



County of Los Angeles

## **ECONOMIC DEVELOPMENT POLICY COMMITTEE MEETING**

**DATE: Thursday, May 5, 2022**

**TIME: 9:00 a.m.**

**THIS MEETING WILL CONTINUE TO BE CONDUCTED VIRTUALLY TO ENSURE THE SAFETY OF  
MEMBERS OF THE PUBLIC AND EMPLOYEES AS PERMITTED UNDER STATE LAW.  
TO PARTICIPATE IN THE MEETING CALL TELECONFERENCE NUMBER:**

<tel:+1-323-776-6996>, access code: 918 840 874#

**Link to Microsoft Teams meeting:**

[Join Virtual Meeting Here](#)

### **AGENDA**

Members of the Public may address the Economic Development Policy Committee on any agenda item by submitting a written request prior to the meeting. Two (2) minutes are allowed per person in total for each item.

- 1. CALL TO ORDER**
- 2. GENERAL PUBLIC COMMENT**
- 3. PRESENTATION/DISCUSSION ITEM(S):**
  - A. Otis College Report on the Creative Economy – 30 mins**
    - Kristin Sakoda, Director, Los Angeles County Department of Arts & Culture
    - Kelly LoBianco, Executive Director, Economic & Workforce Development
    - Adam Fowler, Founding Partner of CVL Economics
  - B. AJCC Stakeholder Forums – 30 mins**
    - Kelly LoBianco, Executive Director, Economic & Workforce Development
    - Jose Perez, Assistant Director, Economic & Workforce Development
- 4. PUBLIC COMMENT**
- 5. STANDING ITEMS**
  - A. Progress on American Rescue Plan Act Program Implementation and Outcomes**
  - B. Economic Development Optimization: New Department Transition**
  - C. Poverty Alleviation Initiative**
    - Carrie Miller, Executive Director of the Poverty Alleviation Initiative
- 6. ADJOURNMENT**

**Los Angeles County Economic Development Objectives:**

- Attract, develop and retain businesses that provide quality jobs in high growth industries
- Increase employment opportunities by improving workforce development skills and employer partnerships
- Invest in infrastructure needs to improve and maintain competitiveness of LA County Region
- Coordinate across multiple County agencies to ensure that services to workers, businesses and entrepreneurs are coordinated and streamlined to facilitate a “no wrong door approach” to serving our constituents
- Work to balance jobs with housing

IF YOU WOULD LIKE TO EMAIL A COMMENT ON AN ITEM ON THE ECONOMIC DEVELOPMENT POLICY COMMITTEE AGENDA, PLEASE USE THE FOLLOWING EMAIL AND INCLUDE THE AGENDA NUMBER YOU ARE COMMENTING ON:

[DKELLEHER@CEO.LACOUNTY.GOV](mailto:DKELLEHER@CEO.LACOUNTY.GOV)

# The Creative Economy

2022 OTIS COLLEGE REPORT ON THE CREATIVE ECONOMY



Adam J. Fowler  
Founding Partner, CVL Economics

May 5, 2022

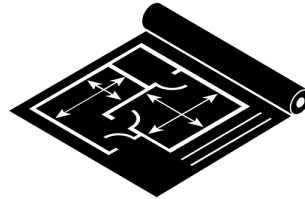
# THE CREATIVE ECONOMY



Entertainment and  
Digital Media



Fine and  
Performing Arts



Architecture and  
Related Services



Creative Goods  
and Products



Fashion

OVERVIEW

# THE CALIFORNIA CREATIVE ECONOMY

**1,370,473**

CREATIVE ECONOMY JOBS  
2020

- 980,986**  
Entertainment and Digital Media
- 76,442**  
Fine and Performing Arts
- 225,867**  
Architecture and Related Services
- 35,055**  
Creative Goods and Products
- 52,123**  
Fashion

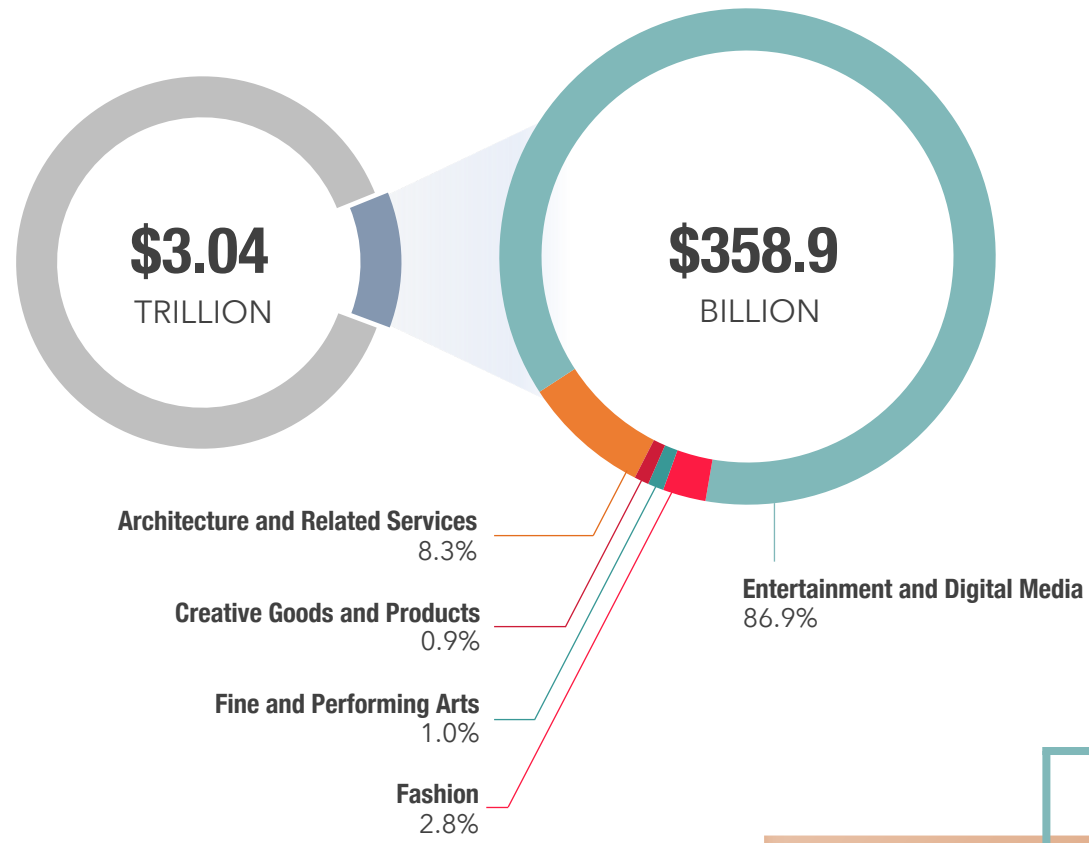
**\$158,477**

CREATIVE ECONOMY  
AVERAGE ANNUAL WAGES  
2020

**\$76,590**

TOTAL ECONOMY  
AVERAGE ANNUAL WAGES  
2020

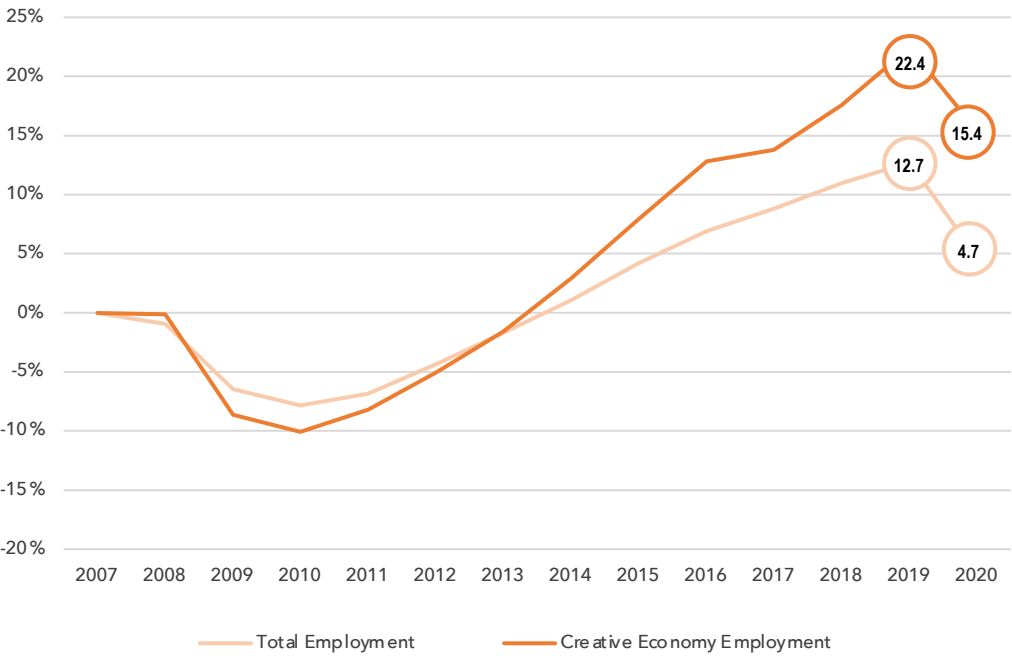
## CREATIVE ECONOMY DIRECT GROSS VALUE-ADD TO CALIFORNIA GRP



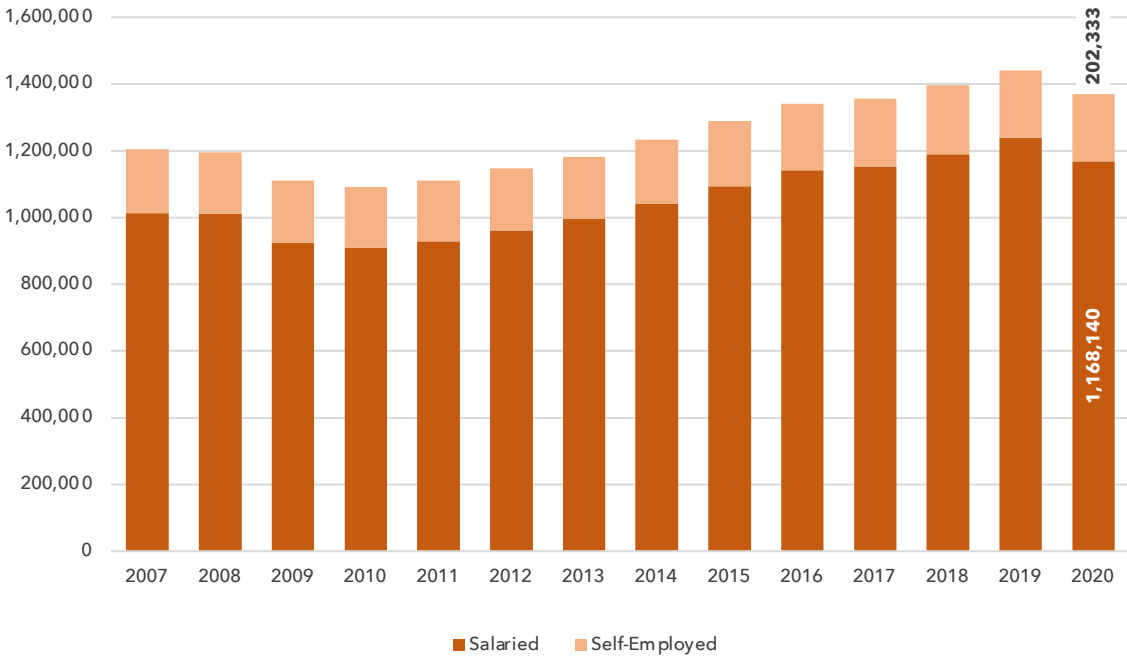
OVERVIEW

# CALIFORNIA'S ECONOMIC ENGINE

RELATIVE CHANGE IN CREATIVE ECONOMY VS. TOTAL EMPLOYMENT  
2007 to 2020



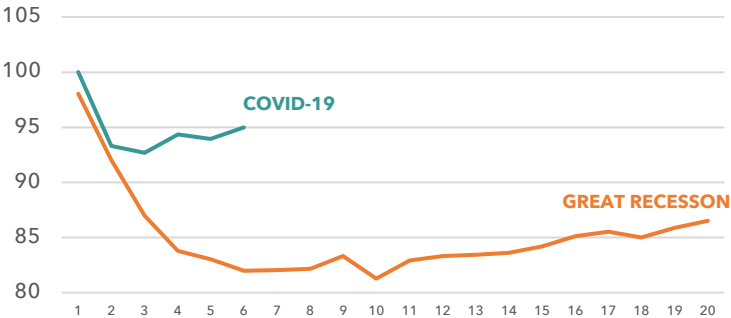
CREATIVE ECONOMY EMPLOYMENT BY WORKER TYPE  
2007 to 2020



