

ON SITE

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Playa Vista Job Opportunities and Business Services

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Message from the Executive Director



Ernest Roberts
Executive
Director, PVJOBS

This past quarter has been a remarkable one for PVJOBS. Our "Building Futures" awards luncheon, which recognized two PVJOBS workers who have turned their lives around through building careers at Playa Vista, was a huge success. The luncheon's participation by Lt. Governor

Cruz Bustamante and Los Angeles County Federation of Labor Leader Miguel Contreras significantly infused the event with their solid support of our job program.

Also adding to this successful quarter was our increased outreach efforts to local public agencies and to the members of the business community. Through these efforts, we have strengthened our ability to provide employment opportunities for at-risk communities in Los Angeles. We also continue to refer our job candidates to work assignments, both on and off site.

Other recent progress includes: our move into larger offices, the addition of two new board members, and the hiring of a summer intern, who is a local at-risk high school student. We're also eagerly anticipating the upcoming launch of our new website.

What makes these programmatic advances so exciting is that they are furthering our mission of providing meaningful career opportunities to those neighbors who need a second chance.

LT. GOVERNOR SALUTES PVJOBS WORKERS AT "BUILDING FUTURES" AWARDS EVENT

Lt. Governor Cruz Bustamante and Los Angeles County Federation of Labor Leader Miguel Contreras joined community, gang prevention and labor leaders at the "Building Futures" awards luncheon held in July to salute two PVJOBS workers who have turned their lives around through building careers at Playa Vista.

"It's gratifying to see at-risk men and women who are courageous enough to take the necessary steps to turn away from gangs, drugs and violence through seeking meaningful careers," said Bustamante, who served as the event's keynote speaker. "I commend Playa Vista for being sensitive to the challenges facing Los Angeles, and I call on the private sector in following their lead in establishing job programs that help end the cycle of despair that grips many in our communities."

During the event, Employee of the Year Awards were presented to two PVJOBS participants – laborer Allah Watkins, 27, and electrician Amber Bias, 21. Both Watkins and Bias received the highest performance marks from Playa Vista's on site construction managers, earning them the special recognition awards.

Contreras, Executive Secretary-Treasurer of the Los Angeles County Federation of Labor, hopes that the success of

PVJOBS influences other development projects and businesses to establish comparable job programs. "PVJOBS is an excellent example of how the private sector can work with the labor movement to utilize job programs to benefit

their businesses as well as at-risk communities," said Contreras. "Union jobs give at-risk youth and adults more dignity and hope for a promising future because they receive better training, wages, working conditions and bene-



Left to right: Playa Vista President Peter Denniston; PVJOBS Awardee Allah Watkins; PVJOBS Executive Director Ernest Roberts;

fits." Los Angeles City Councilwoman Ruth Galanter received the Vision Award for her role in overseeing the successful implementation of PVJOBS. Also awarded at the event was Matt Construction, which received the Contractor of the Year Award for the firm's ongoing commitment to hiring those who are at-risk.

The event's sponsors were: Benchmark Contractors; Carpenters Cooperation Community; Catellus Development Corp.; Fairfield Residential; Irish Construction; Latham & Watkins; Manatt, Phelps & Phillips; Matt Construction Corp.; Playa Vista; Psomas; Rogers & Associates; Sukut Construction Inc.; The Michael Dieden Company; Tru Green Landcare; and



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PVJOBS at Work

CAMERON WILLIAMS: REALIZING A GOOD FIND

What makes working at the Playa Vista construction site so rewarding for 24-year-old laborer Cameron Williams is working with people that he enjoys. "I'm glad to work around good people," said Williams. "I'm real fortunate because that's hard to find."

Williams knows all too well how hard it is to find good work. Raised between the homes of his mother and grandmother in a tough neighborhood in South Central Los Angeles, Williams grew up not seeing many people with satisfying careers. Discouraged from not having more positive male role models in his life, he joined a gang at age 12. "I got in a gang because that's all I was around and saw," he said.

Despite his gang involvement and getting wounded from a gang shooting, Williams was able to maintain good grades throughout junior high and high school. However, his life on the streets finally caught up with him during his senior year

when he was charged with a serious felony. Only a few credits shy of earning his high school diploma, he was sentenced to four years in prison for the crime. "I can't tell you why I did it, except that I was wild back then with no one to guide me," he said.

After being released from prison, Williams found it nearly impossible to find work as an ex-felon. "But I realized I didn't want to do what I did before I went to



Cameron Williams

jail," he said. Focused on rebuilding his life, Williams enrolled in a nine-month residential construction and carpentry-training program offered by **CCEO YouthBuild**, a community-based organization that provides apprenticeship training programs for local at-risk youth. Williams' determination to master a marketable trade led him to graduating at the top of his class.

