

Report Back: Promoting Jobs in Construction

Vision Plan: Investing in People

Board of Commissioners – October 27, 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



Rendered drawings of the new
WSC

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



America's Job Center of California | **HACLA** | **WorkforceSource**

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

Qualities that successful apprentices share include persistence, 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

Trade Industries:

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

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
- ▶ Age of 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,



WorkforceSource | **America's Job Center of California** | **HACLA** | **WorkforceSource**

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

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

WORKING TOGETHER TO PROVIDE INFORMATION & ADDITIONAL RESOURCES!

CONTACT INFORMATION BILINGUE
 HACLA OFFICE AT WASHINGTON STATE
 2311 E. Century Blvd, Los Angeles, CA 90002
 TELL US HOW WE CAN HELP YOU!
 323-249-7711

RESOURCE FAIR!

HOSTED BY:

HACLA | **LIUNA** | **Local 200**

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

TURTLE/POCKET PARK
 2311 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
- Partner recruitments for construction projects include:
LAX, 2nd Call



HD Supply Training,
September 2022

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

How do we effectively attract women to the construction industry?

Observations:

- Poster, flyers not effective
- Offering workshops, trainings are not enough
- Resident testimonials are powerful
 - * Use great role models from our communities
- Peer influence and examples breaks down barriers
- Developed with Intergovernmental Relations Department

Premiere: Sheila Walton Testimonial Video



“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.”

Research Approach

- Elected to do two telephone impact surveys
 1. Jordan Downs Area H New Hires
 2. 2022 P1 and P2 New Hires (through September)

Methodology

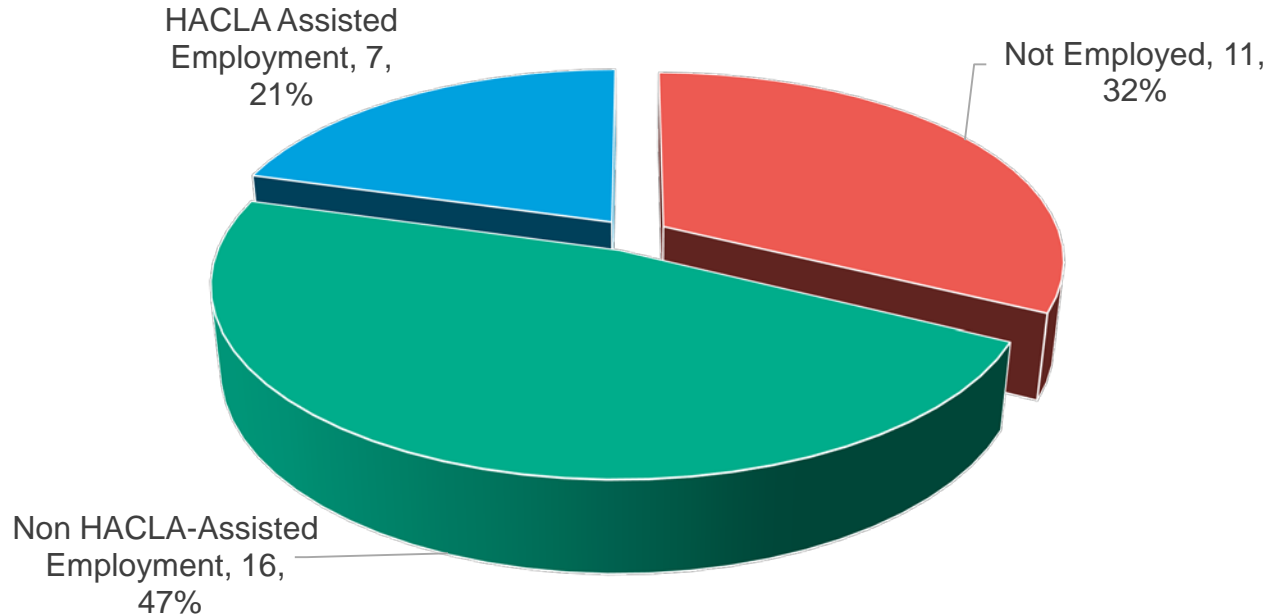
- Developed set of standard questions about employment status, length of employment, reasons for lost employment, obstacles
- Telephone calls (accommodated Spanish speakers)
- Outreach late afternoons and multiple times for maximum results