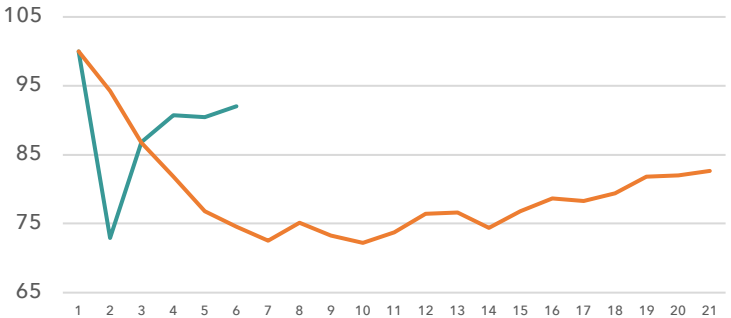
OVERVIEW

# A TALE OF TWO RECESSIONS

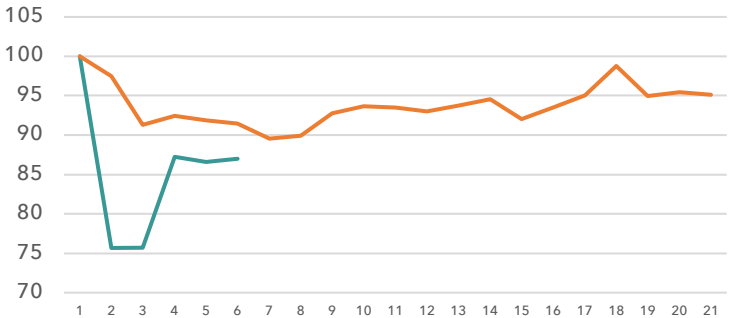
Architecture and Related Services



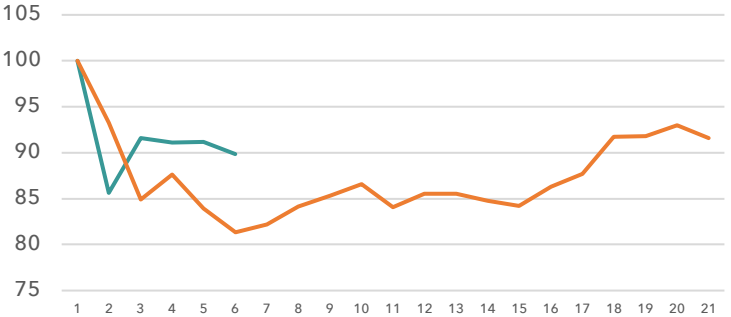
Creative Goods and Products



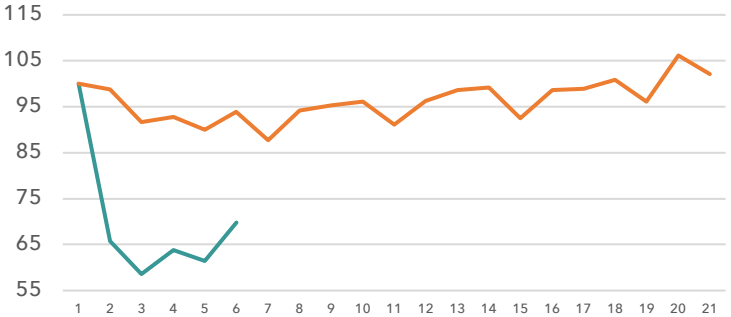
Entertainment and Digital Media



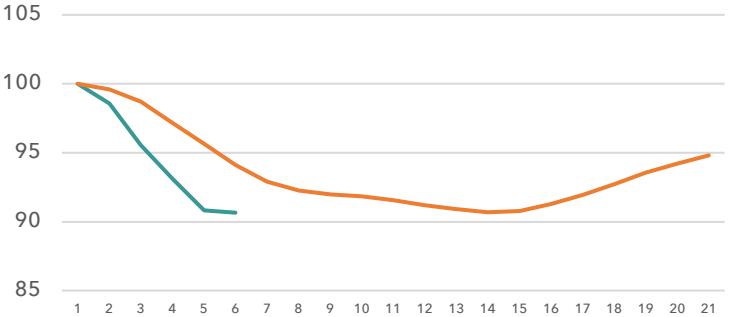
Fashion



Fine and Performing arts



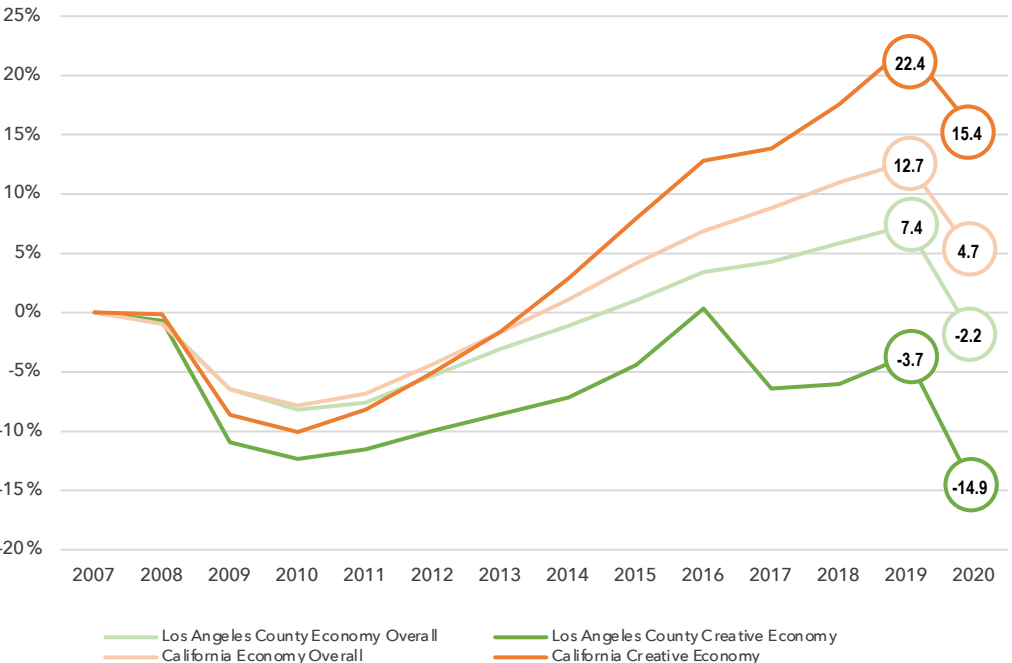
Non-Creative Sectors



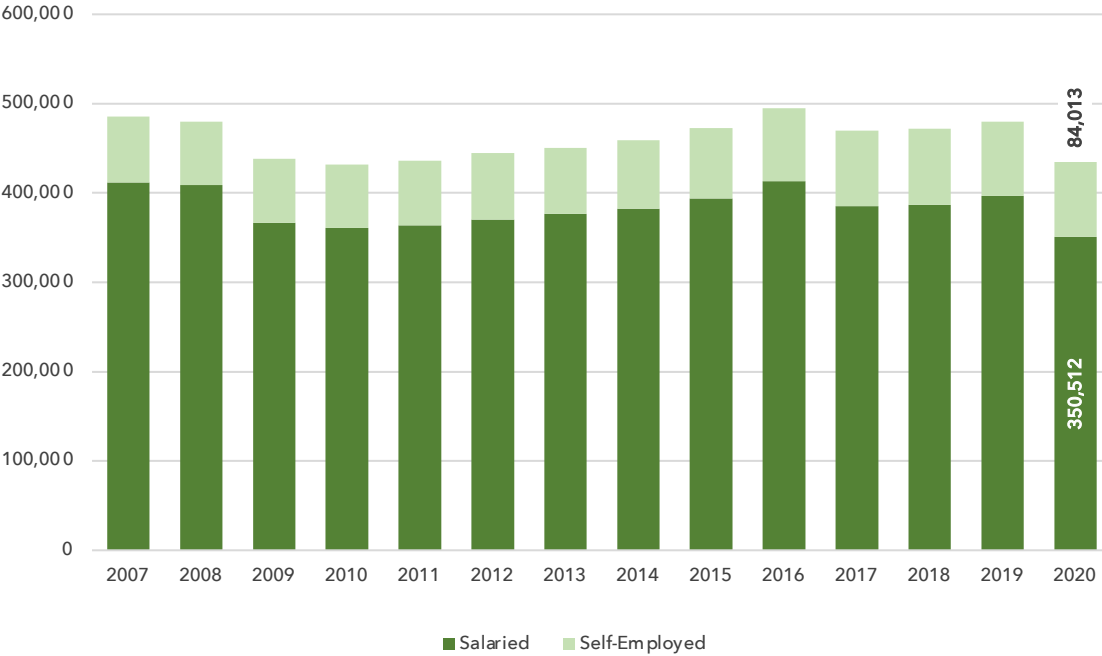
OVERVIEW

# THE LOS ANGELES CREATIVE ECONOMY

RELATIVE CHANGE IN CREATIVE ECONOMY VS. TOTAL EMPLOYMENT  
2007 to 2020



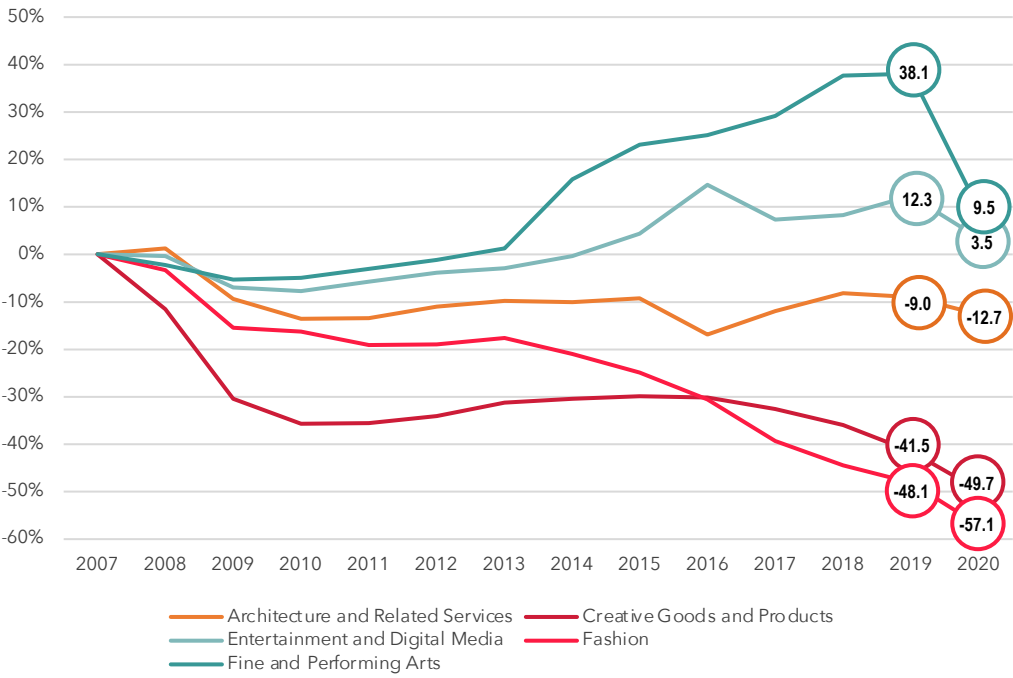
CREATIVE ECONOMY EMPLOYMENT BY WORKER TYPE  
2007 to 2020



