

LOCAL WORKFORCE DEVELOPMENT PLAN

2021 - 2024



Verdugo Workforce Development Board
Serving Burbank, Glendale & La Cañada Flintridge

Local Workforce Development Plan 2021 - 2024

1. Profile of the Verdugo community and economic landscape & impact of the pandemic on the Verdugo tri-city community
2. Service delivery system implemented by the VJC MOU partners
 - a) Co-Enrollment
 - b) Virtual Services
 - c) Integration with Education
3. Coordination with partners from CalFresh, Child Support Service Agency, Disability Services, English Language Learner Services
4. Professional development to expand proficiency in digital fluency, distance learning and cultural competencies
5. Description of Services
 - a) Rapid Response
 - b) Job Seeker and Business Services
 - c) Youth Services
6. Administration of funds and procurement process
7. Selection of AJCC One-Stop Operator and Career Services Provider
8. Stakeholder & community engagement and public comment

Figure 1: Verdugo Cities' Populations

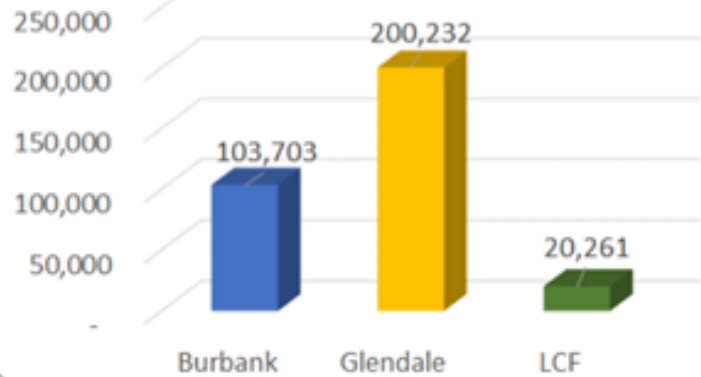


Figure 4: Median Household Income

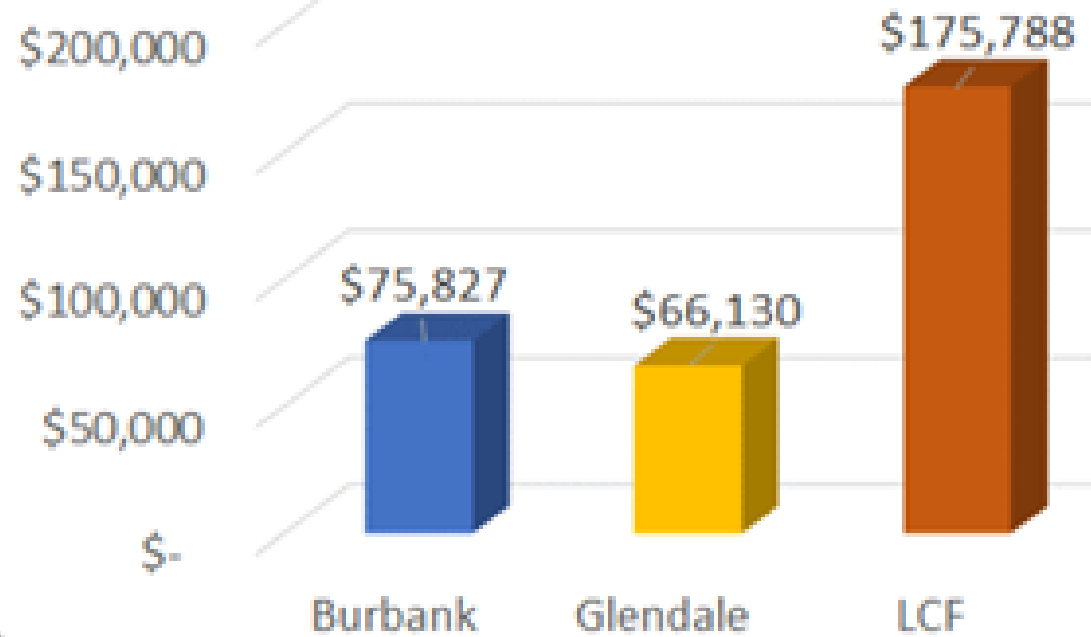
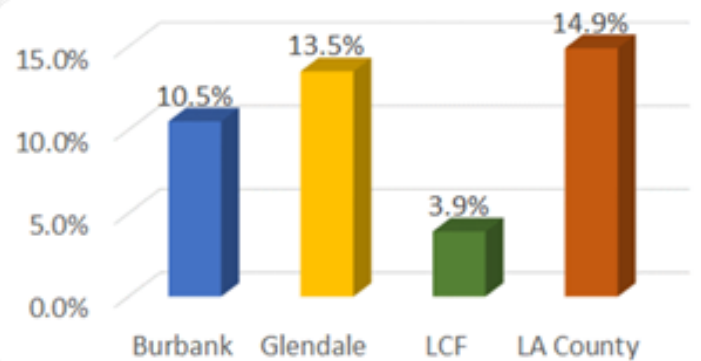


