

On Site

Playa Vista Job Opportunities and Business Services

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MESSAGE FROM THE EXECUTIVE DIRECTOR



Ernest Roberts
Executive Director, PVJOBS

At the recent annual PVJOBS Collaborators Meeting, our community partners learned about future employment opportunities at several new construction projects, three of which were discussed at the meeting. Some of these new opportunities are the result of years of relentless advocacy efforts. On behalf of our clients and collaborators, we have pursued these efforts and will continue to do so to expand employment opportunities for those who are most at-risk in our community.

Although we've had substantial success in our advocacy efforts, the fact remains that the supply of meaningful employment opportunities is insufficient for the needs of this population. The need is so great. PVJOBS has limited resources, yet there are many other construction projects in the greater Los Angeles area that could supply additional opportunities for employment. There are just too many possibilities for our agency alone.

At our Collaborators Meeting, agencies were encouraged to watch out for projects on the planning table and to advocate for set-asides for our most needy citizenry. The PVJOBS staff offers services to our community partners and other interested agencies to assist in this

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Exciting New Development Projects Highlight PVJOBS Collaborators Meeting

A strong showing of local community-based organizations attended the recent PVJOBS Collaborators Meeting, an annual conference held at Playa Vista to discuss future job placement



Local nonprofit representatives attend the recent PVJOBS Collaborators Meeting.

opportunities in the construction industry. More than 100 representatives from 43 community-based organizations attended the meeting, which was led by PVJOBS Executive Director Ernest Roberts.

The highlight of the meeting centered around three presentations given by execu-

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Playa Vista's Doug Moreland discusses Phase Two at the meeting.

PVJOBS Employment Update

Our job placements over this past quarter have been lower than expected. At the Playa Vista development site, contractors are saturated with PVJOBS workers. In February, the rate of hiring compliance was 14.6%, well above the 10% commitment. And although construction is imminent and will begin any time now at Trammel Crow's 2000 Avenue of the Stars, activity has not yet begun. In addition, the Los Angeles Community College District's Proposition A and AA bond programs for construction on all nine campuses is just now beginning. Procedures for client referral to these projects are being developed and should be in place by the end of April.

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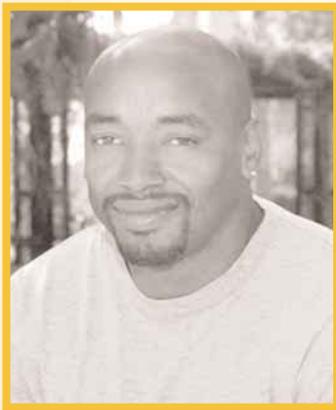
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PVJOBS
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PVJOBS At Work

Dezdon Lewis: Moving Up The Ranks

Thirty-five-year-old laborer Dezdon Lewis has a special appreciation for PVJOBS. Since landing his construction job through the PVJOBS program more than two years ago, Lewis has gained a wide range of experience in his trade – from paving streets and constructing sidewalks to installing underground utilities. His hard work and dependability made him a viable member of his laborer team, a group of individuals that supports him. "They feel like family now," he says.



Dezdon Lewis

Although Lewis no longer works at the Playa Vista development site where PVJOBS originally placed him, he leveraged his working relationship with his on site contractor, C.A. Rasmussen, to now work at the construction firm's other development projects throughout Los Angeles. He says of his contractor, "I'll stay with them until my last punch out."

Embodying that type of optimism has not always been prevalent in Lewis' life. Born and raised in South Central Los Angeles, Lewis and his two brothers were reared by his grandparents after his mother died while he was a toddler. When he graduated from high school, Lewis entered the military to see more of the world. But once he returned home, he experienced a hard time finding work. Instead of remaining hopeful about landing a job, he turned toward burglary, a crime that led to his nearly 10-year cycle of serving multiple prison sentences.

Following his final prison release, Lewis realized he needed to get his life back on track by establishing a career to earn a living. Soon after coming to that realization, fortune came his way when he was hired on the spot to work on a tunneling project for Coyote Construction. He later went on to work for the Alameda Corridor, fueling his interest to pursue a steady construction career. "I kept working in construction because I learned that you can earn a good living in it," he says.

After the Alameda Corridor project ended several years ago, the Los Angeles Urban League One-Stop Center referred him to PVJOBS, which led to his hiring at C.A. Rasmussen. Within the first few months on the job, the construction firm recognized Lewis' obvious talent as a laborer and made him a permanent member of their construction team.

Today, Lewis aspires to open a water truck rental business and enjoys spending time with his wife, Toni, and their 18-month-old daughter, Imani. "I feel more certain about my future now," he says. "I feel like I'm moving up the ranks."

Exciting New Development Projects

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tives representing high-profile development projects throughout Los Angeles, including Playa Vista. The presentations were made to inform local community partners about potential employment opportunities for their clients.



