

# 2023

## Annual Report

### Priority Hire Advisory Committee

Attn: Bruce Harrell, Mayor of Seattle  
& Seattle City Council



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# 2023

## Committee Membership

<b>Virginia Bethea</b>	Seattle Public Schools (Community)
<b>Claude Burfect</b>	Coalition of Black Trade Unionist (Community)
<b>Antonio Butler</b>	IBEW (Labor)
<b>Thom Butler</b>	Johansen Contracting Company (Contractor)
<b>Gregory Davis</b>	Rainier Beach Action Coalition (Community)
<b>Karen Dove</b>	ANew (Training Provider)
<b>James Faison</b>	Northwest Minority Builders Alliance (Contractor)
<b>Sonja Forster</b>	AGC (Contractor)
<b>Abdirahman Hashi</b>	King County DCHS (Community)
<b>Marianna Hyke</b>	Northwest Carpenter's Institute (Labor)
<b>Jerry Jordan</b>	PACT (Training Provider)
<b>Marilyn Kennedy</b>	OPCMIA Local 528 (Labor)
<b>Jamal Middlebrooks</b>	PNWRCC (Labor)
<b>Andrea Ornelas</b>	Laborers Local 242 (Labor)
<b>Steven Petermann</b>	Washington State Department of Corrections (Training Provider)
<b>Jamie Stuart</b>	Valley Electric (Contractor)
<b>Halene Sigmund</b>	Construction Industry Training Council of Washington (Training Provider)

SUBMITTED BY:  
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# Executive Summary

## Priority Hire Zip Code List Methodology

PHAC recommends the City move to change the methodology used to identify economically distressed ZIP codes from “high density per acre” to “high number or high rate.” Priority Hire prioritizes local construction workers living in economically distressed ZIP codes. This update allows more workers to be included who live in high poverty, high unemployment areas, and to reach workers who are 25 years of age without a college degree.

## Priority Hire ZIP Code List Expansion

PHAC recommends the City maintain a King County only Priority Hire ZIP code list. The City presented an option to expand a single county, King County, to a tri-county approach (Pierce County and Snohomish County). Advantages and disadvantages under each option raised a variety of concerns and considerations. PHAC provided its recommendation along with a list of primary concerns.

## Construction Workforce Investments

In response to the City’s presentation on construction workforce investments, PHAC agreed to provide suggestions to the City on this issue. PHAC provided suggestions in four outcome categories: general, outreach, training, and retention. PHAC brings a wealth of construction industry knowledge and experience, and the recommendation is intended to share PHAC’s perspective, generative ideas, and collective desire for Priority Hire regarding construction workforce investments.

## Student Youth Employment Program and the Non-Manual Credit Option

A proposal to change the Non-Manual Credit Option was accepted with additions. PHAC voted to change the 2022 Non-Manual Credit Option recommendation as it believes the Seattle Youth Employment Program (SYEP) better aligns with Priority Hire goals, and supports increasing construction career access for youth and young adults from diverse communities.

## PHAC Goals



### On the Job Compliance

**Goal:** Workers have an equitable opportunity to gain meaningful experience on job sites. Workers retained by contractor after project completion.



### Reaching Target Populations of Priority Hire

**Goal:** Adequate/effective outreach and recruitment from Priority Hire ZIP codes.



### Regional Collaboration for Priority Hire

**Goal:** Collaborate regionally to diversify the construction workforce.



### Sufficient Training and Support Services

**Goal:** Sufficient pre-apprenticeship graduates to meet projected demand. Increased pre-apprentice/apprentice trainee retention. Service providers adequately connect people to training jobs and support services.



### Job Assignment

**Goal:** Culture change on the job site resulting in equitable treatment.



## Introduction

**The following is a brief overview of Priority Hire. The 2023 report is the 7th – Priority Hire Advisory Committee Annual Recommendations Report since its inception in 2015.**

The Priority Hire Advisory Committee (PHAC) works with the department of Financial and Administrative Services staff to identify appropriate recommendations designed to enhance the implementation and development of Priority Hire. Guided by the Priority Hire Ordinance, its function continues to be to identify ways to address historically underrepresented workers in the construction industry by promoting construction training and career opportunities for residents in economically distressed areas in Seattle/King County. Distressed areas are identified by using ZIP codes.

The ordinance includes:

- **Prioritizing local construction workers living in economically distressed ZIP codes** on City of Seattle public projects over \$5 million, creating access to training and employment within the construction workforce.
- **Supporting women and communities of color to become part of the trained construction workforce**, with opportunities for construction careers.
- **Requiring a Community Workforce Agreement (CWA) to supersede union hiring procedures** and create better work environments with safety protections, dispute resolution, and grievance processes.



# 2023 Recommendations

## Priority Hire ZIP Code List Methodology

PHAC discussed a proposal developed by the City to change the methodology used to update the ZIP codes. Priority Hire prioritizes local construction workers living in economically distressed ZIP codes. The update is intended to reach more communities that live in high poverty, high unemployment areas, and to reach workers who are over 25 years of age without a college degree.

PHAC discussed changing from “high density per acre” to “high number or high rate” of those workers who also meet the Priority Hire goals and criteria. PHAC considered how the “high density per acre” methodology may skew ZIP codes to include communities that have a lot of people in a small area, with less emphasis on communities who meet the Priority Hire goals. The City noted that changing the density per acre language to high rate or high number would require a Priority Hire Ordinance change. After much discussion PHAC provided the following recommendation.