Figure 5: Poverty Rate





Demographics of Verdugo Residents Receiving CalFresh

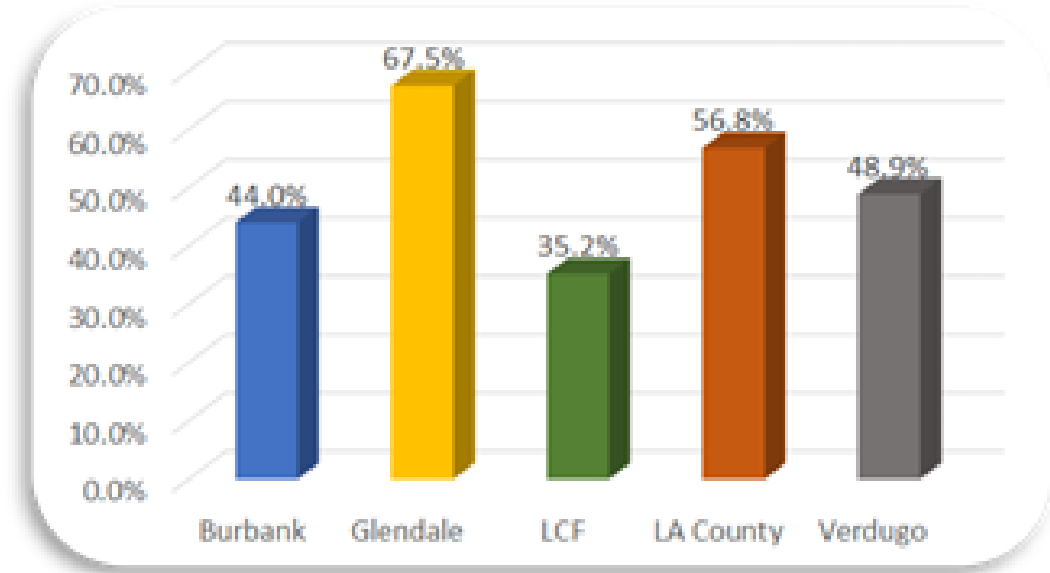
Demographic	Burbank	Glendale	LCF
Number of Households Below Poverty Level	5,849	11,239	242
Number of Households Receiving SNAP/CalFresh	653	2,898	15
Percent of Poverty Households Receiving CalFresh	11.2%	25.8%	6.2%

	Number of Recipients	Percentage of Recipients
Homeless	908	13%
Non-English Spoken Language	2,398	34%
Non-English Written Language	427	6%
Formerly Incarcerated	169	2%

Selected Economic Characteristics: Burbank, Glendale, La Cañada Flintridge, 2019 American Community Survey 5-Year Estimates. US Census Bureau.

