



CITY OF LOS ANGELES WORKFORCE DEVELOPMENT BOARD (WDB) EXECUTIVE COMMITTEE MEETING

Thursday, March 13, 2025 10:00 AM - 12:00 PM

Goodwill So California - Auditorium

342 N. San Fernando Rd. Los Ángeles, CA. 90031

AGENDA

1. Call to Order/Roll Call

NON ACTION ITEMS:

2.	Declarations of Conflict of Interest	Charles Woo
3.	Introduction of New WDB Staff Member	Hannah Lee

4. Public Comment on Non-Agenda Items

ACTION ITEMS:

- 5. Consideration of the Minutes of January 9, 2025
- Approval of Recommendations from the Economic and Workforce Development Department regarding the Task Order Solicitation #1 to contract with a Consultant for Policy and Program Implementation of the Older Worker Strategy / AdvantAGE LA Plan

ADVISORIES/DISCUSSIONS/PRESENTATIONS/REPORT-BACKS/UPDATES

- A Verbal Update from the Economic and Workforce Development Department on Wildfire Grants including the Impacted Worker Relief Fund Application and other Disaster Recovery Activities/Initiatives
- A Verbal Update from the Economic and Workforce Development Department on the status of the Irvine and Hilton Foundation Grant Request for Proposals
- Gerardo Ruvalcaba / Donny Brooks

Charles Woo

Donny Brooks

Gerardo Ruvalcaba

9. Next Meeting

10. Adjourn

Executive Committee:

Charles Woo, Patricia Perez, Garrett Gin, David Crippens, La Shondra Mercurius, Nancy Hoffman-Vanyek, Teri Hollingsworth, Gabriel Pimentel

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.

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TO: Workforce Development Board (WDB)

FROM:

SUBJECT: Declarations of Conflict of Interest

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS: Description No Attachments Available



TO: Workforce Development Board (WDB)

FROM:

SUBJECT: Introduction of New WDB Staff Member

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS: Description No Attachments Available



TO: Workforce Development Board (WDB)

FROM:

SUBJECT: Consideration of the Minutes of January 9, 2025

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

- Let Item 5 DRAFT_Minutes_WDB_Exec_Comm_Mtg. 1.09.2025.
- Adopted_Minutes_WDB_Exec_Comm_Mtg. 1.09.2025

City of Los Angeles Workforce Development Board Executive Committee Meeting January 9, 2025 Goodwill Southern California – Auditorium 342 North San Fernando Road, Los Angeles, CA 90031

MEMBERS PRESENT: Charles Woo, Patricia Perez, Garrett Gin, David Crippens, Nancy Hoffman-Vanyek

- 1. Call to Order: Chair Charles Woo called the meeting to order at 10:07 a.m.
- 2. Public Comments: David Crippens acknowledged the passing of President Jimmy Carter. He also requested a report back on the Request for Proposals for the adult system.

Sam Lewis, Anti Recidivism Coalition commented about the current wildfires in Los Angeles and said that his organization is ready to assist however they can.

Consideration of the Minutes of December 10, 2024 Patricia Perez Moved to Approve the Minutes/Second by Nancy Hoffman Vanyek. Vote: Motion approved unanimously.

4. Approval of a Report from the Economic and Workforce Development Department regarding the Availability of Program Year (PY) 2023-24 Carry-In Savings and Recommendations to Modify the PY 2024-25 (July 1, 2024 - June 30, 2025) Workforce Development Annual Plan and its Strategies, Activities, and Budget

Gerardo Ruvalcaba, Assistant General Manager, Workforce Development Division gave introductory remarks regarding the Carry-In report.

Donny Brooks provide background information for the recommendations from the Department regarding funds that are proposed for changes.

Dr. Fernando Campos, Assistant General Manager, Administrative Division presented a detailed overview of the Department's goals, recommended reductions, and a current snapshot of the financial outlook from a budgetary perspective. He cited the Annual Plan and provided detailed data.