For the next year, Williams worked in construction and carpentry for another community-based organization, AmeriCorps, before returning to CCEO YouthBuild to become a construction intern and trainer. It was during a PVJOBS presentation at YouthBuild that Williams decided to enroll in the job program.

Today, Williams feels fulfilled pursuing his construction career at the Playa Vista construction site. He also continues to receive high performance marks from **Sukut Construction**, a contractor at Playa Vista. Says Williams, "It's cool to work on this project. I hope I'm here to stay."

ALLAH WATKINS: DETERMINATION LEADS TO EMPLOYEE OF THE YEAR

Practically every construction manager at Playa Vista who has worked with 27-year-old laborer Allah Watkins has praised him for being a responsible worker who is enormously dedicated to his job. Since being hired through PVJOBS in May 1998, Watkins' hard work has caught the eye of four different Playa Vista contractors that have hired him to join their teams on a variety of construction projects.

Reared in a single-parent home in the Crenshaw area, Watkins joined a gang when he was 16 years old. Less than a year later, he was sentenced to six years in prison for



Allah Watkins

his involvement in a gang war. Deciding to change his life after leaving prison, Watkins enrolled in a telecommunications-training program and worked different jobs, both in construction and in warehouses. He also became a volunteer for **Unity One**, a gang prevention organization based in his old neighborhood, to discourage local youth from participating in gang activity. "I've been trying to give a positive message to the people around me," he said. It was through Watkins' volunteer work that he learned about PVJOBS. Less than a month after applying to the job program, he was hired as a union laborer to work at the Playa Vista construction site.

More than two years later, Watkins has worked nonstop for Playa Vista contractors in a wide range of capacities – from landscaping and laying in sewer pipes, to putting in storm drains and underground utilities. He is currently working on an electrical project with **Irish Construction**, which plans to keep Watkins on their construction team throughout their current assignment with Playa Vista and beyond. In July, he was honored with the PVJOBS Employee of the Year Award for his outstanding work at Playa Vista. "I've come a long way since I got a job working at Playa Vista," he said. "PVJOBS helped me get on the right track to straightening out my life."

Watkins is excited about pursuing his promising construction career, and he continues to volunteer twice a month with Unity One. Now living in Gardena, he recently became engaged and hopes to start a family in the near future.

PVJOBS Employment Update

Construction continues at the north-east corner of Lincoln and Jefferson Boulevards. The 6,600 square-foot Visitor Center is almost completed with a projected grand opening date in early 2001. Everyone is invited to come to the Visitor Center and see the multi-media displays explaining the extraordinary aspects of life in the Playa Vista community.

Still under construction are the first 409 units of the Fountain Park Apartments. Fountain Park itself is nearing completion, as are parking lots, road improvements and other infrastructure projects. South of Jefferson, grading activity continues to prepare the ground for several builders who anticipate that construction will begin shortly.

As construction activities grow, so does the placement of PVJOBS candidates. Our projections indicate that 25 to 35 new positions will be available to

PVJOBS through the fourth quarter, and another 35 to 45 positions through the first quarter of 2001. As of late August, there were 630 job candidates in our database waiting for an initial referral. Still needed, however, are job candidates who specialize in specific trade areas. The chart to the right lists candidate numbers by general construction trades. The asterisks signify trades that are especially needed.

Job developers should keep in mind that referrals can be made directly to a union. Often unions are in immediate need of apprentices, and they are sometimes willing to make arrangements for payment of initiation fees. Plumber's Local 761, for example, has indicated a need for apprentices. See the PVJOBS Union Book for contact information.

The PVJOBS selection criteria are based on the candidate's geographical area of residence and the number of at-risk

factors present at the time of application. For more information, please call us at (310) 448-4684.

Construction Trade	Number in Database
Carpenters	334
Flooring/Carpet Layers	23
Concrete Masons/Finishers	33
Electricians*	12
Iron Workers	35
Laborers	303
Tile/Marble/Brick Masons	131
Operating Engineers*	4
Painters	109
Plasterers	28
Plumbers	121
Roofers	64
Sheet Metal Workers*	7

* Trades Specifically Needed

MAR VISTA FAMILY CENTER: CREATING STRONGER COMMUNITIES WITH NEW JOBS

After more than 20 years of being in the business of developing educational programs and parenting classes for low-income families, the **Mar Vista Family Center** has added a new feather to its cap: generating job opportunities for at-risk youth. The new venture has paid off: Several workers who were referred to PVJOBS by the center have successfully maintained jobs at the Playa Vista construction site.