Verdugo ELL Population

Figure 9: Speak a Language Other than English



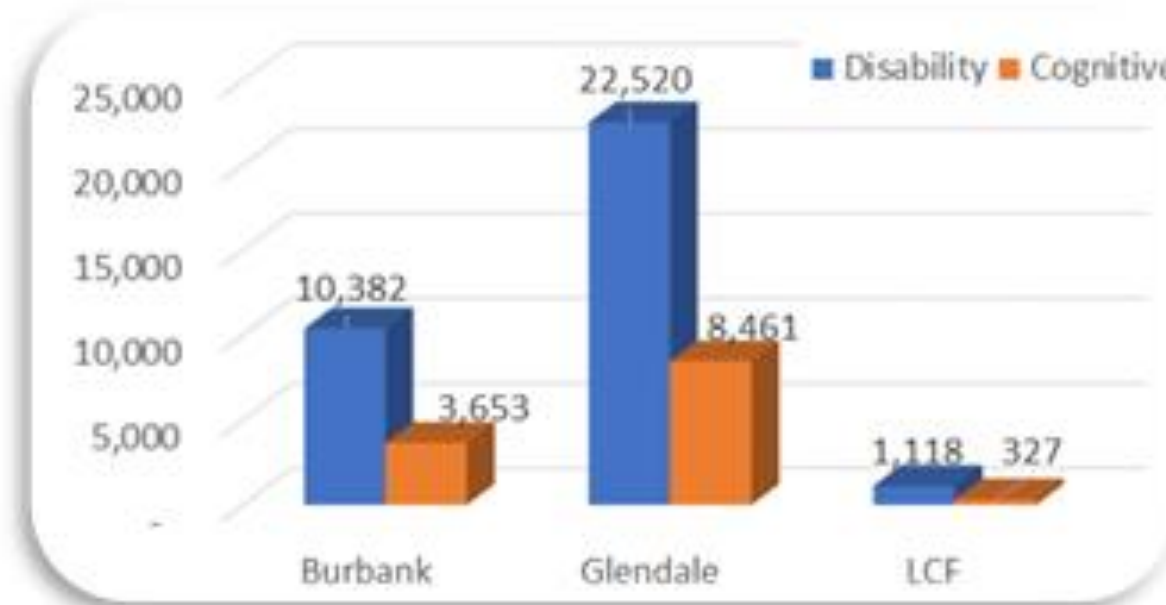
Demographic	Total	Burbank	Glendale	LCF
Foreign-born population	155,371	46,278	102,525	6,568
Speak English "less than very well"	83,301	15,924	65,066	1,890

Poverty Levels			
Characteristics	Burbank	Glendale	LCF
Below poverty level	6,439	21,939	208
At or below poverty level	39,681	107,500	6,354

Selected Social Characteristics, 2013-2017 American Community Survey 5-Year Estimates, U.S. Census Bureau.

Verdugo Disability Community

Figure 8: Verdugo Residents with Disabilities



Demographic	Burbank	Glendale	LCF
Total Disability Population Ages 18-64	3,880	6,563	348
Total Labor Force with Disability	1,678	2,532	111
Total Not in Labor Force	2,202	4,031	237

Verdugo Unemployment Rates for Disabilities



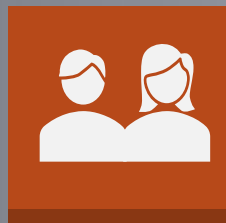
14.7%

Overall Unemployment rate



10.9%

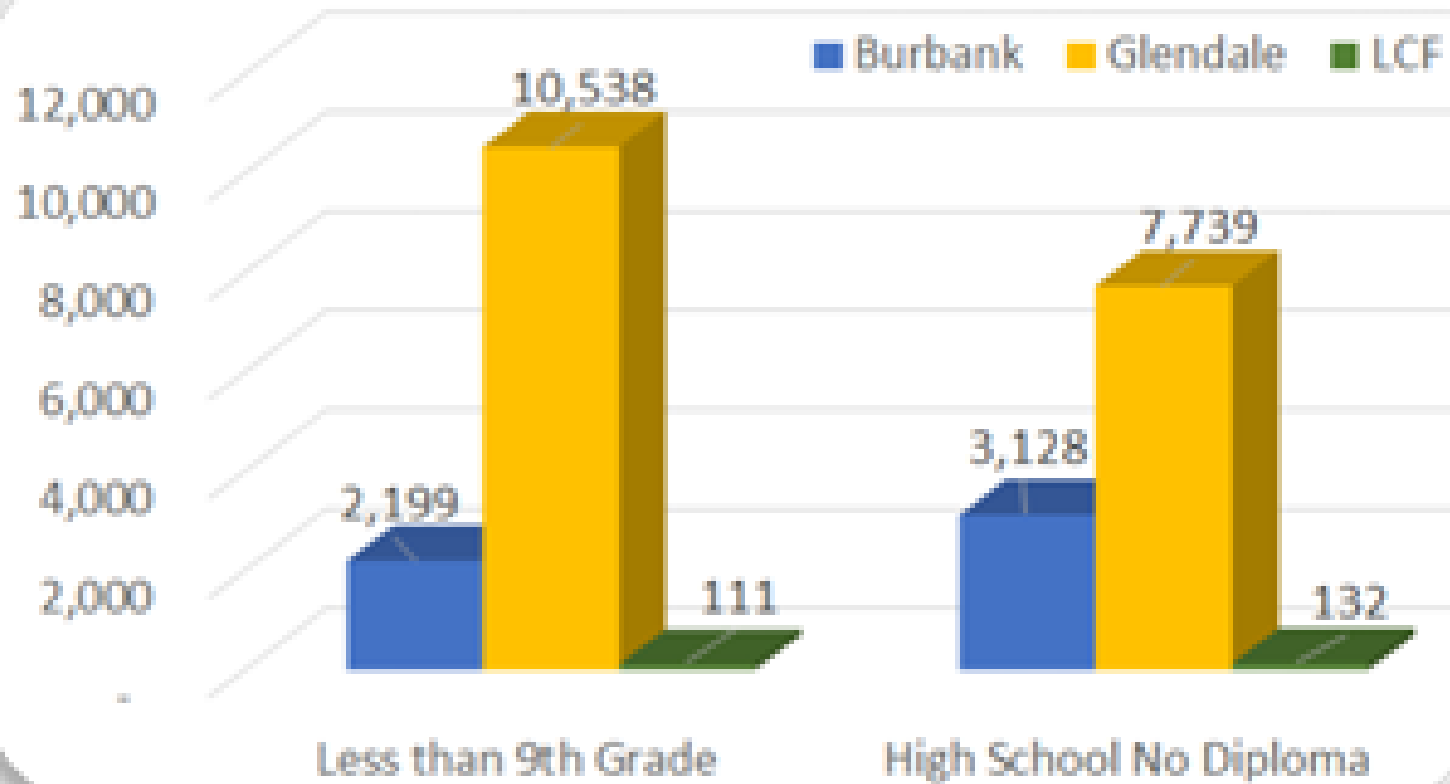
Unemployment Rate for Non-Cognitive Disability



