TO: HACLA Board of Commissioners
FROM: Jenny Scanlin, Chief Strategic Development Officer
THROUGH: Douglas Guthrie, President & CEO
DATE: February 24, 2022
SUBJECT: Workforce Development Unit Annual Report FY2020-2021

Purpose: Update the Housing Authority for the City of Los Angeles’ Board of Commissioners on the performance of the Workforce Development Unit’s Watts/Los Angeles WorkSource Center goals, contracts and other workforce development initiatives.

Regarding: Each year, the Workforce Development Unit of Strategic Initiatives, provides a complimentary report to the Board of Commissioners along with the Authority’s Section 3 report to review activities for prior year’s metrics and a look forward to our work plan for 2021-2022.

Issues:

Background: The Strategic Initiatives Unit was created to oversee the People component of HACLA’s 25-Year Vision Plan. The Workforce Development Unit is a component of Strategic Initiatives providing direct case management services to clients in need of skills training, supportive services and job placement through the Watts/Los Angeles WorkSource Center and our Section 3 Outreach Team. The Unit works closely with all of our HACLA departments to identify clients and provide placement and training opportunities. Specializing in Construction and Healthcare pipeline jobs, the Watts/LA WorkSource Center has benefited tremendously by partnering with Development Services to link public housing residents, youth, and local qualifying residents with construction and permanent job opportunities associated with all of HACLA’s redevelopment projects. The Workforce Development Unit is a key resource to all of HACLA’s contractors engaged in Section 3 hiring. In collaboration with other partners, the Workforce Development Unit supports the employment goals of residents and facilitates upward mobility. The Workforce Development Unit Career Pathways continue to expand with additional focus areas including retail and hospitality industries.

Since 1992, the Watts/Los Angeles WorkSource Center has been in operation. Originally, the Center operated as a Portal until 2014 when it was granted full designation as a WorkSource Center. To date, it is the only WorkSource Center co-located on public housing property.
Certainly, 2021 continued to be a trying year for all workforce development agencies nationwide. Our Watts/Los Angeles WorkSource Center has faced the normal challenges attributed to the pandemic. Nevertheless, our WorkSource Center succeeded in remaining open to walk-in clients at least two days per week and by appointment only, the other three days. COVID safety precautions notwithstanding, our Center served a total of 3,002 individual clients in 2021 through our Adult & Dislocated Worker Programs, Jobs Plus Initiative Grant Program and Youth Employment Program.

The pandemic allowed the Watts/Los Angeles WorkSource Center to stretch its reach and resources with a number of special grants focused on dislocated workers as well as additional work opportunities for residents trying to get into the workforce. Some of those resources are discussed in the program year highlights below:

- HACLA Watts Los Angeles Worksource Center successfully administered Los Angeles Community Care Corp. Grant. This specialized grant provided eligible participants with an average of 200 hours of transitional employment including, but not limited to, providing sanitizing of public spaces (schools, libraries, etc.), support of community-based organizations in the provision of social and/or emergency services to individuals impacted by COVID-19 and support of other local response projects as needed. The Watts/Los Angeles WorkSource Center was required to serve 20 participants and was able to serve 36 with the funds provided, offering a combined 7200 hours of work.

- HACLA Watts Los Angeles Worksource Center has gained new employment partners to provide employment placement to clients in a variety of fields, including SMS Transportation, Brinderson An Ageion Company, People Concern, Swinerton Builders (Kaiser Watts Project), Local 562 Carpenters Union, LAUSD Personnel Office for a variety of positions including Class B Drivers, janitorial, case management, construction jobs.

- HACLA Watts Los Angeles Worksource Center successfully administered Covid-19 National Dislocated Worker Grant. This grant was distributed to all of the City’s WorkSource Centers. The Watts/LA WorkSource Center received $115,714 to serve 10 individuals. NDWG funding provided eligible dislocated workers with an average of 500 hours of transitional employment providing: sanitizing of public spaces (schools, libraries, etc.) prior to their re-opening; support of community-based organizations in the provision of social and/or emergency services to individuals impacted by COVID-19. The Watts/Los Angeles WorkSource Center partnered with RedEye’s Watts Empowerment Center at Imperial Courts public housing development to develop a job site and was able to provide 15 residents and participants with 200 hours of employment.

