



Priority Hire Construction Training and Outreach Funds  
Request for Proposal



# What is priority hire?

- Building family-sustaining careers through access to City public works projects
  - Priority workers – those living in economically distressed ZIP codes
  - Women
  - People of color
  - Apprentices and pre-apprentices



# Why priority hire?

	PAST PERFORMANCE ON CITY PROJECTS	VOLUNTARY EFFORTS (Rainier Beach Community Center)	COMMUNITY WORKFORCE AGREEMENT (Seawall CWA)
SEATTLE RESIDENTS	5%	2%	12%
DISTRESSED ZIP CODES	12%	3%	22%
APPRENTICES	13%	12%	15%
WOMEN	5%	6%	13%
PEOPLE OF COLOR	25%	24%	26%

<sup>[1]</sup> Past Performance on City Projects is based on hours from a sample of projects from 2009-2013. Sources are the Worker Profile in City of Seattle Construction Projects report and City of Seattle – Construction Workforce Diversity Report.

<sup>[2]</sup> Percentages listed under Rainier Beach Community Center reflect UCLA Labor Center analysis of employee data, 2014.

<sup>[3]</sup> Percentages listed in the Community Workforce Agreement column reflect Seawall hours in LCPtracker through September 30, 2015.

# How does priority hire work?

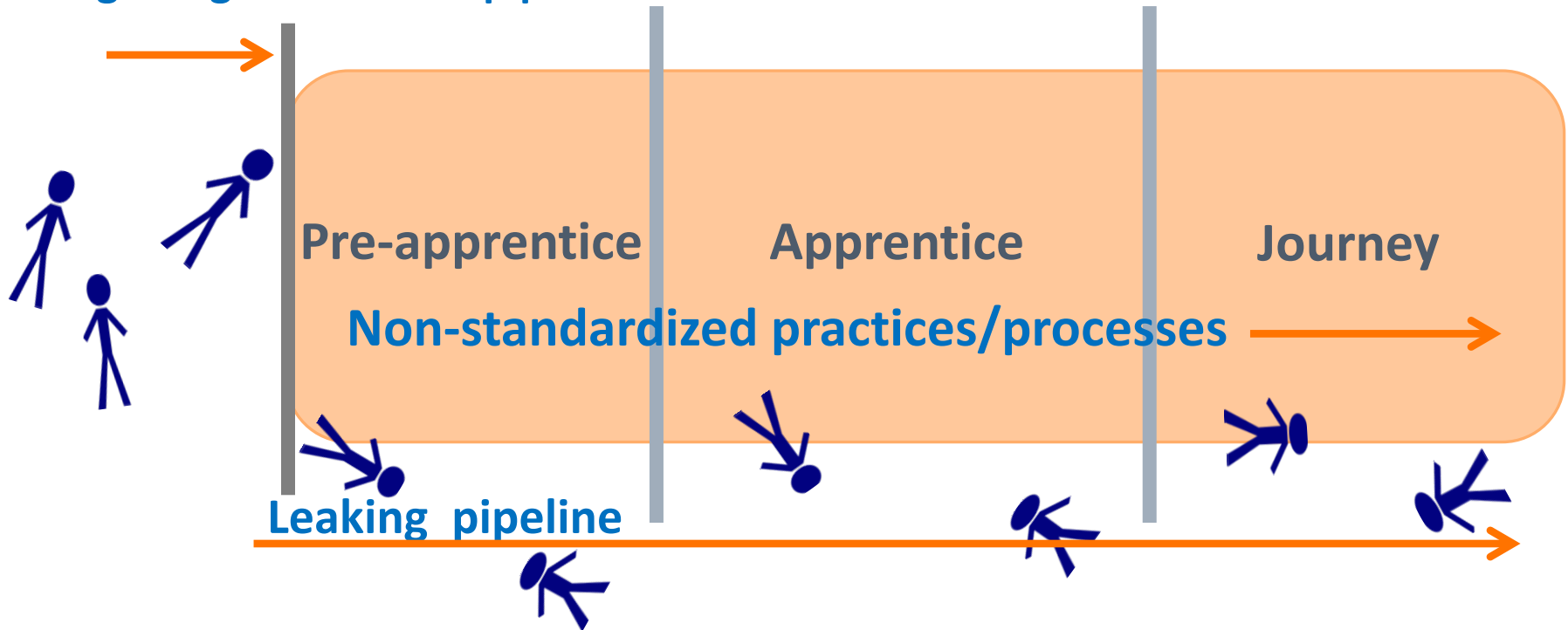
- On Jan. 29, 2015, Mayor Murray signed a new priority hire ordinance passed by Seattle City Council
- City construction projects of \$5 million or more:
  - Requirements for priority workers, apprentices and pre-apprenticeship graduates
  - Aspirational goals for women and people of color