18.5%

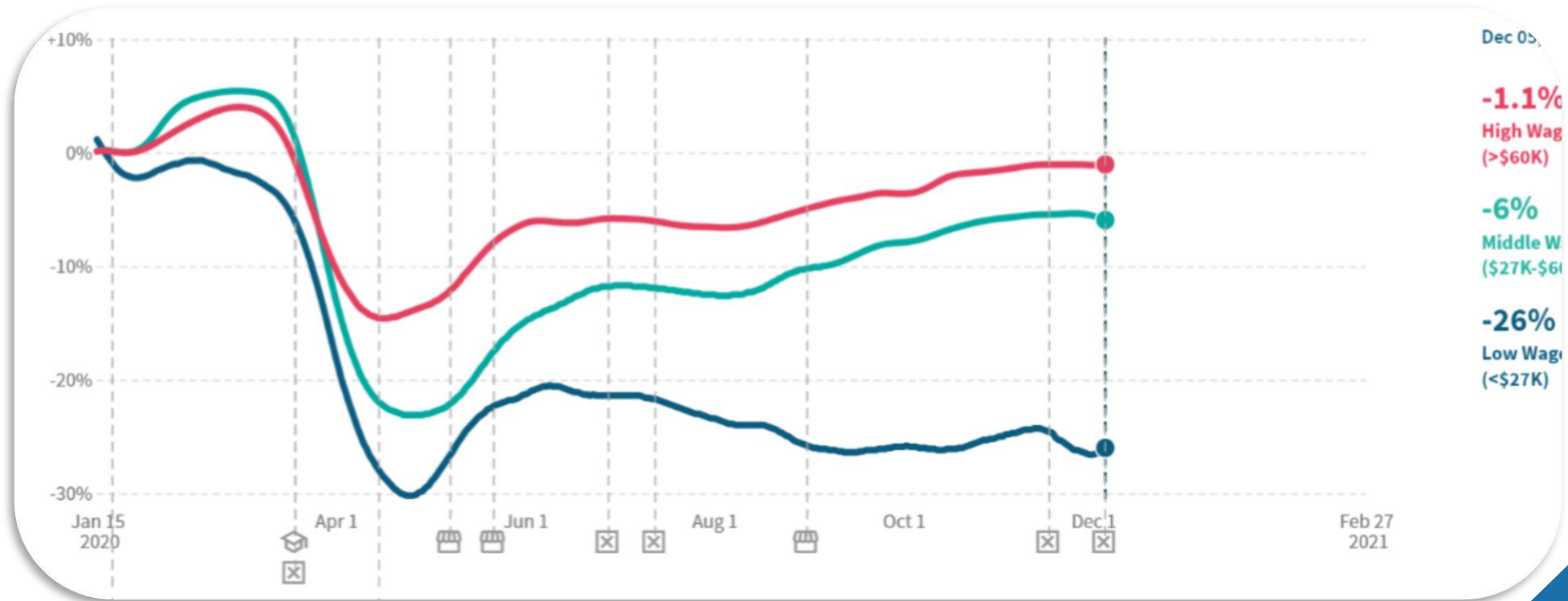
Unemployment Rate for Cognitive Disability

