

EXECUTIVE OFFICE



BOARD OF SUPERVISORS

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EXECUTIVE OFFICER

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August 20, 2021

TO: Supervisor Hilda L. Solis, Chair
Supervisor Holly J. Mitchell
Supervisor Sheila Kuehl
Supervisor Janice Hahn
Supervisor Kathryn Barger

FROM: Celia Zavala 
Executive Officer

**SUBJECT: LOS ANGELES COUNTY ROADMAP TO ECONOMIC RECOVERY
BOARD MOTION (APRIL 28, 2020, AGENDA ITEM 20) – PROSPER LA
QUARTERLY REPORT (AS OF JUNE 30, 2021)**

On June 29, 2020, the Prosper LA working group first reported on its efforts on the County's Roadmap to Economic Recovery Board motion (April 28, 2020) as part of the County's reconstitution efforts. Since then, we have issued quarterly reports to the Board of Supervisors highlighting ideas submitted by County employees, businesses, and the public.

As part of the motion, the Board directed the Executive Officer of the Board to work with the Quality and Productivity Commission (QPC), in consultation with the Small Business Commission (SBC), and the Citizens' Economy & Efficiency Commission (EEC), to report back to the Board quarterly on 1) creating a working group to encourage innovative ideas from County employees, businesses and labor partners that could streamline the County's contracting process and encourage strategies to engage and assist businesses; and 2) developing a website and email contact to accept and promote innovative and thoughtful ideas from Department staff, businesses and the public to streamline contracting, assist businesses and identify potential cost-savings actions that could be taken by each department.

These directives were part of a comprehensive countywide effort, inclusive of partnerships with the community, businesses and nonprofits, to identify actionable ideas to spur economic recovery and cost savings to the County.

The following are the updates on our efforts since we issued the previous quarterly report as of March 31, 2021. The report is presented in two parts:

- New Ideas – these ideas were received from residents, employees, businesses, etc., during the reporting period for Board and County Departments’ consideration. They are ideas to assist businesses, streamline contracting processes, and identify potential cost savings. This effort is part of the County’s roadmap to economic recovery from the impacts of the COVID-19 pandemic.
- Follow Up – these ideas were previously received and forwarded to identifiable County departments for further review and evaluation on the feasibility, cost effectiveness and the potential for implementation. Departmental responses either confirm whether an idea is already in place, recently or will be implemented, or it is not feasible.

PROSPER LA (NEW IDEAS)

As previously reported, the Prosper LA working group developed a public-facing website (<https://prosperla.lacounty.gov/>) that invites the public, County employees and other interested stakeholders to submit ideas to streamline contracting, assist businesses, and identify potential cost-savings actions. We created the idea intake form to address these specific topics and categories. The website was launched on June 30, 2020.

During the period covered in this report from March 1 to May 31, 2021, we received fourteen new ideas from both the County workforce and the general public, categorized as follows: business assistance (4), cost savings (1), and other (9).

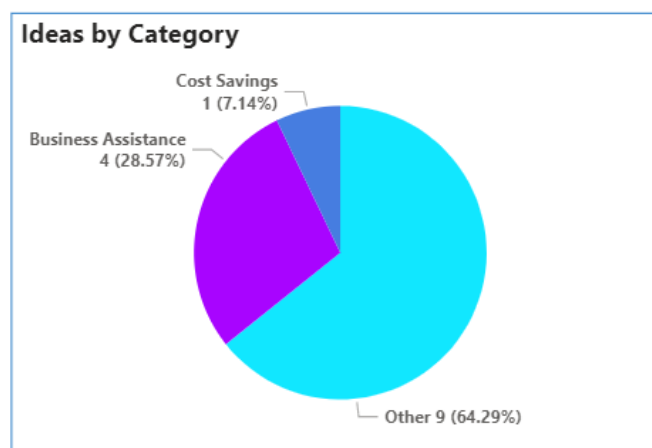


Table 1: Ideas by Category for the reporting period March 1 through May 31, 2021. The majority of the ideas (64%) were categorized as Other (e.g., silicone keyboards, affordable housing, community improvements, zoning changes, sustainability, etc.).

The idea creators identified themselves as residents (4), businesses (3), nonprofit (3), County employees (2), and two identified as other. In addition to tracking data by category and type of contact, we are also monitoring responses by location. The five ideas originated from locations identified by zip code: Los Angeles, Gardena, Downey, La Puente and Signal Hill.

