

EXECUTIVE OFFICE



BOARD OF SUPERVISORS

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EXECUTIVE OFFICER

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BOARD OF SUPERVISORS

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April 5, 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 (MARCH 31, 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 two quarterly reports (as of September 30 and December 31, 2020).

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 are part of a comprehensive countywide effort, inclusive of partnerships with the community, businesses, and nonprofits, to identify actionable ideas to spur economic recovery.

The following are the updates on our efforts since we issued the previous quarterly report as of December 31, 2020.

PROSPER LA 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.

During the period covered in this report from December 1, 2020 to February 28, 2021, we received five new ideas from both the County workforce and the general public, categorized as follows: business assistance (1), cost savings (1), and other (3).

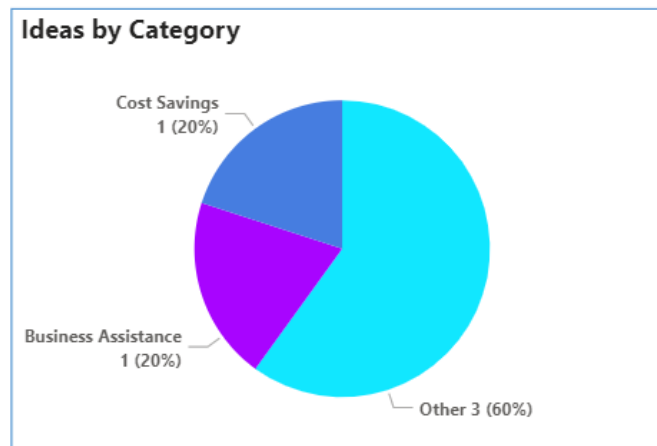


Table 1: Ideas by Category for reporting period December 1, 2020 through February 28, 2021.

The idea creators identified themselves as businesses (2), residents (2), and one 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, Burbank, Cerritos, Santa Clarita, and South Gate.

All five of the 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:

Cost Savings (1)

- Schools and workforce development programs work together to expand programs to all youth 16-24 years old and enroll them in paid internship programs

Business Assistance (1)

- Create a one-stop website to assist entrepreneurs to register and start a small business

Other (3)

- Assessor should conduct a weekly Zoom call with main stakeholders to provide guidance and information on changes
- Expand the vaccine rollout to include Physician Assistants
- Use an automated sink drain disinfection device to prevent bacteria and viruses in water coming up from the p-trap/sink trap

These ideas will be shared with the identified County departments for further review, evaluation, and consideration for implementation.

DEPARTMENT RESPONSES TO PROSPER LA IDEAS

The 32 ideas received by December 31, 2020 on the Prosper LA website (<https://prosperla.lacounty.gov/>) and included in our last report were forwarded to County departments for further review and evaluation for feasibility, cost effectiveness and the potential for implementation. As of February 28, 2021, we received responses on 75% (24) of the 32 ideas. We are working with departments on the remaining 8 ideas. Departments indicated that they have either implemented the ideas or programs were already in place for 31% (10) of the ideas, and another 13% (4) were undergoing further consideration for implementation or further action. Of the remainder, 31% (10) were identified as not feasible, deemed not actionable ideas, or outside the jurisdiction of the County (e.g., business opportunity solicitation, purchase of retirement credits, use of underground warehouses, and personal grievances).

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>
Departments should provide only one computer per employee unless there is a compelling and documented business need	The Chief Information Office reviewed the One Device Initiative model implemented by the Probation Department, and determined it is replicable for other departments to implement
Encourage/allow restaurants to open for sidewalk dining	The Department of Public Health (DPH) issued a revised protocol for restaurants on March 22, 2021 that allows for outdoor and indoor dining up to designated capacity limits and following public health protocol requirements
Business Assistance	
<i>Recommendation</i>	<i>Solution</i>
Produce YouTube tutorials on how to complete/apply for small business benefits (e.g., grant/loan applications) and technical assistance guidance on completing forms	The Department of Consumer and Business Affairs (DCBA) regularly conducts and posts webinars on YouTube; webinars include but are not limited to how to do business with government, launch a business, and market your business. Through our LA Regional COVID-19 Recovery Fund program we have posted “how to” videos that provide guidance