Figure 6: Verdugo Residents with No Diploma



*Educational Attainment: Burbank, Glendale, La Cañada Flintridge,
2019 American Community Survey 5 Year Estimates. US Census Bureau.*

Percent Change in Employment – LA County



Percent Change in Employment, December 31, 2020. Opportunity Insights Economic Tracker, Harvard University, Brown University, and [Chetty, Friedman, Hendren, Stepner, and the OI Team](#), February 27, 2021

8%
**Population Diagnosed
With COVID-19**

Figure 14: Verdugo COVID-19 Cases

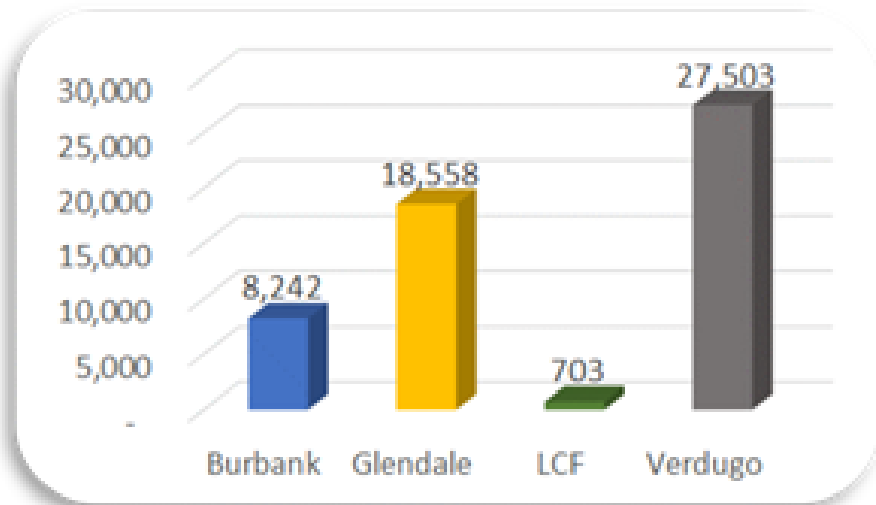
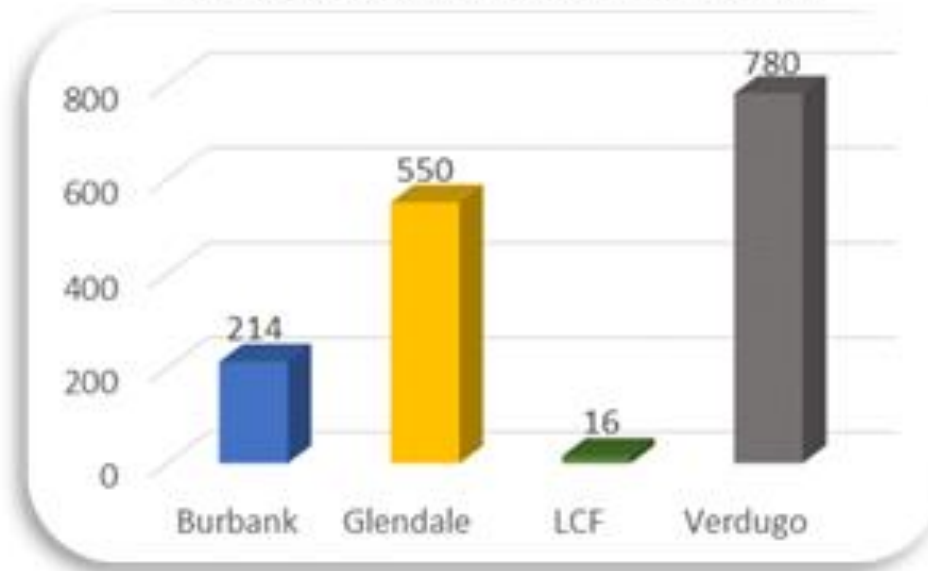
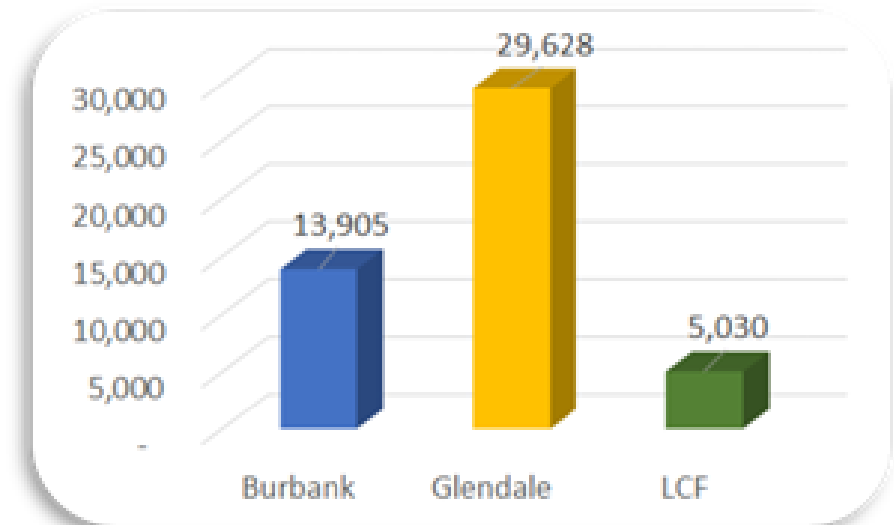


