



Playa Vista Job Opportunities and Business Services

Playa Vista Job Opportunities and Business Services (PVJOBS) wisely focused the year 2006 on broadening the job program's business and community partnerships while strategically moving forward with their ambitious infrastructure expansion plans. The end result has not only fortified PVJOBS' business and community collaborations, but it has also potentially positioned them to become the nation's most successful at-risk community job program.

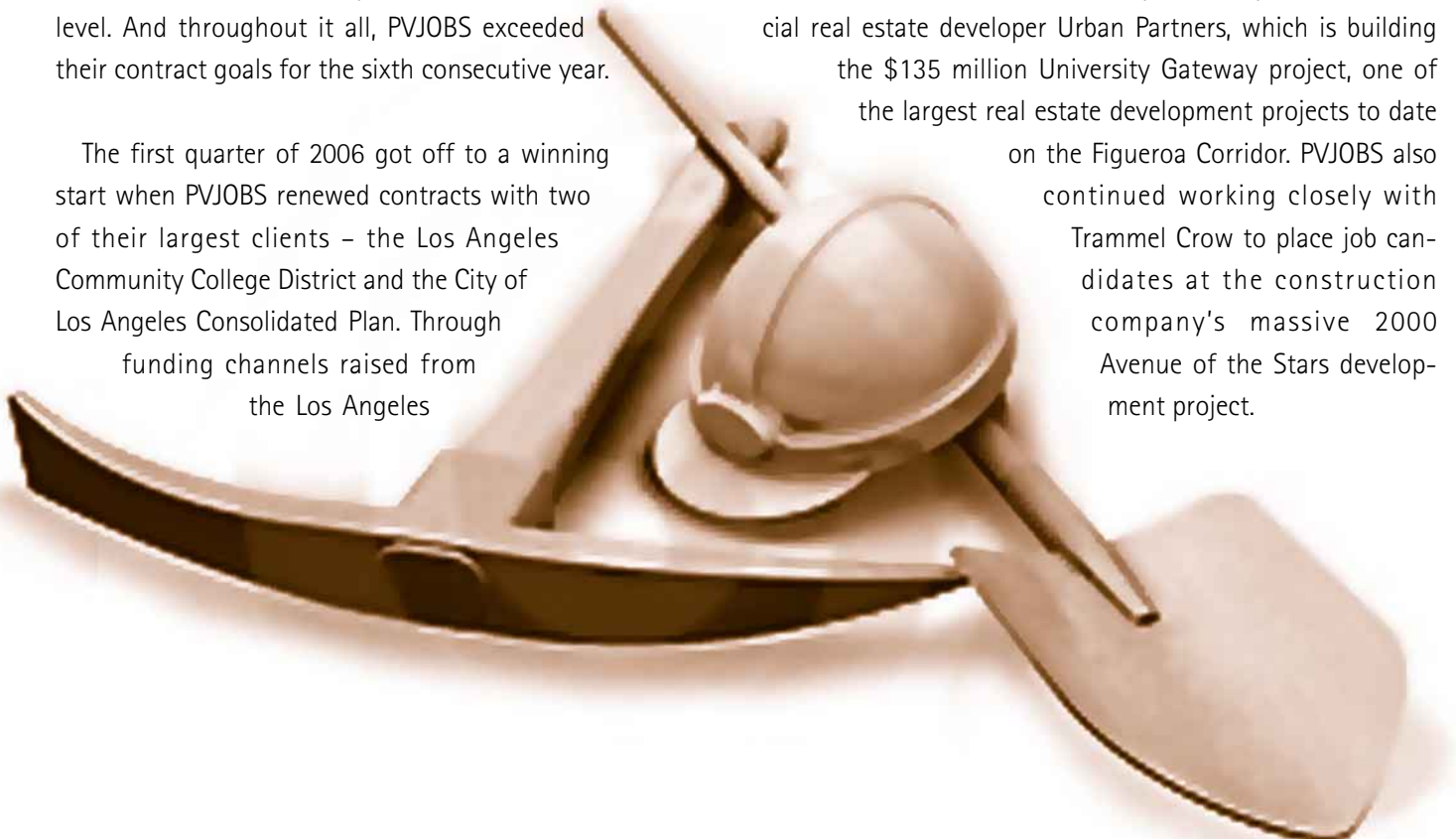
With profitable contracts renewed and new business relationships formed, PVJOBS was well on their way of reaching a stronger economic foundation, solidifying the job program's fiscal viability. But the vision didn't stop there. PVJOBS went a crucial step further by utilizing invaluable brainstorming committees that devised far-reaching plans that would take the job program to a new level. And throughout it all, PVJOBS exceeded their contract goals for the sixth consecutive year.