	to businesses on how to complete their application for funding. Additionally, DCBA's Small Business Concierge program and Procurement Technical Assistance Center provides technical assistance to businesses on a number of topics to help entrepreneurs launch and grow their business. The Disaster Help Center that was launched at the onset of the COVID-19 pandemic also connects businesses to technical assistance on how to apply for emergency grants, loans, and other vital programs.
Allow indoor malls to operate at 25% under the current tier	The Department of Public Health (DPH) issued a new Health Officer Order on March 12, 2021 that allowed for indoor mall capacity up to 50% following the public health protocols
County's Contracting Process	
<i>Recommendation</i>	<i>Solution</i>
Contract staff service hours should match departmental office hours	Existing contract with vendor allows for 24-hour assistance; the department communicated contract information to identified staff who was unaware of the contract requirements
a) Provide cultural sensitivity and education training for all contract providers; b) provide technical assistance to aid African American agencies obtain funds or culturally sensitive services; and c) end practice of narrowly defined minimum mandatory requirements for Request for Proposals	a) The Internal Services Department (ISD) indicated that specific requirements (e.g., contractor education and training) are added on by each business owner/department; b) DCBA operates the Procurement Technical Assistance Center and Small Business Concierge program to assist small businesses; and c) ISD reviews its minimum requirements very carefully to align with the project and program needs to ensure that they do not inhibit opportunities for Local Small Business Enterprise (LSBE) and Community Business Enterprise (CBE). Each year ISD hosts a 3-day <i>Orientation to Basic Principals of County Contracting</i> for department buyers. At this training, DCBA presents on the County's Small Business Utilization goals for LSBE, Social Enterprise, Disabled Veteran Business Enterprises and CBE certified businesses and best practices that departments can utilize to increase their utilization of our target businesses.

Other	
<i>Recommendation</i>	<i>Solution</i>
Send inspectors to the field to conduct business with contractors (e.g., approve plans, permits, etc.)	The Department of Public Works already offers online services (e.g., submit plans for review, apply for construction permits, pay fees, etc.) and has multiple existing field offices throughout the County
The County should build public housing for homeless and seniors on government lots instead of selling it to developers	Through the Homeless Initiative Strategy (F6 - Using Public Land for Homeless Housing), the County has utilized County properties to build homeless housing; current projects include the Vignes Street Housing Project (a 232-units of housing for homeless individuals on County-owned land in Downtown LA), the Los Padrinos Bridge Housing project (formerly a County juvenile hall facility-a 20-beds facility for young women), and the Bringing Hope Project (a 99-beds interim housing facility for homeless adults in South Los Angeles)
Reallocate funds to emergency pandemic assistance to help residents during the pandemic	According to DCBA, Los Angeles County Development Authority, and Workforce Development, Aging and Community Services, the County has given out over \$160 million in funds to small businesses and directly to workers through supportive services payments and cash assistance; the County also launched the Los Angeles County Recovery Fund on July 6, 2020 to provide emergency grants to businesses impacted by the pandemic. DCBA also launched Stay Housed LA to provide direct assistance to tenants impacted by the COVID-19. Finally, DCBA is launching a Mortgage Relief Program to assist homeowners who are at risk of losing their home.
Create a geographical mapping of violent crimes, the victims, and the related monetary rewards offered by the County for the apprehension/conviction of person(s) responsible	The County currently posts rewards and information on crimes on the Board of Supervisors and the Sheriff's websites at https://bos.lacounty.gov/Board-Meeting/Rewards and https://lasd.org/?s=reward . Although the current sites do not have any images or mapping capabilities, the Executive Office of the Board will explore the feasibility of clickable maps or clickable map features to identify location and rewards information; the Board will also ascertain the legal implications of displaying images of the deceased.

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.

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. Since we issued our last report, members of the working group continue to publicize the Prosper LA website. The QPC also promote the Prosper LA website at its biennial Department Visits—we have 19 visits scheduled this year—and requests Department Heads to notify their workforce of the website. We also continue to share ideas received with Board liaisons and departmental staff, publicize Prosper LA with Commissioners and Productivity Managers, 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.

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

- c: Fesia Davenport, Chief Executive Officer
- Rafael Carbajal, Director, Department of Consumer and Business Affairs
- Selwyn Hollins, Director, Internal Services Department
- Jacki Bacharach, Chair, Quality and Productivity Commission
- Ed Munoz, Chair, Citizens' Economy & Efficiency Commission
- Mark Robertson, Chair, Small Business Commission
- Department Heads
- Board Liaisons