



L.A. LEAP

LEGISLATIVE ECONOMIC ACTION PLAN

By Greig Smith
Councilman, Twelfth District



The City of Los Angeles, located on the Pacific Rim, is home to more than four million residents and ethnic communities from all over the globe. The City boasts an outstanding climate, proximity to beach and mountain recreation, and is the entertainment capital of the world. With the largest port complex in the United States by volume, one of the world's busiest international airports, and a large manufacturing base, the City's economy is large and diverse.

In spite of all of these compelling reasons to do business in Los Angeles, the City is perceived by many in the business community to be business-unfriendly, especially when compared to neighboring jurisdictions. This negative reputation is attributed to numerous factors, including but not limited to complicated entitlement processes, complex tax codes and high tax rates, and lack of incentives to nurture existing businesses and attract new ones.



The call to remedy this perception is not a new one; however, little has been done to implement past recommendations such as the following:

- In 1995 the Dan Garcia Report entitled “Permit Streamlining and Bureaucratic Reform in the City of Los Angeles: Report and Recommendations,” which was submitted to then Mayor Riordan, offered recommendations on streamlining the development process to remove uncertainty and complexity from the system.
- In 1999 the Business Tax Advisory Committee (BTAC), was formed to explore a tax rate reduction, remove complexity from the tax code and increase compliance. Compliance has increased, the code has been simplified, and a 15% reduction in the business tax has been successfully implemented, saving taxpayers approximately \$64 million while revenue increased by \$141 million over a five-year year period. However, the City of Los Angeles still has a high tax burden compared with neighboring municipalities.
- Formed by Councilmember Bernard Parks and chaired by Brendan Huffman, Past President and CEO of the Valley Industry and Commerce Association (VICA), the Business Retention & Attraction Task Force brought together industry experts and business community advocates to propose recommendations to the City Council. In their 2007 report, the Task Force:
 1. supported the need for further tax simplification and reduction measures;
 2. advocated for the improved predictability in housing and development policies;
 3. called for the City’s investment in the Port of Los Angeles and Los Angeles International Airport;
 4. and supported the creation of a Los Angeles Entertainment Technology Development Zone.
- Concurrent with the Business Retention & Attraction Task Force’s efforts, Mayor Antonio Villaraigosa’s Los Angeles Economy & Jobs Committee, comprised of business, labor, government and academic leaders in the field, was charged with bringing back to the City recommendations for job growth and a stronger economy. This was laid out in a report to the Mayor entitled “Building a World-Class City for the 21st Century.” The report offers 100 recommendations for the City, including new ideas as well as many that echo recommendations from past efforts.



Councilman Smith interviewing a head of one of the many clean-technology manufacturing companies based in Chatsworth.

The carefully assessed and specifically identified objectives and recommendations put forth by these panels and committees underscore that the City can and should do more to create a legacy of business advocacy to strengthen our place in the world economy. In response to the numerous calls from the community, and in light of the already weakening economy, a standing committee of the Los Angeles City Council was created to begin the process of actually implementing many



of the aforementioned recommendations. That committee, which I am proud to Chair, is the *Jobs, Business Growth, and Tax Reform Committee*.

Together with my Committee colleagues, Councilmember Wendy Greuel, the leader of our last round of business tax reforms, and Councilmember Herb Wesson, Jr. a champion for economic redevelopment and urban renewal, we hosted regional meetings to get input from business owners and advocacy groups, labor representatives and residents. We wanted to hear what their most pressing concerns and challenges are, and what steps they feel we as a City could take to be more business-friendly.



Councilman Greig Smith and Councilmember Wendy Greuel held an emergency meeting of the Jobs, Business Growth and Tax Reform Committee in October to hear from business development experts and City Department heads on the impacts of the current economic crisis on the local economy.

The Los Angeles business leaders who participated in our meetings included Bruce Ackerman, President and CEO of the Economic Alliance of the San Fernando Valley; Bill Allen, President and CEO of the Los Angeles Economic Development Corporation (LAEDC); Leron Gubler, President and CEO of the Hollywood Chamber of Commerce; Brendan Huffman, Past President of the Valley Industry and Commerce Association (VICA); Jack Kyser, Chief Economist of LAEDC; Carol Schatz, President and CEO of the Central City Association of Los Angeles (CCA); and Gary Toebben, President and CEO of the Los Angeles Area Chamber, and many others.

Therefore, L.A. Legislative Economic Action Plan (LA LEAP) reflects the input of all the participants at the Committee meetings, responds to the call from the community for action, and is designed to move those recommendations through the implementation process.

The Problem

Los Angeles, one of the world's great cities, is at a crossroads. We are in the midst of the worst economic crisis we have seen in our lifetime. During the last two decades of economic prosperity, Los Angeles's population has grown while we have lost jobs, particularly middle-income jobs. Since 1980 the City's population has grown by 1 million residents, yet the City has lost about 50,000 jobs.

