Report Back: Promoting Jobs in Construction

Vision Plan: Investing in People

Board of Commissioners – September 29, 2022
Vision Plan: People First

- Resident outreach
- Engagement
- Enhance resident access to workforce
- Job Placement
- Long term career opportunities

Outcome:
Help residents attain higher levels of education, financial security, personal wellness, community security, physical health, and household stability.
HACLA is in a unique position to fulfill and exceed Section 3 requirements in partnership with the Watts/Los Angeles WSC through the following components:

- WorkSource Center focuses on HACLA residents
- WorkSource Center can provide training to ready residents for jobs and provides client supports to help retain employment (e.g. uniforms, transportation subsidies)
- WorkSource Center can help clients continue employment after Section 3 opportunity ends
- WSC has two career areas of focus: Construction & Healthcare
Outreach Strategies: Reaching HACLA Residents

- Weekly Recruitments in the WSC (M-W)
- WSC Staff presence at various public housing sites
- Section 3 Flyers + Strategic Outreach to Program partners in HACLA communities
  - Distribution with monthly rent statements
  - Ongoing efforts to update the Section 3 Worker Registry
- Section 3 informational materials at management offices and on HACLA website
- Social Media promotion
- Zoom sessions with Section 3 participants
Outreach Strategies: Construction Focus

- YouthBuild Information Sessions at Jordan Downs and Ramona Gardens
- SEED School of Los Angeles County Workforce Event
- Kaiser Permanente Watts Construction Event
- Sheet Metal Trade Info Sessions
- Trade Summits/Construction & Health Fairs (Upcoming)
- LIUNA & Local 200 will conduct an information session at various PH sites
- Southwest Regional Carpenters Apprenticeship & Union to come to Jordan Downs Cedar Grove
Construction Partnerships

- HUD YouthBuild partnership
- Career Expansion Training and Placement
- City of LA Targeted Local Hire Program
- HD Supply Construction / Safety on Site Trainings
- Job Development Partner recruitments for construction projects include: LAX, 2nd Call etc.
How do we effectively attract women to the construction industry?

Observations:
- Poster, flyers not effective
- Offering workshops, trainings not enough if there is no interest
- Resident testimonials are powerful - role models from community
- New approach to create interest is needed
- Creation of a resident testimonial video
- Identified Sheila Walton
- Developed video with Intergovernmental Relations Department
- Video premiere

“"I’m glad that I am in a field that I love. It’s a hard job, but I love it and want to put more effort into it every day. Work hard, play hard. That is my motto.”

Sheila Walton
B.O.O.T.S

- Pre-Apprenticeship Training: Bridging Outstanding Opportunities with Tradeswomen Skills 4-week program specifically developed for women to provide hand-on training needed to succeed in the Carpentry trades

WINTER Information Session via Zoom

- Women in Non-Traditional Employment Roles (WINTER) Sessions
Approach

- Elected to do a telephone impact survey
- Selected Jordan Downs Area H new hires
  - Phase nearing completion
  - Stand-alone construction phase
  - Good new hire contact information

Methodology

- Developed set of standard questions
- Telephone calls made directly to new hires
- Called late in the afternoon for maximum results
- Challenges

Why do residents lose their employment?
Survey Results

Jordan Downs Area H Section 3 New Hire Survey

- Working Non HACLA Job, 16, 47%
- Other HACLA Job, 7, 21%
- Not Working, 11, 32%

Results

- 61% response rate
- Average employment lasted 4.5 months (Area H)
- 29% Union employees

Attempted to Survey: 56
Responded: 34
Survey Data

Number not Working
- 11 unemployed at time of survey
  - 6 out of 11 were either Jordan Downs or Watts Residents

Reasons Provided:
- Undisclosed health issue (1)
- Union waitlist (3)
- Work ended with subcontractor (7)
Survey Observations

Determinations:

- Main reasons for loss of employment:
  - Construction jobs have end date unless worker is picked up as permanent employee or assigned to new project
  - Continued employment opportunities also dependent on new hires, although some have obstacles
    - Reliable transportation
    - Childcare
    - Aging parent care

- Some prefer to work where they reside
New Redevelopment, New Opportunities

Jordan Downs Phase H3A
- Same General Contractor as in Area H: Portrait Construction
- Anticipate returning subcontractors to re-hire workers from Area H

Rose Hill Courts
- Two construction phases able to serve HACLA residents in East Los Angeles along with Pueblo Del Sol rehabilitation

Rancho San Pedro Pre-Development Work
- Phased demolition of the 479 unit complex and replacement with new housing, local-serving commercial uses and amenities
- Partnerships with WorkSource Center, Harbor Getaway Occupational Center, Chamber of Commerce
- Resident Surveys / Needs Assessments under development
- Resource Fair in late October
New Section 3 Rule

- First full fiscal year implementing the New Rule
- New Section 3 Rule focuses on sustained employment (hours worked) rather than inputs (number of new hires)
- Addition of an Administrative Assistant
- Attending and participating in HUD trainings
  - Presented at Slate Z Webinar Series
  - Panelist for upcoming HUD Section 3 Office Hours
- Providing trainings and resources to vendors
- New HUD guidance that may impact HACLA Section 3 program (PIH Notice 2022-10)
A Section 3 Success Story

- Bryant Collins has been a resident of Jordan Downs for over 26 years, where he lives with his young son.
- In 2018, Lonestar Construction hired Bryant to work on Phases 1A and 1B at Jordan Downs.
- He started as an apprentice and four years later became a journey worker and permanent Lonestar employee.
- Bryant has saved a bit of money, and looks forward to the next phase of his life as he prepares to become a homeowner.
- Bryant’s journey started by responding to a WorkSource Center flyer for a training workshop. Both he and we are very glad he did!
Questions