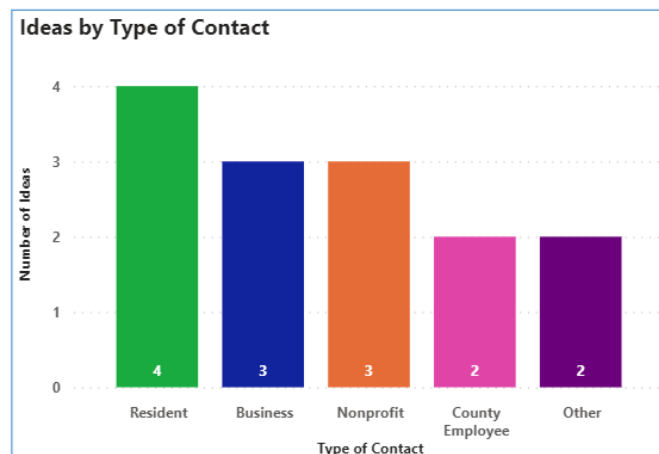


Table 2: Ideas by Type of Contact for reporting period March 1 through May 31, 2021. Business and Nonprofit combined represent approximately (43%) of the responders.

Thirteen of the 14 ideas included either adequate descriptions of the problems/issues and proposed a solution or provided adequate information to be referred to a County Department for further review and evaluation. The ideas are summarized as follows:

Business Assistance (4)

- Disinfect air in the “breathing zone” with low UVC germicidal lights. The vendor proposes “the halō” a novel patent-pending product to make indoor areas safer by efficiently carrying air up and away from the breathing zone of a room.
- Improve marketing of the Prosper LA website. Departments should share and acknowledge it with their outgoing correspondence. The more widely it is known, the more ideas will be submitted.
- Give microloans to individuals who want to open a community clinic (e.g., victims of domestic violence).
- Provide e-commerce training.

Cost Savings (1)

- Place more recycling bins at hospitals and create recycling teams.

Other (8)

- Use waterproof, dustproof silicone keyboards for County employees at shared workspaces and workstations.
- Have a Spanish version of the Instagram and/or post the images separately in Spanish.
- Various ideas in one submission [e.g., consider field health nurses, along with security, to see to unhoused residents in high populations of the unhoused, like Downtown Los Angeles and Venice Beach; better public transit, consider more seats/double decker buses; more youth intervention to go along with public safety; affordable rental options within city-owned affordable housing projects; better social service process—housing, health, and food should all be a one-stop-shop; better sanitation—County residents are bringing non-service animals into grocery stores (e.g., Ralphs in Venice) and other food places; and provide more public bathrooms].

- Various ideas in one submission [e.g., allow home sharing for less than 30 days in low-income neighborhoods, 365 days per year—use millions generated to improve the neighborhood schools, build walking communities, build safe bike paths that connect to the river, give local businesses grants; improve the hillside roads with new underground infrastructure; build a looping walking path from Lincoln Park to Huntington Drive—like the Rose Bowl Loop; build a golf course for students in Debs Park; build 6-court basketball center in El Sereno park so that kids do not travel to Orange County for tournaments; create a fund that keeps our neighborhood clean (like the sidewalks, trash and landscape)].
- Change the small commercial spaces’ zoning to live/work—there are many empty commercial spaces that can be utilized for living.
- Change zoning laws to allow restaurants in residential neighborhoods.
- Assign public service/public counter employees to work from home; invest in virtual meeting software to accommodate flexibility to the public (e.g., getting help/service they need on their own schedule).
- Update the County’s space planning guidelines to implement strategies that will reduce single-use plastic and other food service-related waste.

These ideas will be shared with the identified or identifiable County Departments for further review, evaluation, and consideration for implementation. Departments have already submitted responses to some of these ideas, as discussed below.

DEPARTMENT RESPONSES TO PROSPER LA IDEAS (FOLLOW UP)

As of May 31, 2021, we received departmental responses on 13 ideas received between November 2020 and March 2021.

Of the 13 ideas, County departments indicated that they have either implemented the ideas, or programs were already in place for 54% (7) of the ideas, and another 15% (2) were reviewed and referred to another County Department for further consideration or action. Of the remaining, 31% (3) were incomplete submissions or did not provide adequate detail for the department to take further action (e.g., Spanish version of a social media account).

Of those determined to be feasible and/or already implemented after detailed analysis and cost studies, County Departments provided the following status updates:

Cost Savings	
<i>Recommendation</i>	<i>Solution</i>
Schools and local Workforce Development Departments should be working together to conduct outreach and enroll youth in internship programs with a stipend.	The Department of Workforce Development, Aging and Community Services (WDACS) reported that the Youth@Work Program is already in place. WDACS will contact the constituent and provide information and clarification on services offered, including eligibility requirements.