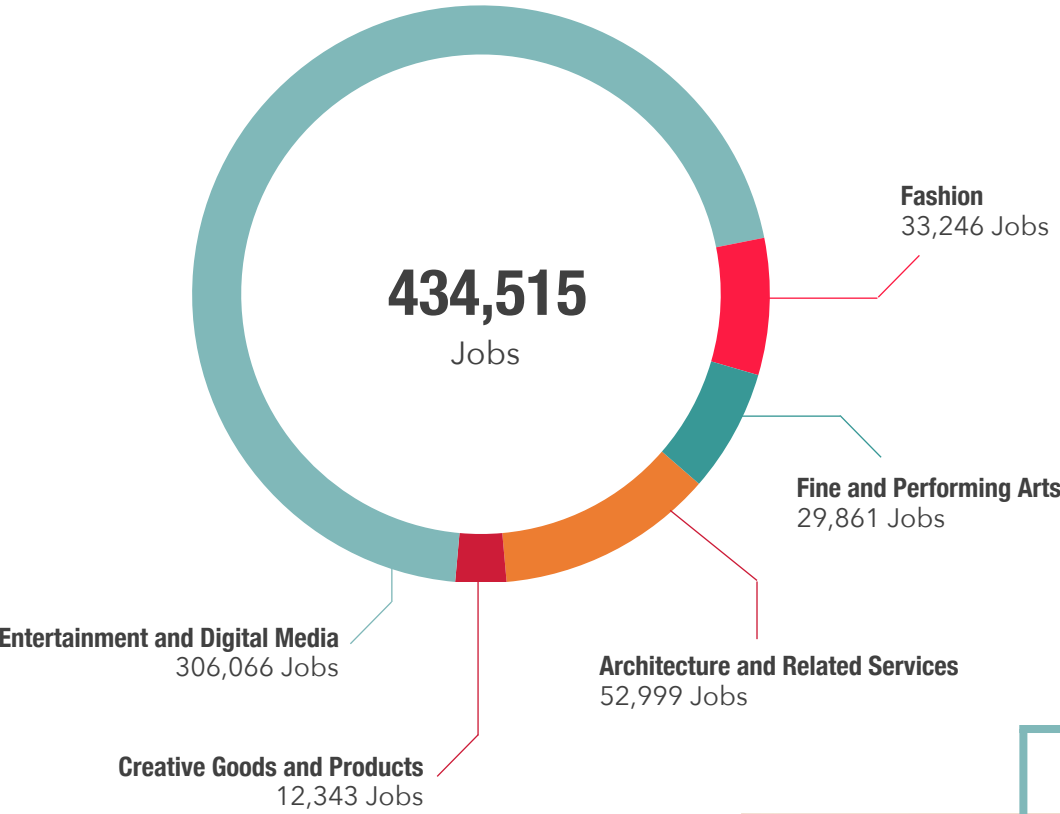
OVERVIEW

# THE LOS ANGELES CREATIVE ECONOMY

RELATIVE CHANGE IN CREATIVE ECONOMY EMPLOYMENT BY SECTOR  
2007 to 2020



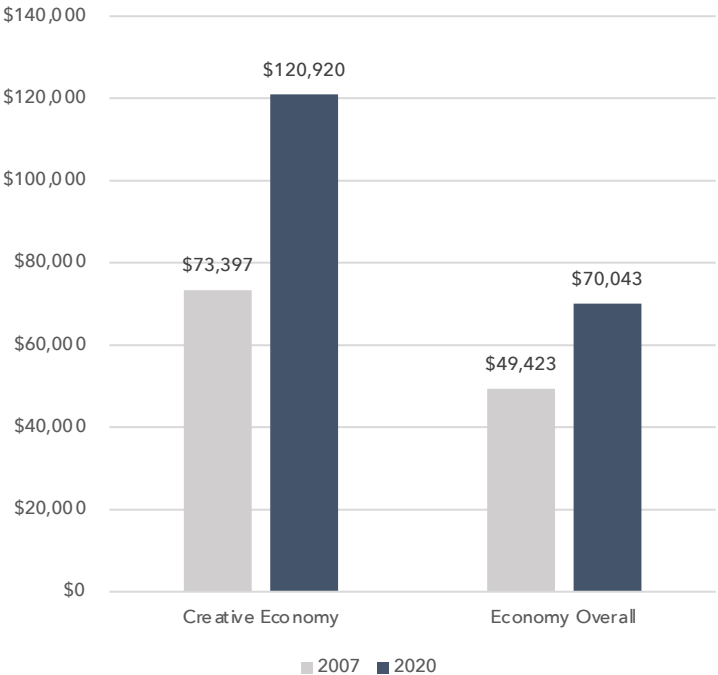
CREATIVE ECONOMY EMPLOYMENT SHARE BY SECTOR  
2020



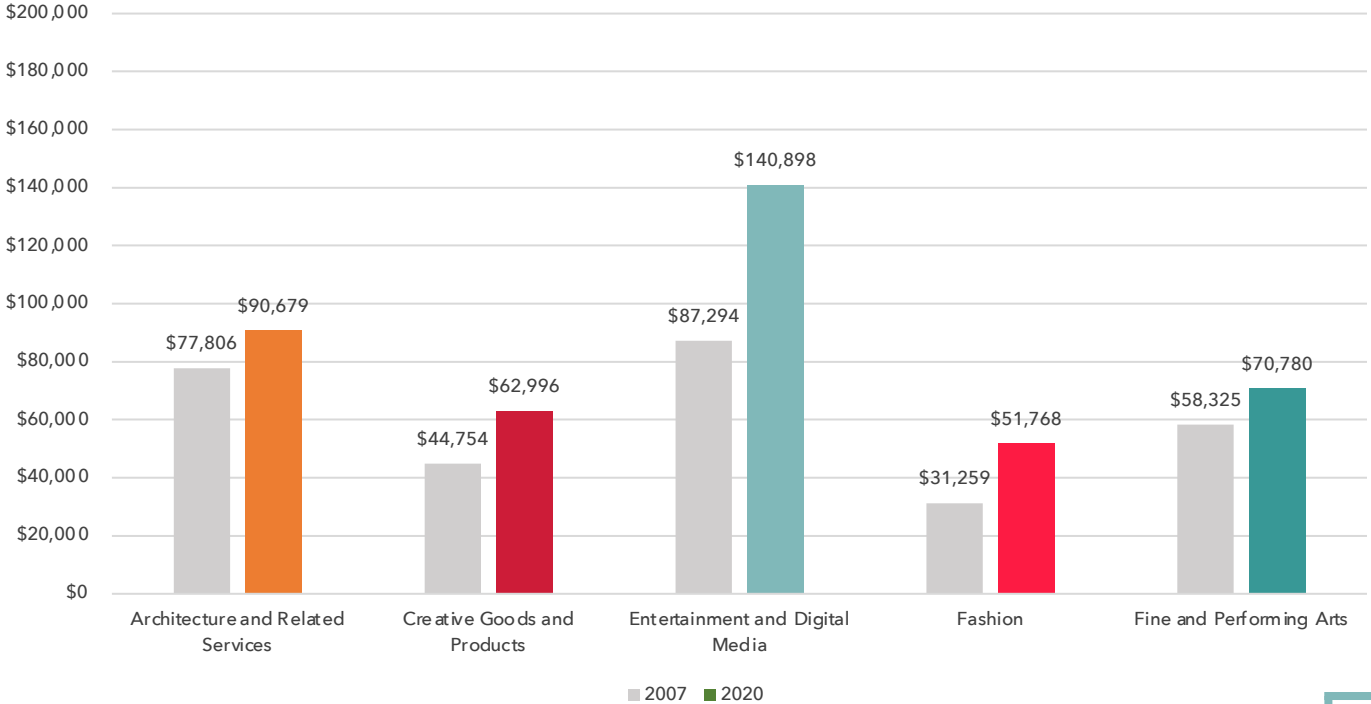
OVERVIEW

# THE CREATIVE ECONOMY WAGE PREMIUM

CREATIVE ECONOMY AVERAGE ANNUAL WAGES  
2007 to 2020



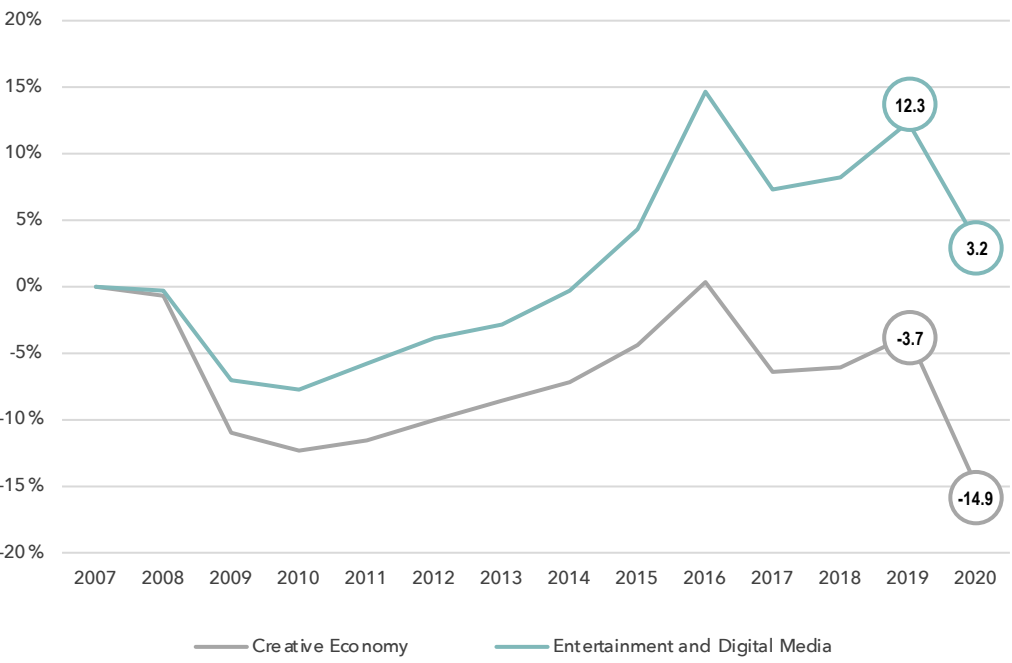
CREATIVE ECONOMY AVERAGE ANNUAL WAGES BY SECTOR  
2007 to 2020



