



**City of Seattle**  
Department of Finance and Administrative Services

## **PHAC Meeting Notes**

**Priority Hire Advisory Committee (PHAC)**  
**July 8, 2015 – 9:00 a.m. - 12:00 p.m.**  
**South Seattle College Georgetown Campus**  
**6737 Corson Avenue South, Seattle, 98108, Building C, Room 111**

Key PHAC Conclusions/Recommendations/Decisions- July 2015:

**1. Guidance on Outreach RFP**

- Use a *lead organization* administrator to act as fiscal agent and manage outreach efforts by multiple community based organizations (CBOs) to ensure outcomes
- Involve *multiple CBOs to create an infrastructure* that will embed institutional knowledge in the community for ongoing collaborative efforts
- Invest in *expanding capacity of existing CBOs* – CBOs must have demonstrated experience with diverse partners to reach diverse audiences and/or *plan* to work with appropriate programs; the outreach work must align with the CBO's core mission/doing work already/experience reaching Priority Hire workers; ability to leverage resources (e.g., wrap around services)
- *Meaningful outreach*, i.e., multiple and adaptive outreach approaches; educate the entire community (not only potential PH workers) about the pathway into construction; provide information about opportunities *and* specific requirements of trades
- *Core/common message used by all* for consistency and clarity
- Defined *metrics/measurable outreach outcomes*
- *Economically distressed zone coverage* -TBD

**2. Tracking Priority Hire (PH) results** – FAS provides summary as well as detailed reports (e.g., by craft, etc.)

**3. PHAC meeting 2015 workplan** and standing agenda item– Add discussion topics on regional vision, barrier information, non-manual position; add King County's Economic Opportunity and Empowerment Program (EOEP) update as a standing agenda item

**4. Non-PHAC member attendance & meetings-** Invite people with content expertise as needed to PHAC meetings and subcommittees and continue PHAC meeting at 9 am



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**Welcome and Purpose**

Wendy Watanabe covered the meeting goals, including overview of the City's RFP.

**Agreements and Updates**

Meeting minutes from the June 10 meeting were approved.

Anna Pavlik shared that Job and Training Coordinator interviews began.

King County recently formed the King County Economic Opportunity Empowerment Program Advisory Board that is reviewing options for recruiting and hiring target workers on the new Children and Family Justice Center, similar to Priority Hire. Leanne Guier also sits on King County's committee and agreed to give report outs, moving forward.

The committee reviewed a report template of workforce diversity project goals and past performance. The City will draft a separate report showing actual hours, in addition to percentages, to revisit at a later meeting. The City will also provide two apprentice reports by trade and contractor.

**Key Issue Discussion/Guidance Development**

A representative from each subcommittee reported their proposed ideas for priority hire community outreach.

The workplan subcommittee presented a Diagram on how one CBO could be the fiscal agent for City outreach funds and partner with other CBOs.

The education outreach subcommittee proposed:

- reach out to community groups to see what they are doing,
- work with training providers, see where their gaps are and make them stronger,
- create marketing materials,
- have community members participate in community events to get them interested in construction,
- work with existing community groups and plan a job fair that is in an economically distressed zip code,
- see if the Mayor and Council will support the committee's request to work with the school district and create an apprenticeship pathway.

The committee broke out into two subgroups to answer the question "what should be the goals for the Priority Hire community outreach?" The funds are restricted to be used solely on outreach and education efforts by community groups and must be used by organizations with related experience. The fund is limited to \$100,000 in 2015 and \$100,000 in 2016. The RFP is set to be released in October; the funding will be dispersed in 2015 and can carry over to 2016 and possibly 2017.



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The first subgroup recommended:

- ⊖ Identify one lead community based organization (CBO) to act as fiscal agent for the administration of funds to multiple CBOs implementing outreach
- Create an infrastructure to leave behind institutional knowledge in the community
- Set metrics for outcomes i.e. placement goals,
- Ensure the right pacing of outreach so worker readiness and job placement are in sync,
- Selection criteria:
  - CBO must have demonstrated experience working with diverse organizations to ensure diverse outreach, experience using various methods of outreach and marketing
  - Broaden outreach to the whole community and not only targeted communities

The second subgroup recommended:

- Outreach needs to be conducted in a meaningful way,
- Focus on getting people interested in Priority Hire,
- Ensure use of multiple forms of contact,
- Educate entire community (beyond potential PH workers) about pathways in construction, job opportunities and requirements,
- Have a measurable way to be held accountable,
- Selection criteria:
  - Existing CBOs with this as their core mission/already identifying and connecting with potential workers,
  - CBO with demonstrated capacity/identified plan to work with appropriate programs,
  - Create a map that identifies economically distressed zip codes and ensure coverage to all assigned codes,
  - CBO with a multi-pronged approach that is adaptive and flexible (e.g., attend community events, host tours, etc.), can engage targeted number of people and make referrals,
  - CBO has existing funds so outreach dollars will be in addition to their primary income source,
  - CBO with ability to leverage resources, i.e. wrap around services.

Some members disagreed with some recommendations, i.e., asking RFP applicants to focus on all vs. a subset of economically distressed ZIP codes and the pacing of outreach. The committee agreed to table the discussion to a future meeting.

### **PHAC Dashboard**

Wendy developed a dashboard tool to help the committee track their priority hire recommendations and outcomes over time.

Future suggested agenda items included discussing non manual positions, focusing on the regional pipeline and discussing barriers target communities face.

A committee member mentioned the submittal of a federal government RFP for \$1.5 million and agreed to send the information to the City, who will send it to the full committee.



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**Operations**

Training providers agreed to participate in the next outreach subcommittee meeting.

The Committee agreed to have non committee members be involved at meetings.

The committee agreed to keep their meeting time start date at 9:00 a.m.

**Action Items**

The City will send out an e-mail confirming the October, November and December meeting times and locations.

The City will coordinate a meeting time for the workplan subcommittee.

**Next PHAC Meeting**

**August 12, 2015** – 9:00 a.m. - 12:00 p.m.  
South Seattle College Georgetown Campus  
6737 Corson Avenue South, Seattle, WA 98108

**PHAC Member Attendees**

Monty Anderson	Seattle Building Trades Council
Jon Bersche	YouthBuild
Greg Christiansen	Ironworker Management Progressive Action Cooperative Trust
Glenn Davis	Seattle Office of Immigrant and Refugee Affairs
Nicole Ferrer	ANew
Jon Green	Metro Painting
Leanne Guier	Plumbers & Pipefitters
Ray Hall	Electrician
Leslie Jones	Sound Transit
Andra Kranzler	Skyway Solutions
Tom Peterson	Hoffman Construction
Michael Woo	Community Representative

**City Representatives**

Kelsey Beck	City of Seattle – Department of Finance and Administrative Services (FAS)
Yemaya Hall-Ruiz	City of Seattle – FAS
Jeanne Fulcher	City of Seattle – FAS
Nancy Locke	City of Seattle – FAS
Anna Pavlik	City of Seattle – FAS
Julianna Tesfu	City of Seattle – FAS
Wendy Watanabe	Watanabe Consultation