- HACLA Watts/Los Angeles WorkSource Center has accepted multiple new referrals from Economic Workforce Development Department (EWDD) to provide work readiness and employment services in preparation for entering the workforce, apprenticeship programs, and vocational training opportunities leading to available employment in high demand industries for members of the plaintiff class in the case of Rodriguez vs. the City of
Los Angeles. Since 2019, the Watts/LA WorkSource Center has provided services to 167 members of the Rodriguez Settlement case. Since its inception, currently the Watts/LA WorkSource Center is actively case managing 167 members.

- The Jobs Plus Initiative continues to address the needs of Nickerson Gardens residents and assists residents in identifying their passions, increase their earnings and removing barriers to employment by placing residents into employment, vocational training, financial literacy and in college access. The Jobs Plus Initiative, in its third year of engagement, carries a caseload of 101 and has exceeded its enrollment requirements by 101% to date.
- The Section 3 Coordinator is always working hard to link public housing residents, youth & local qualifying residents with construction and permanent job opportunities associated with HACLA’s contractors. In Program Year 2020-2021, the Coordinator has placed 329 residents into new hire positions.
- During program year 2020-2021, HACLA’s Youth Employment Program has employed over 500 (591 total) youth into employment opportunities throughout the City and County.

The Watts/Los Angeles WorkSource Center provides high school equivalency training, and sector-specific training in industries such as construction, healthcare, hospitality, security and logistics to name a few. Via the Youth Employment Program, youth receive skills training, financial literacy, personal development training, career development and college-readiness workshops as part of their employment experience.

**Funding:** The Watts/LA WorkSource Center contracts partially fund the cost of staff as well as training and supportive services for clients. HACLA generously supplements the grant contracts every year with additional funding to cover staff and operating overhead. It is the Watts/LA WorkSource Center’s goal to continually increase grant funding with a year over year goal of increasing grant funding by 5% within the fiscal year still in progress.

**Attachments:** Watts/LA WorkSource Center Year in Review
Strategic Initiatives Workforce Development Unit
Report to the Board of Commissioners

02/24/2022
Career Pathways Focus Areas

Construction
Healthcare
Retail/Hospitality
Logistics
Security
City of LA Targeted Local Hire
Key Partnerships

HACLA
Bridge Housing
The Michaels Organization
Primestor
Walton Construction
Kaiser Permanente
Sofi Stadium
Intuit Dome
How We Operate

• Orientation-Enrollment, Supportive Services, Vocational Training, Job Placement & Job Club, partnerships with other organizations to supplement services.

• HACLA Watts Los Angeles WSC performs outreach through orientation, information session, job fairs and recruitments at HACLA Watts Los Angeles WSC, HACLA Employment Technology Centers (ETCs or Computer Labs) located on ten developments:
  
  Avalon Gardens / Gonzaque Village  Rancho San Pedro  Imperial Courts
  Jordan Downs  Nickerson Gardens  Pueblo Del Rio
  Ramona Gardens  William Mead Homes  Mar Vista Gardens

ETCs provide residents access to onsite computers, printers, online Financial Literacy resources and other workshops.
<table>
<thead>
<tr>
<th>Program Name</th>
<th>Annual Funding Amount</th>
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</thead>
<tbody>
<tr>
<td><strong>Adult Programs</strong></td>
<td></td>
</tr>
<tr>
<td>EWDD WIOA Adult</td>
<td>$584,687</td>
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<tr>
<td>EWDD WIOA Dislocated</td>
<td>$313,322</td>
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<tr>
<td>EWDD Los Angeles Community Care Corp.</td>
<td>$152,914</td>
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<tr>
<td>EWDD Covid-19 National Dislocated Worker Grant</td>
<td>$115,714</td>
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<tr>
<td>EWDD Keep LA Working Initiative Additional Assistance Grant</td>
<td>$98,500</td>
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<tr>
<td>EWDD LARCA 2.0</td>
<td>$361,588.16</td>
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<tr>
<td>Community Health Worker</td>
<td>$72,913.77</td>
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<tr>
<td>HUD Nickerson Gardens Jobs Plus Initiative</td>
<td>$925,000</td>
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<tr>
<td>Keep LA Working – Domestic Violence &amp; Human Trafficking</td>
<td>$24,000</td>
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<tr>
<td>South Bay WIB Transitional Subsidized Employment (TSE)</td>
<td>$48,000</td>
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<tr>
<td><strong>Subtotal</strong></td>
<td><strong>$2,696,638.93</strong></td>
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<tr>
<td><strong>Youth Programs</strong></td>
<td></td>
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<tr>
<td>LA County System Involved (SIY)</td>
<td>$58,696.00</td>
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<tr>
<td>LA County Youth @ Work JJCPA- Probation Youth</td>
<td>$23,873.00</td>
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<tr>
<td>HACLA Payment in Lieu of Taxes (PILOT)</td>
<td>$650,000</td>
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<tr>
<td>EWDD City General Fund</td>
<td>$252,000</td>
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<tr>
<td>LA County Youth @ Work-Other Underserved Youth (OUY)</td>
<td>$104,719.00</td>
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<tr>
<td>LA County Youth @ Work –Cal Works</td>
<td>$73,946.00</td>
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<td><strong>Subtotal</strong></td>
<td><strong>$1,163,234</strong></td>
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<td><strong>Grand Total</strong></td>
<td><strong>$3,859,872.93</strong></td>
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## Meeting Our Goals

