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**CITY OF LOS ANGELES**  
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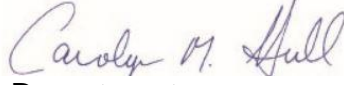
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**ECONOMIC AND WORKFORCE  
DEVELOPMENT DEPARTMENT**

1200 W. 7<sup>TH</sup> STREET  
LOS ANGELES, CA 90017

**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

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