**Recommendation: To update the methodology from “high density per acre” to “high number or high rate” of those who meet the ZIP code criteria.**

PHAC noted several benefits for voting to change the methodology:

- The new methodology increases the flexibility to reach more Priority Hire communities.
- With the new method, the new ZIP codes that would be added to the list would capture ZIP codes that have traditionally been further out and can assist contractors who want to retain workers who are now able to buy homes and now live further from Seattle proper.
- PHAC believes this is responsive to city gentrification and the growth of Black, Indigenous, and Immigrant communities in south King County.

## Priority Hire ZIP Code List Expansion

The city presented the option to expand ZIP codes from King County only to including Pierce County and Snohomish County. The committee discussed the data presented, the purpose of Priority Hire, the impacts of an expansion, existing and emerging workforce demographics in the region, and Priority Hire project requirements and goals.

After discussing both methodologies, the updated ZIP code list under each methodology, and the advantages and disadvantages of changing the methodology; the committee voted to recommend the following.

**Recommendation: To maintain a King County only Priority Hire ZIP code list.**

PHAC recognized some of its main concerns for why it voted to maintain a King County only ZIP code list.

- Concerns for climate change and commuter considerations.
- Women and people of color who have moved out of Seattle and King County Priority Hire ZIP codes due to gentrification would still benefit from Priority Hire hiring goals, which are in addition to Priority Hire ZIP code hiring requirements.
- The King County only list does help contractors with meeting hiring goals for people of color.
- Expanding to a tri-county list may impede community efforts to expand Priority Hire in other parts of the tri-county region.

# 2023 Recommendations

## Construction Workforce Investments

The City presented to PHAC on construction workforce investments. The discussion focused on two topics to improve Priority Hire outcomes: 1) how the City can leverage workforce funds; and 2) how PHAC constituent groups can support outreach, training and retention for Priority Hire, women and BIPOC workers. PHAC discussed a variety of issues and generated ideas it believes the City can use to improve Priority Hire outcomes.<sup>1</sup>

### **Recommendation: To provide the following suggestions that the City can implement to address construction workforce investments.**

#### General

- Providing workforce projections would be helpful.
- Engage more Black and Indigenous organizations who might be interested in construction workforce investments. They may lack industry background and experience, but understanding their background and experience may reveal what is needed to support their involvement.
- Pay non-profit staff living wages.
- Organize quarterly meetings with partners that focus on best practices, partnership, and sustainability.

#### Outreach

- Update online and hardcopy Apprenticeship Guidebooks
- Provide in-person outreach.
- Fund and organize bi-annual outreach events.
- Create and use yard signs to generate interest.
- Work with students at alternative high schools.
- Work with immigrant and refugee communities to increase awareness of construction careers and opportunities.

#### Training

- Fund stipends and/or support services.
- Support stronger and expanded preferred entry/direct entry language in apprenticeship standards.

#### Retention

- Offer support services for at least a year.
- Visit job sites to ensure pre-apprenticeship graduates have what the need for support services.
- Provide flexible emergency support service funds.
- Offer technical and capacity-building support to providers.
- Streamline support service applications.

<sup>1</sup> These suggestions should be viewed as best practices, of which the City may have already instituted or applied.

# 2023 Recommendations

## Student Youth Employment Program and the Non-Manual Credit Option

The City of Seattle presented to PHAC a proposed change to the Non-Manual Credit Option. The proposed change updates the 2022 recommendation on the same topic<sup>2</sup>. The City proposed to connect the Seattle Youth Employment Program (SYEP) to the Non-Manual Credit Option as it believes it aligns with Priority Hire goals. PHAC discussed how SYEP increases career access for youth and young adults from households and communities that experience racial, social, and economic disparities. PHAC discussed whether to add pre-apprentices as well and agreed to add it to the proposed recommendation.

**Recommendation: To accept the proposed inclusion of the Seattle Youth Employment Program to the Non-Manual Credit Option as outlined below.**

	PHAC 2022 Recommendation (No.5)	Proposed Non-Manual Credit Option
<b>Contractor Eligibility</b>	All contractors are eligible	All contractors are eligible
<b>Credit Amount</b>	Up to 10% of required Priority Hire hours, OR one FTE, whichever is greater.  Any additional hours will be counted toward good faith efforts, or the Priority Hire requirement as approved by the PC Director	A <u>project</u> can earn up to 750 credit hours <u>per year</u> .  *SYEP allows one supervisor to manage up to five interns at a time, for a total of 750 hours per year
<b>Worker Eligibility</b>	Worker lives in a Priority Hire ZIP code	Intern is enrolled in the Seattle Youth Employment Program (SYEP). Program requires that interns: <ul style="list-style-type: none"> <li>• Are between ages 16-24 at start of program.</li> <li>• Live in Seattle, or attend Seattle Public Schools or Seattle Colleges</li> <li>• Live in a household at or below 80% Area Median Income</li> </ul>
<b>Type of Work</b>	Job is not primarily for the purpose of performing physical construction work.  Includes jobs in administration, human resources, projecting management and engineering	Job is not primarily for the purpose of performing physical construction work.  Pre-Apprentices are also eligible for the Non-Manual Credit Option up to 750 hours annually.
<b>Length of Employment</b>	Only hours performed during construction on the project can count toward the credit.  Non-manual positions may work in various job capacities on the project; it does not need to be the same job (i.e., promotions would still count).	Interns work up to 150 hours per SYEP internship. Wages can be paid through SYEP.  Upon internship completion, interns may be hired in regular non-manual positions (i.e., non-internships) and work in various job capacities on the project. It does not need to be the same job (i.e., promotions would still count). Up to 750 hours per post-internship hire can count additionally toward the non-manual credit on the project.

<sup>2</sup> For more information, please see the 2022 PHAC Annual Report - Non-Manual Credit Option - recommendation No.5, page 10.