Home prices have plummeted. Families are losing their homes to foreclosure. Local unemployment has skyrocketed to over 9%. Prices for food, gas and healthcare are at an all-time high. City schools have unacceptably high drop-out rates and our children who do graduate are unprepared to enter the workforce. The state faces a multi-billion-dollar budget deficit. The City coffers are short hundreds of millions of dollars and layoffs are likely. Crucial City services are at risk. This crisis threatens all of Los Angeles.



In order to survive this dire economic situation, the City of Los Angeles must make economic development a priority. We must act now to support the business community's call to action and enact this package of legislation to implement the changes they have long advocated.

Over the years the City has convened tens of thousands of hours of expert testimony in special committees seeking advice on economic development and spent millions of dollars on reports from leading think tanks and academics. Yet much of this advice goes unheeded while the reports collect dust on the shelves. The time for discussion is over. We have the plan. The time for action is at hand.

The Mission

Take action now to enact powerful legislation that will remove obstacles to businesses and help our local economy thrive amidst the current economic crisis. Introduce LA LEAP to immediately cut red tape, reduce taxes, invest in boosting the City's economic engines, attract cutting-edge businesses that bring high-paying jobs, and bring a renewed focus on vocational training.

L.A.'s Economic Engines

Although making Los Angeles one of the world's most business friendly cities will be a major challenge, we have vast resources, assets and talents that make this goal attainable.

Los Angeles is one of the few cities that has a diversified economy with a large and talented labor pool, but also is a leader in international trade and commerce. Over 40% of the nation's cargo as well as millions of travelers move through its port and airports.

The City is one of the world's cultural capitals, with film, television, performing arts, and tourism accounting for over 25 million visitors each year, bringing billions of dollars into the local economy and much-needed tax revenue.

Los Angeles is also home to several top-notch universities that generate a constant stream of educated, skilled workers. They also employ tens of thousands of people in high-quality local jobs.



Councilman Smith at one of the Business Roundtable meetings he convened to formulate strategies to promote and preserve the Chatsworth/Northridge Industrial Core as an engine of jobs and growth.

While powerful in their own right, these economic engines need focused investment and government support to reach their maximum growth potential. We cannot stand still, as has too often been the case, when it comes to investing in critical infrastructure and growing our



economy. In order to get the most out of these economic engines, we need to take serious action to prioritize economic development and lower the cost of doing business.

The Plan

It is time to think outside of the box and acknowledge that the City of Los Angeles competes for jobs and prosperity with other cities and states, in the U.S. and across the globe. We are one of the world's great cities, the second largest city in the United States, and we must do more to position ourselves as a competitor in the global marketplace.

But how can we compete globally when we are disadvantaged locally as a result of our tax rates? The biggest concern for businesses in Los Angeles is the City's business tax structure. It is time to start the next level of business tax reform that has been long discussed. We must move forward with further reduction or eventual elimination of the gross receipts tax in Los Angeles.

We should remove restrictions that prevent the Mayor and Council from attracting and retaining business to Los Angeles. We need the same flexibility that other cities have to be able to negotiate directly with companies. Cities that have that flexibility often win the competition for economic investment and jobs. That is why I propose changing the City Charter to authorize the Council and Mayor to negotiate with companies in order to level the playing field.



Councilman Smith touring a Valley-based sports apparel manufacturing company.

The Council should work to reorganize the City's department processes and remove unnecessary delay, time and uncertainty from the system. It should not take six or seven years to get approval for a development project. Los Angeles needs a single City Department that has a clear mandate to set a growth goal for the City, and is empowered to ensure that the goal is met.

We are losing international travelers to other regional airports. It is crucial that our airports are recognized as first-class facilities in the eyes of domestic and international travelers. The Port of Los Angeles is a major growth engine, and we must invest in infrastructure that

will provide an environmentally sound way to handle the Port's growth.

We need a workforce that has the skills that are demanded by a competitive international economy. The school system has failed our children. Vocational programs have been all but eliminated from the curriculum. We will ask our businesses and our unions to partner with our schools and colleges to ensure a trained workforce. We should bring in more internships, expand apprenticeship programs and help ensure that the workforce of Los Angeles is prepared with the skills necessary to find quality employment opportunities, and meet the needs of our local economy.

These principles, concepts, and ideas have been developed and vetted by the business community and by the Council's Committees and are overdue to be put into action. Given the



dire economic conditions, we should act immediately on these goals and begin remaking Los Angeles into a business friendly city that enjoys sustained growth, economic investment, development, and job creation.

“It’s time for LA to LEAP forward and make this City business friendly, provide real economic growth, and invest in our future workforce and secure our place in the global market.”

