

# CITY OF LOS ANGELES

CALIFORNIA



Workforce **Development** Board  
City of *Los Angeles*

**Workforce Development Board**  
CHARLES WOO  
CHAIR



ERIC GARCETTI  
MAYOR



**Economic and Workforce  
Development Department**  
CAROLYN M. HULL.  
GENERAL MANAGER

April 28, 2021

Council File:  
Council District Nos.: All  
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The Honorable Eric Garcetti  
Mayor, City of Los Angeles  
Room 303, City Hall

City Council  
c/o City Clerk  
Room 395, City Hall

Attention: Heleen Ramirez, Legislative Coordinator

**TRANSMITTAL: APPROVAL OF RECOMMENDATIONS REGARDING THE RESULTS OF A REQUEST FOR INTEREST (RFI) TO DISTRIBUTE \$2 MILLION OF HOMELESS, HOUSING, AND PREVENTION (HHAP) PROGRAM FUNDS TO THE CITY'S LOS ANGELES REGIONAL INITIATIVE FOR SOCIAL ENTERPRISE (LA:RISE) CONTRACTORS FOR THE LA:RISE YOUTH ACADEMY**

## RECOMMENDATIONS

The General Manager of the Economic and Workforce Development Department (EWDD) and the Chair of the Los Angeles Workforce Development Board (WDB) respectfully request that the City Council, subject to approval of the Mayor, as required:

1. APPROVE EWDD'S list of recommended LA:RISE contractors selected through a Request for Interest (RFI) dated January 28, 2021, to provide work readiness and employment services for the LA:RISE Youth Academy as indicated in Tables 1 and 2 of this transmittal;
2. AUTHORIZE the General Manager of EWDD to negotiate and execute agreements with the selected LA:RISE contractors for the period June 1, 2021, through May 31, 2022, in the amounts described in Tables 1 and 2, subject to review by the City Attorney as to form and legality; and
3. AUTHORIZE the General Manager of EWDD to prepare Controller Instructions and/or any necessary technical adjustments that are consistent with Mayor and Council action, subject to the review of the City Administrative Officer, and instruct the Controller to implement these instructions.

## FISCAL IMPACT STATEMENT

There is no negative financial impact on the City General Fund as a result of these actions. Recommendations contained herein provide full cost recovery for related costs.

## BACKGROUND

In partnership with the Roberts Enterprise Development Fund (REDF), LA:RISE is a collaborative partnership that unites the City's Workforce Development System with employment social enterprises and for-profit employers to provide transitional jobs and other employment services to the hardest-to-employ participants, those with a history of homelessness or at risk of homelessness, including formerly incarcerated/returning citizens and disconnected youth. Under the LA:RISE model, the social enterprises (SE) provide participants with transitional, subsidized employment paired with wrap-around support and barrier removal services.

In January 2021, the Mayor and City Council allocated \$2 million in Homeless, Housing, And Prevention Program (HHAP) youth category funding to expand services specifically to individuals 18 to 24 years of age who are experiencing homelessness or at-risk of experiencing homelessness and not currently enrolled in LA:RISE. The HHAP funds will be used to launch the LA:RISE Youth Academy, a new program focused on improving housing, education and workforce outcomes for the more than 3,000 identified homeless youth in Los Angeles. The LA:RISE Youth Academy will provide 226 young adults with education, employment, and social well-being services while permanent housing is being established to move them to a future of self-sufficiency and economic mobility. The project will support an integrated service delivery model and will leverage existing partnerships and connections under the LA:RISE and Performance Partnership Pilot (P3) Youth Collaborative. EWDD will partner with REDF, the Los Angeles Homeless Services Authority (LAHSA), Los Angeles Unified School District (LAUSD), community colleges, as well as other City departments for this effort.

The LA:RISE Youth Academy services will include:

- Educational, career, and social well-being assessments
- Case management
- Support services and barrier removal
- Work readiness and vocational training
- Subsidized employment/work experience
- Job placement services
- Job Retention Support/Follow-up Services

The performance measures and expected outcomes for this grant are:

<b>Performance Metric</b>	<b>Goal</b>
Total Minimum Enrollments	226
Number of youth receiving support services/wrap-around services	100%
Number of youth linked to stabilized housing	80%
Number of youth enrolled in GED/education, credit recovery or basic skills remediation programs	50%
Number of youth enrolled in subsidized employment/work experience	100%
Number of youth completing up to 300 subsidized transitional employment hours	50%

Number of youth placed in un-subsidized competitive employment or enrolled in a certificated education/training program	75%
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Co-enrollment into the City’s WIOA programs will be encouraged but not required.

**RECOMMENDATION**

On January 28, 2021, the EWDD released to its currently contracted LA:RISE service providers the “Request for Interest (RFI) for Work Readiness and Employment Services for the LA:RISE Youth Academy” as WDS Information Bulletin No. 21-07. The EWDD received a total of ten (10) proposals on or before the February 10, 2021 deadline. All proposals were rated by internal EWDD staff. Proposals were rated on a Pass/Fail basis by completeness of the package and a three-page narrative describing seven elements listed in the RFI. Past performance was also taken into consideration when determining funding recommendations. A rating of “Pass” was required for a proposal to be considered for funding. Seven of the ten proposals were complete and passed the rating process.

EWDD requests approval of the recommended LA:RISE contractors as identified through the subject RFI, as well as the recommended funding amounts, as outlined below in Table 1.

**Table 1**

LA REGION	AGENCY	FUNDING AMOUNT	SERVICE GOAL
South	Coalition for Responsible Community Development	\$337,500	45
SF Valley	El Proyecto Del Pueblo (Sun Valley YouthSource)	\$322,500	43
Northeast	Goodwill Industries of SoCal	\$300,000	40
Central/Hollywood	Los Angeles LGBT Center	\$371,250	55
West	Regents of the University of California (UCLA YSC)	\$210,000	28
Central/Hollywood	YWCA Digital Learning Academy	\$101,250	15
Central/Hollywood	Managed Career Solutions (Hollywood WSC)*	\$52,500	70
	<b>TOTAL</b>	<b>\$1,695,000</b>	<b>296**</b>

\*Partnered with LBTC and YWCA. \*\*Total Served Goal: 226 Unduplicated Participants.

The total amount of funding allocated for this program is \$2 million, of which \$1,695,000 will be disbursed to the selected direct service proposers and \$200,000 will be allocated for EWDD program delivery and administration costs.

The EWDD is also proposing funding two additional LA:RISE contracted partners as follows:

**Table 2**

AGENCY	FUNDING AMOUNT
Roberts Enterprise Development Fund (REDF)	\$75,000
LAUSD (Homeless Education Program)	\$30,000

REDF serves as the planning and technical lead for LA:RISE and key administrator for programmatic functions, including partner coordination, working groups, and employer engagement. The LA:RISE program is led by the REDF technical team of experienced project managers and technical experts. The REDF provides technical assistance to the employment social enterprises, workforce partners, and retention partners, and leads development of standards and evaluations. The LAUSD Homeless Services unit will provide participant referrals and will facilitate links to education programs available through its education centers. These two partners were procured as sole source contractors.

### **WDB ACTION**

In compliance with the City of Los Angeles Workforce Development Board—Local Elected Official (WDB-LEO) agreement, the acceptance and/or allocation of funds by the EWDD for any workforce development grant in excess of \$250,000 is subject to the approval of the WDB, the Mayor, and City Council. The WDB Executive Committee approved the recommendations contained herein on April 15, 2021.



CAROLYN M. HULL  
General Manager



CHARLES WOO, Chair  
Workforce Development Board

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