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<tr>
<th>Program Name</th>
<th>2020-2021 Goal</th>
<th>Reporting Period</th>
<th>Current Status</th>
<th>Percentage</th>
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<tbody>
<tr>
<td><strong>Adult Programs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EWDD Workforce Innovation &amp; Opportunity Act (WIOA) Adult</td>
<td>525</td>
<td>Program Year</td>
<td>252</td>
<td>48%</td>
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<tr>
<td>EWDD WIOA Dislocated</td>
<td>225</td>
<td>Program Year</td>
<td>189</td>
<td>84%</td>
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<tr>
<td>EWDD LARCA 2.0</td>
<td>150</td>
<td>To date</td>
<td>167</td>
<td>111%</td>
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<tr>
<td>EWDD Los Angeles Community Care Corp. Phase II</td>
<td>20</td>
<td>Annual</td>
<td>36</td>
<td>180%</td>
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<tr>
<td>EWDD Covid-19 National Dislocated Worker Grant</td>
<td>10</td>
<td>Annual</td>
<td>15</td>
<td>150%</td>
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<tr>
<td>HUD Nickerson Gardens Jobs Plus Initiative</td>
<td>100</td>
<td>Annual</td>
<td>101</td>
<td>101%</td>
</tr>
<tr>
<td>EWDD Keep LA Working</td>
<td>22</td>
<td>Annual</td>
<td>24</td>
<td>109%</td>
</tr>
<tr>
<td>One Watts</td>
<td>50</td>
<td>Annual</td>
<td>94</td>
<td>188%</td>
</tr>
<tr>
<td>EWDD Domestic Violence (referrals from LAPD)</td>
<td>30</td>
<td>Annual</td>
<td>3</td>
<td>10%</td>
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<tr>
<td>Transitional Subsidized Employment (referrals from SBWIB)</td>
<td>30</td>
<td>Annual</td>
<td>8</td>
<td>26%</td>
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<tr>
<td><strong>Youth Programs</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>HACLA Payment in Lieu of Taxes (PILOT)</td>
<td>350</td>
<td>Program Year</td>
<td>247</td>
<td>70%</td>
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<td>CalWORKs</td>
<td>61</td>
<td>Program Year</td>
<td>52</td>
<td>85%</td>
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<tr>
<td>City General Fund</td>
<td>335</td>
<td>Program Year</td>
<td>185</td>
<td>55%</td>
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<tr>
<td>LA City JJCJA (Referrals from Probation)</td>
<td>17</td>
<td>Program Year</td>
<td>18</td>
<td>105%</td>
</tr>
<tr>
<td>LA City OUSY</td>
<td>30</td>
<td>Program Year</td>
<td>34</td>
<td>113%</td>
</tr>
</tbody>
</table>
The EWDD LACCC Phase II Grant Program City of Los was administered at several public housing sites (Jordan Downs, Imperial Courts, William Mead, Rancho San Pedro, Pueblo Del Rio & San Fernando Gardens.