Gerardo Ruvalcaba presented the proposed modified budget.

Patricia Perez commented that savings are not really savings when jobs are not being filled.

David Crippens inquired why the Department did not access funds for the homeless when we are in the business of jobs, and half a billion dollars are available to address this issue.

Gerardo responded that it is incumbent upon the Department to develop a scope of work, and a program design that dictates goals to address funds that are available for homelessness. The goal would be to develop a program and then they would go back to the City Council to request authorization to implement.

Garrett Gin asked how the Department establishes the best use of funds.

Gerardo said that the 5-Year Strategic Plan guides them as their north star, with the goal of 50,000 jobs, as well as reducing the amount of homelessness. These priorities are outlined in the 5-Year Strategic Plan, and in the Annual Plan.

Motion to Approve by David Crippens, Seconded by Garrett Gin VOTE: Motion carries unanimously.

5. Approval of Recommendations from the EWDD regarding the RFQ to establish a Qualified list for workforce administrative and Evaluation Consulting Services for Program Evaluation and Customer Satisfaction

Mark Franco, EWDD staff, reported on the RFQ purpose, process, applications received, and the rating process. The main purpose of the RFQ is to establish a Qualified List of consultants to assist the Department with yearly programs evaluations, a WIOA requirement for the Customer Satisfaction (SOFA) program. Thirteen proposals were received for the two program evaluation consulting services categories monitoring and customer satisfaction. The proposals were evaluated by two teams of internal raters.

Patricia Perez said that the process was followed, but once again we have a system that systemically disenfranchises small businesses owned by people of color, who will never be able to compete with major multi-national organizations. Our locally based businesses are not being supported; we need to make sure that LA dollars are being spent on LA businesses.

Garrett Gin, asked if there are cases where they draw from Table 1 or Table 2. There is only one company that will qualify if they cover both bases.

Gerardo said that they are looking to do a second round because a bench of one is insufficient. This was about establishing minimum criteria or qualifications and experience, and for whatever reasons these organizations were not able to demonstrate that. This was not a matter of organizations competing against each other.

Mary Keipp, UCLA, asked if the changes in this procurement in terms of the evaluation and SOFA, for YSC and WSC will change immediately, or next year.

MOVED to Approve Nancy Hoffman-Vanyek, SECONDED by LaShondra Mercurius. VOTE: motion approved. Opposed: Patricia Perez

6. Approval of Recommendations from the EWDD regarding the Request for Qualifications to establish a Qualified List for Grant Writing Consultants

Donny Brooks, WDD Division Director stated that it is critical for the Department to establish a qualified list of grant writing consultants to provide support to their contractors and staff.

Mark Franco provided detailed information regarding the RFQ process, evaluation and recommendations. Proposals were evaluated using two internal raters from EWDD. All six proposals received were qualified to be a part of the Qualified List. All proposers were sent results of the RFQ, and no appeals were received. Funding recommendations were not being considered at this time. The goal was to establish a list of qualified consultants that is good for three years.

Garrett Gin asked if the Department shares these with other departments. No.

Donny Brooks responded that they could work collaboratively and share proposers to help further expand technical expertise and experience.

Garrett Gin stated that the Board has a unique mission. They are trying to upscale people; how do they upscale women, or minority owned businesses.

Patricia Perez commented that only in terms of being more competitive could the contracts be broken down into smaller awards. Multi nationals applied, and not one of the grant writers is local. We are systemically discouraging our local companies.

David Crippens commented that Patricia Perez has been saying this for a long time. Miguel Santana, the CEO of the CA Community Foundation, spoke regarding Measure A. The City and County did not lay off folks during the great recession. As we move forward, we've got to support our home and create jobs through our process.

Gerardo recommends that the Board look at the internal procurement process. It may be the place to do it.

Chair Charlie Woo said that the Board can review the procurement policies in the Annual Plan.

Gerardo said that the procurement policy is their Bible. Changing the policies should be addressed by the Policy and Oversight Committee; they ensure that they follow the process.