- Greig Smith, Councilman, Twelfth District

LA LEAP

LA Legislative Economic Action Plan Motions

1. **Implement a Storefront Improvement Program** - offer funding to help store owners spruce up business districts.
2. **Create a Centralized Grants Unit** – work to obtain more Federal, State and private grants, which translate into local contracts.
3. **Act on the Development Reform Committee Report** “Permit Streamlining and Bureaucratic Reform.”
4. **Implement a Clean Technology Initiative** - promote a thriving local clean-technology sector as a job growth engine.
5. **Institute a Tax Direct Payment Program** - let businesses pay use taxes directly so the tax money stays local.
6. **Promote a Biotechnology Sector** - marketing L.A. to academia and the private sector as a biotech center.
7. **Create an L.A. Economic Development Department** - consolidate economic development activities into a new City Department.
8. **Partner with LAUSD** - job training and placement programs within L.A. high schools.
9. **Improve LAX** - make LAX a world-class airport, with more international routes and a better passenger experience.
10. **Create More Port Jobs** – Invest in employment opportunities at the Port of Los Angeles.
11. **Implement a Merit Pay System** - provide incentives for workers who find savings and efficiencies in services.
12. **Expand Business Tax Reform** - further cuts to Business Tax.
13. **Implement a Charter Change** - Amend the City Charter to enable the Mayor’s Business Team and Council to offer incentives for businesses to relocate to L.A.



MOTION

The City of Los Angeles, in partnership with the Community Redevelopment Agency (CRA), prides itself on various programs available to revitalize small businesses in the City. Several CRA Project Areas provide financial assistance in the form of grants and loans to small businesses to improve blighted physical conditions and increase private sector investment. These programs are established on a project-area basis depending upon available funding and the specific need within each respective community.

The CD 9 Commercial Façade Improvement Program is available to property owners and long-term tenants for improvements to the exterior of commercial properties. Improvements include restoration, rehabilitation or replacement of storefronts, signs and general repair. This improvement program provides funds that vary from \$25,000 to \$250,000 per storefront. However, the program requires grant recipients to enter into an agreement with the CRA to show a commitment to maintain the improvements in sound, clean and graffiti-free condition for a period of ten years. The program is a matching grant and requires a dollar for every two dollars provided by the Agency.

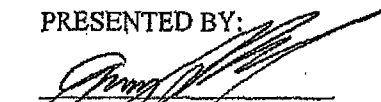
Several other CRA Project Areas in the City also provide financial assistance for storefront improvements. However, not all areas of the City are part of a community redevelopment project area. Therefore, the City should consider an additional program for assisting businesses.

The City of San Diego created the Storefront Improvement Program (Program) to stimulate private investment and customer patronage in the City's commercial districts. The Program focuses on revitalizing building facades visible to customers, neighboring merchants, and residents. Through the Program, the applicants may receive up to \$7,500 for construction costs depending on the type of renovation. There are also incentives for building with multiple tenants.

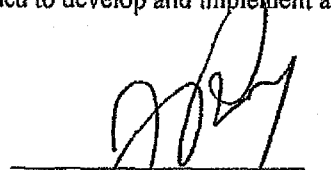
The City of Los Angeles is a model City and should ensure that the highest level of services is offered to its residents and small business community. Additionally, the current economic downturn has resulted in limited credit for small businesses. Therefore, the City Council should instruct the CRA to report back on any programs available within the City to assist small businesses with storefront improvements, and the steps and resources needed to develop and implement a City wide Storefront Improvement Program.

I THEREFORE MOVE that the City Council instruct the Community Redevelopment Agency, with the assistance of the City Administrative Officer, to report back to the Jobs, Business Growth and Tax Reform committee on any programs available within the City to assist small businesses with storefront improvements, and the steps and resources needed to develop and implement a citywide Storefront Improvement Program.

PRESENTED BY:




Craig Smith
Councilmember, 12th District

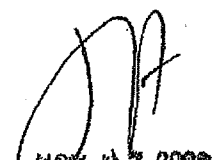


Jan Perry
Councilmember, 9th District

SECONDED BY:



08-3040


NOV 07 2008

MOTION


HOUSING, COMM & ECON. DEVELOP.
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The City of Los Angeles is awarded hundreds of millions of dollars in competitive and non-competitive grants each year. Both the City Administrative Officer (CAO) and the Controller have addressed the issue of the City's grants procedures, including the concept of creating a centralized grants unit. In a 2006 report, the CAO concluded that consolidation of grant functions would not be feasible. The Controller argued in a 2007 report that while most grant functions should remain decentralized, the system should function under the oversight of a centralized grants unit.

The Committee on Jobs, Business Growth and Tax Reform was established to improve the business climate in the City of Los Angeles. By making the application and administration process more comprehensive and efficient, the City would be better positioned to compete for and win federal, state, and private grant dollars. This would benefit the business community inasmuch as these funds are often awarded to local service providers.

I THEREFORE MOVE that the City Administrative Officer and the Controller be requested to report to the Jobs, Business Growth and Tax Reform Committee within 30 days on the merits of instituting a centralized grants unit in the City of Los Angeles.

PRESENTED BY:


WENDY GREUEL
Councilmember, 2nd District

SECONDED BY:



08-3041

NOV 07 2008

MOTION

In 1995, the Development Reform Committee, chaired by Dan Garcia, released a report entitled "Permit Streamlining and Bureaucratic Reform in the City of Los Angeles: Report and Recommendations" which analyzed the efficiency and impact of the City's development approval process. The report offered a series of recommendations relative to entitlement/land use processing, the plan check process, customer service, and fair fee policies.