LACCD's Larry Eisenberg looks over the District's development plans that were presented at the meeting.

Doug Moreland, senior vice president of Playa Vista Capital Company, discussed Phase Two of the Playa Vista development project. Phase Two, otherwise known as The Village, will link Playa Vista's emerging residential area and its commercial district on an abandoned airstrip once used by Howard Hughes. The Village will be an 111-acre, mixed-use neighborhood: 2,600 new single-family homes, lofts, condominiums and apartments clustered within walking distance of 150,000 square feet of retail space – a grocery store, restaurants, other stores and services. Phase Two is expected to yield 8,000 jobs – with 800 to 1,000 positions available for PVJOBS candidates.

Another presentation was made by Larry Eisenberg, executive director of facilities planning and development for the Los Angeles



Tammell Crow's Dan Neimann gives a presentation on their 2000 Avenue of the Stars project.

Community College District. Eisenberg presented the District's \$2.2 billion construction and redevelopment plans, under Proposition A and AA Bond Projects. The District's Project Labor Agreement specifies a 24% local hiring goal and a 6% at-risk hiring requirement. PVJOBS is being contracted to assist the District in coordinating systems to conduct community outreach activities to fill these hiring goals. PVJOBS will also develop an internship program to create job training opportunities for District students who would assist contractors, suppliers, architects, engineers and others working under bond

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PVJOBS

Employment Update

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As of March 2004, 780 PVJOBS candidates have gained employment, filling 1,348 positions. More than 275 candidates have completed a minimum of 500 hours, and 20 candidates have completed over 3,000 hours. We expect to fill an additional 150 to 200 positions this quarter at Playa Vista and elsewhere. Many of these positions, however, will be filled from the PVJOBS out-of-work list, per our internal policies, reducing the number of new job placement opportunities.

Bear in mind that many candidates listed in the table below are already working. We specifically need candidates to fill positions as sheetmetal workers and operating engineers. Candidates for these specific trades need to submit an application to the applicable union and pass the union test before they are eligible for referral to work through PVJOBS. Please call us for more details at (310) 448-4684.

CONSTRUCTION TRADE	ACTIVE IN DATABASE
Carpenters	1015
Flooring/Carpet Layers	51
Concrete Masons/Finishers	156
Electricians	196
Iron Workers	187
Laborers	1907
Tile/Marble/Brick Masons	313
Operating Engineers*	52
Painters	460
Plasterers	137
Plumbers	375
Roofers	174
Sheet Metal Workers*	34

**Trades Specifically Needed*

Exciting New Development Projects

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programs. In addition to these responsibilities, PVJOBS will implement an architectural studio to provide graphics products to the District.

A final presentation was given by Dan Neimann, senior vice president for the Trammell Crow Company. Neimann discussed Trammell Crow's 2000 Avenue of the Stars, a twin 15-story set of office towers that will replace the Shubert Theater complex in Century City. The project is slated to open in 2005. PVJOBS will manage the 10% at-risk hiring goal for this sizable development project.

At the close of the meeting, surveys were distributed to attendees to generate feedback on PVJOBS' current strategic planning process. The survey findings will be used to help PVJOBS conduct an even more effective job placement and community outreach program.

PVJOBS At Work

Cheryl Mitchell: Becoming Stronger

PVJOBS staffer Cheryl Mitchell knows a thing or two about job training and development. As a job training coordinator for the City of Los Angeles' \$250 million East Central Interceptor Sewer (ECIS), Mitchell ensures that PVJOBS workers receive the necessary training to work on the sewer development project. Although she now views her work with ECIS as exciting, she hasn't always felt that way. "At first I thought it would be a dirty



Cheryl Mitchell

job. But after working with the ECIS team, I wouldn't change my job for the world," she says. "I really like learning about mining, state of the art equipment, and how the pipeline will keep our oceans cleaner." Helping people has always been important to Mitchell, as her long-time nonprofit career spans nearly 25 years. Born and raised in Springfield, Missouri, Mitchell at age 16 moved to Los Angeles to live with her father. When she eventually married and started raising her own family, Mitchell began working in the community by accepting a job at the Career Planning Center. The center assigned her to work for a pilot program that provided job transitioning for displaced female workers, sparking her interest in pursuing an employment development profession. From there, she served as a job developer for a wide range of notable community-based organizations throughout the Southland – from East Los Angeles to Burbank to Carson.

While during the 1990s she enjoyed her profession and was thrilled to become a grandmother, Mitchell's family experienced a terrible tragedy. Her 21-year-old daughter, Mia, who waged an ongoing battle with drugs, was brutally murdered on the streets of Los Angeles. Then, only a few years later, tragedy struck the family again when Mitchell's husband of 30 years, Larry, died from lung cancer. Although her daughter's attacker was never captured, Mitchell eventually found solace by continuing her work of helping to make a difference in the lives of others. "I've learned that there is always someone else out there who has an even worse tragedy than yours. At least I still have a family," says Mitchell, who has two adult sons and is now raising one of her granddaughters. "By putting myself back into people, it has kept me strong."