Figure 15: Verdugo COVID-19 Deaths



3%
Mortality Rate

Figure 16: Verdugo Residents Vaccinated

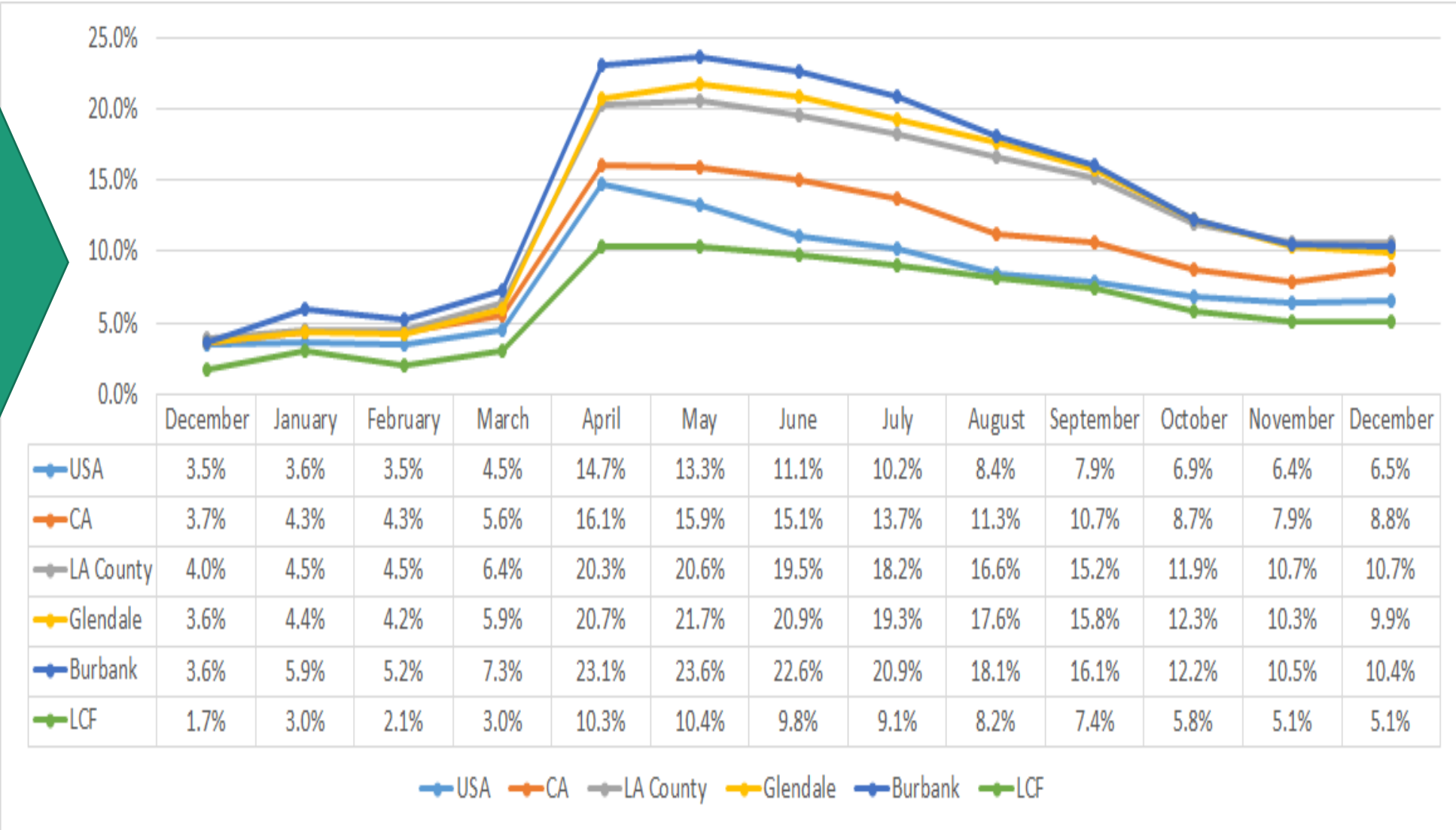


20.4%
**Population
Vaccinated**