MOVED to Approve David Crippens; SECONDED by Garrett Gin. Vote: Motion carried. Opposed – Patricia Perez.

 Approval of Recommendations from the EWDD to Allocated Program Year 2023 -2024 Unallocated American Rescue Plan Act General Funds to El Proyecto Del Barrio's Vision Lab Program

Item 7 was TABLED at the request of the Department.

8. Request from the Mayor's Office of Economic Opportunity for the Workforce Development Board to Accept Early Childhood Education Grant to Underwrite Intergenerational Work Experience

Zita Davis, Mayor's Office of Economic Opportunity, presented the Mayor's Office request to transfer ECE-SAP Grant funds from the Silicon Valley Community Foundation to the WDB. Their mission to empower, impact and expand the socio-economic impact of residents in the City of Los Angeles, including innovative policies is aligned with the mission of the Board. In collaboration with EWDD and HIRE LA ECE has placed more than 200 students in paid internships. Ms. Davis introduced Christina Hernandez, of the Mayor's Office of Economic Opportunity, who did a presentation on ECE SAP, and the Student Advancement Program (18 -30). This plus program works with students over 50 looking to enter or re-enter the childhood education field and supports older folks in employment and retention. They worked with 6 cohorts, 239 students. This program is for the students 18 -30. There is a myriad of different supportive services, a paid internship, early childhood education site, working in person with one of 50 centers. Students matched with a mentor that they meet with once a month.

MOVED to Approve Patricia Perez; SECONDED by Nancy Hoffman Vanyek Motion approved unanimously.

9. Authorization for Workforce Development Board (WDB) Staff to Purchase a Video Conferencing Camera, Wireless PA Systems with Microphones, and a Microphone Stand with Funds from the WDB Nonprofit Bank Account

Hannah Lee, Interim WDB Executive Director presented a request to purchase video conference equipment for hybrid WDB meetings using funds from the WDB Non-Profit 501(c)3. The equipment purchase will include a camera, and microphones in the amount of \$1,835 dollars.

Moved to Approve Nancy Hoffman Vanyek, SECONDED by Patricia Perez – Motion withdrawn. Tony Estrada informed the Board that the EWDD budget includes funds to purchase office equipment.

10. Next Meeting: March 13, 2025

Jorge Marquez, LA County Workforce Board Chair, commented that there are opportunities for the City and the County to learn from each other, and to work collaboratively, understanding the needs of the greater region. IT would help them to be more effective, as they look to modernize and be more effective.

11. Adjourn: Chair Charles Woo adjourned the meeting at 11:47 a.m.

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TO: Workforce Development Board (WDB)

FROM:

SUBJECT: Approval of Recommendations from the Economic and Workforce Development Department regarding the Task Order Solicitation #1 to contract with a Consultant for Policy and Program Implementation of the Older Worker Strategy / AdvantAGE LA Plan

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description

Let Morkforce Strategy - Older Worker TOS #1 Reccomendations

CITY OF LOS ANGELES

CALIFORNIA

CAROLYN M. HULL GENERAL MANAGER



MAYOR



444 S. FLOWER STREET LOS ANGELES, CA 90071

DATE: March 13, 2025

TO: Charles Woo, Chair Workforce Development Board, Executive Committee

- FROM: Carolyn M. Hull, General Manager Carolyn M. Hull, General M. Hull, General Manager Carolyn M. Hull, General M. Hull, General Manager Carolyn M. Hull, General M. Hu
- SUBJECT: APPROVAL OF RECOMMENDATIONS FROM THE ECONOMIC AND WORKFORCE DEVELOPMENT DEPARTMENT REGARDING THE TASK ORDER SOLICITATION #1 TO CONTRACT WITH A CONSULTANT FOR POLICY AND PROGRAM IMPLEMENTATION OF THE OLDER WORKER STRATEGY / ADVANTAGE LA PLAN

WORKFORCE DEVELOPMENT BOARD ACTION

The General Manager of the Economic and Workforce Development Department (EWDD) respectfully requests that the Workforce Development Board (WDB):

- 1. APPROVE the EWDD's results from a Task Order Solicitation (TOS) to support the policy and program implementation of the AdvantAGE LA Plan (Older Worker Strategy).
- 2. AUTHORIZE the EWDD to negotiate and execute a contract agreement for Older Worker Strategy consulting services with Cause Impacts for an amount not to exceed \$250,000 from March 13, 2025, to March 13, 2026.

