

Oakland Case Study:

Equitable Economic Development that creates good jobs, strengthens career pathways, and advances inclusive policies

Jennifer Lin

East Bay Alliance for a Sustainable Economy



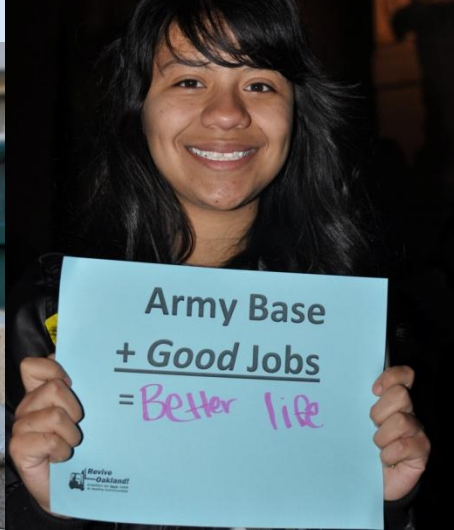
OAKLAND CASE STUDY

- Sectoral approach, building off of our strengths
- Linking land use planning, development projects, and workforce development
- Strengthening grassroots, community leadership
- Equitable jobs outcomes for low-income communities of color/ barriers to employment
- Leveraging policy to win on projects and using projects to advance policy change.

OAKLAND ARMY BASE (OAB)



CALIFORNIA
CAPITAL & INVESTMENT
GROUP



OAB CONSTRUCTION JOBS POLICY

HIRING & REFERRAL PROCESS

STEP 1 - USE EXISTING EMPLOYEES

To assign work to Residents, Apprentices, and Disadvantaged Workers

STEP 2 - UNION HALL REQUEST (NAME CALL, REHIRE, ETC.)

Requesting Residents, Apprentices, and Disadvantaged Workers

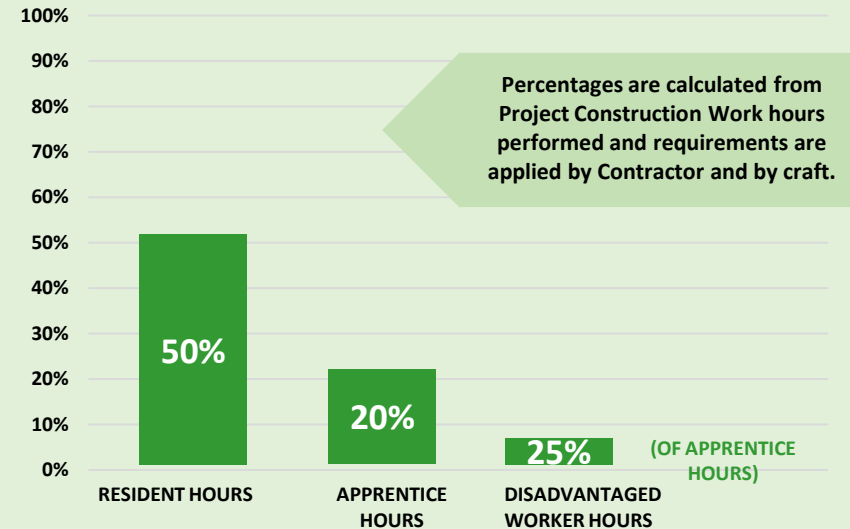
STEP 3 – WEST OAKLAND JOB RESOURCE CENTER JOB REQUEST

Requesting Residents, Apprentices, and Disadvantaged Workers

STEP 4 - CONSIDER JOB CENTER REQUEST

STEP 5 – UNION HALL REQUEST (General request)

PERCENTAGE REQUIREMENTS



Credit For Off-Site Hours

When determining compliance percentages, a Contractor may use hours performed by Residents or Disadvantaged Workers on other construction projects during the term of the Project Construction.

Bonus for New Apprentice Retention

For every 1,000 hours beyond and initial 1,000 hours that any one New Apprentice works for a Contractor, 500 bonus hours can be applied towards such Contractor's Resident percentage requirement.

New Apprentice Sponsorship Requirement

In each calendar year, for every 20,000 hours performed by a Prime, such Prime and/or any of its subcontractors shall sponsor 1 New Apprentice and employ such New Apprentice for a total of at least 1,000 hours during the term of the Prime's Project Construction Work.

NOTE: This is a conceptual diagram. Please refer to the OAB Construction Jobs Policy for Public Improvements for complete requirements regarding hiring and employment for the construction of the Public Improvements on the former OAB. All capitalized terms have the same meaning as ascribed in the OAB Construction Jobs Policy for Public Improvements.

OAB CONSTRUCTION JOBS POLICY

Impacts of the Policy to Date: Construction broke ground 2013

RESIDENT HOURS – GOAL: 50% OF PROJECT HOURS

Actual: Project as a whole, consistently meeting 50% Oakland hire goals.