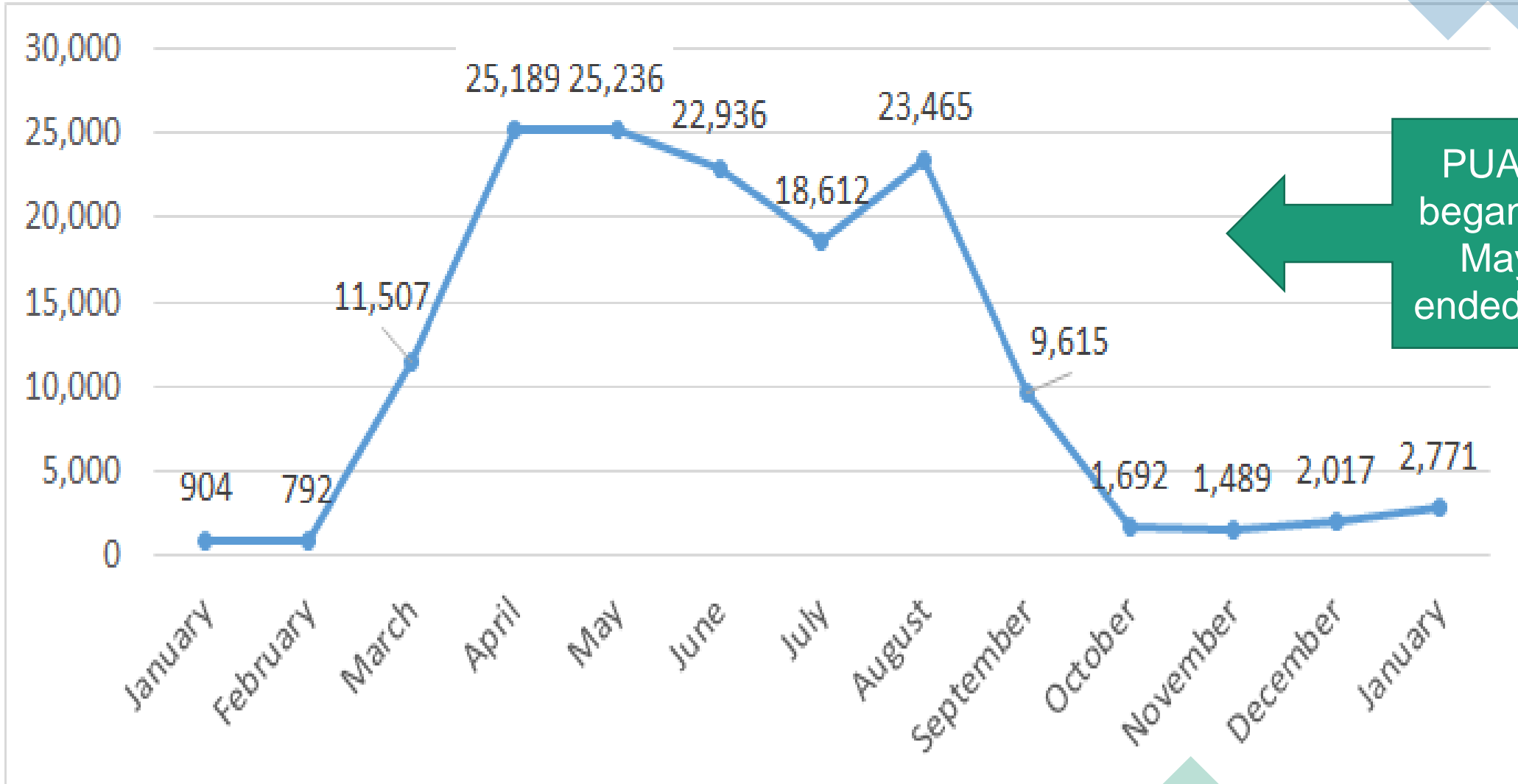
Los Angeles County COVID-19 Cases, City/Community. County of Los Angeles Public Health COVID-19 Homepage, February 26, 2021.