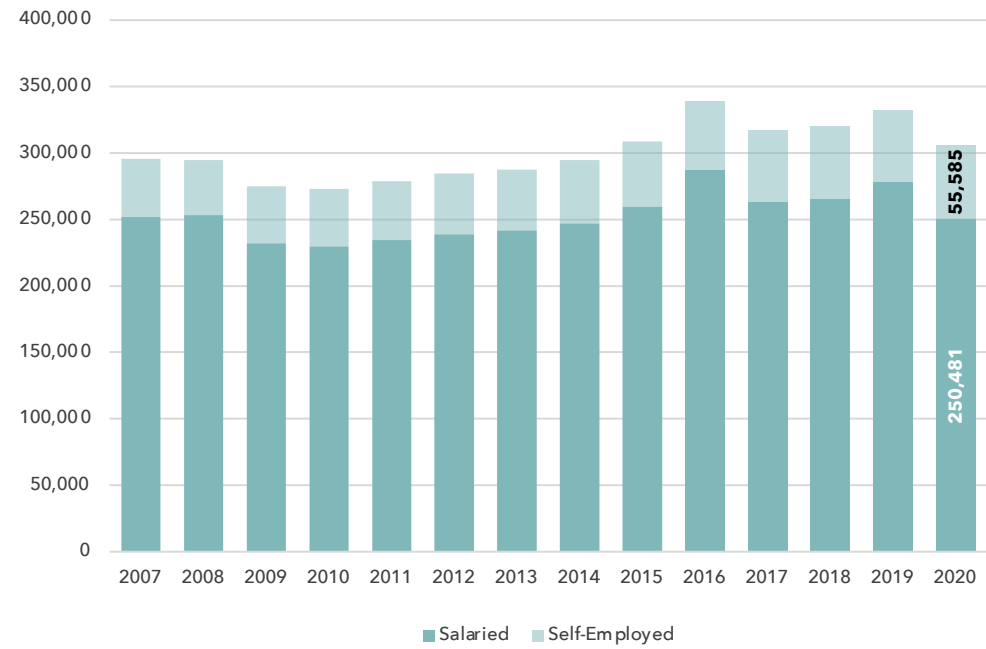
ENTERTAINMENT AND DIGITAL MEDIA

# THE ECONOMIC DRIVER

RELATIVE CHANGE IN EMPLOYMENT  
2007 to 2020

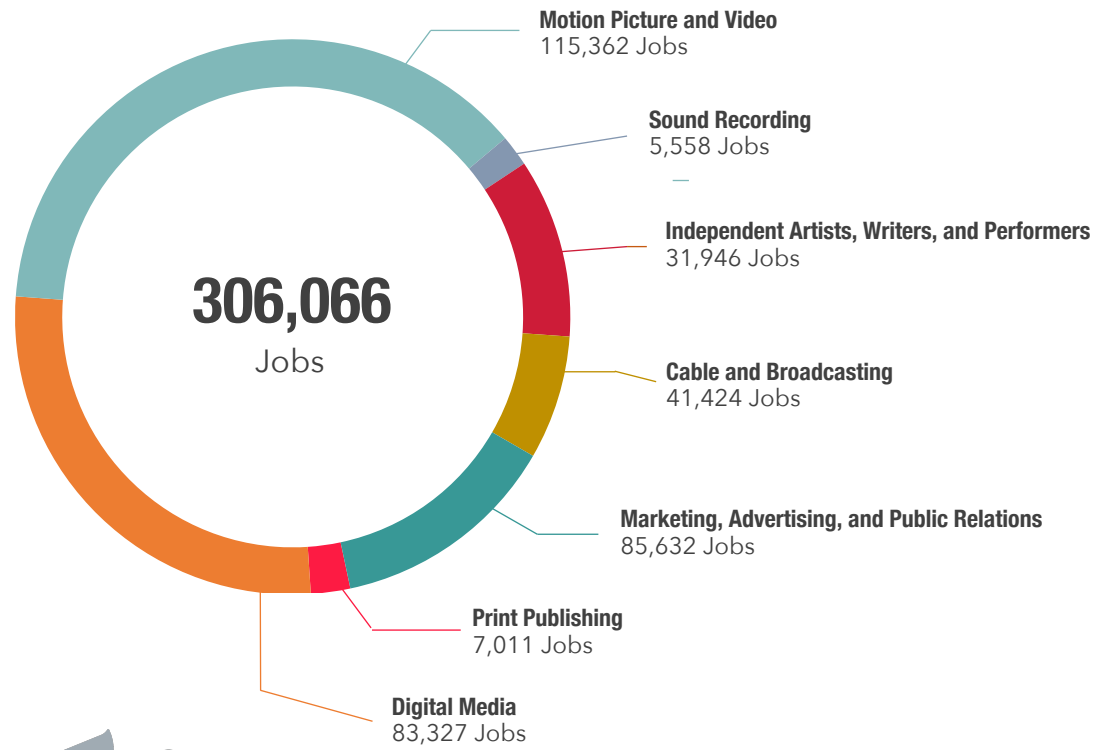


EMPLOYMENT BY WORKER TYPE  
2007 to 2020

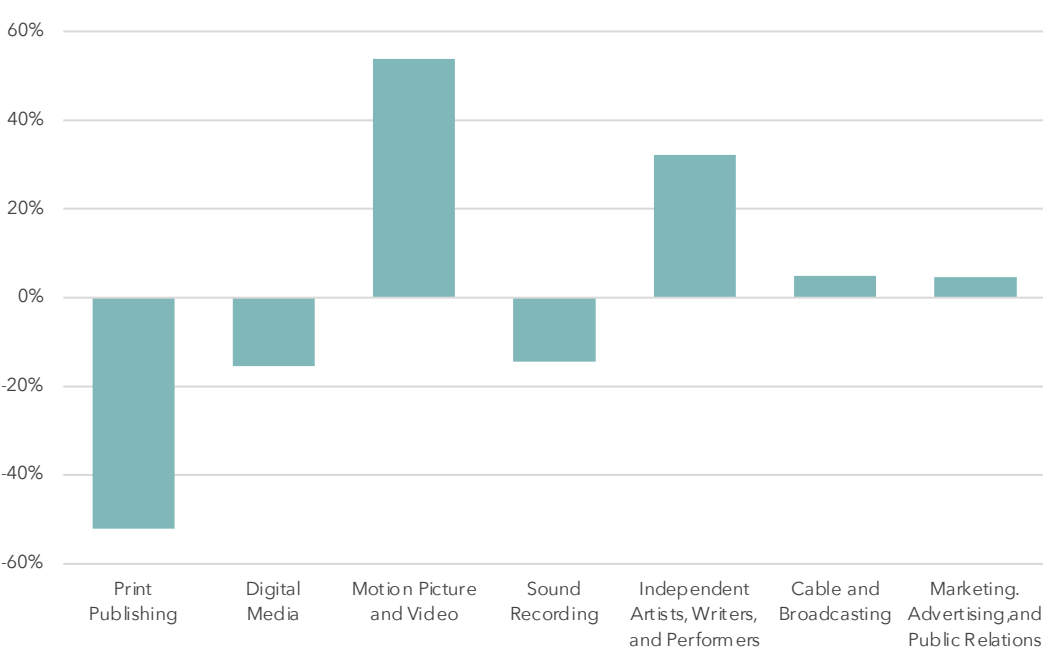


# ENTERTAINMENT AND DIGITAL MEDIA SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR  
2020



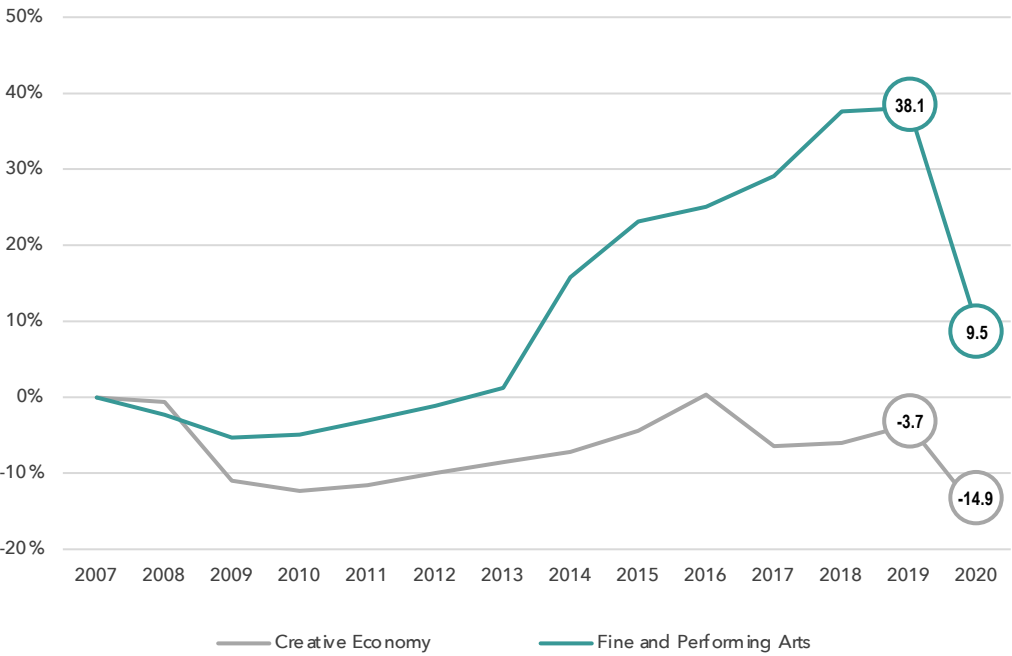
PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR  
2007 to 2020