In the intervening years, the General Managers of the Planning and Building and Safety Departments, with the support of the City Council and the leadership of Councilmember Reyes, Chair of the Planning and Land Use Management Committee, have implemented many of the recommended reforms. Although some progress has been made, there remains work to be done.

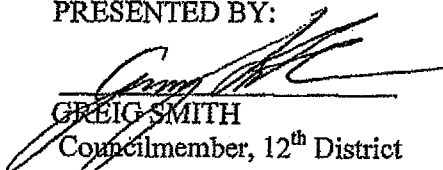
As such, Mayor Antonio Villaraigosa and Council President Eric Garcetti recently called for the "Twelve to Two" program with the goal of reducing the number of departments that major projects must go through in order to gain approval; thereby enacting many of the recommendations in the Daniel Garcia Report.

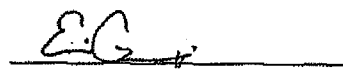
The Committee on Jobs, Business Growth and Tax Reform was established to improve the business climate in the City of Los Angeles. As the City's development review process becomes more efficient, less costly, and more certain in outcome, it will spur investment by the business community in the City of Los Angeles.

I THEREFORE MOVE that the Planning Department and the Department of Building and Safety be directed to report to the Jobs, Business Growth and Tax Reform Committee within 30 days on recommendations relative to entitlement/land use processing, the plan check process, customer service, and fair fee policies found in the 1995 Development Reform Committee report entitled "Permit Streamlining and Bureaucratic Reform in the City of Los Angeles: Report and Recommendations."

I FURTHER MOVE that the Planning Department and the Department of Building and Safety be requested to report to the Jobs, Business Growth and Tax Reform Committee within 30 days on progress being made relative to the "Twelve to Two" program.

PRESENTED BY:


 GREG SMITH
 Councilmember, 12th District


 ERIC GARCETTI
 Councilmember, 13th District

NOV 07 2008

SECONDED BY:





08-3053

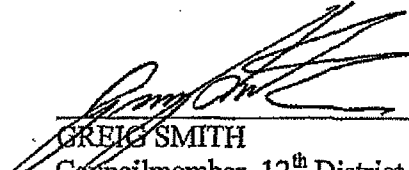
MOTION

In April of 2007, the Mayor of San Diego announced a Cleantech (Clean Technology) Initiative to promote the expansion of businesses that develop products and technologies that supply environmentally sustainable solutions. Clean technology includes solar power, wind power, hybrid vehicles, fuel cell technology, tidal power, bio-diesel, green building materials, and water treatment. A 2004 report by the Environmental Entrepreneurs and the Natural Resources Defense Council cited that California's clean technology industry could bring 52,000 to 114,000 jobs to the state by 2010. San Diego is coordinating alliances among local, regional, state, and federal agencies and developing an incentives fund to aggressively market the city as a clean technology center.

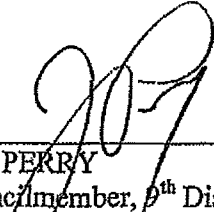
The University of California, San Diego recently completed a study of the present and future market of San Diego's Cleantech industry. In that report, the authors recommended that San Diego study other Cleantech regions to assess their competitiveness. Los Angeles was absent from a list that included the San Francisco Bay Area, Sacramento, and Boston. Concerns about climate change and high energy prices have focused more attention on clean technology as an opportunity for protecting the environment while creating thousands of jobs in a new high technology industry. With a variety of incentives and services, a Los Angeles Cleantech initiative will encourage green technology businesses to start up or relocate to Los Angeles, where they will provide thousands of high paying, career oriented technology jobs.

I THEREFORE MOVE that the Environmental Affairs Department be directed to report to the Jobs, Business Growth, and Tax Reform committee on the benefits and feasibility of creating a Cleantech technology initiative in Los Angeles, to promote the expansion of businesses that develop products and technologies that supply environmentally sustainable solutions.


PRESENTED BY:



GREG SMITH
Councilmember, 12th District



JAN PERRY
Councilmember, 9th District

SECONDED BY: 

NOV 07 2008

08-3054




MOTION

The California State Board of Equalization is responsible for collecting sales and use tax from businesses and allocating a portion of these funds to local jurisdictions. Misallocation can result in Los Angeles not receiving its fair share of tax revenue, resulting in a potential shortfall of millions of dollars. Effective January 1, 1998, Section 7051.3 of the Revenue and Taxation Code allows qualified businesses to receive a Use Tax Direct Payment Exemption Certificate, which allows businesses to self-assess and pay use taxes directly to the State instead of to the vendor from which the property is purchased. Use tax remitted in this manner is not added to the general proportion tax pool, but is directly apportioned by the Board of Equalization to the pertinent municipality. Both the local business community and the City of Los Angeles benefit from Use Tax Direct Payment Exemption Certificates. By remitting use tax in this fashion, businesses guarantee that all of their tax dollars are invested back into the local community, where they can support police, fire, and other city services which maintain a healthy, safe business environment.


