



Crenshaw Crossing Announces Local Hire Program

By Sentinel News Service

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The Watt Companies and the West Angeles Community Development Corporation, the development team behind the Crenshaw Crossing mixed-use project proposed for the intersection of the Crenshaw and Expo Lines, today announced a partnership with the Coalition for Responsible Development (CRCD) on a local hire program.

The program will be administered by the CRCD Workforce and Economic Development Department which operates the Vernon-Central/LATTC WorkSource Center and specializes in providing job- training and certifications in conjunction with Los Angeles Trade-Technical College.

Community members who enroll in the program offered through CRCD's Workforce and Economic Development Department will receive priority consideration for jobs at Crenshaw Crossing, a mixed-use residential-retail

development proposed for the intersection of Crenshaw and Exposition Boulevards. Since opening the CRCD operated Vernon-Central/LATTC WorkSource Center in 2014, they have enrolled 4,753 job seekers into their program and place 1,112 individuals in permanent employment.

“CRCD has a proven track record of success and we are thrilled to have the opportunity to partner with them on this transformative project,” said Nadine Watt, president of The Watt Companies. “We take our responsibilities to be a good community member extremely seriously, and one of the best ways we can do that is by joining forces with others who are doing good work in the neighborhood.”

Founded in 2005, CRCD has worked with a number of large South LA development projects, including the USC University Village and Banc of California Stadium, on local hire efforts in South Los Angeles, as well as directing applicants to the appropriate resources available to get proper certifications to qualify for these jobs. To date, it has successfully trained and helped place more than 2,000 people on career paths to earn family-sustaining wages.

“Crenshaw Crossing’s commitment to a local hire program for area residents is an expression of confidence in this community. Equally impressive are their proactive efforts to ensure our community members have the skills needed to do the work,” said Mark Wilson, CRCD president and CEO. “Last year, the average hourly rate for an individual placed in employment through our local hire program was \$16.29. That income was then put back into the local economy. This is exactly how developers should be doing business in our community.”

CRCD will conduct outreach to South Los Angeles residents living within one to three miles of the project site to participate in the job training program. Once a candidate expresses interest, they will be directed to the WorkSource Center for initial intake and screenings. Following that, an individualized work plan will be developed for each participant in which they will be steered toward classes offered by LA Trade-Tech and receive life and job skills instruction. As a final step in the process, they will be linked up with career coaches who will facilitate interviews with contractors and employers.

For more information on both Crenshaw Crossing and its local hire program, please visit www.crenshawcrossingla.com.