Unemployment Rates in the Verdugo Region

Monthly Labor Force Data for Cities
 Source: EDD Labor Market Information Division



Number of New Unemployment Insurance (UI) Claims for the Verdugo Consortium



Source: EDD Labor Market Information Division

Figure 19: Verdugo Job Ads

Top Occupations	Job Ads
Registered Nurses	319
Retail Salesperson	259
Customer Service Representatives	191
Managers, All Other	185
Sales Representatives, Wholesale & Mfg.	185
Computer Occupations, All Other	165
Medical and Health Services Managers	138
Frist-Line Supervisors fo Retail sales Workers	128
Software Developers, Applications	102
Security Guards	98

Figure 21: VWDB Target Industries



Resilient Industry Sectors

Sub-Sector	% Change Year	Sub-Sector	% Change Year
Building Material & Garden Equipment Stores	24.3%	Couriers & Messengers	4.7%
Scientific Research & Development Services	10.7%	General Merchandise Stores	4.4%
Electrical & Electronic Goods Merch Wholesalers	10.4%	Computer Systems Design & Related Services	4.4%
Offices of Physicians	8.1%	Ambulatory Health Care Services	4.3%
Securities, Commodity Contracts & Investments	7.7%	Finance & Insurance	3.9%
Grocery Stores	7.0%	Machinery Manufacturing	3.7%
Furniture & Related Product Manufacturing	6.8%	Electrical Equipment & Appliance Manufacturing	3.4%
Nonstore Retailers	6.7%	Agencies, Broker, & Other Insurance Related	3.4%
Primary Metal Manufacturing	6.7%	Utilities	3.3%
Food & Beverage Stores	6.2%	Insurance Carriers & Related	3.2%
Nondepository Credit Intermediation	6.0%	Activities Related to Real Estate	3.0%
Aerospace Product & Parts Manufacturing	5.5%		

Partner Coordination

- Co-Enrollment
- Common Case Management
- Integration of Workforce & Education with Supportive Services



Partner Coordination

Target Customer Groups



People with Disabilities



Cal-Fresh



English Language Learners



Non-Custodial Parents

Verdugo Jobs Center Services

Basic Career Services	Individual Career Services
<ul style="list-style-type: none">▪ Outreach, intake, orientation▪ Determination of eligibility for all AJCC programs▪ Initial assessment of skills, aptitudes, abilities▪ Labor Exchange Services▪ Referrals to other programs & Services in the community▪ Assistance in establishing eligibility for non-WIOA programs▪ Labor Market Information▪ Information on program cost▪ Information on Supportive Services▪ Unemployment insurance benefit information▪ Virtual job seeker services: resume builder, interviewing, cover letter (CalJOBS)	<ul style="list-style-type: none">▪ Comprehensive, specialized, diagnostic assessments & in-depth interviewing▪ Service/career plan development▪ Group counseling▪ Individual counseling▪ Career planning▪ Career exploration▪ Short-term prevocational services▪ Internships/ Work experience (WEX)▪ Financial literacy▪ Out-of-area job search▪ Contextualized English language acquisition▪ Citizenship (CAEP)▪ Immigration/cultural workshops (CAEP)▪ Work readiness workshops▪ Guest speakers: employers

VJC Training



Technical Training



Career Pathways



Apprenticeships



Regional Career Pathways





Recruitment, Screening, Job Development



Work Experience



On-the-Job Training



Rapid Response



Economic Development

Business Services

Youth Services

Work Preparation	Training	Earn & Learn & Employment Assistance
<ul style="list-style-type: none"> ▪ Career Assessment ▪ Career Exploration ▪ Job Readiness Workshops ▪ Mentoring ▪ Counseling ▪ Supportive Services ▪ Life Skills ▪ Financial Literacy 	<ul style="list-style-type: none"> ▪ Customer Service Training ▪ Vocational Education ▪ WASC Accredited Degree ▪ Vocational Training ▪ Diploma and Equivalency preparation ▪ Digital Literacy and Fluency 	<ul style="list-style-type: none"> ▪ Paid Work Experience ▪ On-the-Job Training ▪ Job Placement Assistance

- Employment Incentive Program
- GYEP / GREAT
- STEPS
- LA County Youth@Work
- Dignity Health – Cultural Trauma & Mental Health Resiliency Project
- HEAP / CESH / LIFERAP

Regional Plan 2021 - 2024

Areas of Focus:

- Analytical Overview
- Regional Indicators
- Fostering demand driven skills attainment
- Enabling upward mobility for all Californians
- Aligning, coordinating, and integrating programs and services

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http://verdugoworkforce.com/wp-content/uploads/2021/03/Verdugo-Local-Plan-Draft_Comp.pdf