 2023

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Research Design

Oct 2023 - Nov 2023

Phase 2. Research Design

- Research Plan, Methods & Protocols
- Policy Review and Program Evaluation
- Stakeholder Engagement

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Work Plan



System Evaluation

Oct 2023 - Jan 2024

Phase 3. System Evaluation

- Interviews, Focus Groups & Surveys
- Interim Research Findings

Note: There is budget earmarked for compensating stakeholders

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Gap Analysis & Visioning

Jan 2024 - Feb 2024

Phase 4. Gap Analysis & Visioning

- Visioning & Ideation with Stakeholders
- Draft Vision & Priorities

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Work Plan



Strategic Plan

Mar 2024 - May 2024

Phase 5. Strategic Plan

- Draft Strategic Projects & Work Plans
- Implementation Kick-off

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Role of the Ad Hoc Committee

- Leverage group's knowledge of successes, challenges, and solutions
- Validate project findings and deliverables
- Input on strategic plan priorities
- Make connections to key stakeholders
- Commitment to implementation and collectively support of the identified priorities
- Convene monthly, *as needed*



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5 Year Workforce Strategy

Discussion

- Do you have any questions or suggestions regarding our scope of work?
- Do you have any feedback about your role? What else might this group bring to the process?
- What do you need from us (this process and the 5-Year Strategic Plan) to be able to effectively support implementation?
- What do you see as the biggest opportunities and challenges to the success of this effort?



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