Since 2004, the City of Los Angeles Office of Finance has operated a program to target and enroll qualified businesses into the Use Tax Direct Payment program. Their efforts have been met with marginal success. On average, the program provides Los Angeles with an additional \$30,000 in tax revenue per year. Under a similar program, the City of San Diego, with a population roughly one-third that of Los Angeles, earns an extra \$300,000 in tax revenue per year. The City of Los Angeles must study its Use Tax Direct Payment program to ensure that it has the proper structure and incentives necessary to drive additional tax revenue to the City at the fullest extent possible.

I THEREFORE MOVE that the City Administrative Officer and the Office of Finance be directed to report on the City's Use Tax Direct Payment program relative to its history, current status, and implementation challenges, to verify that it has the structure and incentives necessary to drive additional tax revenue to the City.

PRESENTED BY:

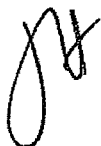


GREG SMITH
Councilmember, 12th District

SECONDED BY: 

WENDY GREUEL
Councilmember, 2nd District

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MOTION

JOBS, BUSINESS GROWTH & TAX REFORM

NOV 07 2008

Biotechnology is a burgeoning industry with a market capitalization of \$338 billion that is expected to employ 250,000 people in California by 2015. While San Francisco and San Diego are aggressively promoting their cities as biotechnology centers, such marketing efforts have stalled in Los Angeles, and the local economy is at risk of losing billions in biotech startups that choose to locate elsewhere. The City of Los Angeles must bring government, business, and academia together to develop a plan to promote the growth and longevity of biotechnology firms in the City.

As many biotechnology products are developed via university research, local universities are a key component of biotechnology growth. The University of Southern California (USC) Information Sciences Institute (ISI) is one example of a biotechnology center that can be leveraged to encourage private growth. As a research institute and graduate school affiliated with the Viterbi School of Engineering and the departments of Computer Science and Electrical Engineering, ISI is on the forefront of artificial intelligence, robotics, and systems integration research, to name a few. Local universities like USC provide a center for highly skilled college graduates to study and work on cutting edge technology projects, which drive biotechnology breakthroughs and spur the formation of startups.

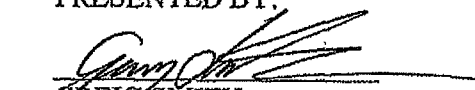
Another avenue of biotechnology growth in Los Angeles is the development of the USC Biomedical Park. As part of the Keck School of Medicine, the Biomedical Park will include medical research, classroom, and healthcare facilities, and will host researchers from USC, UCLA, and Caltech. It is scheduled to have a combined investment of approximately \$1.5 billion over the next decade and will create 8,500 high-paying jobs in East Los Angeles. Unfortunately, due to land use conflicts, the project is now running behind schedule. Because of its impact on the local economy, the new biomedical campus must be fast-tracked for completion.


The Committee on Jobs, Business Growth and Tax Reform was established to improve the business climate in the City of Los Angeles. By marketing the City as a biotechnology center and opening up a dialogue with academia and the private sector, the City of Los Angeles can serve as a catalyst for renewed development in biotechnology, which will bring good jobs and billions of dollars to the local economy.

I THEREFORE MOVE that the Los Angeles Business Team, Office of the Mayor be requested to report back to the Jobs, Business Growth, and Tax Reform Committee in 30 days regarding biotechnology marketing efforts and the feasibility of engaging local universities and biotechnology firms to ensure that start-ups spun out of university sponsored research remain local.

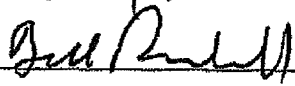
I FURTHER MOVE that the Los Angeles Business Team, Office of the Mayor and the Community Redevelopment Agency be requested to report back to the Jobs, Business Growth, and Tax Reform Committee in 30 days regarding methods to expedite construction of the USC Biomedical Park.

PRESENTED BY:


GREG SMITH
Councilmember, 12th District


JAN PERRY
Councilmember, 9th District

SECONDED BY:


08-3048

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MOTION

PERSONNEL

The current assignment of economic development responsibilities across several City departments has proven inadequate to establishing a business environment conducive to healthy growth. The City should consider the consolidation of all economic development activities into a new Economic Development Department with a clear mandate to create a pro-business environment and market Los Angeles as a business-friendly city. The City should additionally fund positions and fill vacancies in the Planning Department and Building and Safety Department that provide support to businesses.

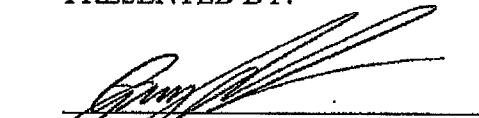
The Committee on Jobs, Business Growth and Tax Reform was established to improve the business climate in the City of Los Angeles. By creating a department that has the singular goal of promoting economic growth, the City will take an important step towards providing businesses with an environment that allows them to succeed.