Survey Challenges



Jordan Downs Area H

Jordan Downs Area H Survey Results



Results

- 61% response rate (34 of 56 persons)
- Average employment lasted 4.5 months (Area H)

Survey Data

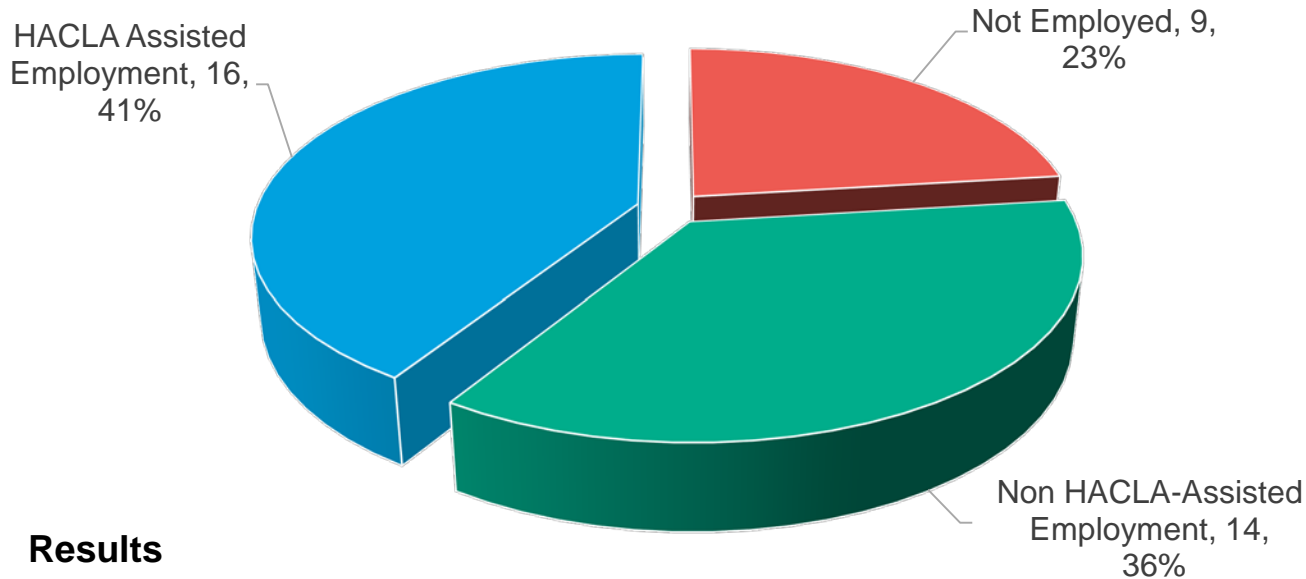
Not Employed

- 11 at time of survey
 - 6 Jordan Downs and Watts Residents

Reasons Provided:

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

2022 P1 and P2 New Hires Survey Results*



Results

- 86% response rate (39 of 45 persons)
- Average employment lasted 5.5 months

Survey Data

Not Employed

- 9 at the time of survey
 - 4 RHC and JD Residents
 - 5 Community Residents

Reasons Provided:

- Lack of skills / education
- Language
- Other / not disclosed

*New hires from Jan. - Sept.

Main reason for loss of employment:

- Construction job end date unless worker picked up as permanent employee or assigned to new project

New and Continued Employment Obstacles:

- Reliable transportation
- Childcare
- Aging parent care
- Lack of skills/education
- Language barriers
- 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 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 November



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)
- Requires tracking of Project labor hours
- 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)*

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!



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

Questions