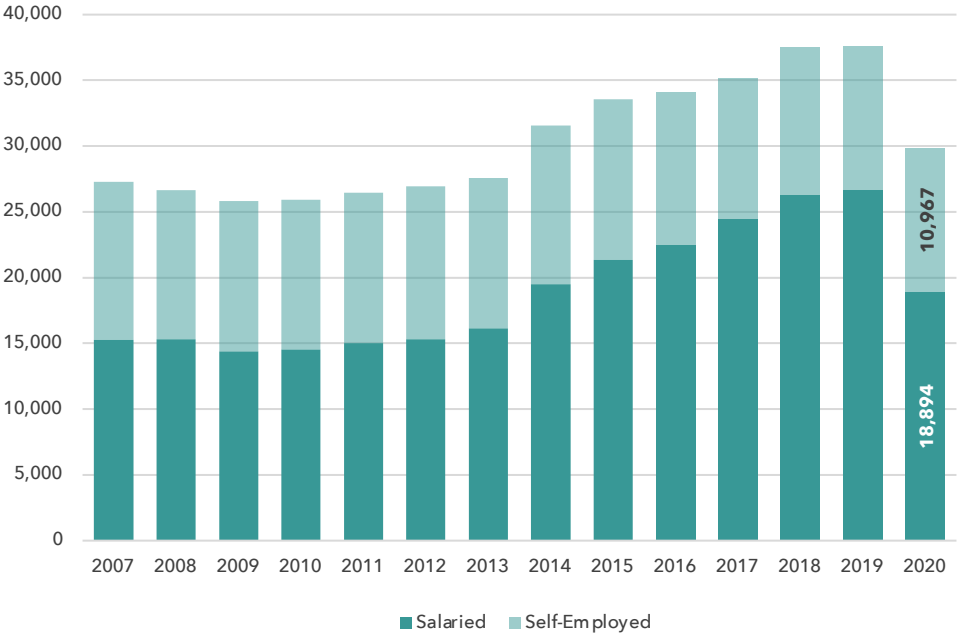
# FINE AND PERFORMING ARTS

## STRONG BUT VULNERABLE

RELATIVE CHANGE IN EMPLOYMENT  
2007 to 2020

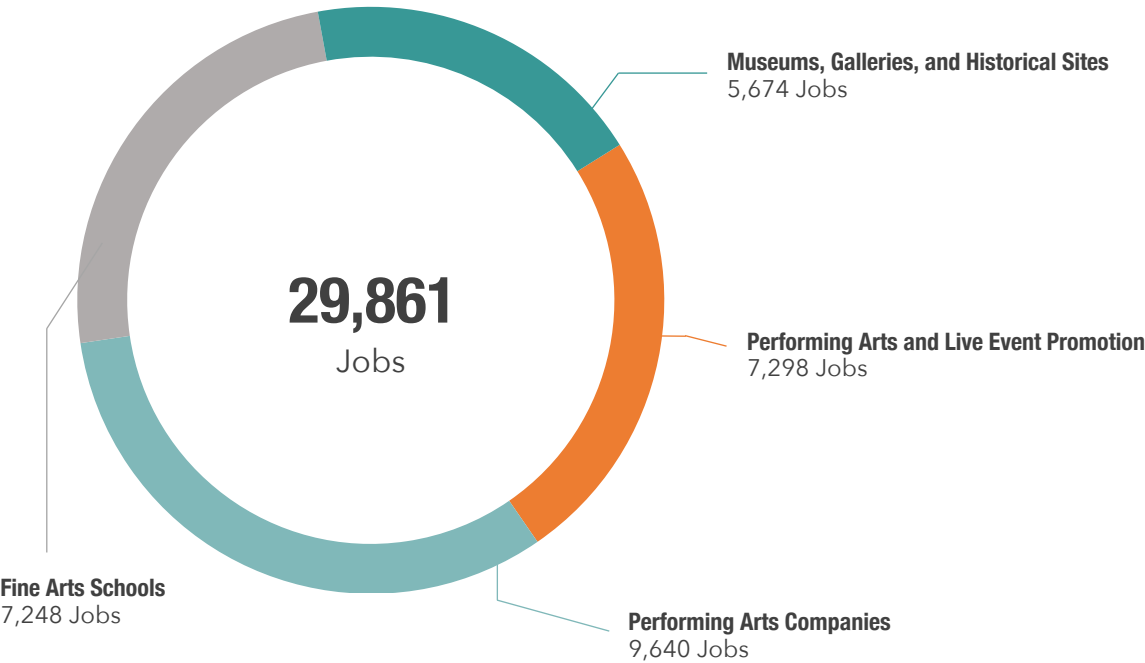


EMPLOYMENT BY WORKER TYPE  
2007 to 2020

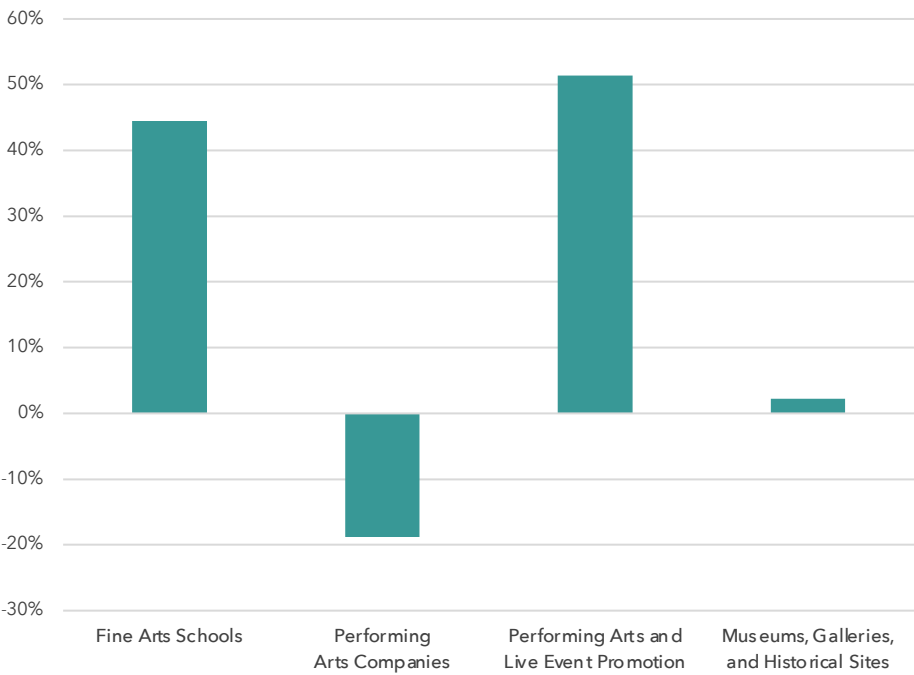


# FINE AND PERFORMING ARTS SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR  
2020

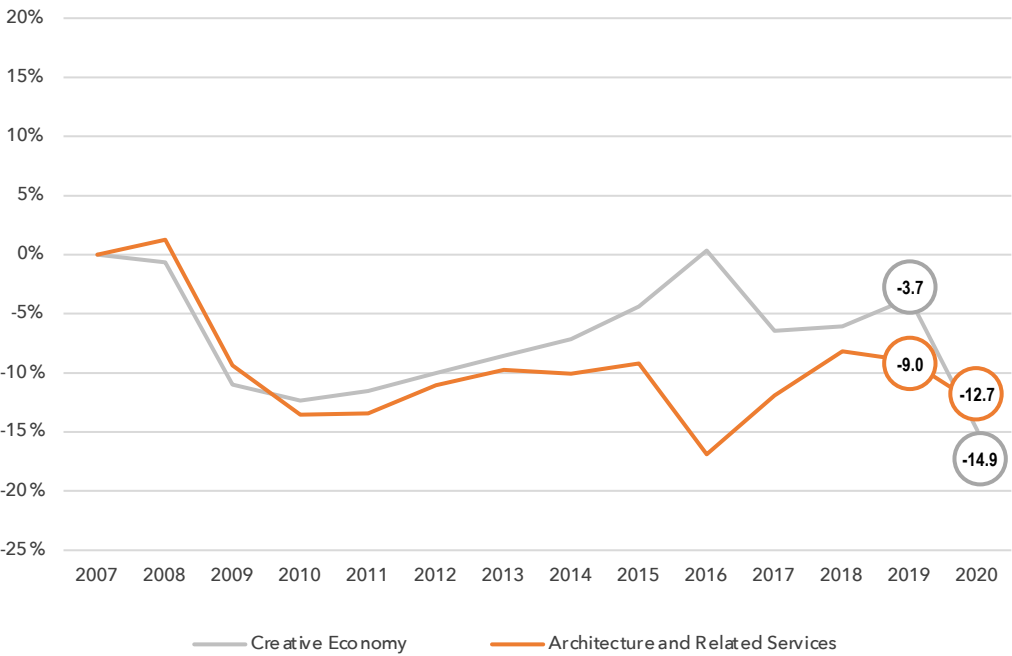


PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR  
2007 to 2020

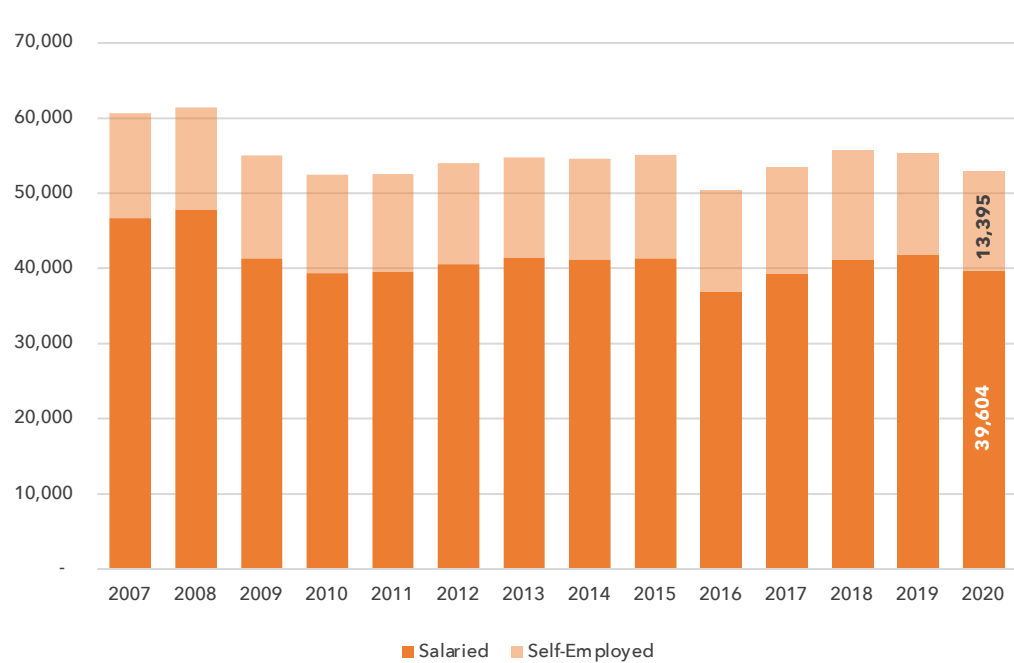


# ARCHITECTURE AND RELATED SERVICES NEWLY RESILIENT

RELATIVE CHANGE IN EMPLOYMENT  
2007 to 2020

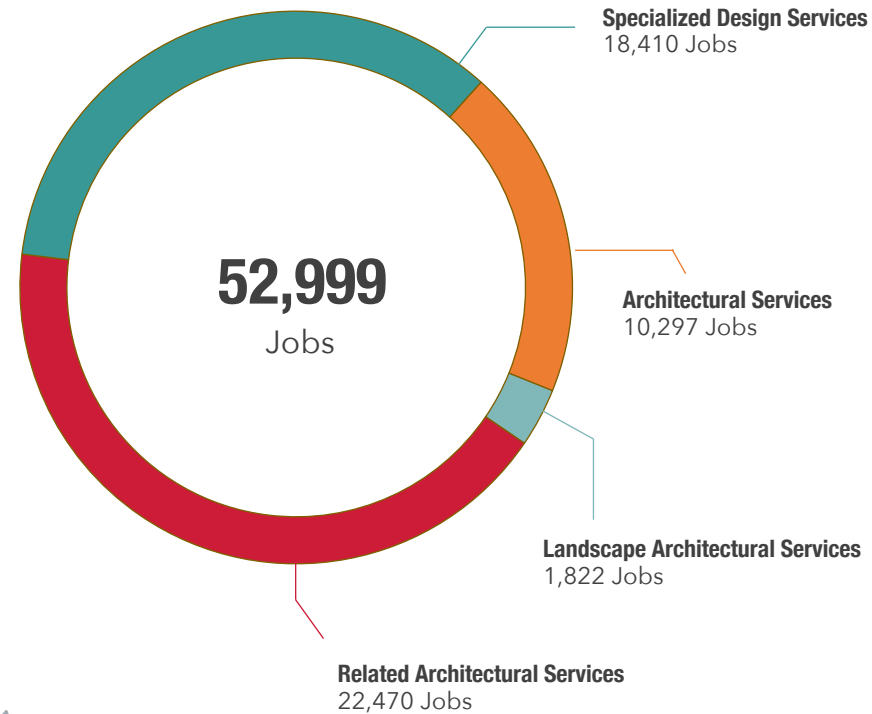


EMPLOYMENT BY WORKER TYPE  
2007 to 2020

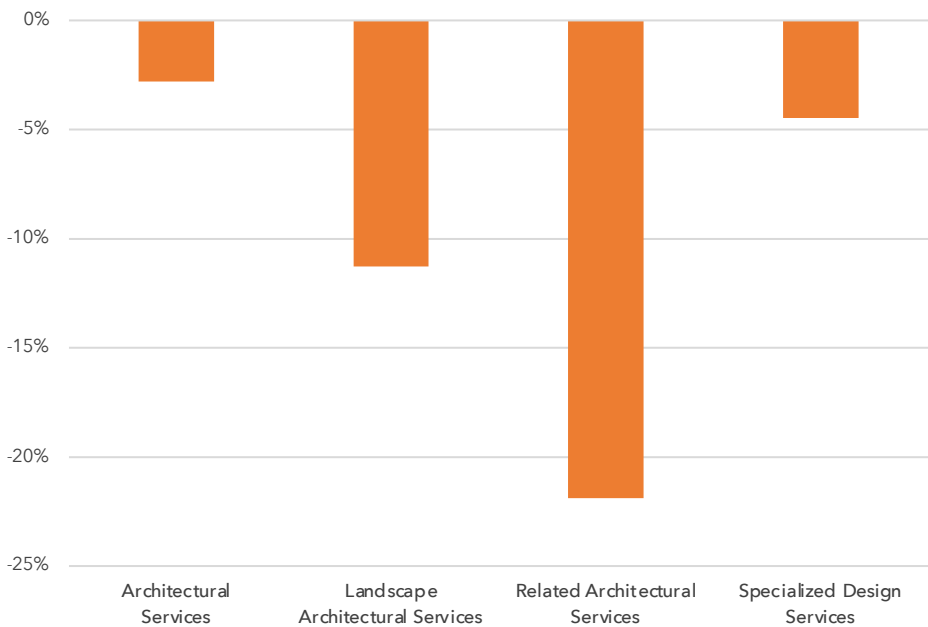


# ARCHITECTURE AND RELATED SERVICES SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR  
2020



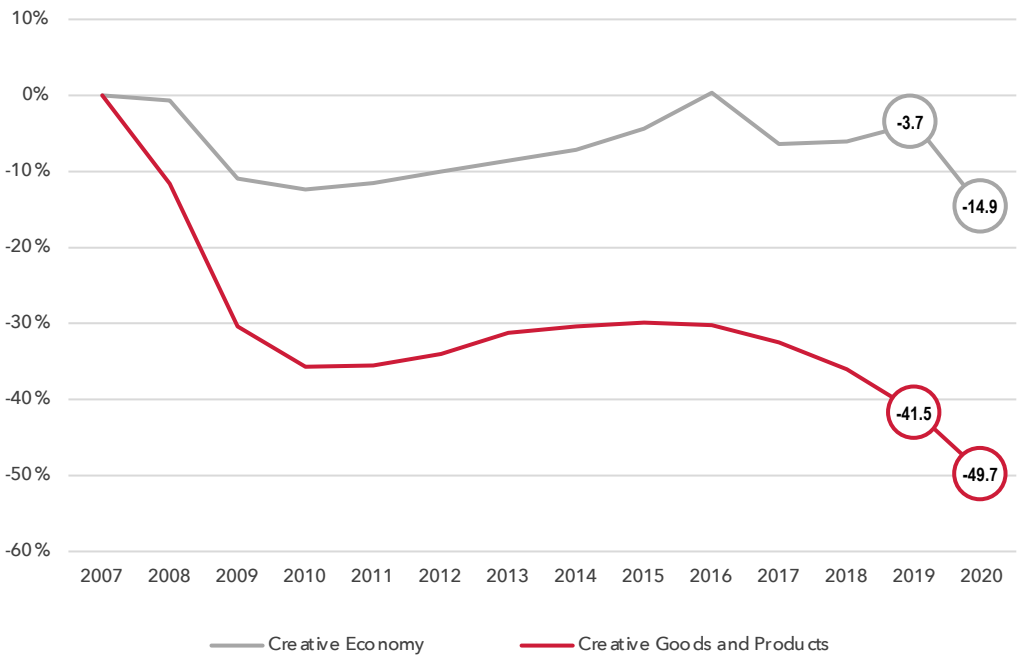
PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR  
2007 to 2020