The first quarter of 2006 got off to a winning start when PVJOBS renewed contracts with two of their largest clients – the Los Angeles Community College District and the City of Los Angeles Consolidated Plan. Through funding channels raised from the Los Angeles

Community College District's Proposition A and AA Bonds, PVJOBS was again retained to administer job placement efforts for the District's e7 Jobs and e7 Interns programs as well as the e7 Architecture Studio. Also, the City of Los Angeles Consolidated Plan retained PVJOBS for a second year by awarding them a \$200,000 contract – twice the amount than their previous yearlong contract – to provide job placement services for Councilmembers Bernard Parks' 8th, Herb Wesson's 10th and Bill Rosendahl's 11th Districts. These two contract renewals made a tremendous impact on PVJOBS, as the contracts clearly demonstrated each client's ongoing faith in the job program's credibility and effectiveness.

While PVJOBS worked diligently on renewing relationships with existing clients, the job program equally pursued new business clientele, including their partnership with commercial real estate developer Urban Partners, which is building the \$135 million University Gateway project, one of the largest real estate development projects to date

on the Figueroa Corridor. PVJOBS also continued working closely with Trammel Crow to place job candidates at the construction company's massive 2000 Avenue of the Stars development project.



Overall Totals (all projects to January 2007)

Currently Working:	367
Total Placements (since 5/98):	1,309
Completed More Than 500 Hours:	456
Number of Positions Filled:	2,554
Currently Active Candidates:	5,057
Total Referred Candidates:	6,853
Number of CBOs Partnered:	72
Number Completed More Than 3000 Hours:	94

Playa Vista (As of November 2006)

Total Tracked Hours (contract to date)	5,621,963
Number of PVJOBS Man-Hours Expended:	773,660
Compliance Goal:	10%
Rate of Compliance (year to date):	14.11%
Rate of Compliance (inception to date):	13.76%

Construction Trades in PVJOBS Database (to January 2007)

Carpenters:	1,525
Flooring/Carpet Layers:	90
Concrete Masons/Finishers:	190
Electricians:	397
Iron Workers:	193
Laborers:	3,640
Tile/Marble/Brick Masons:	377
Operating Engineers:	104
Painters:	853
Plasterers:	198
Plumbers:	638
Roofers:	240
Sheet Metal Workers:	56

PVJOBS Completed Contract Totals

WIA Adult: (program year 2001-2002)

Enrolled:	105
Placed:	105
Goal:	75

Mini Career Center WtW: (program year 2001-2003)

Enrolled:	43
Placed:	33
Goal:	32

DOT: (program year 2002-2003)

Enrolled:	171
Placed:	127
Goal:	100

WIA 02 (Dislocated Worker): (program year 2002-2003)

Enrolled:	240
Placed:	212
Goal:	180

Wagner Peysner: (program year 2002-2003)

Enrolled:	77
Placed:	39
Goal:	27

CDD CONPLAN: (program year 4/04-3/05)

Enrolled:	133
Placed:	70
Goal:	54

CDD CONPLAN 2: (program year 4/05-3/06)

Enrolled:	111
Placed:	59
Goal:	32

CDD CONPLAN 3: (program year 4/06-9/06)

Enrolled:	101
Placed:	63
Goal:	32

Report Statistics

Ethnic Demographics of Those Employed

Asian:

Total Employed:	2
Percentage of Total Employed:	0.15%
Percentage in Database:	0.47%

African American:

Total Employed:	765
Percentage of Total Employed:	58.44%
Percentage in Database:	63.51%

Filipino:

Total Employed:	1
Percentage of Total Employed:	0.07%
Percentage in Database:	0.25%

