



NAEH CONFERENCE

More than 1,200 people were in attendance for the National Alliance to End Homelessness (NAEH) Conference in February to explore solutions for individual homeless adults and learn about emerging perspectives. LA:RISE Program and Partnership Manager Reena De Asis was a panelist on the “Innovative Strategies to Increase Employment and Income for People Experiencing Homelessness” workshop, along with the Stockton Economic Empowerment Demonstration and JobTrain. The workshop, moderated by the Downtown Partnership of Baltimore, covered LA:RISE’s model, along with the value of employment social enterprises and unconditional cash transfers. Attendees were eager to learn more about social enterprises.

A BRIDGE HOME (ABH) PROJECT UPDATE

In the City’s 19/20 Budget, the EWDD received an additional \$1 million in City General Funds for the creation of the LA:RISE A Bridge Home (ABH) project.

With a total client pool of 519 individuals from the initial nine ABH sites in operation, we are currently recruiting up to 150 LA:RISE participants. However, through our initial planning and partner assessments of ABH clients, we’ve learned that only 10% are ready for LA:RISE transitional subsidized employment services. Nonetheless, the project has a candidate pool of 181 clients that are interested in employment related services and are in the pipeline for subsidized employment and/or other workforce development job readiness services. Additional funding for PY 20/21 will support the employment needs of ABH clients that are transitioning through the different phases of services, including supporting increased client demand at future ABH sites.

To date, 29 ABH clients have received job readiness workshops and/or are receiving employment services. Other notable accomplishments include:

- 11 Trainings and Orientations to SE and ABH Providers
- 12 Partner Strategy and Relationship Building Meetings
- 11 Information and Outreach Sessions to ABH clients
- 3 Job Readiness Workshops to ABH clients

THE FIRST LA:RISE HIRING FAIR

We are excited to share that the inaugural LA:RISE Hiring Fair on February 13, 2020 at Coalition for Responsible Community Development’s Vernon-Central/LATTC WorkSource Center was a success. Approximately 80 individuals attended and interviewed for jobs with participating companies, including Amazon, Bank of America, and the Los Angeles LGBT Center. City of Los Angeles Economic and Workforce Development Department (EWDD) General Manager Carolyn Hull attended the event. “As I walk around, I see so many opportunities for us to partner with different organizations, the County, and other City organizations so we can provide and leverage other resources to scale this and have a greater impact,” she said. “This is the type of work that EWDD should be doing and that we do well.”

HOMELESS INITIATIVE CONFERENCE

On March 5, 2020, over 1,000 stakeholders gathered for the 4th Annual Homeless Initiative Conference, where LA:RISE partners Downtown Women’s Center, Goodwill Southern California, and Los Angeles LGBT Center presented. The event closed with Tristen, an LA:RISE and Los Angeles LGBT Center program participant, who is continuing to hone her skills while working in social enterprise and searching for full-time employment at a restaurant. Her advice for future LA:RISE participants is to turn your dreams into goals and then anything will become possible.

Total Participants Served, Program Years 1.0 to 5.0 (2015-2020)



3,800 individuals employed in transitional subsidized jobs

1,679 placed into competitive unsubsidized jobs

EMPLOYMENT PATHWAY PROGRAM

In March 2020, LA:RISE launched a new employment pathway open to all participants. Initiated by EWDD and facilitated by Goodwill of Southern California, the pathway provides a nationally recognized credential (Certified Apartment Maintenance Technician) and on-the-job training to individuals interested in property maintenance. Those who complete the pathway will have immediate access to employment opportunities with strong career and growth potential. The partnership includes the Apartment Association of Greater Los Angeles, Greystar Properties, LA:RISE social enterprise and WorkSource partners, and YouthBuild Charter School of California. The initiative is supported by supply vendors and will scale to include additional property owners. The next cohort is scheduled to begin in June 2020 and will operate quarterly.

FREE TAX PREP LA KICKOFF

In February, Mayor Eric Garcetti kicked off the annual Free Tax Prep LA campaign. LA:RISE participant Veronica Pinto spoke at the event and shared that the experience helped her build confidence.

PARTNER VOICE

“LA:RISE has been the engine for collaboration and partnership between social enterprises, WorkSource centers, and employers within the city of Los Angeles since its inception. It provides much needed support, resources, and innovation to serve the most deserving communities and prepare them for today’s workforce. As a youth serving agency, the LA Conservation Corps (LACC) has seen first-hand how lack of employment, housing, transportation, child care, and mental health affect our participants. Addressing these issues, LA:RISE has convened seasoned organizations that develop and share solutions, tools, and best practices, all to serve the entire individual.”

—Justin Lee, Director, Corpsmember and Community Engagement, Los Angeles Conservation Corps (LACC)

MEET ELIAS

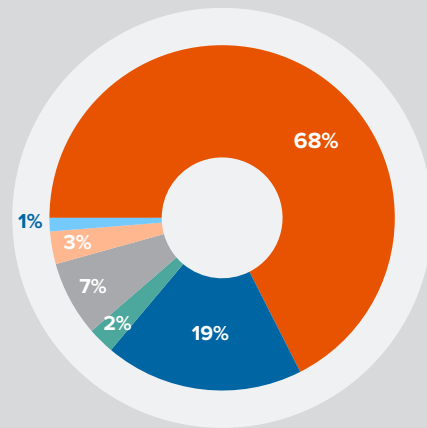


Elias believes that to be successful, you must be proactive and willing to learn—and that is exactly what he has done in the LA:RISE program. After he lost his job, Elias, his mother, and his younger brother were at-risk of homelessness. He began work at Coalition for Responsible Community Development (CRCD) eager to learn and gain experience. Working on a team to provide community services offered Elias the chance to learn to use new tools and build valuable experience with teamwork. He is also utilizing CRCD’s wraparound services, from taking job readiness and finance classes to gaining advanced certifications that will help him in his full-time job search. Elias is proud of his work and feels prepared to support his family and succeed in the workplace.

PARTNER MAPS

Maps showing all current LA:RISE partners can be found at <https://redfworkshop.org/larise/partner-maps/>

Housing Status at Program Enrollment



- At-risk of homelessness
- Currently homeless in shelter
- Currently homeless on street
- Formerly homeless
- Not provided
- Rapid Re-housing

Source: CAIJOBS self-reported data from 2019-2020 program year participants.

MEET GARRY



Garry recently began working at Goodwill Southern California (GSC) through the LA:RISE program and he’s already feeling the positive impact of employment on his life. He is a former gang member and says, “I never smiled and felt I had no reason to. I also felt communication was not easy for me.” But when he returned home from incarceration, Garry was determined to build a new life. While serving the remainder of his prison sentence at home wearing a tracking device, Garry sought out support to find employment and prevent homelessness. He is just beginning his 300 hours of subsidized employment and loves his job and learning new skills. After only a few weeks at GSC, Garry says he is getting used to smiling every day.

LA:RISE is managed by the City of Los Angeles Economic and Workforce Development Department (EWDD), Los Angeles County Workforce Development, Aging & Community Services (WDACS), and REDF (Roberts Enterprise Development Fund).



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