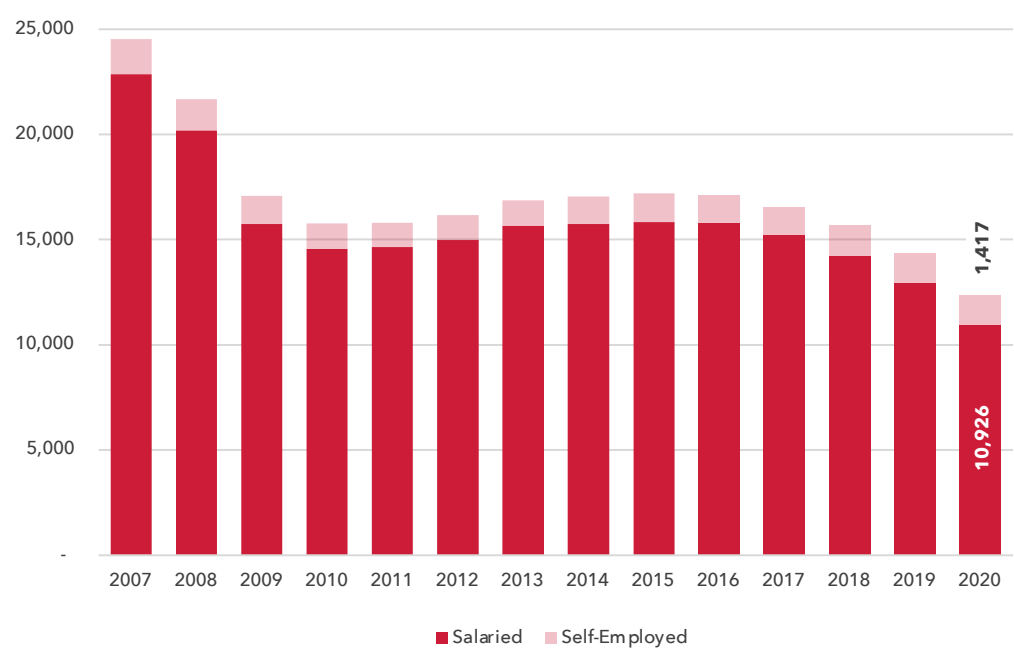
# CREATIVE GOODS AND PRODUCTS

## A STEADY DECLINE

RELATIVE CHANGE IN EMPLOYMENT  
2007 to 2020

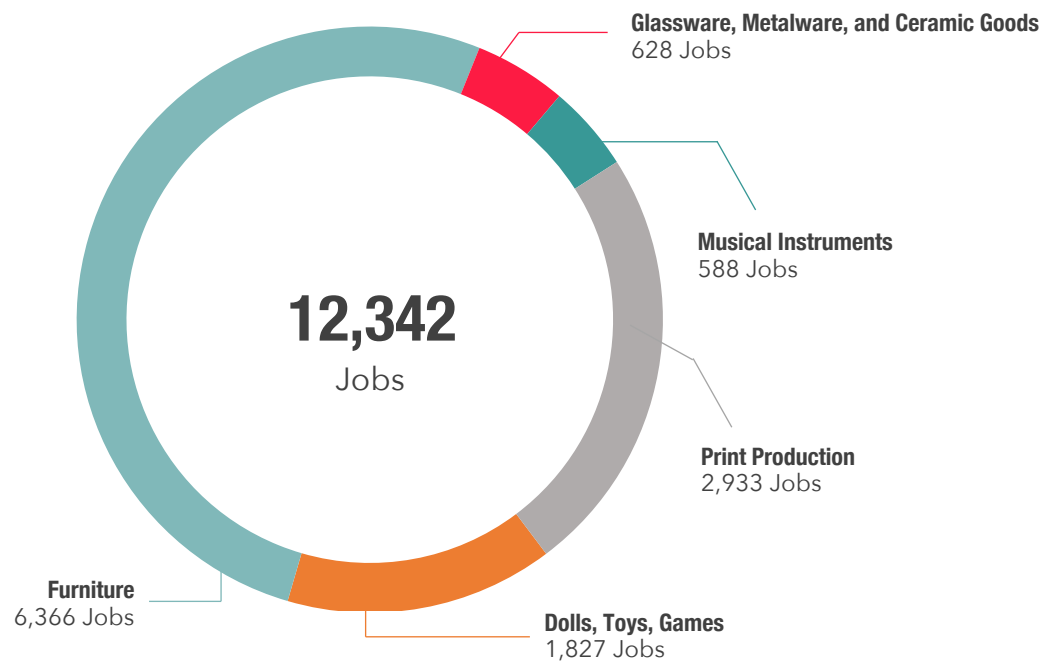


EMPLOYMENT BY WORKER TYPE  
2007 to 2020

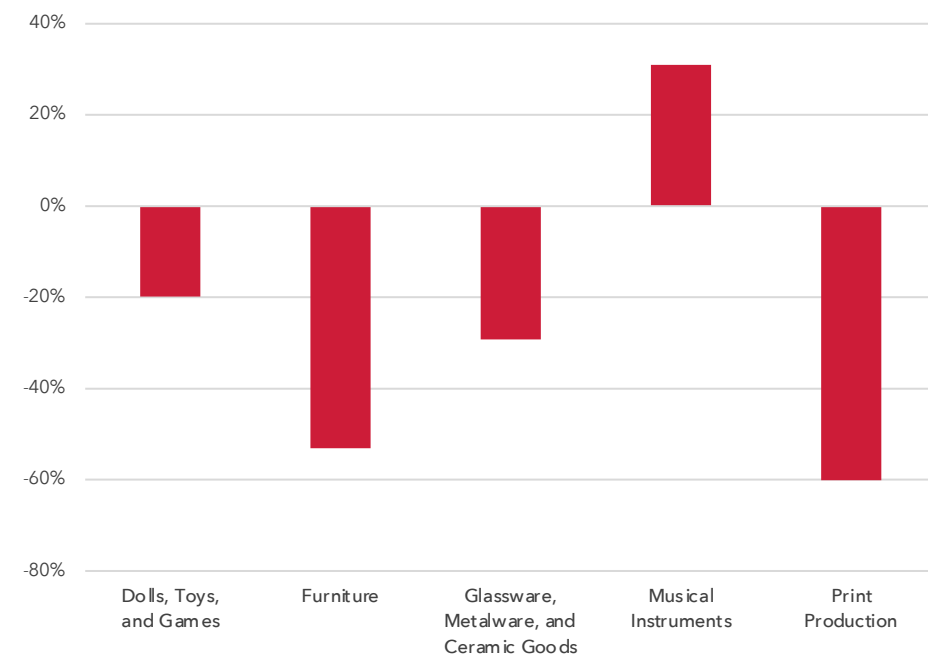


# CREATIVE GOODS AND PRODUCTS SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR  
2020



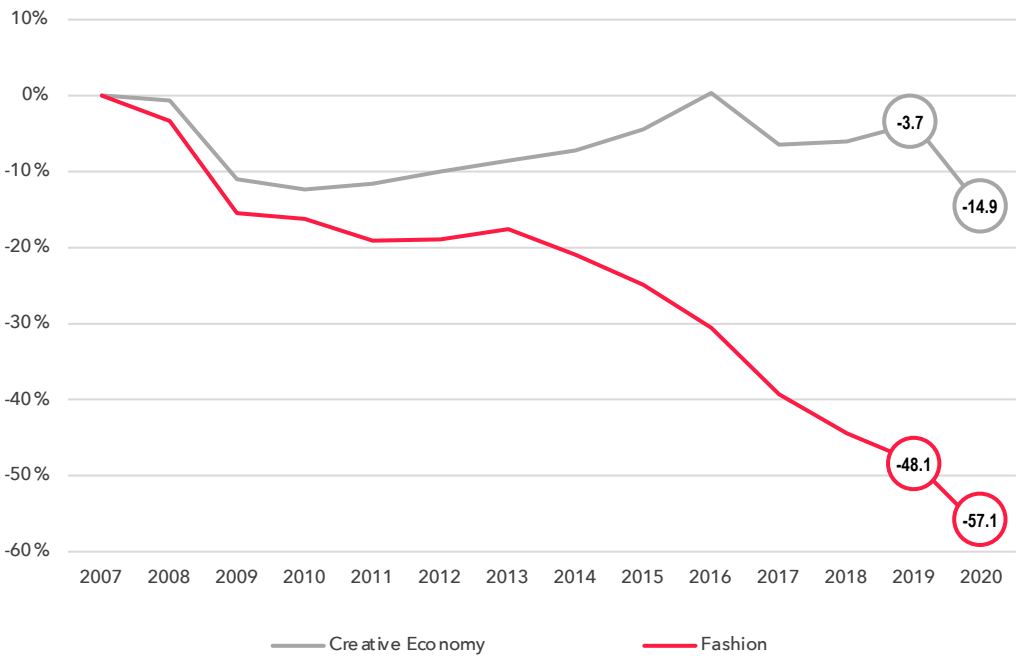
PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR  
2007 to 2020



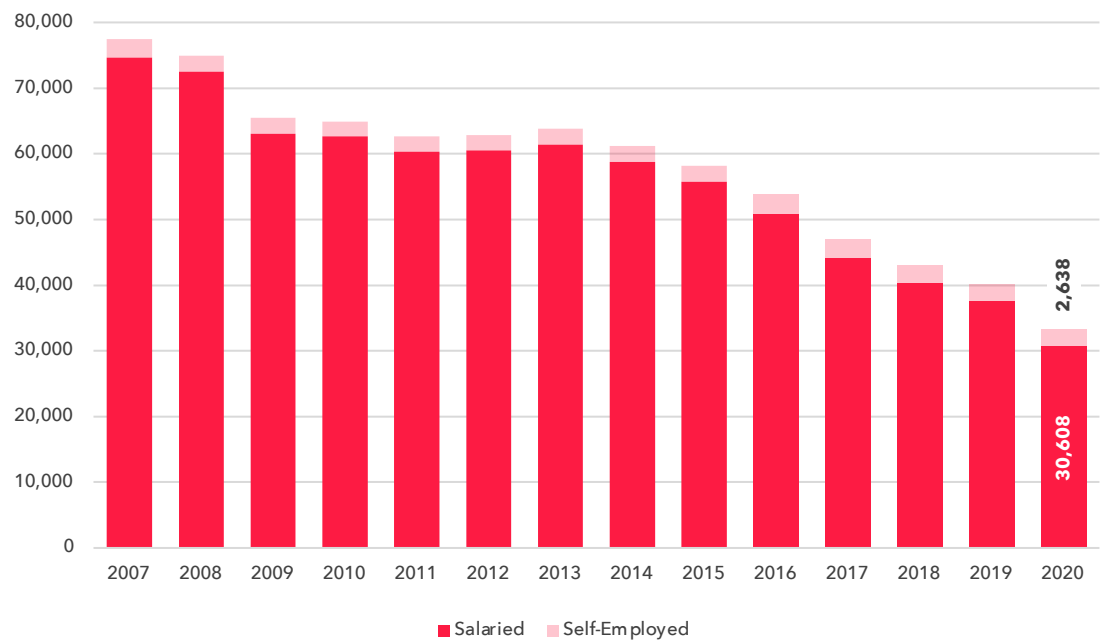
# FASHION

## A SHRINKING SECTOR

RELATIVE CHANGE IN EMPLOYMENT  
2007 to 2020

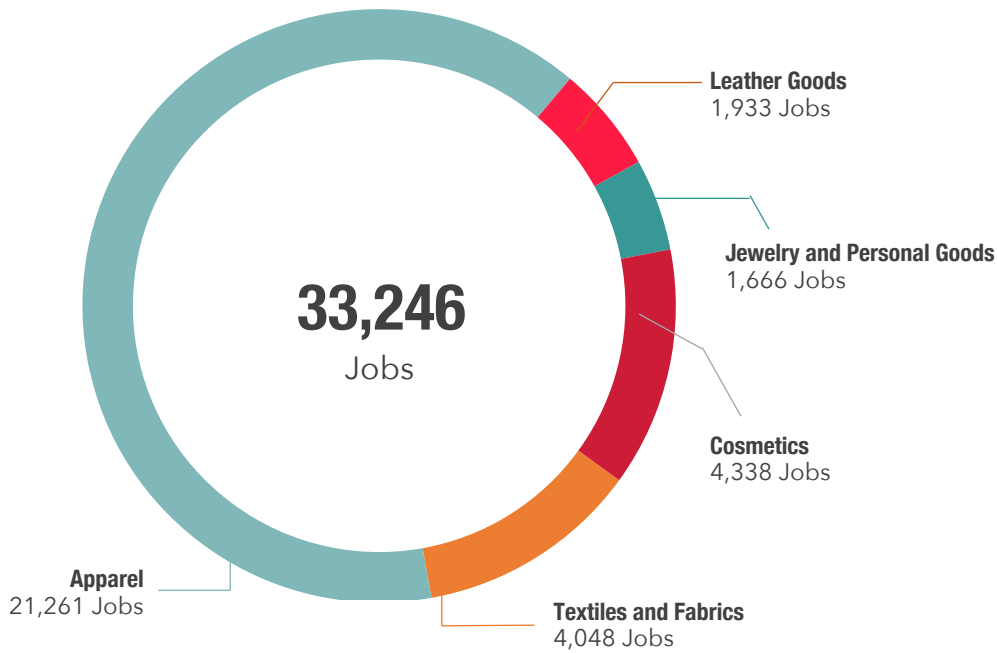


EMPLOYMENT BY WORKER TYPE  
2007 to 2020

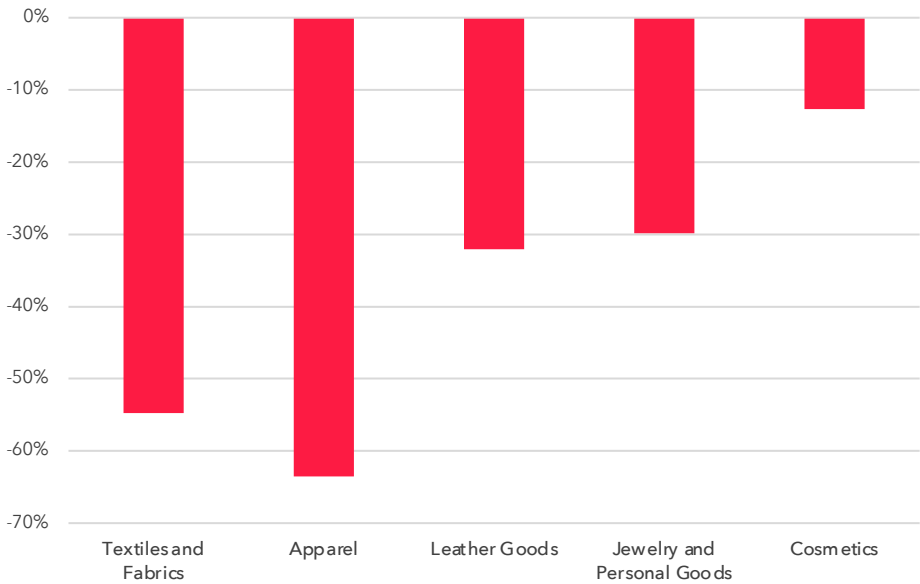


# FASHION SUBSECTOR ANALYSIS

EMPLOYMENT SHARE BY SUBSECTOR  
2020



PERCENTAGE EMPLOYMENT GROWTH BY SUBSECTOR  
2007 to 2020



# A NEED FOR IMAGINATION & INNOVATION



# CREATE THE CONDITIONS FOR GROWTH

## RECOMMENDATION

Explore Incentives That Evolve with Technology Disruption

# INCREASE ACCESS TO EXPORT MARKETS



TRADED  
SECTORS



## RECOMMENDATION

Support Export Policy and Assistance  
Targeting for Creative Sector Groups

# HELP ORGANIZATIONS GROW AND ADAPT

## RECOMMENDATION

Broaden the Arts, Culture, and Creative Economy Advocacy Arena

## RECOMMENDATION

Assist Nonprofit Organizations in the Creative Economy with Incorporating Digital Technologies

## RECOMMENDATION

Support New and Evolving Establishments in the Creative Economy

# BUILD A MORE ROBUST TALENT PIPELINE

## RECOMMENDATION

Cultivate talent for the creative sectors through better partnership between existing state educational infrastructure nonprofit organizations, and private firms

# The Creative Economy

2022 OTIS COLLEGE REPORT ON THE CREATIVE ECONOMY

## THANK YOU

Adam J. Fowler

Founding Partner, CVL Economics

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Website: [cvleconomics.com](https://cvleconomics.com)