I THEREFORE MOVE that the CAO with the assistance of CDD be instructed to report back within 30 days to the Jobs, Business Growth and Tax Reform committee with recommendations and a framework for establishing a new Economic Development Department.

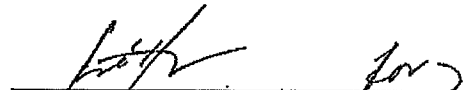
I FURTHER MOVE that the CAO, Planning Department, Building and Safety Department, Public Works Department, the Los Angeles Department of Transportation, and the Los Angeles Department of Water and Power be instructed to report back within 30 days with the following information relative to funding positions and filling vacant positions:

1. Identify current positions that are vital in providing services to businesses.
2. Manner in which these positions are funded and options to keep them filled.
3. The number of these vacant positions in each department and the ongoing efforts to fill these positions.

PRESENTED BY:

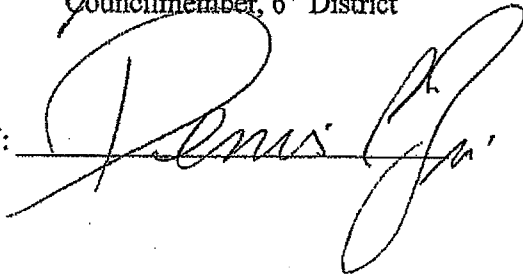


 GREG SMITH
 Councilman, 12th District



 TONY CARDENAS
 Councilmember, 6th District

SECONDED BY:



NOV 07 2008

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MOTION

JOB, BUSINESS GROWTH & TAX REFORM
NOV 07 2008

Due to the worst budget crisis in its history, the Los Angeles Unified School District (LAUSD) has been forced to cut most vocational classes from the curriculum. These classes provide students with the training necessary to go into the workforce and obtain jobs requiring technical skills. Vocational classes are a key component in drop-out prevention because they give students who have no interest in attending college a reason to stay in school and receive an education. With a drop-out rate of 52%, LAUSD's vocational program should be expanded to fight one of the highest drop-out rates in the nation.

In addition to vocational classes, job training and placement programs should reside within high schools and community colleges to provide students with convenient ways to prepare for employment. One such program, WorkSource, offers tools and resources to aid the job search, including job listings, career counseling, and vocational training. The location of the Hollywood WorkSource center at Los Angeles City College is a key first step and a model that must be utilized at the eight additional Los Angeles community colleges.

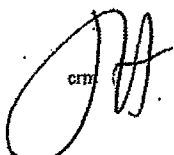
An additional example of workforce development in our local colleges is the Regional Economic Development Institute (REDI), located at Los Angeles Trade-Technical College. The center offers career and technical education, workforce development, skills education, and training programs. Its mission is to empower Los Angeles workers in low wage jobs to receive the training necessary to work high wage, sustainable jobs in high demand industries.

The use of the WorkSource and REDI in both LAUSD and Los Angeles community colleges will allow high schools to strengthen their vocational programs, as well as providing both high school and community college students with the means necessary to learn a trade and find a job. The integration of these programs in our high schools and community colleges will effectively blend learning with career planning, resulting in higher graduation rates and well-paying jobs for graduates.

One example of successful integration of job training and placement can be seen at Los Angeles Valley College. Located in Valley Glen, it has had an 87% success rate in job training and placing students in a variety of businesses such as Kaiser Permanente, the Metropolitan Transportation Authority, the Target stores, Valley Presbyterian Hospital and Warner Bros.

The Building Trades have proven apprenticeship programs that should be expanded and promoted to ensure proper training and building trade skills are available citywide. These programs provide valuable work experience and teach youth the valuable skills that are necessary to provide good paying jobs.

The Committee on Jobs, Business Growth and Tax Reform was established to improve the business climate in the City of Los Angeles. In order to create economic growth, the City must ensure that its citizens are educated at the high school level at minimum. By bringing workforce development into the classroom of our high schools and community colleges, the City will ensure that more students earn their diploma and find good jobs.




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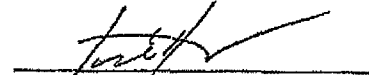
JOB, BUSINESS GROWTH & TAX REFORM

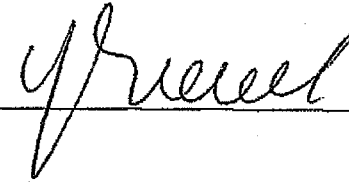
I THEREFORE MOVE that the Los Angeles Unified School District, the Los Angeles Community College District, and the Los Angeles Workforce Investment Board be requested to report back to the Jobs, Business Growth, and Tax Reform Committee in 30 days on the feasibility of implementing and/or expanding workforce development in LAUSD high schools and Los Angeles community colleges.

I FURTHER MOVE that the Building Trades and Business Community be requested to report relative to their efforts to create apprenticeship and internship programs and how these programs might be better integrated with the curriculum of LAUSD and the Community College District.