Located near the Mar Vista Gardens Federal Housing Project in West Los Angeles, the Mar Vista Family Center provides local at-risk neighborhoods with a diverse array of educational services – from pre-school education and after-school tutoring to pre-teen leadership training and a transitional education program. The center opened in 1977 as a small pre-school that focused on building stronger relationships between teachers and parents of low-income neighborhoods. Impressed with how the center encouraged parental involvement in the educational system, former Los Angeles City Councilwoman Pat Russell led an effort in 1980 to provide funding for expanding the center to serve



Mar Vista Family Center's Lucia Diaz and Pedro Valencianna

the highest at-risk areas on the Westside of Los Angeles. Today, the center serves approximately 1,000 families, including nearly 400 school-aged children and more than 200 youth who are at-risk.

The center's administration reflects a clear representation of the community it serves, as many of the staff members are either parents of the center's students or are former students themselves. "Our staff knows better than anyone how crucial it is for the educational system to support the family unit," said the center's executive

director, Lucia Diaz, whose daughter was a pre-school student at the center shortly after it opened. "Through our center, the family members and the community learn to accept shared responsibility for their children's education."

Two years ago, Diaz heard about PVJOBS as a result of

Playa Vista's community outreach efforts in the Culver City area. Realizing that job opportunities were a key factor in providing futures for at-risk youth in her community, Diaz immediately partnered with the job program.

"PVJOBS has created opportunities for our community, especially for the at-risk youth that we serve," she said. "This job program is extraordinary because it shows our community that there are people who want to give them an opportunity to empower their lives."

PVJOBS COMMUNITY PARTNERS

LAUSD APPRENTICE PREPARATION PROGRAMS (open to all)

African American Unity Center (Mr. Hammond)(323) 789-5656
 East Los Angeles Skills Center (Mr. Gomez)(323) 227-0018
 Los Angeles Technology Center (Mr. Wilcox)(323) 732-0153
 North Valley ROC (Mr. Sehwan)(818) 365-9645

ONE STOP CENTERS (adults, geographical or other restrictions may apply)

Beach Cities One Stop (Ms. Fisher)(310) 318-0675
 Community Centers One Stop (Ms. Castillon)(323) 752-2115
 Marina del Rey One Stop (Ms. Waters)(310) 309-6000
 Urban League One Stop (Mr. Parham)(323) 732-7867
 Wilshire-Koreatown One Stop (Mr. Richard)(213) 736-8567
 WLCAC One Stop (Mr. Williams)(323) 563-5679

YOUTH AND ADULT PROGRAMS

(geographical or other restrictions may apply)

Chrysalis/New Directions (Vets, Ms. Slayton)(310) 914-4045
 Chrysalis, Santa Monica (Ms. Condie)(310) 392-4117
 Communities in Schools (Mr. Leija)(818) 897-3549
 Community Build (Mr. Bektamba)(323) 789-9950
 Greater Bethany EDC (Ms. Johnson)(323) 753-0884
 Housing Authority of L.A. (Mr. Smith)(213) 252-1810
 IAM Cares, Compton (Disabled, Ms. Kominski)(310) 631-9606
 IAM Cares, L.A. (Disabled, Ms. Mitchell)(323) 584-9453
 Jobs for a Future/Homeboy Inds. (Mr. Carney)(323) 526-1254

YOUTH AND ADULT PROGRAMS *continued*

Joint Efforts Inc. (Mr. Brookes)(310) 831-2358
 LA Vets (Vets only, Ms. Harris)(310) 348-7600
 Mar Vista Family Center (Ms. Diaz)(310) 390-9607
 NO GUNS (Ex-gang affiliated, Mr. Marroquin)(310) 672-9348
 Radio Sin Fronteras (Mr. Sarabia)(626) 255-5306
 Santa Monica Barrios Unidos (Mr. Lares)(310) 655-2007
 Save Our Future (Mr. & Mrs. Jordan)(323) 291-6623
 SC PWI/SCRS (Ms. Ziegler)(310) 345-5713
 Union Rescue Mission (Mr. Hopkins)(213) 347-6300
 Unity One (Ex-gang affiliated, Mr. Taylor)(213) 963-5843
 The WorkPlace (Parolees, Mr. Portillo)(213) 386-3055

YOUTH PROGRAMS (restrictions may apply)

CCEO YouthBuild (Mr. Delgado)(310) 225-3060
 Covenant House of California (Mr. Aranda)(323) 461-3131
 Goals for Life (Mr. Berry)(310) 462-0039
 Joint Efforts Inc. (Mr. Brookes)(310) 831-2358
 Kulick Youth Opportunities (Ms. Minor)(323) 789-2730
 LA Youth at Work (Ms. Foggy)(213) 847-1584
 PACE/SIP YouthBuild (Mr. Leonares)(213) 580-0020
 Peacekeeper ARK (Ms. Adams)(310) 276-9046
 VCHC YouthBuild (Ms. Murphy, x117)(310) 399-4100
 YES YouthBuild (Mr. Drew)(323) 567-0091

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



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