

Building a Worker-Centered, Economic Justice-Oriented Local Jobs Policy

Demonstration of how a successful labor/management agreement can result in good jobs and a more competitive business

2019 - 2020



History – San Francisco - East Bay – Oakland Army Base Closures and Redevelopment – Role of the Community v Economic Development

Leveraging Economic Activity to Expand Opportunities

West Oakland Jobs Resource Center – local hire agency turned workforce intermediary – OAB Jobs Policy

California Labor Federation – Road map for developing a labor – management partnership

Historical Timeline Oakland Army Base Closure & Redevelopment

1945 Oakland Navel Supply Center	1989 - 1999 Economic Instability: Impact West Oakland	2010 – 2012 Jobs Policy Negotiations	2015 – 2019 Port of Oakland Jobs Policy Negotiations
<ul style="list-style-type: none">• Adjacent to West Oakland• Black migration from the South• Economic prosperity for Black families• Black Power Movement• Port Growth = Health & Economic Impact	<ul style="list-style-type: none">• 1989 Loma Prieta Earthquake – Collapse of Cypress Freeway• 1999 Base Closure Massive lay-offs of local residents• Oakland Works Coalition• Revive Oakland Coalition• MAPLA – Local Hire	<ul style="list-style-type: none">• Broad-based Coalitions – seat at the table<ul style="list-style-type: none">➤ Cooperation Agreement➤ Local Hire➤ Ban-the-Box➤ Jobs Resource Center➤ 2012 City of Oakland Jobs Policy	<ul style="list-style-type: none">• Broad-based Coalition – Revive Oakland, Oakland Works<ul style="list-style-type: none">➤ 2017 Port adopts Jobs Policy➤ 2018 Initial Groundbreaking➤ 2019 Jobs Policy Implementation

Leveraging Economic Activity to Expand Opportunities

**\$499 million
Oakland Army Base
(Jobs Policy Local
Hire + \$355K
workforce funds)**

**\$2 Billion Port of
Oakland
(MAPLA – Local Hire +
\$100K annual
workforce funds +
Seaport OAB Jobs
Policy)**

**\$1.5 billion
Brooklyn Basin
Development
(Local Hire + \$1.6
million workforce
funds)**

**Linking Economic Development
to strengthen career pathways and
advance city & regional policies**

**Citywide
Development
Policy**

**\$178 million
Bus Rapid Transit
Project
(Local Hire + \$0.10
contractor
workforce fund)**

**\$500 million
Alameda County
Affordable Housing
(Local Hire
Provisions)**

**Regional
Performance
Standards**

OAB OPERATIONS JOB POLICY FOR WEST GATEWAY

HIRING & REFERRAL PROCESS

STEP 1 – ONGOING HIRING PROCESS

Employer utilizes Job Center as a resource to fill openings for On-Site Jobs

STEP 2 – HIRING EMPLOYER (Employer standard hiring practices)

Consider all Residents and Disadvantaged Workers referred by Jobs Center

Job Referral Request Form

STEP 3 – PRIORITY INITIAL & ONGOING HIRING

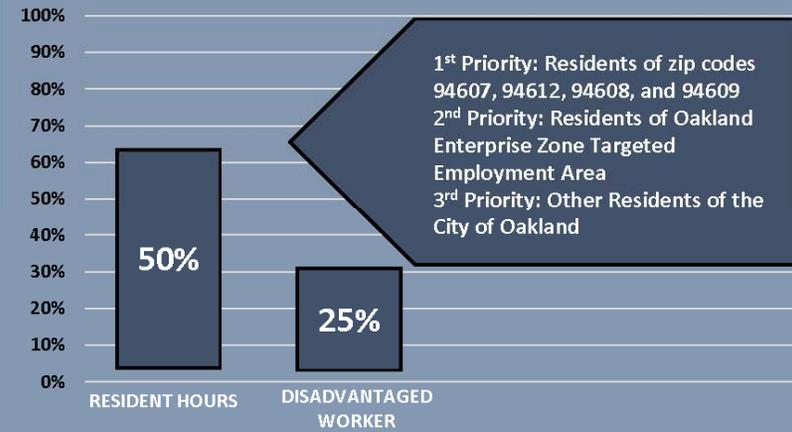
Job Center Referrals Include: 1ST PRIORITY ZIP CODES 2ND PRIORITY TEA 3RD PRIORITY OAKLAND RESIDENTS

5-Day Referral Review

STEP 4 – HIRE

At conclusion of 5-day period, employer may use other recruitment methods

PERCENTAGE REQUIREMENTS



Safe Harbor Provision

Large Employer with at least 50% of workers hired for On-Site Jobs during particular year were Residents, and for whom at least 25% of workers hired for On-Site Jobs during a particular year were Disadvantaged Workers, shall be deemed to be in compliance with Sec III.A.2 and III.A. for all hiring during that year.