Latino:

Total Employed:	430
Percentage of Total Employed:	32.84%
Percentage in Database:	26.57%

Native American:

Total Employed:	16
Percentage of Total Employed:	1.22%
Percentage in Database:	1.26%

Pacific Islander:

Total Employed:	3
Percentage of Total Employed:	0.22%
Percentage in Database:	0.13%

White:

Total Employed:	101
Percentage of Total Employed:	7.71%
Percentage in Database:	7.13%

Other:

Total Employed:	12
Percentage of Total Employed:	0.91%
Percentage in Database:	2.33%



Due to the competitive job placement market, PVJOBS sought alternative ways of utilizing business partnerships to train and place job candidates. One business partnership that yielded exceptional job placement numbers is Parsec, a major intermodal rail transportation company that hired and trained more than 50 PVJOBS workers. The job program's collaboration with Infinity Plumbing and Mechanical resulted in the hiring of about a dozen PVJOBS candidates throughout the year. Horizon, which oversees maintenance for all Home Depot stores, also approached PVJOBS to help them screen and prepare job candidates. What's more, worldwide media network agency Carat requested that PVJOBS work with their company to fill entry-level accounting positions.

PVJOBS also made it a top priority in 2006 to seek partnerships with a series of high profile public agencies in an effort to widen their clientele base while increasing their public awareness. Because of their comprehensive work with the City of Los Angeles Community Redevelopment Agency (CRA), PVJOBS influenced the CRA to add "at risk" and "set aside" clauses in the agency's project labor agreement for all major redevelopment projects. Other public agencies that PVJOBS built ongoing relationships with included the City of Los Angeles Community Development Department, Los Angeles International Airport, and the Los Angeles Police Department. In an effort to expand their governmental opportunity base, PVJOBS enlisted the services of Shannon & Associates, a grant writing firm that assists nonprofits in securing contracts with

public agencies. Since hiring Shannon & Associates, PVJOBS has already submitted four-related proposals to the nation's capital, positioning the job program to become a national demonstration project.

Given PVJOBS' mission to expand their internal operation, the job program leveraged the expertise of their four key committees. Throughout the year, the Audit Committee met regularly to ensure that PVJOBS remained in the black and became



exposed to cutting edge accounting technology. The Capital Planning Committee's continual goal was to design a long-range plan to select and invest in the job program's own building site. The Fund Development Committee also met regularly to further their mission of seeking funding development opportunities in the public sector. Finally, the Strategic Planning Committee's meetings were held to examine, reevaluate and amend the job program's mission and future objectives.

Acutely aware that fundraising is a fundamental element to the job program's viability, PVJOBS headlined several widely attended events to support their financial goals. In May, PVJOBS welcomed more than 300 labor, business and community leaders to their "Rebirth of a Dream" awards luncheon. Keynoted by Los Angeles City Council President Eric Garcetti, the awards event honored two at-risk individuals who have earned outstanding performance scores from contractors partnered with the PVJOBS program. Another pivotal fundraiser for PVJOBS was the Playa Vista and Simpson Strong-Tie Charity Golf Tournament. The annual golf tournament designated PVJOBS as the sole

proceeds recipient for the third consecutive year. Furthermore, toward the year's end, PVJOBS hired new Development Director Gail Levy to create additional funding opportunities in the year 2007 and beyond.

To raise their visibility and support level in the greater Los Angeles region, PVJOBS continued their participation in a diverse range of meaningful community outreach programs. For example, the job program joined forces with the International Brotherhood of Electrical Workers Local 11 to train nearly two dozen PVJOBS candidates. The job program also openly supported the United Job Creation Initiative by donating \$10,000 to the initiative. Additionally, PVJOBS furthered their longtime ties with their citywide CBO partners that have trained and referred job candidates since the job program's inception. Finally, PVJOBS' quarterly On Site newsletter and website continued to serve as a solid publicity tool to reach a broader audience.



With another breakout year under their belt, PVJOBS is well positioned to expand their horizons – in both their internal and external operations. As PVJOBS continues to help change the lives of others, more and more at-risk individuals will ultimately receive an opportunity to literally experience the fruits of their labor.