

EXECUTIVE OFFICE



BOARD OF SUPERVISORS

CELIA ZAVALA
EXECUTIVE OFFICER

COUNTY OF LOS ANGELES
EXECUTIVE OFFICE
BOARD OF SUPERVISORS

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MEMBERS OF THE BOARD

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KATHRYN BARGER

June 29, 2020

TO: Supervisor Kathryn Barger, Chair
Supervisor Hilda L. Solis
Supervisor Mark Ridley-Thomas
Supervisor Sheila Kuehl
Supervisor Janice Hahn

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**

On April 28, 2020, the Board of Supervisors (Board) approved the Los Angeles County (County) Roadmap to Economic Recovery motion as part of the County's reconstitution efforts. The Board established an Economic Resiliency Task Force to develop actionable recommendations based on best practices for phased recovery of the County's economy. These recommendations will shape public policy that will allow the County to safely re-open our economy.

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 the following:

- Create 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
- Establish 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.

In response to this motion, the QPC, in collaboration with the Executive Office, established the Prosper LA working group, which includes representatives from the SBC, EEC, Department of Consumer and Business Affairs (DCBA), and the Internal Services Department (ISD). The working group has met six times to determine the best course of action to encourage and promote innovative and thoughtful ideas from the public that will assist businesses and identify potential cost-savings. The following are the results of discussions and meetings held:

DEVELOPMENT OF WEBSITE AND EMAIL CONTACT

The Prosper LA working group has developed a public-facing website, which allows the public, County employees, and other interested stakeholders to submit ideas on various County practices. The website will allow users to subscribe to informational updates via email or SMS (text messaging). The website will launch on June 30, 2020, and can be accessed at ProsperLA.lacounty.gov. Interested parties and respondents may also send further inquiries to idea@prosperla.lacounty.gov in addition to submitting ideas through the website.

The website is being publicized on various departmental and commission websites. The Executive Office has developed a marketing toolkit to assist departments and commissions promote the website through social media. Based on recommendations from Prosper LA working group members, we are also disseminating the website and email address to businesses and non-profits, as well as associations and philanthropic organizations familiar with government processes, such as the Los Angeles Area Chamber of Commerce, Legal Aid Foundation of Los Angeles, Weingart Foundation, California Contract Cities Association, BizFed, Jobs to Move America, Unite-LA, and the Los Angeles Economic Development Corporation.

COUNTY PROCUREMENT AND CONTRACTING PROCESS

The working group engaged the Internal Services Department (ISD), the County's purchasing agent, to discuss and identify potential improvements to existing procurement rules and procedures. ISD has developed a preliminary list of initial actions that are undergoing further refinement in consultation with the Prosper LA working group. They will be forwarded to the Board in the next quarterly report, along with ideas received through the Prosper LA website.

Prosper LA members bring expertise from various industries and external interests. We would like to thank the QPC, SBC, EEC, DCBA, and ISD for their valuable insight and active participation on the County's recovery efforts.

If you have any questions, please call me, or your staff may contact Jackie Guevarra at (213) 974-1361 or jguevarra@bos.lacounty.gov.

CZ:JG:LL:JKB:JTG

c: Sachi A. Hamai, Chief Executive Officer
Joseph M. Nicchitta, Director, Department of Consumer and Business Affairs
Selwyn Hollins, Acting Director, Internal Services Department
Jacki Bacharach, Chair, Quality and Productivity Commission
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