

Report Back: Promoting Jobs in Construction

Vision Plan: Investing in People

Board of Commissioners – September 29, 2022

People



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

- 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



LET'S GET YOU TO WORK!
ARE YOU A SECTION 3 WORKER
LOOKING FOR WORK or
TRAINING?

HACLA
Housing Authority of the City of Los Angeles

HACLA may be able to help you!

- 1. What opportunities are available?**
 - Construction, Administrative, Security and other jobs are available in various locations.
- 2. I don't have any experience. Can I qualify?**
 - Training and pre-apprenticeship opportunities are available. HACLA may be able to cover costs associated with training and union fees. Contact Fidelina Rivas at 213-605-0034 or Email: Fidelina.Rivas@hacla.org to learn more.
- 3. How can I learn about these job opportunities?**
 - HACLA maintains a database of qualified employment ready Section 3 Workers who are notified of these opportunities. Section 3 Workers wishing to enroll in the Section 3 Worker Registry can contact Fidelina Rivas at 213-605-0034.
- 4. Who is a Section 3 Worker?**
 - A Section 3 Worker is:
 - A low-income person earning less than \$64,750 a year; or
 - HUD YouthBuild participant; or
 - Individual employed by a Section 3 Business.



LET'S GET TO WORK!

ARE YOU A HACLA PUBLIC HOUSING RESIDENT LOOKING FOR WORK, TRAINING OR PRE-APPRENTICESHIP OPPORTUNITIES?

HACLA MAY BE ABLE TO HELP YOU!

Contact us to be enrolled in the Section 3 Worker Registry and be referred to contractors for jobs and training programs!

Contact Fidelina Rivas at 213-605-0034 or Fidelina.Rivas@hacla.org.

HACLA
Housing Authority of the City of Los Angeles

- 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



Come learn how to Jump Start your career in the Construction Industry

Trade Industries

- ▶ Carpentry
- ▶ Plumbing
- ▶ HVAC
- ▶ Electrical
- ▶ Painters
- ▶ Roofers
- ▶ Pipe Fitters
- ▶ Tile, Terrazzo
- ▶ Cement Masons
- ▶ Laborers
- ▶ Brick Masons
- ▶ Glaziers
- ▶ Iron Workers
- ▶ Sheet Metal Workers
- ▶ Elevators
- ▶ Operating Engineers

Qualities that successful apprentices share include perseverance, ambition, and initiative. Educational requirements vary, some programs prefer applicants with a high school diploma or its equivalent, while others may have more rigorous standards, and some have no educational requirement. Some programs require you to take an aptitude or other tests of skill. Most programs require English proficiency.

Informational Sessions June 2022
 JUNE 13TH 2022
 10:00AM-12:00PM
 10228 Juniper St. Los Angeles, CA 90002

Don't Miss this great opportunity to hear from industry leaders on how to become successfully employed in the various construction apprenticeship programs

In order to participate in this Event, you call to RSVP:
 Natasha Tate
Natasha.tate@haccla.org
 323-249-7711

What we offer

- ▶ We provide excellent pay
- ▶ Competitive Compensation
- ▶ comprehensive benefits
- ▶ State of the Art Training
- ▶ Advancement Opportunities
- ▶ Permanent Career

Requirements

- ▶ Have good verbal communication skills
- ▶ Are at least 18 year's old
- ▶ Willingness to learn
- ▶ Valid driver license (for some trades)

Please note all applicants are subject to a drug test

- ▶ Reliable, Dependable,



JOB RESOURCES FOR YOUTH & ADULTS 14 YEARS OF AGE AND OLDER!

OPPORTUNITIES IN JANITORIAL, HACLA EMPLOYMENT, TRANSPORTATION & MORE SERVICE OPPS

TRANSPORTATION INFORMATION & ADDITIONAL RESOURCES!

CONTACT INFORMATION BUREAU
 HACLAS 2022
 2022
 2022
 2022
 2022

RESOURCE FAIR!