APPRENTICE HOURS- GOAL: 20% OF PROJECT HOURS

Actual: Exceeding apprentice utilization

DISADVANTAGED WORKERS- GOAL: 25% OF APPRENTICE PROJECT HOURS

Actual: Exceeding disadvantaged Oakland apprentice hiring

OAB OPERATIONS JOBS POLICY

Long Term Job Opportunities:

1500 – 1800 JOBS IN
WAREHOUSING,
TRANSPORTATION,
AND LOGISTICS
STARTING IN 2017

Targeted Hire:

50% OAKLAND
LOCAL HIRE

25% DISADVANTAGED
WORKER HIRE

Opportunities for
people with criminal
record:

EMPLOYERS REQUIRED
TO “BAN THE BOX”

Stable, Steady Jobs:

NATION’S FIRST LIMITS
ON USE OF TEMP
AGENCIES IN
WAREHOUSES



Living Wages:

REQUIRED FOR EVERY
WORKER ON SITE

Warehouses Operational in mid-late 2017

Making it Real

◆ West Oakland Job Resource Center

◆ Community Jobs Oversight
Commission

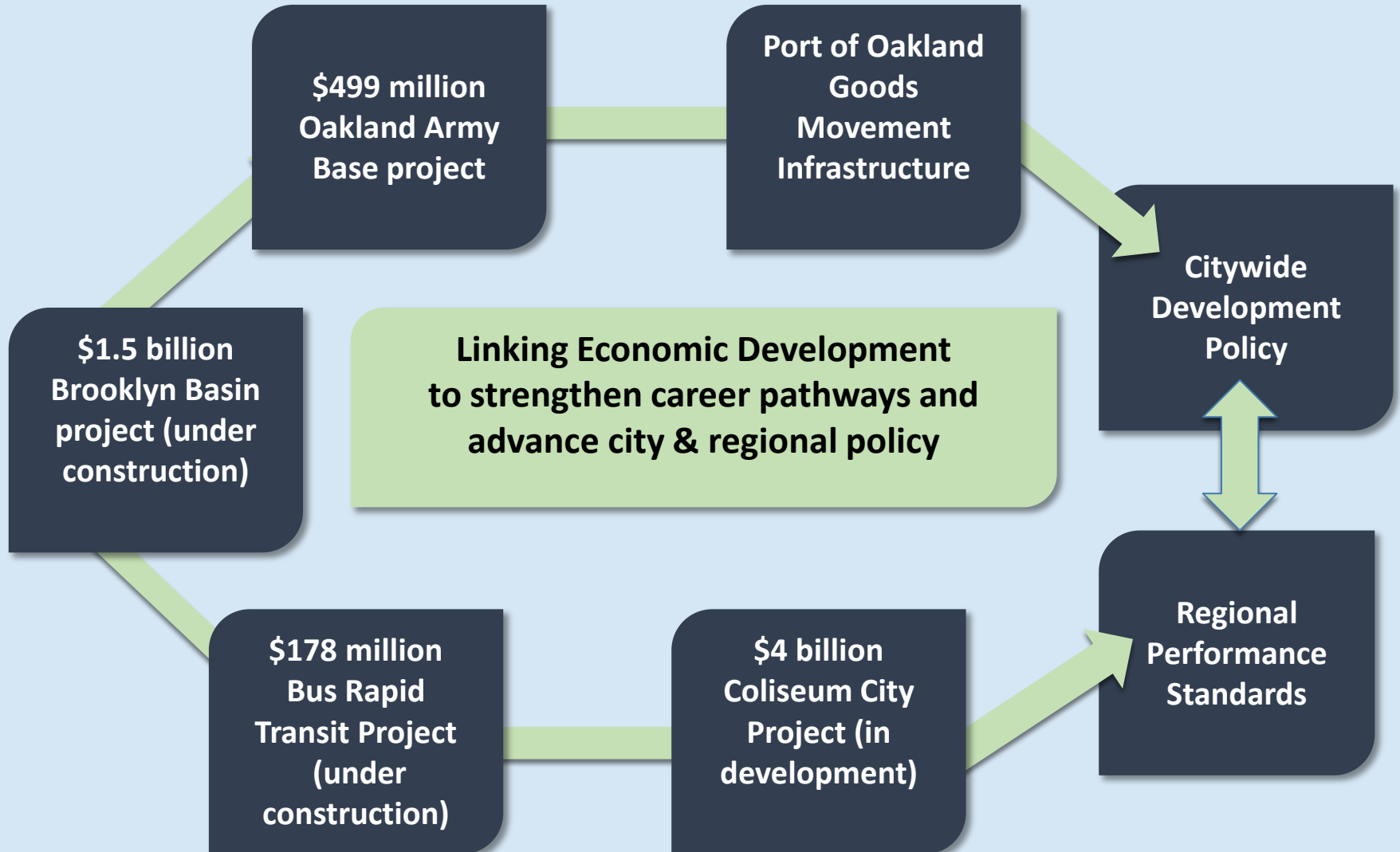
◆ Cooperation Agreement



154,000 HOURS WORKED BY OAKLAND RESIDENTS

**\$8.25 MILLION – 73% OF TOTAL EARNINGS – BY
OAKLAND RESIDENTS**

Expanding Opportunities



OAKLAND CASE STUDY

- Sectoral approach, building off of our strengths
- Linking land use planning, development projects, and workforce development
- Strengthening grassroots, community leadership
- Equitable jobs outcomes for low-income communities of color/ barriers to employment
- Leveraging policy to win on projects and using projects to advance policy change.