



## NEWS FOR THE WEEK OF AUGUST 31, 2020

As Labor Day approaches, EWDD's YouthSource, WorkSource and BusinessSource Centers continue to provide services to the City's youth, job seekers and small businesses to help them survive the negative economic impacts of COVID-19.

EWDD's YouthSource Centers are working tirelessly to assist young Angelenos applying for HIRE LA's Youth, Mayor Eric Garcetti's youth employment initiative, which he highlighted at his COVID-19 briefing on Wednesday September 2, 2020. Approximately 5,673 youth submitted applications for the program for week ending August 28, 2020, with 1,390 in the lottery pool. Many 2020 HIRE LA'S Youth participants have already started their jobs and EWDD's Youth Team continues to process applications for upcoming job opportunities.

Meanwhile, approximately 35,555 Angelenos filed for Unemployment Insurance (UI) in mid-August, with 27,027 applying for Pandemic Unemployment Assistance (PUA), marking the most precipitous upturn since the week of May 2<sup>nd</sup>, when the California Employment Development Department (EDD) began processing PUAs, according to recently released figures from EDD. The rise may be attributed to the fact that many claimants have run out of UI benefits and extensions are being auto-filed for them, according to EDD. EWDD's WorkSource Centers and Rapid Response Team remain dedicated to providing guidance to Angelenos applying for UI, along with steering them to job opportunities. Round 4 of the LA Regional COVID-19 Fund launched Monday August 31 and closes Friday September 4. EWDD's BusinessSource Center teams continue to help local small businesses obtain local, state, Federal, and other grants and loans to keep their doors open during COVID-19.

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## LINKS to COVID-19 RESOURCES

### JOB RESOURCES

**Virtual Orientations:** [bit.ly/LAjoblosshelp](https://bit.ly/LAjoblosshelp)

### BUSINESS RESOURCES

**Small Business Emergency Microloan:** [LAMayor.org/loan](https://LAMayor.org/loan)

**Microloan Application:** [bit.ly/EWDDC-19BusinessLoan](https://bit.ly/EWDDC-19BusinessLoan)

**LA CARES Corps:** [coronavirus.lacity.org/CARESCorps](https://coronavirus.lacity.org/CARESCorps)

**Small Business Resilience Toolkit:** [bit.ly/LAResilienceToolkit](https://bit.ly/LAResilienceToolkit)

**BUSINESSSOURCE CENTERS:** [bit.ly/LABusinessSource](https://bit.ly/LABusinessSource)

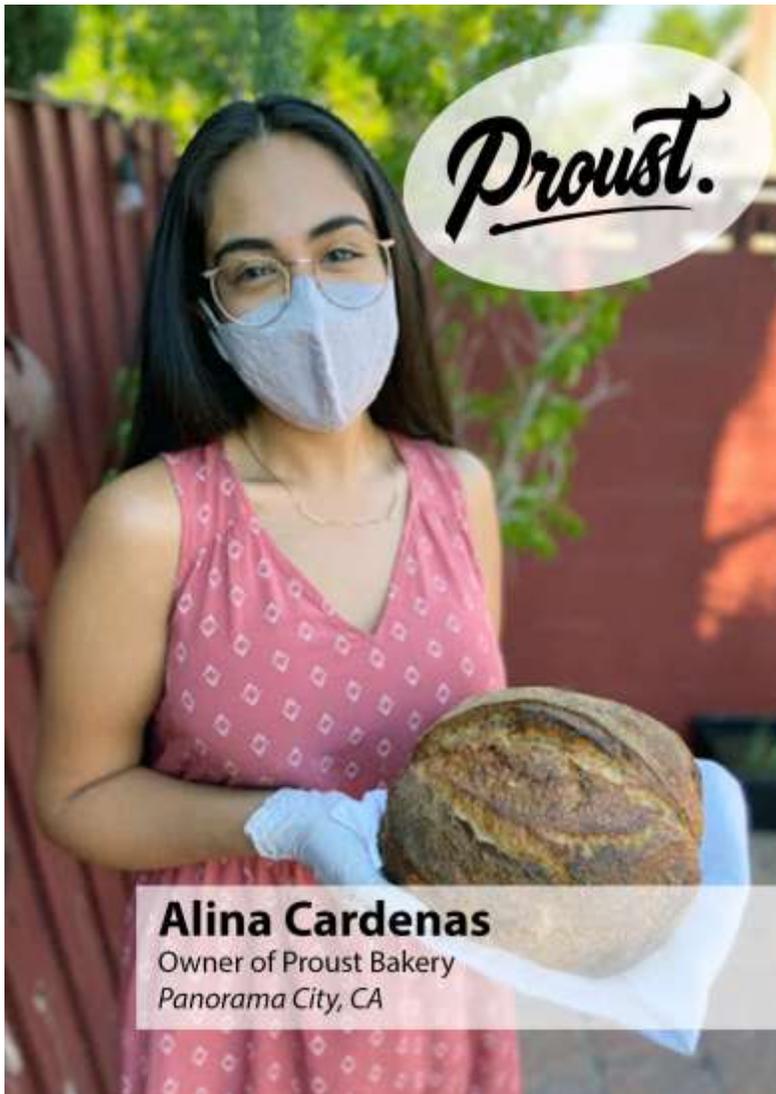
**WORKSOURCE CENTERS:** [bit.ly/EWDDWorkSource](https://bit.ly/EWDDWorkSource)