- Participants worked at various public housing sites and were trained by the Maintenance staff.
- Participants received $22.00 per hour and up to 150-200 work experience hours.
- 36 individuals were able to obtain job experience.
Program Highlight: COVID-19 National Dislocated Worker Grant

- The EWDD LACCC-COVID-19 National Dislocated Worker Grant Program was administered at Red-Eye Watts Empowerment Center.
- 15 participants hired to provide janitorial and community activities/events at Watts Empowerment Center.
- Participants received $18.00-$20.00 an hour for up to 150-200 work experience hours.
- Goal was to reduce the financial hardship Angelenos experienced due to the pandemic and provide support to community organizations.
COVID-19 Pandemic Shift: Open For Business

HACLA’s Watts/Los Angeles WorkSource Center has remained open for business during the Pandemic

• Developed COVID-19 Protocol per CDC Guidelines that was adopted by EWDD for other WSC’s
• Orientations and client appointments are held Mondays, Tuesdays and Wednesdays socially distanced at a reduced capacity and via Zoom as needed.
• Masks & gloves are mandatory and provided to clients. Guests are asked to use hand sanitizer & allow staff to check temperature.
• Guests are asked questions on recent exposure, fever and other symptoms.
• Staff wipe desks, counters, keyboards, phones and other equipment before, midday and after business hours.
• Cleaning professional sanitizes the office.
• Resource Center and Computer lab seats are placed at last 6’ apart.
Jobs Plus Initiative Program

- Jobs Plus enrolled 102 Residents in 2021 (374 active caseload)
- 47 participants began employment
- 50 participants have gone through Employment training
- 30 participants completed Financial Literacy course(s)
- 20 participants referred to Project SOAR for Educational Assistance
- 17 Participants completing 2-year or 4-year college degree

“Straight out of Quarantine” Health and Resource Fair. We had over $6,000 in donations from community partners including LA Dodgers, Baby2baby, Los Angeles Metropolitan Churches, Watts Health, and more. Over 20 Community organization in attendance which included Watts LA Work Source, Children Institute, L.A. County Library, Keeping our Lungs Safe African Coalition, and more. We were able to provide community health/employment resources, host Vaccination clinic, Vaccine education, amongst others
The CHW grant was awarded a third year as a supplemental grant to Jobs Plus to pilot an initiative to train resident leaders in providing health navigation services, broadband adoption and COVID-19 education. All CHWs have been placed in the public health industry for permanent jobs.

2021 Accomplishments

- Hosted the Twindemic Education Virtual Series. (Flu + C-19 Workshops)
- Community Health Fairs/ Starry Sign Ups
- COVID-19 Vaccination clinics and Education.
- Senior Telehealth education phone banking + Senior Health event
- Starry enrollment outreach. Reached 74% adoption rate at Nickerson
- HACLA is a partner in the Vaccinate LA campaign!
Total of 329 new hires for 2021

Section 3 Registry Enrollments by site

- Avalon Gardens: 9
- Gonzaque Village: 10
- Jordan Downs: 190
- Nickerson Gardens: 170
- Pueblo del Rio: 23
- Ramona Gardens: 51
- Rose Hills: 2
- William Meads Homes: 16
- Estrada Courts: 35
- Imperial Courts: 65
- Mar Vista Gardens: 28
- Pico Gardens: 6
- Pueblo del Sol: 16
- Rancho San Pedro: 32
- San Fernando Gardens: 10
- Watts Residents: 277
Youth Employment Program

Internship for youth 14-24 years old to receive up to 160 hours of paid job readiness training and a work experience to prepare and mentor youth as they enter the workforce.

66 employment partnerships throughout Los Angeles County, including Boys and Girls Clubs, Watts Empowerment Center, GRYD Foundation, CVS, Smart & Final and HACLA facilities.

Pilot- 350 slots

Contracted with the City and County:
Calworks Youth - 31 slots, pending 10 additional slots for Spring 2022
Other Underserved Youth- 44 slots
System Involved Youth- 25 slots, pending 11 additional slots for Spring 2022
Juvenile Justice Crime Prevention Act- 10 slots
City General Fund- 100 slots
New Employment Partners

- SMS Transportation
- Local 562 Carpenters Union
- Brinderson An Ageion Company
- Swinerton Builders (Kaiser Watts Project)
- Local 300 International Laborers
- Robertson’s Ready Mix
- People Concern
- LAUSD Personnel Office
- PDA Construction Firm
New WorkSource Center

Summer 2022 is the anticipated grand opening!
THANK YOU