<p>All Ombudsman functions should be moved out of the Probation Department and the Department of Children and Family Services (DCFS) like the group home Ombudsman located within the Department of Auditor-Controller. There are too many different Ombudsman functions for different kids in the County and most of them are not independent. The DCFS and Probation Ombudsman are located within the Departments subject to the complaints.</p>	<p>The idea was referred to DCFS and Probation Department. Per DCFS, the DCFS Ombudsperson and Youth Development Services (YDS) Ombudsperson functions were established in 2001 and 2002, respectively. The Office of Board and Commission Relations/Public Inquiry Section within the DCFS Executive Office houses the dual functions related to the DCFS and YDS Ombudsperson. The assignment of both functions within a centralized section lends to the efficiency and cost effectiveness of the duties and responsibilities of the functions by ensuring inquiries, requests and issues are assessed from the context of current or past inquiries, case history, and with the knowledge base of departmental policies, protocols, best practices and resources and services. We will follow-up with the Department on the placement of the Ombudsman within the County.</p>
Business Assistance	
<i>Recommendation</i>	<i>Solution</i>
<p>Businesses need technical assistance and support from government agencies such as the Department of Public Health, to know the best infection mitigation strategies for them to employ to help improve public health in the County. MIT engineers have launched a novel patent-pending product – “the halō” – to make indoor areas safer.</p>	<p>The Department of Public Health already provides guidance and information on air filtration on their website at http://publichealth.lacounty.gov/media/Coronavirus/docs/business/GuidanceVentilation.pdf.</p>
<p>Keep businesses open. The community cannot afford any more lockdowns or businesses closing.</p>	<p>The County reopened on June 15, 2021, in accordance with State guidelines.</p>
<p>Gathering information necessary to startup a business is time consuming and overwhelming for some. Develop a one-stop-shop website designed for the least technically savvy individuals and people who would never otherwise try to start a business.</p>	<p>The Department of Consumer and Business Affairs’ (DCBA) Small Business Concierge Program currently provides entrepreneurs with the steps to open a business, as well as available County and community business development resources. The Concierge provides technical assistance and information on how to navigate the business permitting process, as well as the pros and cons of different business structures. However, licensing and permitting authority is not solely under the County's purview. Many incorporated cities and other public agencies have jurisdiction over their business licensing and permits. The County, for example, can provide information regarding how to incorporate your business but cannot process the articles of incorporation. This authority falls under the California Secretary of State.</p> <p>A recent Board of Supervisors Motion (adopted on June 22, 2021) on "Streamlining and Expediting the County's Permitting and Development Processes to Support Small Businesses and the Development of New Housing" aims to enhance the Department of Regional Planning's existing</p>

	<p>EPIC-LA system to reduce regulatory hurdles often experienced by new and existing small businesses, especially those that face cultural, financial, and technical barriers. Click on the following link for the Board Motion http://file.lacounty.gov/SDSInter/bos/supdocs/159435.pdf. We shared the Department's response with the idea contact.</p>
County's Contracting Process	
<i>Recommendation</i>	<i>Solution</i>
<p>Various ideas in one submission: 1. Constituents need "medicare4ALL" along with more healthcare and rehabilitation centers. Consider field health nurses (along with security) to see to unhoused residents in high populations of the unhoused, like Downtown Los Angeles and Venice Beach. 2. Better public transit, consider more seats/double decker buses. Add security to bus lines if necessary as we reimagine safety. 3. More youth intervention to go along with public safety. Part of reimagining safety is stopping criminal activity before it happens. 4. As we work with affordable housing, lets reimagine affordability for true small business owners by offering affordable rental options within city-owned affordable housing projects. 5. The County needs a better social service process. When it comes to social services, housing, health, and food should all be one. If a resident in need goes to the Department of Public Social Services, they should offer health, housing, and food options quickly to residents in need. 6. Better Sanitation - County residents are bringing non-service animals into places like grocery stores (e.g., Ralphs in Venice) and other food places. Protect residents countywide. Also provide more public bathrooms.</p>	<p>The idea was referred to various County Departments (Health Services, Probation, Public Defender, Sheriff, Los Angeles County Development Authority (LACDA), Public Social Services and Public Health). Responses indicate the ideas have been implemented or not applicable to their operations (e.g., better public transit). For example, the following responses were received: <i>Youth Intervention</i> -Public Defender)-On November 24, 2020, the Los Angeles County Board of Supervisors unanimously voted to dismantle the largest youth justice system in the nation in favor of a care-first model that would emphasize emotional support, counseling, and treatment. -Sheriff-Vital Intervention and Directional Alternatives (VIDA) is a structured 16-week program for non-violent, at-risk youth between the ages of 11 and 17½. Through collaboration between the Los Angeles County Sheriff's Department, community-based organizations, volunteers, schools and families, the program teaches youth the value of effective decision-making and taking responsibility for their futures. -Public Health-The Department offers a number of youth intervention strategies including in the areas of substance use disorder prevention, a COVID school ambassador program, and a youth advisory council. <i>Affordable Housing</i> The LACDA's Housing Investment and Finance Division is responsible for awarding County funds to private developers for the development of new affordable housing projects.</p>
<p>Have a Spanish version of the Instagram and/or post the images separately in Spanish.</p>	<p>The resident was not specific as to which County Instagram account needs to be translated. We have contacted the resident for clarification.</p>