PRESENTED BY:


GREG SMITH
Councilmember, 12th District


JOSE HUIZAR
Councilmember, 14th District

SECONDED BY: 

NOV 07 2008
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NOV 07 2008

JAN COMMERCE & TOURISM

As the world's fifth busiest airport, Los Angeles International Airport (LAX) is the gateway for over 61 million passengers traveling to the Far East, the United States, and countless points in between. LAX is a vital asset to the City for its economic impact and its role as a first impression of Los Angeles for millions of travelers. International flights alone added \$82.1 billion in economic output plus 363,700 direct and indirect jobs in Southern California in 2006. Since the opening of the Tom Bradley International Terminal in 1984, the pace of infrastructure construction has not kept up with increasing passenger demand. The lack of effective mass transit, long wait times at US Customs, and poor customer service are a handful of the many problems which must be addressed if LAX is to regain its status as one of the premier airports in the world. The LAX passenger experience has resulted in LAX losing international travel market share to San Francisco and other international gateways. Had LAX retained this market share, the airport would have had approximately 9 more daily transoceanic flights in 2006, which would have added \$5.6 billion in economic output, along with 28,100 direct and indirect jobs. As emerging markets in Asia continue to grow at double digit rates, international travel is expected to continue to expand, and as international carriers plan routes for new long range Airbus and Boeing aircraft, LAX must be positioned to compete for this business. While current renovation efforts are applauded, LAX needs to further improve the passenger experience by investing in infrastructure and taking a more proactive approach at creating a truly world-class airport.

The Committee on Jobs, Business Growth and Tax Reform was established to improve the business climate in the City of Los Angeles. As a vital component of the City's economy, LAX must become a world class facility in order to create and sustain a healthy business environment.

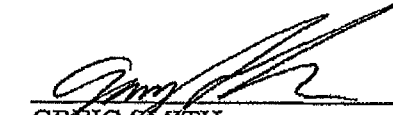
I THEREFORE MOVE that the Department of Airports be instructed to report back within 30 days to the Jobs, Business Growth and Tax Reform committee with the following information relative to LAX:

1. The feasibility of implementing Common Use Self Service kiosks (CUSS).
2. The status of extending the Green Line to LAX.
3. The average wait time for US citizens and foreign nationals to be processed through US Customs after deplaning.
4. The feasibility of utilizing RFID technology in the baggage system.
5. The customer service training requirements for airport personnel.
6. The feasibility of offering free Wi-fi in passenger terminals.
7. The feasibility of increasing the number of power outlets in terminals.
8. The number of restrooms available to arriving passengers before they enter US Customs.
9. The use of airport space for advertising, as well as a canvas to promote the City's cultural, sports, retail, and entertainment attractions.
10. The feasibility of providing after hours food service.
11. Implementation timeline and progress report for Master Plan.
12. Tom Bradley International Terminal renovations progress report.
13. The feasibility of permitting hourly pod style hotel rooms to be constructed in terminal space.
14. The integration of art, music, and gardens at LAX.
15. The status of current bidding of concession hosts and their plans to revitalize the airport

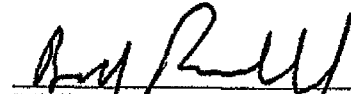
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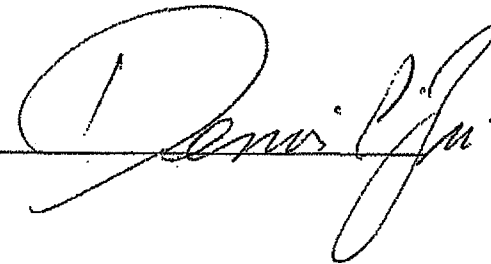
PRESENTED BY:



GREG SMITH
Councilmember, 12th District



BILL ROSENDAHL
Councilmember, 11th District

SECONDED BY: 

NOV 07 2008

08-3051

JOB, BUSINESS GROWTH & TAX REFORM
NOV 07 2008


MOTION

The Port of Los Angeles is the largest container port in the U.S., and critically important to the economy locally and across the nation. The Los Angeles/Long Beach port complex generates over 500,000 jobs regionally and handles over \$300 Billion in trade each year. With international trade being the number one job generator in the Los Angeles region, it is important that we take appropriate measures to ensure the growth of the logistics/goods movement industry in the local region.

The volume of cargo coming in through the ports is expected to double by 2020 and triple by 2030. Currently, there is no comprehensive, city-wide job training strategy that will prepare us for this anticipated growth of the logistics/goods movement industry. It is imperative that we capitalize on the growth of cargo volume by preparing the next workforce for these new jobs, with special emphasis on creation of jobs in underserved areas such as South Los Angeles and Watts.

I THEREFORE MOVE that the Harbor Department be instructed to report back within 30 days to the Jobs, Business Growth and Tax Reform committee on its efforts to work with other city departments to address anticipated employment growth of the logistics/goods movement industry, along with recommendations to create new jobs in underserved areas such as South Los Angeles and Watts.