**YOUTHSOURCE CENTERS:** [bit.ly/EWDDYouthSource](https://bit.ly/EWDDYouthSource)

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**HELPING SMALL BUSINESSES SURVIVE COVID-19****SOUTH VALLEY BSC HELPS ENTREPRENEUR LAUNCH BAKERY DURING COVID-19**

The South Valley BusinessSource Center helped pastry chef and baker Alina Cardenas launch Proust Bakery in April 2020, which has successfully secured wholesale accounts during the COVID-19 pandemic. “I would absolutely recommend the BusinessSource Centers to other businesses,” she said. “Whether you are wondering where to start, or if you have already been established, I think everyone could benefit from this wonderful community resource.” Inspired by an early love of cooking, Alina joined the food industry where she developed her culinary skills as a caterer, then as a pastry cook for top chefs in Los Angeles. As she gained more experience and became more creative with her recipes, her desire to start her own bakery grew. That is when she decided to visit the South Valley BusinessSource Center where she paired up with Business Coach Luis Luna to launch her new business. “I went to the South Valley BusinessSource Center before I knew all the steps, I needed to take to start my own business,” she said. “I was completely overwhelmed! I had a lot of questions and a lot to learn in

general. Without him, I surely wouldn't be where I am today. I couldn't have hoped for a better place to go for everything I needed.” Alina first came to the South Valley BusinessSource Center in October 2019, where she participated in our How to Start a Business Workshop. The South Valley BusinessSource Center provided Alina extensive business coaching, including financial guidance, to get her business up and running. With their help, Alina obtained the necessary licenses and permits needed to open her bakery, including a seller's permit, a business license and a DBA. Alina recently landed an account with a restaurant to use her bread for their menu dishes. She plans to expand her capacity to do more wholesale accounts, eventually doing both wholesale and retail at equal volume. In order to adapt to the pandemic, Alina wears a mask every time she's in the kitchen or working with her product. She makes sure her hands are clean at all times and gets tested regularly for COVID-19.