# How does priority hire work?

- Apply a community workforce agreement (CWA)
  - Access to workers in state-recognized construction training programs
  - Dispatch priority hire workers out of order
- Recruit and train qualified priority workers
- Track project performance
- Convene Priority Hire Advisory Committee

# Construction Worker Pipeline

Insufficient supply of people getting into referral pipeline



# RFP Timeline

Schedule of Events	Date/Time
RFP issued	October 22
Proposers may begin submitting questions regarding the RFP to Julianna Tesfu ( <a href="mailto:LaborEquity@seattle.gov">LaborEquity@seattle.gov</a> ) or 206-684-4570	October 22
Pre-Submittal Workshop (attendance optional)	November 4 10:30 a.m.-noon
Pre-Submittal Workshop (Repeat) (attendance optional)	November 16 10:30 a.m.-noon
Deadline for questions	November 16 by 4 p.m.
PROPOSALS DUE	November 25 by 4 p.m.
Notification for interviews, if conducted	December 9
Interviews, if conducted	December 17
Announcement of successful proposer(s)	December 21
Contract award	January



# Who? Minimum Qualifications

## Outreach and Referral

Proposers applying for outreach and referral must be a community-based organization, which includes:

- Non-profit community-based organization  
OR
- Community-based organization that has a non-profit fiscal sponsor.

## Construction Training

Proposers for construction training must meet one of the following requirements:

- Local pre-apprenticeship training provider recognized by the Washington State Apprenticeship & Training Council  
AND/OR
- Pre-apprenticeship training provider approved by the City Joint Administrative Committee  
AND/OR
- Community-based organization that provides support services to apprentices/pre-apprentices (eligible for support service delivery only).



# What? Scope of Work

## ➤ Outreach and Referral (\$200,000)

Proposing, creating and managing an effective outreach and referral process that will measurably increase the number of successful referrals of individuals living in priority hire ZIP codes women and/or people of color to local pre-apprentice and apprentice construction training programs and job opportunities.

# What? Scope of Work

## ➤ **Construction Training (\$300,000)**

Proposing and managing a program that will increase retention in and graduation from pre-apprenticeship and apprenticeship programs for those living in priority hire ZIP codes, women and people of color. This may also include providing support services.

# What? Reporting

## ➤ Outreach and Referral Deliverables

- Build a sustainable underrepresented worker recruitment process.
- Recruit underrepresented individuals into the construction trades.
- Created and validate a referral list of support services and construction training programs. Assist individuals in accessing these services, and share this list with partner organizations.

# What? Reporting

- **Construction Training Deliverables**
  - Increase the availability and readiness of underrepresented workers.
  - Utilize collaboration and partnership to provide workers with access to the tools they need to be successful, including connections to available resources.

# How? Proposal Submittal

## ➤ Electronic submittal

- Subject Line: FAS Construction Training and Outreach Proposal.
- PDF format.
- Submitted in one email to [LaborEquity@seattle.gov](mailto:LaborEquity@seattle.gov).

## ➤ In person submittal

- Address: Seattle Municipal Tower, 700 Fifth Ave., Suite 4112  
Seattle, WA 98104.
- Sealed enveloped – RFP title, number and coordinator's name.

# How? Selection Process

1. Initial Screening
2. Proposal Evaluation

Evaluation Criteria:	Weight (points)
Organization Description	30
Work plan	50
Personnel	5
Budget	15

3. Interviews
4. Selection

# How? Proposal Support

➤ **Two pre-submittal workshops**

Nov. 4, 2015 10:30 a.m.-noon

Nov. 16, 2015 10:30 a.m.-noon

➤ **Question submittals**

Email: [LaborEquity@seattle.gov](mailto:LaborEquity@seattle.gov)

Phone: 206-684-4570

October 25 through November 16, 2015 at 4 p.m.

➤ **Website**

- <http://www.seattle.gov/city-purchasing-and-contracting/social-equity/labor-equity>
- <http://www.seattle.gov> → Labor Equity