

Regional Layoff Aversion Planning Council

Collaboration Strategies that Benefit Everyone

City of Los Angeles

Community Development Department

Linda Mims, Rapid Response Manager

Karla B. Calderón, LAPC Coordinator



Layoff Aversion Planning Council

Started in February 2005

December 27, 2005 (2nd Award): Continue the RR Sp. Project: LAPC.

Grant focus:

- ✿ A collaborative effort pooling the talents and resources of economic development, workforce development, labor and business professionals in the Los Angeles County area to share knowledge and expertise and develop and implement a regional action plan for layoff aversion
- ✿ Meet quarterly to share knowledge and expertise on trends and activity in economic, industry, business, labor market and related fields and develop a regional action plan for layoff aversion and enhanced services to dislocated workers

LAPC Members

Chair – William Dahlman, The Employers Group

Formed the Regional Layoff Aversion Strategic Planning Council

Workforce Investment Boards Members:

Los Angeles Workforce Investment Board
Carson/Lomita/Torrance Workforce Investment Board
Foothill Workforce Investment Board
Los Angeles County Workforce Investment Board
Long Beach Workforce Investment Board
Orange County Workforce Investment Board (NEW)
San Bernardino County Workforce Investment Board (NEW)
South Bay Workforce Investment Board
South Los Angeles County Workforce Investment Board
Verdugo Workforce Investment Board

Los Angeles City Members:

Los Angeles Mayor's Office of Economic Development
Los Angeles Economic Dev. Division
City of Los Angeles World Airports
May 2006

Member Agencies:

California Employment Development Department, LA
City Job Services Division
California Federation of Labor/AFL-CIO
Dun & Bradstreet
Employers Group
Jewish Vocational Services
Los Angeles Community College District
Los Angeles Economic Development Corporation
Los Angeles Economic Roundtable
Lee Hecht Harrison
Manpower, Inc.
United Airlines
U.S. Small Business Administration
Western Trade Adjustment Assistance Center

1st Year Accomplishments

- ✿ Layoff Aversion Planning Council
- ✿ Met quarterly to share knowledge and expertise on economic trends and activity in the region
- ✿ Identified “At-Risk” businesses using data from
LAEDC, the LA Economic Roundtable and Dun & Bradstreet
- ✿ Created LAPC Resource Directory
- ✿ Developed an Action Plan to focus
FSS 4 or 5 with 20+ employees starting with those in growing industries and
located within State Enterprise/Emp Zones
- ✿ Outreach Marketing letter signed by the Mayor’s Office

1st Year Accomplishments

- ✱ Regional collaborative Layoff Aversion Strategy and Protocols
- ✱ Business Needs Assessment tool and tracking system
- ✱ Distributed business lists among the 8 participating Workforce Investment Areas
- ✱ Los Angeles Outreach Team (LAOT) to implement outreach

Layoff Aversion Outreach Team '05

Participating WIBs:

- ✱ Carson/Lomita/Torrance

Team Leader: Eleanor Barthe-Jones

- ✱ Los Angeles City

Team Leader: Karla Calderon

- ✱ Verdugo

Team Leader: Gerald Washington

- ✱ Participating Service Providers:
- ✱ Mayor's Office of Economic Development
- ✱ California Labor Federation AFL/CIO
- ✱ EDD LA City Job Service
- ✱ Los Angeles Business Services Group
- ✱ Los Angeles City College, John Simpson
- ✱ Los Angeles Economic Development Center
- ✱ Los Angeles Economic Development Division
- ✱ Western Trade Adjustment Assistance Center

National & Local Recognition

- ✿ Presented at the National Association of Workforce Board's Forum 2006 Think Local Act Global.
- ✿ Published in the March 6, 2006 Issue of the Employment Training Reporter

Economic Development: "Layoff Aversion Officials Learn
What Helps Keep Firms Afloat"

LAPC Outreach 2005

- ✱ Outreached to 373 businesses
- ✱ Met face to face with 26 businesses
 - ✱ Dislocated Worker Services
- ✱ 5 Career Seeker Events
 - ✱ attended by over 4000 dislocated workers

Top 5 Business Assistance Requests

1. Tax Credits - Investment Tax Credit & Enterprise Zones
2. Hiring & Training
3. Financing: Facility Purchase for Growth & Consolidation
4. Permits: LA County Building & Safety & Planning
5. Energy Cost Savings & Efficiency

So how did we do it?

✿ Resources

- ✿ Identify local business service resources
- ✿ Invite participation and secure commitment
 - ✿ Support Letters
- ✿ Identify common goals & objectives

✿ Strategy

- ✿ Service Delivery
- ✿ Outreach

✿ Tools

✿ Implementation

- ✿ Protocols
- ✿ Outreach teams
- ✿ One central point of contact, **“Team Leader”**

Challenges & Opportunities

1. **Process Improvement/Development**

“Success Measures” (Revised BNA)

2. **Resources**

Outreach to local Utilities (DWP, B&S, Gas Co., SoCal Edison)

3. **Outreach**

COC, Pl. Meetings

4. **Marketing**

CDD PR and Web

5. **Participation**

Renewed Commitment Letters

“Success Measures”

- ✱ In the past, using data from Dun & Bradstreet (DB)
- ✱ LAPC **targeted businesses** that have been identified as experiencing Financial Stress.
The **Financial Stress Code** (FSS) model predicts likelihood of a firm...
 - ✱ **ceasing business** without paying all creditors in full
 - ✱ **reorganizing** or obtaining relief from creditors under state/federal law over the next **12 mo.**
- ✱ DB identifies that **35.8%** of FSS **5**
cease operation within 12 months
- ✱ Most predictive indicator of companies needing our assistance.

This year one of the Council's main focuses will be to establish a system by which we can measure successful layoff aversion

(Training & Placement Opportunities, BNA)

LAPC Benefits

- ✿ Share regional business data identifying declining and growing industries
- ✿ Share regional business data identifying businesses in financial stress
- ✿ Regional business lists to support the project
- ✿ Technical assistance to Council to support development and implementation

LAPC Benefits

- ✿ Leverage resources of Council members to support current goals
 - ✿ Joint outreach region-wide or locally to provide layoff aversion assistance
 - ✿ Assessment tools and tracking systems to support local layoff aversion goals
 - ✿ Meet mutual goals with shared resources and limited funding
- ✿ Outcomes that may be used to support future grant applications

LAPC Goals for 2006

- ✿ Establish a system for measuring successful layoff aversion.
- ✿ Combine existing resources or tools to better match current job opportunities with DWs or to provide temporary employment opportunities to DWs
- ✿ Identify ways to funnel DWs into existing funded training/career ladder initiatives
- ✿ Outreach to 1000 small businesses with less than 100 employees.
- ✿ Assess and provide technical assistance to at least 25 businesses.
- ✿ Provide valuable indirect service to 2,000 dislocated workers through the WorkSource Centers and partner agencies.

Questions/Comments

Thank you

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Layoff Aversion Planning Council

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