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## PROVIDING JOB OPPORTUNITIES FOR HOMELESS AND DISCONNECTED YOUTH HIRE LA'S YOUTH & LA:RISE PARTICIPANTS HIRED AT NEW LA LGBT CENTER CAFÉ



The Los Angeles LGBT Center recently hired participants from the HIRE LA'S Youth and LA:RISE program to serve as baristas at the Center's newly opened Liberation Coffee House, which provides a safe environment for disconnected and homeless youth to gain valuable work experience. EWDD's YouthSource Centers and the LA LGBT Center have partnered since 2010 to provide employment and education opportunities to homeless youth and youth who are neither in school or working and prepare for careers they may otherwise never have considered. The café, which celebrated its grand opening on August 17, 2020, is staffed by graduates from the Center's intergenerational Culinary Arts Training Program, which provides 300 hours of transitional employment, including detailed culinary instruction, hands-on experience preparing meals for members of the Center, and 100-hour industry internships at local restaurants and food service venues. Safety precautions in accordance with all COVID-19 regulations have been implemented at the café, including the installation of plexiglass windows at the ordering counter; availability of hand sanitizers and disinfecting wipes; cashless payments by way of credit and debit cards; and the closure of indoor seating. Social distancing and face coverings are also enforced for all café team members and customers. EWDD Assistant General Manager Robert Sainz (above, center) visited the café on August 28, 2020.

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**HIRE LA’S YOUTH & ZipRecruiter® PARTNER TO CREATE YOUTH JOB PROFILES**



On August 27, 2020, the City of Los Angeles announced a partnership with employment marketplace ZipRecruiter® that will give HIRE LA’s Youth participants a chance to build an online profile to help increase their competitiveness in the job market. The Youth participants will be paid up to 10 hours to develop their profile. EWDD was instrumental in developing the relationship between ZipRecruiter®, the Office of Mayor Eric Garcetti, and HIRE LA’s Youth partners, said Robert Sainz, EWDD Assistant General Manager of Workforce Development. In addition to developing a specific landing page [ZipRecruiter.com/Hirelayouth](https://ZipRecruiter.com/Hirelayouth) for program participants, a training video was developed

specifically for the participants. The video provides insider tips on how to job search in the era of artificial intelligence. Because of electronic recruiting platforms, all applicants, especially young adults, must master how to create the optimal profile, respond to inquiries, and to interview virtually, Sainz said. The COVID-19 job marketplace will be extremely competitive and having this additional training will have long-term benefits in a young person’s career, he said.

**WORKFORCE DEVELOPMENT DIVISION**

<b>UNEMPLOYMENT INSURANCE AND PUA CLAIMS FILED (COVID-19) Week of 8/15/2020</b>	
Number of new Unemployment Insurance Claims filed in City of LA	35,555
Number of new Pandemic Unemployment Assistance (PUA) claims	40,121

<b>WORKSOURCE CENTER CONTACT PERFORMANCE (COVID-19) August 24, 2020 to August 28, 2020</b>	
Number of walk-ins	1,118
Number of walk-ins by appointment	837
Number of call/emails	2,985
Number of calls regarding Unemployment Insurance (UI)	1,207

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**YOUTH WORKFORCE DATA FY 20-21 (HIRE LA'S YOUTH)****Week ending 8/28/2020**

Number of applications	5,673
Number of youths in lottery pool	1,390
Number of youths enrolled	706
Percentage of youth enrolled	50.79%
YouthSource Center (YSC) enrollments	251
YSC enrollment goal	2100
Percent complete	11.95%

**ECONOMIC DEVELOPMENT DIVISION****LOS ANGELES BUSINESSSOURCE CENTERS (LABSCs) METRICS**

**LABSCs Reporting:** North Valley, West Valley, South Valley, South LA, East LA, Mid City, Central West, Hollywood and Harbor

Microenterprise assisted	135
Microenterprise enrolled	12
Small businesses assisted*	35
Small businesses enrolled	8
Number of BSC Clients who attended virtual workshops	49
Sidewalk vendors assisted	5
Sidewalk vendors enrolled	2

*\*Compared to a pre COVID-19 weekly average number of 23*

"Updates" is the weekly report from the EWDD General Manager to the Office of Mayor Eric Garcetti and is produced by EWDD's communications section. If you have questions, comments or wish to have a contribution considered for an upcoming "Updates," please contact Jamie Francisco at 213-744-9048 or [Jamie.Francisco@lacity.org](mailto:Jamie.Francisco@lacity.org)

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