



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

## **PHAC Meeting Notes**

**Priority Hire Advisory Committee (PHAC)**  
**August 12, 2015 – 9:00 a.m. - 12:00 p.m.**  
**South Seattle College Georgetown Campus**  
**6737 Corson Avenue South, Seattle, 98108, Building C, Room 208**

### **Welcome and Purpose**

Wendy Watanabe covered the meeting goals, including guidance recommendations for the City's RFP.

### **Agreements and Updates**

Meeting minutes from the July 8 meeting were approved.

Anna Pavlik introduced Jon Bersche as the new Job and Training Coordinator and announced that the Field Advisor posting received 40 applicants and has been closed.

The committee reviewed the workforce diversity project goals and past performance reports of the Seawall and Buried Reservoir project. The City explained that moving forward project goals and requirements will vary by project type.

The committee voted to keep the newly drafted report format with the number of workers included for projects moving forward and requested that the City continue providing all reports.

Anna Pavlik announced that the City created a plan with JW Fowler to meet the Buried Reservoir project's workforce diversity goals. Fowler hired a male apprentice and a woman apprentice who is the first Seattle priority hire apprentice.

### **Key Issue Discussion/Guidance Development**

The committee reported their guidance recommendations for the training and outreach fund RFP:

#### **PHAC GUIDANCE ON OUTREACH AND TRAINING RFP**

Package RFPs for both funds into one, allow applicants to apply for 1 or both

#### **OUTREACH**

##### **1. Intent of Outreach Funding**

- Build community capacity for ongoing pipeline role

##### **2. # of Outreach Grant Awards**

- 1 main contract to a lead CBO serving as fiscal agent/ administrator/manager of deliverables for outreach implementation (provided by multiple community groups, lead CBO may conduct outreach also)



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**3. Outreach Funding Qualified Applicants**

- CBO(s) with knowledge of/ demonstrated experience with: targeted constituencies/geographic area(s), workforce development, industry
- CBOs with demonstrated experience with diverse partners to reach diverse audiences and/or a *plan* to work with appropriate programs

**4. Outreach Funding Deliverables/Metrics**

- Community events facilitated, workshops/training sessions held, potential PH workers reached
- Networks tapped to reach potential PH workers
- Use of non-traditional and diverse methods of outreach
- Actual engagement with potential PH workers (not just distribution of flyers)
- Referral list created for community based organizations to use with potential PH workers
- Active coordination with pre-apprenticeship programs to help remove barriers for potential priority hire workers
- # (quality and type) of partnerships related to outreach and recruitment
- # of eligible applicants for training and # of successful referrals (participate in orientation)

**5. Outreach Funding Minimum Qualifications/ Selection Criteria**

- Track record of engaging targeted population/hosting successful events; joint planning with other stakeholders for outreach
- CBO(s) with a core mission and existing body of work/experience relevant to reaching Priority Hire workers; ability to leverage relevant resources for this population (e.g., wrap around services)

**6. Outreach RFP Required Information**

- Approach - Define outreach focus for greatest impact and targeted communities/geographic areas of organizational strength, plan for outreach including creative outreach approaches relevant to population, plan for “warm hand off” and follow up on referrals to pre-apprenticeship programs
- Competency - appropriate and effective methods of communicating with targeted constituencies/geographic area(s)
- Proven accomplishment

**TRAINING**

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**Ultimate Goal:** Ensure targeted groups are participating in state recognized pre-apprenticeship/apprenticeship programs as pool for job placement

**1. Intent of Training Funding \$**

- Increase quality of training provision to increase the readiness of pre-apprenticeship graduates (via curriculum/staffing/tools)
- Could be testing some new element/aspect; fill an existing gap; emergency gap funding to sustain existing programs

**2. # of Training Fund Grant Awards**

- No more than 3 (with the ability to subcontract with other organizations), number of awards depends on quality



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**3. Training Fund Qualified Applicants**

- Pre-apprenticeship programs in King County recognized by State and programs recognized by City/trades; experienced providers who either provide related support services or have established relationships with other organizations that link to the pre-apprenticeship training
- May be collaborative efforts with co-applicants

**4. Training Fund Deliverables/Metrics**

- Coverage of targeted ZIP codes, gender, ethnicity, age
- Pre-apprenticeship placements, graduation rates
- Provision of and/or connection to needed support services
- Successful referrals to City Job & Training Coordinator/job placement
- Expanded capacity/collaboration via networks

**5. Training Fund Minimum Qualifications: all 4 below**

- a) Experience
  - Understanding and providing (internally or via others) support services for multiple life barriers
  - Experienced provider with relationships with community based organizations providing support to targeted populations
- b) Outcomes (track record)
- c) Community relationships (with targeted populations/ communities)
- d) Developed relationships with the trades

**6. Training Fund RFP Required Information:**

- a) Approach -Define “ best use” of \$, including intended curriculum/staff/tools; include plan for support service provision (in-house/other providers) and the nature of those services; intent and plan for coordination with outreach efforts; method of expanding collaboration capacity/networks
- b) Knowledge - Demonstrated understanding and strategies to address barriers for the targeted population
- c) Competency - Demonstrated culturally competency (e.g., sited in community, language capacity, etc.)
- d) Proven accomplishment - Demonstrated track record of outcomes –actual examples

A committee member suggested that the Outreach fund RFP ask CBO's to describe where their outreach has the greatest impact.

A committee member proposed using different referral language i.e. calling the process a “warm hand-off” to ensure that there is follow –up with potential workers after referral.

**PHAC Workplan**

Wendy Watanabe reviewed the workplan for the remainder of the year; a committee member suggested looking into a regional vision due to the amount of future work that will be available, outside of the City. Wendy indicated that the regional vision discussion is scheduled for October.

**Communication tool for job providers**

Jeanne Fulcher provided the 1<sup>st</sup> draft of the City's outreach flyer. Committee feedback included:

- have personalized contact information on the flyer



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- use the term career rather than job
- incorporate encouraging questions
- use social media (Instagram, Facebook, Twitter)
- create a QR link for the flyer
- have a one sided flyer
- have limited redundancy

**Reflections**

Committee members and City representatives stated that the PHAC meetings have been meaningful and positive

**Action Items**

Committee members agreed to establish a Regional Vision subcommittee to prepare for the October Priority Hire Advisory Committee meeting.

The City will send out a doodle poll to set a meeting date for the Regional Vision subcommittee.

**Next PHAC Meeting**

**September 9, 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
Leanne Guier	Plumbers & Pipefitters
Andra Kranzler	Skyway Solutions
Marge Newgent	Equipment Operators
Tom Peterson	Hoffman Construction
Michael Woo	Community Representative

**City Representatives**

Yemaya Hall-Ruiz	City of Seattle – FAS
Jeanne Fulcher	City of Seattle – FAS
Anna Pavlik	City of Seattle – FAS
Julianna Tesfu	City of Seattle – FAS
Wendy Watanabe	Watanabe Consultation