



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

# R-27

January 5, 2010

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Authorize the City Manager to execute contracts with various service providers in support of the Workforce Investment Network's strategies for Layoff Aversion and Industry Cluster Analysis to support local businesses in an amount totaling \$490,000; to receive \$80,000 in funds from the City of Los Angeles to partially fund the strategies; and to execute any needed subsequent amendments.  
(Citywide)

## DISCUSSION

As the Workforce Investment Board's administering agency, the Workforce Investment Network (Network) administers the federal Workforce Investment Act (WIA), American Recovery and Reinvestment Act (ARRA), and other employment and training funds awarded annually and throughout the year. In addition to funding training and placement-related services at the Network's five career centers, those funds support myriad business services that include appropriate response to companies undergoing downsizing and planning for future trends in regional industry sectors.

The Network released a Request for Proposals in October to obtain proposals from organizations capable of providing layoff aversion/business retention services or industry cluster forums. Effective layoff aversion strategies were prioritized as those that would identify at-risk businesses before they downsize or close; quickly link those businesses to economic development assistance and resources to aid in retaining and strengthening the operation; and assemble diverse response teams as necessary. Industry cluster forums were prioritized to convene industry stakeholders to investigate and address business workforce development needs in five selected sectors important to the Region's economic recovery: manufacturing; construction and building trades; transportation/warehousing/ utilities; information; and professional/business services. A sixth study of the healthcare sector is already underway through support from the California Endowment.

Services will support the Network's four cities of Lomita, Long Beach, Signal Hill and Torrance, and will also connect to the City of Los Angeles' Harbor communities of San Pedro, Wilmington, Harbor City and Harbor Gateway. Accordingly, each of the cities is linked into these strategies. The Network received and ranked five proposals. Of those, three have been recommended for funding as follows:

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ENTITY	FOCAL AREA	AMOUNT	TERM
Economic Development Corporation of Los Angeles County	Layoff Aversion/Business Retention Services	\$198,400	1/6/2010 – 12/31/2010
Long Beach Area Chamber of Commerce	Layoff Aversion/Business Retention Services	\$200,000	1/6/2010 – 12/31/2010
Port Technologies Development Center	Industry Cluster Employer Forums	\$88,020	1/6/2010 – 12/31/2010

The Long Beach Area Chamber project is a collaborative endeavor with the San Pedro, Wilmington, and Lomita Chambers – with Long Beach as the administering partner. As such, the City of Los Angeles will augment the Network's contract for services through the Harbor WorkSource Center by \$80,000 to offset a portion of costs in that contract.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on December 17, and by Budget and Performance Management Bureau Manager, David Wodynski on December 17, 2009.

TIMING CONSIDERATIONS

City Council action is requested on January 5, 2010 to facilitate processing of required documents.

FISCAL IMPACT

Sufficient funds are currently appropriated in the Community Development Grants Fund (SR 150) in the Department of Community Development (CD). The \$80,000 contribution from the City of Los Angeles will be deposited in the same fund and department to offset the cost of the requested contracts. There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



DENNIS J. THYS  
DIRECTOR  
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT:BSR:JCL:mh  
1-05-10 Layoff Aversion v2.doc

APPROVED:



PATRICK H. WEST  
CITY MANAGER