Other	
<i>Recommendation</i>	<i>Solution</i>
Use silicone keyboards for shared employee workstations.	Silicone keyboards are allowable County purchases. The Internal Services Department contacted the County employee and provided guidance/information and advised them to discuss this idea with the appropriate managers at the Probation Department. Equipment purchases are subject to departmental procurement policies and procedures.
Assessor information provided to the general public should be consistent and transparent. Weekly calls and/or answering the public's questions would provide savings on individual phone calls that need to be answered by the Department. Other County Assessors hold a weekly Zoom call with main stakeholders from their Department and the State Board of Equalization so information about changes and guidance is provided to the public through public outreach. The resident has not received communication, phone calls are not returned, and emails are unanswered.	Referred to the Office of the Assessor. We will follow up with the Department for a response.
Get public places ready for reopening. The business is creating a device for automated sink drain disinfection to prevent bacteria and viruses to come up from the water in the p-trap. Application should be in the kitchens and bathrooms.	Per the Internal Services Department's recommendation, the contact has been informed to register on doingbusiness.lacounty.gov . This would allow the business to receive solicitation opportunities as County Departments determine their needs.
Be inclusive. Physician Assistants are licensed medical practitioners in the State of California and work as frontline healthcare providers but are excluded from the COVID-19 Vaccine list.	Per the Department of Public Health, due to changes in State guidance, Physician Assistants are now eligible to provide vaccinations without supervision.

We will continue to provide the Board with departmental updates to ensure the ideas received through the Prosper LA website are adequately vetted and considered for further action and possible implementation.

NATIONAL ASSOCIATION OF COUNTIES AWARD



In May 2021, the National Association of Counties (NACo) awarded Los Angeles County a 2021 Achievement Award for Prosper LA in the category of County Administration and Management. The Commission is proud of the collaboration with the Executive Office of the Board, the Economy and Efficiency Commission, and the Small Business Commission to engage the community and County workers and provide

resources to staff to manage Departments and services more efficiently and effectively. Click [here](#) to view the 2021 NACo Achievement Award.

PROSPER LA PROMOTION

The working group continues to promote the Prosper LA website and encourage residents, County employees, business owners and the general public to submit ideas through the website. The QPC also promotes the Prosper LA website at its biennial Department visits—we have 19 visits scheduled this year—and requests that Department Heads notify their workforce of the website. We also continue to share ideas received with Board Liaisons and departmental staff, publicize Prosper LA with Productivity Managers, Board Liaisons, and Commissioners who promote the website to external organizations and colleagues.

We are grateful for the ongoing support and contribution by members of the Quality and Productivity Commission, Small Business Commission, Citizen's Economy and Efficiency Commission, Department of Consumer and Business Affairs, and the Internal Services Department. We appreciate their valuable insight, expertise, and contributions to the County's recovery efforts.

Due to the volume of ideas received quarterly, we conferred with the Fifth District, author of the motion, on the ongoing frequency of the reports. After the June 30, 2021 report is issued, we will resume with a biannual report frequency. The next report will be as of December 31, 2021. Ideas received will be forwarded on a continuous basis to identifiable Departments for further review, evaluation, and consideration.

Additional information on these ideas is available upon request. Please send your inquiries to idea@prosperla.lacounty.gov. If you have any questions, please call me at (213) 974-1401, or your staff may contact Jackie Guevarra at (213) 974-1361 or jguevarra@bos.lacounty.gov.

CZ:JTG

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Department Heads
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