BACKGROUND

On December 10, 2024, the WDB approved the results from a Request for Qualifications (RFQ) to establish a Qualified List of consultants to implement the Older Worker Strategy. The Older Worker Strategy contains recommended strategies to address the challenges and barriers to the employment, retention, and advancement of workers - 55 years and older - in the labor market. This TOS reflects Year 1 of the Older Worker Strategy, which is planned to be a multi-year initiative.

The Older Worker Strategy will be the operational roadmap for the City of Los Angeles (City) Workforce Development System (WDS) to help build towards a future wherein older workers in the City can secure and persist in quality education, training, and employment pathways. Over the next year, the WDB will lead the implementation of Year 1 of the Older Worker Strategy in partnership with its scaling partners.

DISCUSSION

On February 10, 2025, the EWDD issued TOS Year 1 to the Qualified List of consultants of the Older Worker Strategy. TOS Year 1 pertains to the Policy and Program Implementation (PPI) phase. Pending approval of a consulting contract, the selected PPI Consultant will augment the City's capacity to implement the Older Worker Strategy through meeting the following objectives:

- 1. Establish project governance, a collaborative structure, and implementation work groups to advance the scaling plan;
- 2. Strengthen the Older Worker Strategy partner relationships and establish connections to new and potential partners to align common goals of reducing older worker displacements;
- 3. Establish measures of success and data collection processes for the implementation of the Older Worker Strategy, and;
- 4. Promote innovation, continuous improvement, and collaboration between Los Angeles region education and workforce systems to support Older Worker connection to quality career pathways and employment.

Procurement Results

One (1) proposal was received for TOS Year 1 by the February 24, 2025 deadline from the Qualified List of Consultants. The proposal received from Cause Impacts contained all required materials, including a one-page narrative outlining the proposed approach to program and policy implementation and a statement of work budget form that outlines the project fees and timeline.

The proposal was evaluated utilizing one internal rater. The rating factors included:

- 1. The approach to project implementation, and;
- 2. The total final cost of project implementation.

FUNDING RECOMMENDATION

The Cause Impact proposal included a fee of \$475,150, which exceeds the budgeted amount of \$250,000. EWDD recommends negotiating a contract with Cause Impacts up to \$250,000, subject to final review and negotiation. EWDD will work with Cause Impacts1) to prioritize elements of the scope of work that can be completed within the first 12-months, and; 2) to identify alternative funding sources, including foundations that may be interested in supporting this critical work.

PROPOSED TERM OF CONTRACT

The proposed contract term is from the date of WDB approval for an initial period of one (1) year: March 13, 2025 to March 13, 2026.

NEXT STEPS

Upon approval of the recommendations of this TOS, EWDD will execute a contract with Cause Impacts pending final review and negotiation.

CMH:GR:DB:MF:cg



TO: Workforce Development Board (WDB)

FROM:

SUBJECT: A Verbal Update from the Economic and Workforce Development Department on Wildfire Grants including the Impacted Worker Relief Fund Application and other Disaster Recovery Activities/Initiatives

REQUESTED ACTION:

BACKGROUND:

ADDITIONAL BACKGROUND:

ATTACHMENTS:

Description No Attachments Available 7.



TO: Workforce Development Board (WDB)

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SUBJECT: A Verbal Update from the Economic and Workforce Development Department on the status of the Irvine and Hilton Foundation Grant Request for Proposals

REQUESTED ACTION:

BACKGROUND:

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Page 20 of 20