May 2022

LA County WDACS

# Moving the County Workforce System Forward

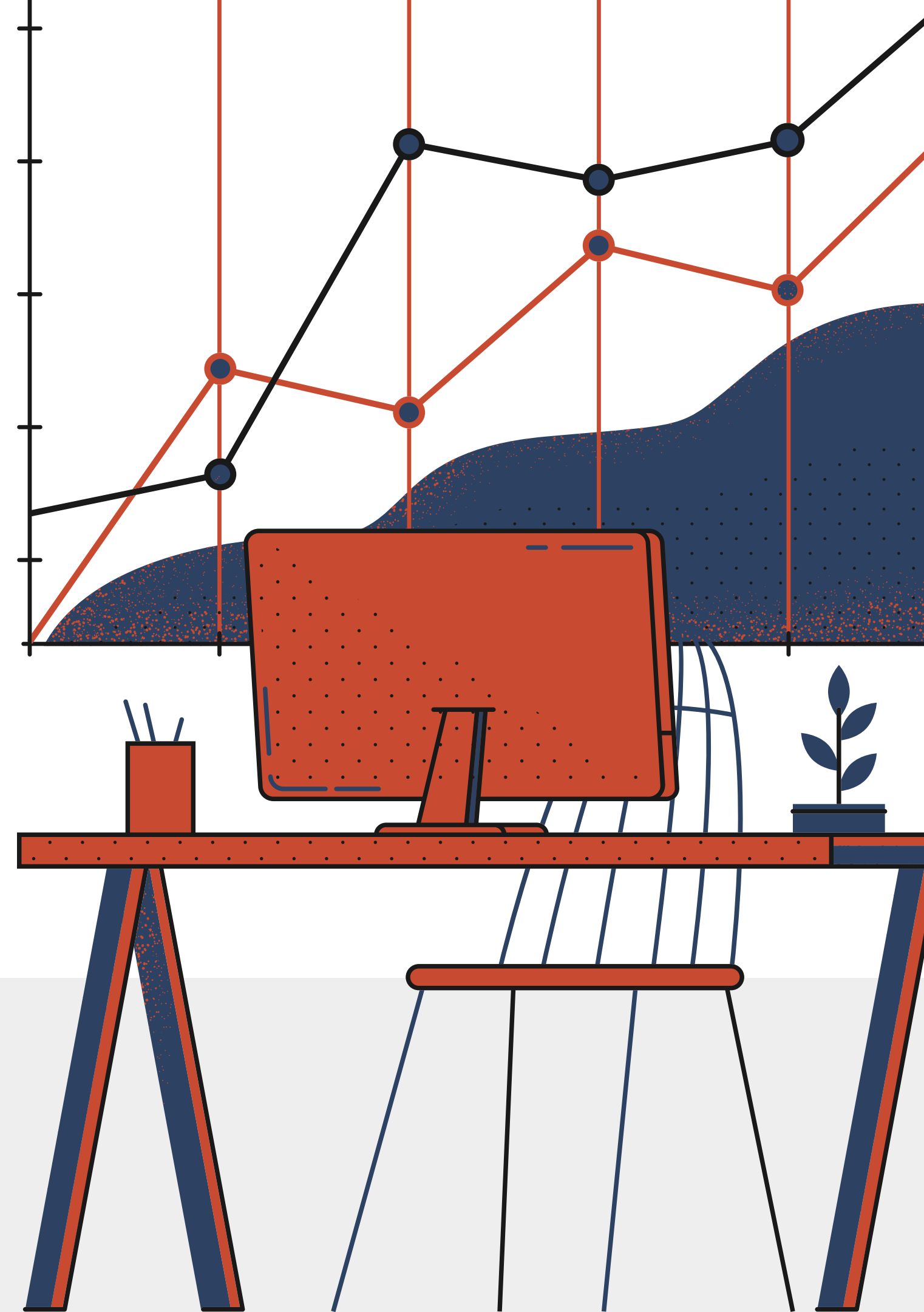
Engaging Community Stakeholders

ECONOMIC DEVELOPMENT POLICY COMMITTEE



**wdacs**  
workforce development  
aging & community services

America's **JobCenter**  
of California<sup>SM</sup>

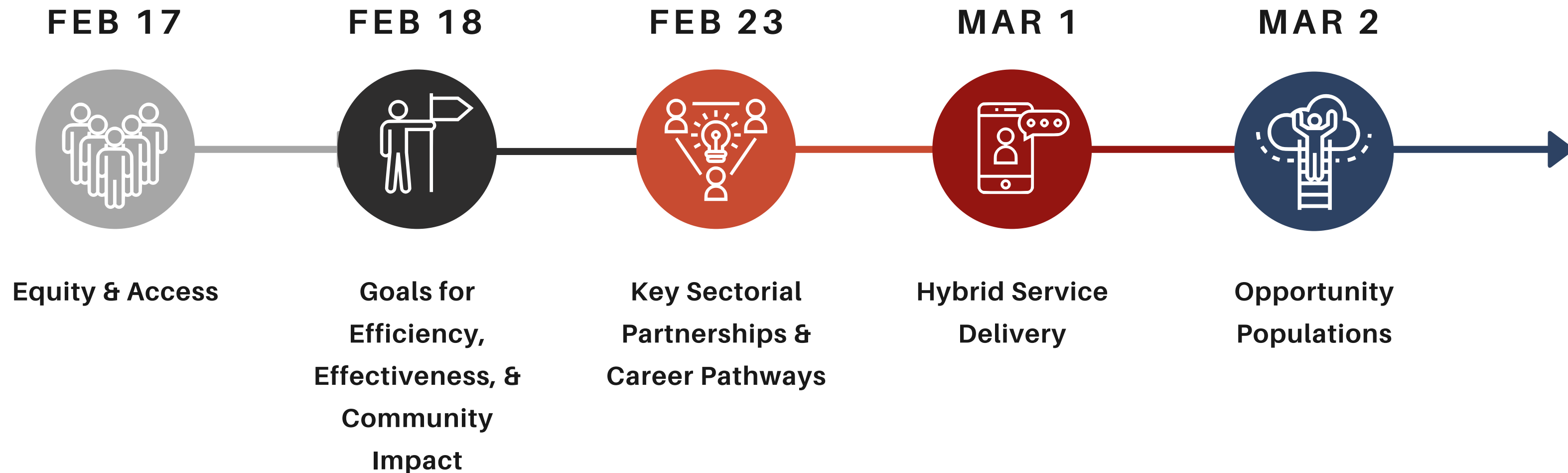


- I Engaging the Community
- II Spreading the Word
- III Outreach Results
- IV Forum Process
- V Community Recommendations



## 5 Stakeholder Forums took place February – March 2022

The purpose of all forums was to gather input from job seekers, workers, business owners, workforce system practitioners, educators, community advocates, & others regarding ways to improve, enhance, modify, & advance LA County's Workforce System



We developed a robust digital strategy for spreading the word which included:

- **direct email newsletter engagement**
- **social media campaign toolkit**
- **strategic website overlays and stories**
- **existing stakeholder partner engagement**

Inclusion was at the forefront of our outreach strategy with personalized & intentional invitations to a wide variety of community organizations we serve





## Email

- Delivered 75,000+ emails
- 9 individual e-blasts
- 254,675 emails opened
- 37% average email open rate

## Social Media

- Created 5 unique graphics
- Created custom messaging
- Distributed via 4 channels
- 120+ direct engagements

## Website

- Custom website ad overlay
- Stories highlighted via WDACS & AJCC websites
- 4.5k+ Monthly website visitors

## The Community Made Their Voice Heard



Registrations  
Received



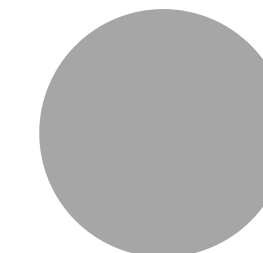
Verbal Comments  
Received



Written Comments  
Received

### #1 Most Popular Forum

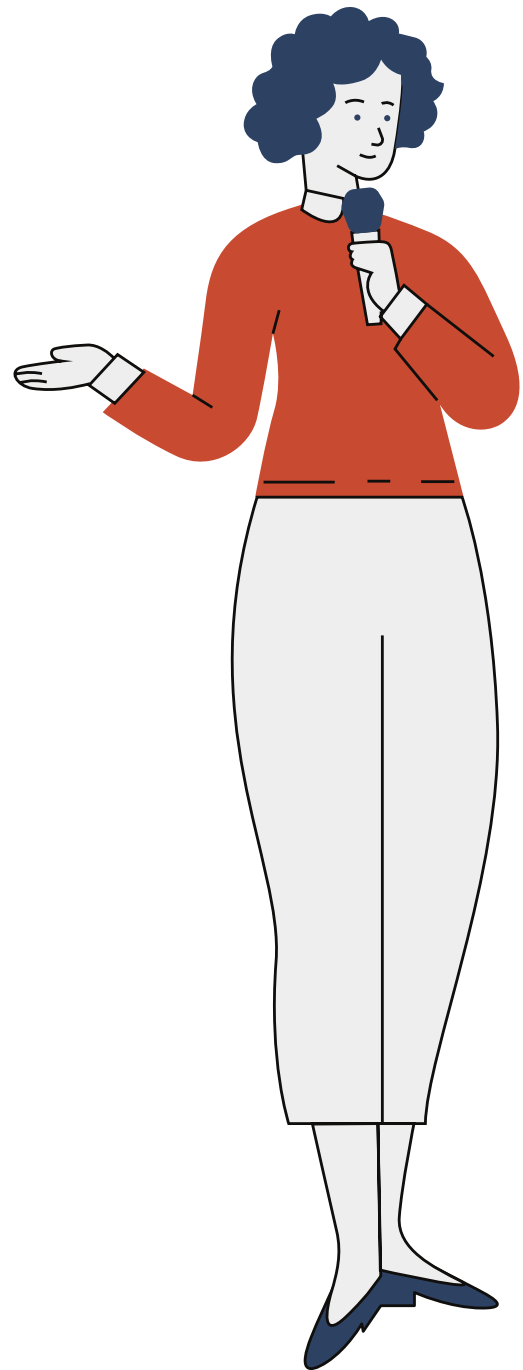
Forum #1  
Equity & Access



334 Participant Registrations  
48 Total Verbal/Written Comments



**Our Goal:** To gather input around central themes concerning the future direction of the LA County's workforce development system, including the operation of the federal Workforce Innovation and Opportunity Act (WIOA) programs and priorities for LA County America's Job Centers of California (AJCCs).



- Forums were scheduled for 2 hrs each with 2 AM and 3 PM sessions
- Registrants were empowered to sign-up in advance to speak @ forums
- 3 mins allotted per commenter, enabling 33+ comments per session
- The written comment period was open February 17 – March 4
- Microsoft forms created enabled written comments for each session
- Sessions were purely focused on participants providing input



## Identification of Workforce System Priorities

**Attendees were informed we developed our 5 workforce system priorities with input, guidance, priorities, and recommendations from:**

- LA County Board of Supervisors
- LA County Workforce Development Board (WDB)
- Independent Evaluators
- WIOA Procurement Requirements



P.S. We really did our homework :)

## You Spoke, We Listened

A **cross-cutting theme** that permeated all input received was the need for more resources to address both historically underserved populations and groups made more economically vulnerable as a result of the pandemic



## Major Themes from Stakeholder Recommendations



Youth, re-entry, homeless/housing insecure, and BIPOC individuals are among the priority populations for the County's workforce development programs and services

## Major Themes from Stakeholder Recommendations



Non-traditional and alternative service delivery strategies (e.g., virtual, neighborhood-based) supplement and strengthen our AJCC system

## Major Themes from Stakeholder Recommendations



Comprehensive coordination of the workforce system with Los Angeles County, state, federal, and community programs and initiatives is essential to effective service delivery

## Major Themes from Stakeholder Recommendations



Greater financial resources are needed to adequately support and advance the County's workforce development system

## Major Themes from Stakeholder Recommendations



Investments in career pathways are needed to support income mobility for vulnerable, underserved, and priority populations