HOSTED BY

HACLA

WEDNESDAY, JULY 27TH, 2022
11:30AM – 2:00PM

TURTLE/POCKET PARK
 2331 E Century Blvd, Los Angeles, 90002
 AT CEDAR GROVE

- 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

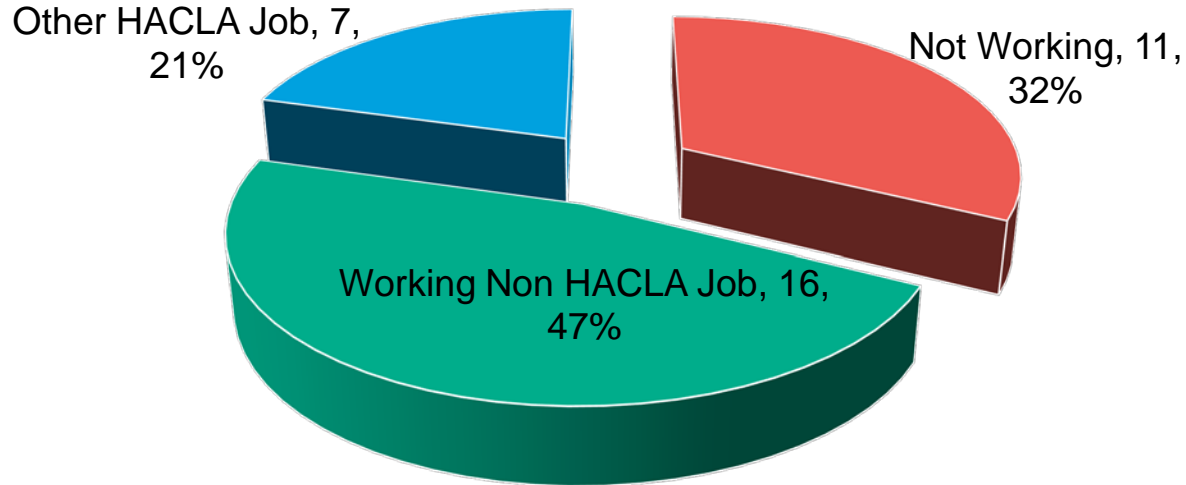
Methodology

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



Jordan Downs Area H

Jordan Downs Area H Section 3 New Hire Survey



Attempted to Survey: 56
Responded: 34

Results

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

Number not Working

- 11 unemployed at time of survey
 - 6 out of 11 were either Jordan Downs or Watts Residents

Reasons Provided:

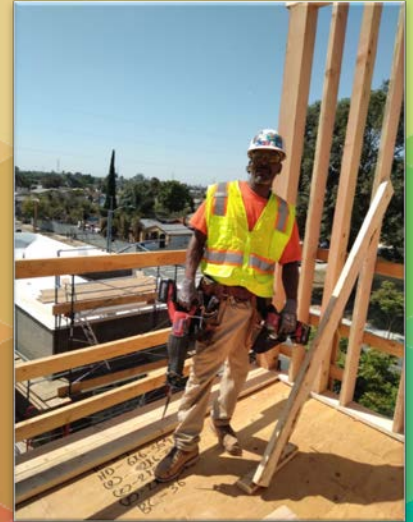
- Undisclosed health issue (1)
- Union waitlist (3)
- Work ended with subcontractor (7)



Jordan Downs Area H

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



George Taylor
Jordan Downs
Elliott Construction (JD)
Southwest Regional Council
of Carpenters

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



Ricardo Sandoval
Watts Resident
JEM Unlimited Iron
(RHC)



Jose Mateo
Pueblo Del Sol
Portrait Construction
(permanent hire)

- 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)



Lakenya Spikes
*Imperial Courts resident
Walton Construction (JD)*

- 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!



Bryant Collins
*Jordan Downs Resident
Lonestar Construction
Journeyman (completed)*

Questions