Presented By 
GREIG SMITH
Councilmember, 12th District


JANICE HAEN
Councilwoman, 15th District

Seconded By 

NOV 07 2008

08-3047


October 22, 2008

MOTION


Many municipalities around the country use Merit Pay Systems (MPS) to encourage their employees to go above and beyond their expected duties. MPS often include semi-annual or annual reviews, a multiple-step pay scale, and a set range in which an employee's salary can increase based on his or her job performance. Some cities include an additional bonus if an employee increases the efficiency of an existing city process.


In the past, the City of Los Angeles used MPS to incentivize its employees. Like other cities, it would reward City employees who increased the overall efficiency of City government, of which the monetary savings would dwarf that of the reward payment. It was abolished because of favoritism and a lengthy wait for disbursement of bonuses, at times up to 18 months. The City should reconsider ways to create incentives for productive employees and departments. Departments that have met their annual goals under budget should be allowed to carry over these savings and distribute a small percentage of them in the form of incentives.

The Committee on Jobs, Business Growth and Tax Reform was established to improve the business climate in the City of Los Angeles. By providing incentives to star employees, the City will become more efficient and a better service provider toward the businesses and constituents of Los Angeles.

I THEREFORE MOVE that the City Council request the Quality and Productivity Commission and the City Administrative Officer, with the assistance of the Personnel Department, to report back to the Jobs, Business Growth, and Tax Reform Committee about the value of instituting a program similar to the previous employee suggestion award program and offer other best practice recommendations relative to increasing the productivity of City employees.

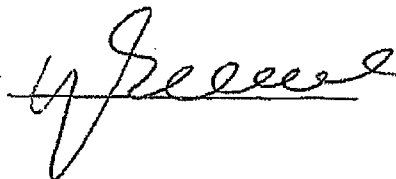
PRESENTED BY:


GREG SMITH
Councilmember, 12th District


DENNIS P. ZINE
Councilmember, 3rd District

NOV 07 2008

SECONDED BY:





06-1614-S1

MOTION

BUDGET & FINANCE
NOV 07 2008

During uncertain economic times, the City of Los Angeles should do everything within its power to assist the men and women who create jobs and provide revenue for critical City resources. Adopting another set of gross receipt tax cuts based on the 2005 ordinance has the ability to provide significant relief to businesses without jeopardizing City revenues.


The last round of tax cuts were a resounding success. The 2005 Business Tax Reform package reduced the City's gross receipts rates by 15% while at the same time business tax revenue increased each year above projections.

The City should begin preparing for the next round of gross receipts tax relief with the goal of bringing Los Angeles into a much more competitive position relative to neighboring cities. Not only will this action enhance the City's ability to compete with neighboring jurisdictions, it will also increase overall revenue to the City.

Further reduction of the business tax needs be carefully considered to ensure that when it is enacted it will positively impact both the City's economy and budget. As such, the City should invite a third party economic advisor, such as the UCLA Anderson Forecast, to determine the proper timing for this change. With this information a plan will be put in place that will automatically trigger a rate reduction based on specified economic criteria.

I THEREFORE MOVE that the CAO, CLA, Office of Finance and other appropriate departments report to the Jobs, Business Growth and Tax Reform Committee with recommendations for an independent, third party, economic advisor to complete an in depth economic analysis that will inform a plan to automatically trigger a reduction in the gross receipts tax based up specified economic criteria.

PRESENTED BY: _____


GREG SMITH
Councilmember, 12th District

SECONDED BY: _____



NOV 07 2008



08-3044

~~RULES & GOVERNMENT~~

OCT 24 2008

M O T I O

TO CITY CLERK FOR PLACEMENT ON NEXT
REGULAR COUNCIL AGENDA TO BE POSTED

#64

Tuesday 10/28/08

The City of Los Angeles, as a result of the current financial crisis, is facing a loss of large and small businesses. The loss of any business results in the loss of jobs throughout the City. In fact, during a recent economic outlook briefing to the City Council, the Milken Institute projected that the unemployment rate for the City of Los Angeles will reach 9.5% in 2009. In these difficult economic times it is imperative that the City have the ability to take the actions necessary to retain and attract businesses in a timely manner.

In order to make every effort to retain and attract businesses to the City, the Mayor and the Council should be authorized to offer competitive incentives. These incentives should include, but not be limited to, extended business tax waivers, identification of surplus city property which may be available to businesses, and site fee waivers and sewer facility hook up payment plans.

I THEREFORE MOVE that the City Council request the City Attorney to prepare a Charter amendment to be presented to Council relative to the changes that would be necessary to authorize the Mayor and the Council to offer incentives to businesses including, but not limited to, extending business tax waivers, identification of surplus city property which may be available and site fee waivers.

PRESENTED BY

E.G. for
GREIG SMITH
Councilmember, 12th District

SECONDED BY

y/reece

08-2914

OCT 24 2008