## Forum #1

### Equity & Access



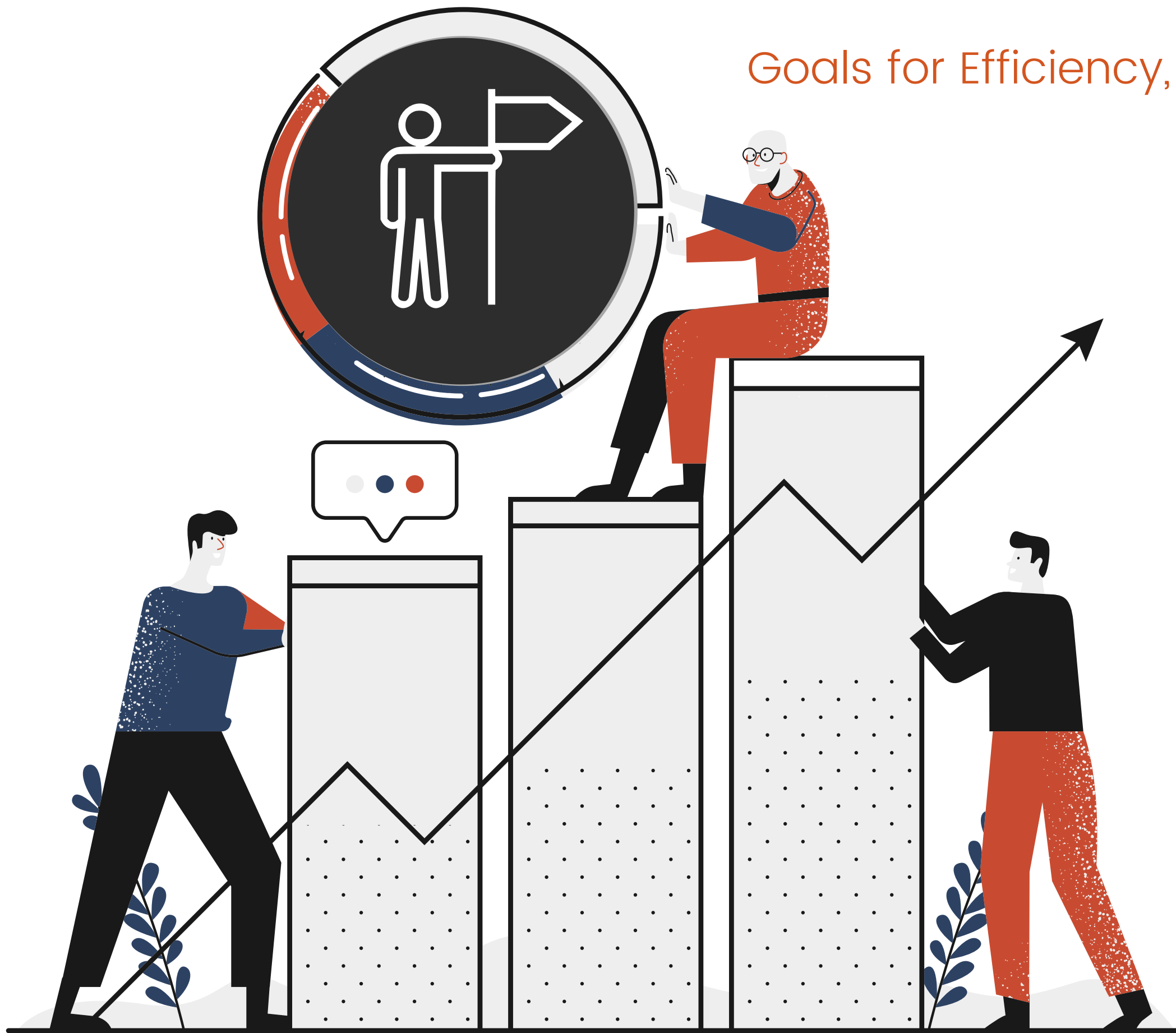
- Prioritize services to individuals whose jobs and careers have been impacted by COVID-19
- Consider opportunities to make available space at the AJCCs for small businesses and entrepreneurs to recruit workers, meet with customers, and conduct business

**\* Full list of recommendations in Handout**

## Forum #2

### Goals for Efficiency, Effectiveness, & Community Impact

- Invest in modernizing the technology infrastructure of AJCCs
- Implement strategies that bring services directly into communities.



\* Full list of recommendations in Handout

## Forum #3

### Key Sectorial Partnerships & Career Pathways



- Provide greater access to distance learning and online education
- Identify and allocate funding for stipends, which will enable vulnerable and underserved populations to participate in more intensive training

**\* Full list of recommendations in Handout**

## Forum #4

### Hybrid Service Delivery

- Make greater use of community access points to supplement brick-and-mortar AJCC locations and online services
- Implement mobile apps that connect job seekers to workforce services

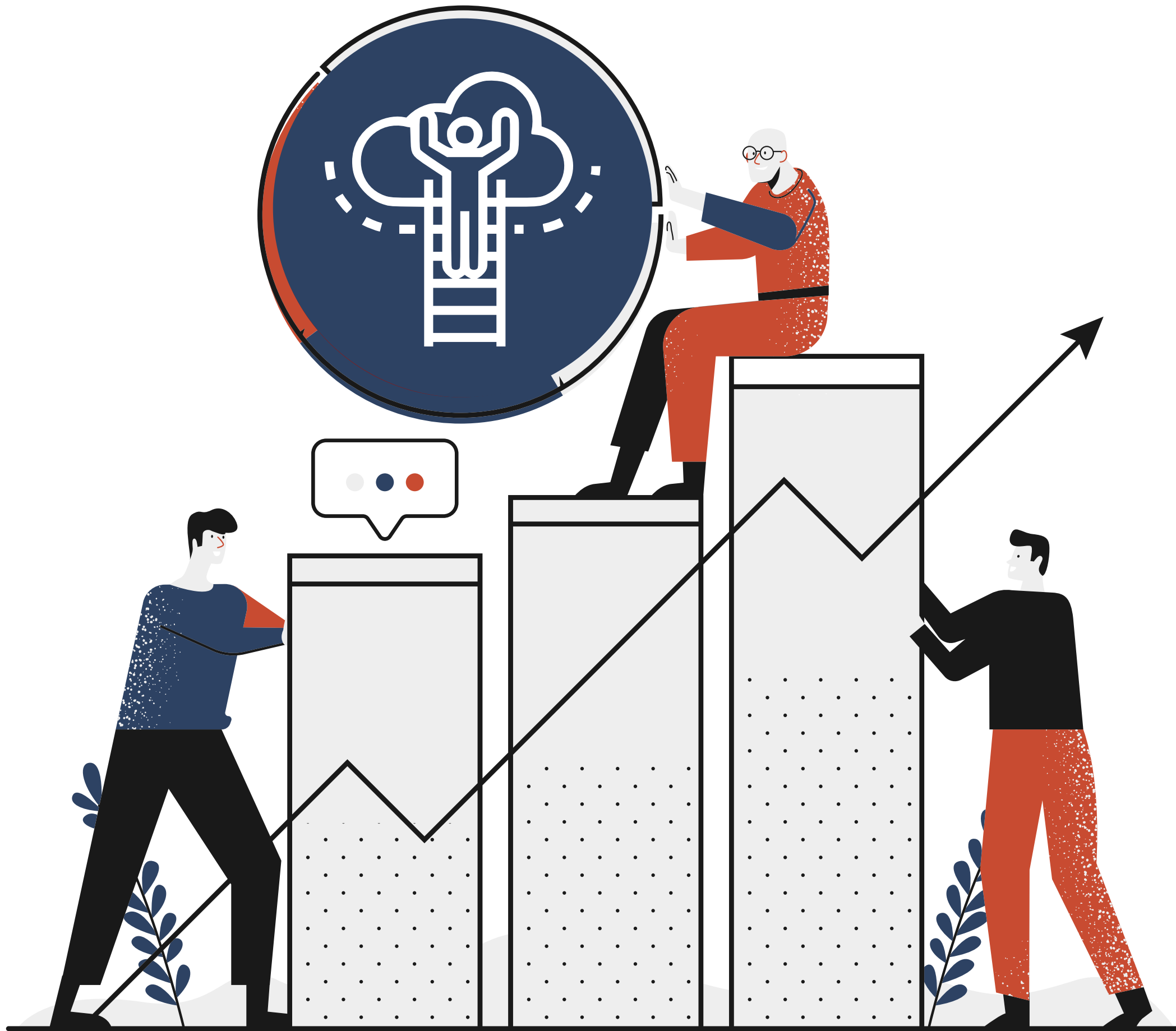
**\* Full list of recommendations in Handout**



## Forum #5

### Opportunity Populations

- A youth-centered system requires dedicated staff with specialized training
- Create more opportunities for youth leaving the justice system



**\* Full list of recommendations in Handout**

## Acting on Stakeholder Input

Our team is reviewing all stakeholder input to determine how we can align these recommendations with other critical guidance including:

- **LA County Board of Supervisor's Motions**
- **LA County WDB Guiding Principles**
- **Independent Evaluators Reviews**

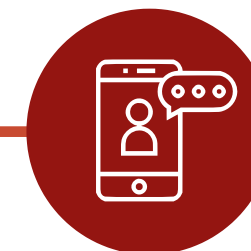
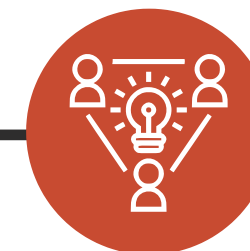
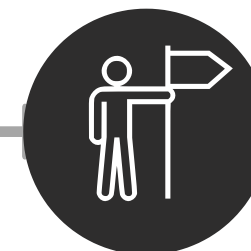
Input will be used to strengthen current/future operations and strategic initiatives. Input will also inform the focus and content of the upcoming solicitation for operation of LA County's America's Job Centers of California.





# Thank you for listening

Questions?



# MOVING THE COUNTY WORKFORCE SYSTEM FORWARD



## Community Recommendations Full Report

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### Equity & Access

- Prioritize services to individuals whose jobs and careers have been impacted by COVID-19.
- Consider opportunities to make available space at the AJCCs for small businesses and entrepreneurs to recruit workers, meet with customers, and conduct business.
- Make more services and documents available in languages other than English.
- Simplify document requirements and processes.
- Collaborate with mental health services organizations.
- Make funding opportunities available to organizations that are closely connected to communities of color.
- Leverage resources across all County departments to address workforce needs of residents.
- Coordinate with organizations serving homeless and housing insecure individuals.



### Goals for Efficiency, Effectiveness, & Community Impact

- Invest in modernizing the technology infrastructure of AJCCs.
- Implement strategies that bring services directly into communities.
- More effectively connect the workforce system and AJCCs to community coalitions.
- Utilize the AJCCs to recruit for County jobs.
- WDACS should coordinate relationships with “bigger partners” (i.e., public agencies), relieving providers of this task and minimizing duplication of effort.
- Implement strategies that recognize unique needs of vulnerable populations.
- Invest in training and professional development for system staff.
- Establish stronger connections to the secondary education system.

# MOVING THE COUNTY WORKFORCE SYSTEM FORWARD



## Community Recommendations Full Report

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### Key Sectorial Partnerships & Career Pathways

- Provide greater access to distance learning and online education.
- Identify and allocate funding for stipends, which will enable vulnerable and underserved populations to participate in more intensive training.
- Identify and prepare job seekers for entry paths to high-wage careers.
- Strengthen linkages with union partners and leverage their knowledge of high growth sectors and jobs.
- Target careers in “green” jobs, healthcare, and the creative arts.
- Recruit business representatives and entrepreneurs as mentors.
- To enable acquisition of skills that qualify participants for higher paying jobs, permit longer training and fund multi-year projects.



### Hybrid Service Delivery

- Make greater use of community access points to supplement brick-and-mortar AJCC locations and online services.
- Implement mobile apps that connect job seekers to workforce services.
- To improve virtual services, engage technology/e-commerce experts.
- As virtual services become more prevalent, consider the barriers faced by homeless individuals, low-income job seekers, and English language learners.
- Make greater use of system navigators, coaches, and promotores.
- Invest in the digital fluency of job seekers using workforce system services.
- Identify strategies to offer more on-demand services to meet critical needs.

# MOVING THE COUNTY WORKFORCE SYSTEM FORWARD



## Community Recommendations Full Report

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### Opportunity Populations

- A youth-centered system requires dedicated staff with specialized training.
- Create more opportunities for youth leaving the justice system.
- Address the employment and training needs of seniors.
- Address opportunity gaps for BIPOC adults ages 18 through 29.
- Identify strategies to assist individuals in recovery to prepare for employment.
- Prioritize services to communities and populations most impacted by COVID.
- Better connect to small businesses, including immigrant-owned businesses.
- Make greater use of “earn and learn” approaches to address income needs of participants while they acquire skills.



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# **BREATHE** **LA COUNTY'S** **GUARANTEED INCOME PROGRAM**

## **PILOT PROGRAM UPDATE**

MAY 5, 2022

# APPLICATION PROCESS AND ELIGIBILITY REQUIREMENTS

## **Pilot Program:**

- 1,000 residents will receive \$1,000 a month for 3 years
- Research study in partnership with University of Pennsylvania

## **Philanthropic Dollars Raised:**

- \$4.325 million was raised from 7 foundations by the Center for Strategic Partnerships and partners

## **Eligibility:**

- Must be at least 18 years old
- Have a household income that falls at or below LA County's area median income of \$56,000 for a single person household or at or below 120% of AMI for a two or more person household, which would be \$96,000 for a family of four, for example.
- Must have been negatively impacted by the COVID-19 pandemic
- Live within one of many low-income communities targeted by the program

## **Application and Selections:**

- Available online between March 31<sup>st</sup> and April 13<sup>th</sup>
- More than 50 drop-in centers were available at community-based partners across the County

# THE NUMBERS

## Website:

- Unique Visits to Breathe Website – 1,005,406
- Unique Visits to Respira Website – 110,514

## Screening Tool:

- Views to Screener and/or those Completing Tool – 636,239
- Qualified Applicants Completing Tool – 331,898

## Applications:

- Total Cleaned Applications Received – **182,428**

# NEXT STEPS

## Public Benefit Waiver Requests:

- Waivers have been secured to protect CalWORKs and General Relief benefits
- A Waiver request will be made to protect CalFresh benefits

## Selection and Verification Process:

- Initial randomized selection has occurred
- Verification of eligibility and onboarding will begin shortly

## Payments:

- Payments will begin this summer

## Other Resources:

- Offering additional resources on website for folks who were not selected and need assistance

## National Narrative:

- Joining the national discussion about rethinking how we help support people and help them take advantage of key opportunities