Mitchell also finds a second family in the PVJOBS staff. She says her experience at PVJOBS is like a warm home environment where everyone pitches in to assist one another. "I love the staff here. We work like a family," she says. "Everyone is a star here because we all help each other."

PVJOBS Community Partners

APPRENTICE PREPARATION PROGRAMS

Century Community Training (Ms. Clinkenbeard)	310/673-3941
Los Angeles Technology Center (Ms. Kerr)	323/732-1053
Testimonial Community Love Center (Ms. Pantaleon)	323/296-2082

WORKSOURCE CENTERS

Career Transition Worksource Center (Mr. Fernandez)	562/570-3728
Community Centers WorkSource Center (Mr. Ruvalcaba)	323/752-2115
Compton Career Link WorkSource California (Mr. Smith)	310/605-3050
Hollywood WorkSource California (Ms. Gardner)	323/960-1300
L.A. Urban League W. Adams/B.H. WorkSource (Ms. Hall)	323/732-7867
Marina Del Rey WorkSource Career (Ms. Waters)	310/309-6000
Wilshire Metro WorkSource (Ms. Shakoor-Akbar)	213/365-9829
WLCAC Southeast/Watts WorkSource (Mr. Blake)	323/563-5669

YOUTH AND ADULT PROGRAMS

CCFFP/Meals On Wheels for Children (Ms. Moore)	323/755-8038
Chrysalis/New Directions (Ms. Fontaine)	310/914-4045
Chrysalis/Santa Monica (Ms. Slayton)	310/392-4117
Communities in Schools (Ms. Arredondo)	818/891-9399
Community Build (Mr. Bektamba)	323/789-9950
CRTD FaithWorks (Ms. Richardson)	310/673-0277
DARE U TO CARE (Ms. Parker)	323/756-3208
Employment Development Dept. S.M. Branch (Ms. Thomas)	310/576-6431
FAME Renaissance (Mr. Prince)	323/730-8354
Housing Authority of LA. (WtW Division) (Ms. Rasheed)	213/252-1800
Human Potential Consulting-LLC (Ms. Windsett)	310/745-1560
Jobs of the Future/Homeboy Industries (Father Boyle)	323/526-1254
Joint Efforts Inc. (Mr. Twain)	310/821-2358
IAM Care Carson (Ms. Kimbrough)	310/518-8235
LA. Family Housing Corporation (Ms. Ramirez)	818/982-4091

YOUTH AND ADULT PROGRAMS continued

Mar Vista Family Center (Ms. Diaz)	310/390-9607
Nabsio/The Cutting Edge News (Ms. Moore)	323/756-8032
NO GUNS (Mr. Marroquin)	310/695-7438
Public Allies Los Angeles (Mr. Gonzalez)	213/251-2777
Save Our Future (Mr. Jordan)	323/544-0039
South Central Projects With Industry/SCRS (Ms. Williams)	310/345-5713
The WorkPlace (Mr. Solis)	213/386-1994
Union Rescue Mission (Mr. Hopkins)	213/347-6300
Unity One (Mr. Taylor)	213/963-5843
U.S. VETS (Ms. Harris)	310/348-7600
Venice 2000 (Mr. Hayward)	310/823-6100
Walden House Inc. (Mr. Mendoza)	213/763-6238
West Angeles Community Development Corp. (Ms. Welch)	323/291-1472

YOUTH PROGRAMS

Archdiocesan Youth Employment Services (Mr. Gutierrez)	213/736-5456
Boyle Heights Youth Opportunity Movement (Mr. Burks)	323/260-4796
CCEO YouthBuild (Mr. Starks)	310/225-3060
Covenant House of California (Mr. Sterle)	323/957-7455
Goals for Life (Mr. Berry)	562/698-1501
L.A. Youth at Work (Ms. Hererra)	213/580-7505
PACE YouthBuild (Mr. Leonares)	213/580-0020
Peacekeeper ARK (Ms. Adams)	310/276-9046
United Friends of the Children (Ms. Raphael)	213/580-1850
VCHC YouthBuild (Ms. Caldwell)	310/399-4100
YES YouthBuild (Mr. Whelchel)	323/567-0091
Watts Youth Opportunity Movement (Mr. Burks)	323/789-2773

For more information, call PVJOBS at 310/448-4684.

Message from the Executive Director

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effort. We have established advocacy techniques that work and will impart those techniques to anyone that desires to expand opportunities for their barriered clients. And while we have demonstrated that these techniques work in the construction industry, they can and should work in a wide variety of other industries.

If we all work together, we can increase these badly needed employment opportunities to reduce social ills like recidivism, relapse and entitlement dependency, thereby improving our collective society. So keep your eyes and ears open, and give us a call if you need our help.