Credit Hiring at Other Locations

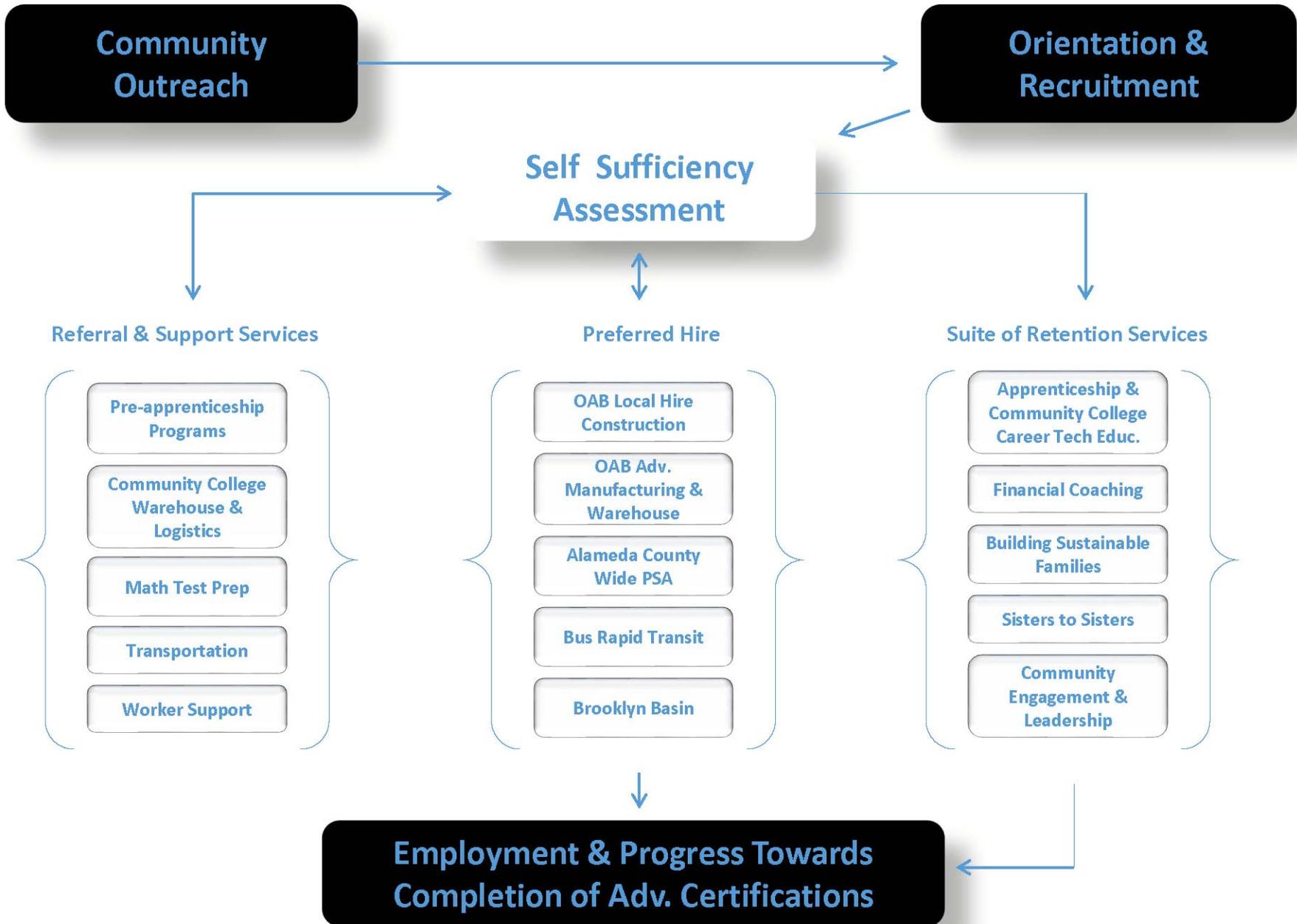
Large Employers shall receive credit toward achievement of the Safe Harbor threshold set forth in Section III.B.1 for any hires of Residents or Disadvantaged Workers to perform jobs at other locations, so long as such Residents or Disadvantaged Workers are compensated in an amount equal to or in excess of that set forth in the Oakland Living Wage Ordinance (Oakland Municipal Code Section 2.28.010 *et seq.*).

Retention Incentive

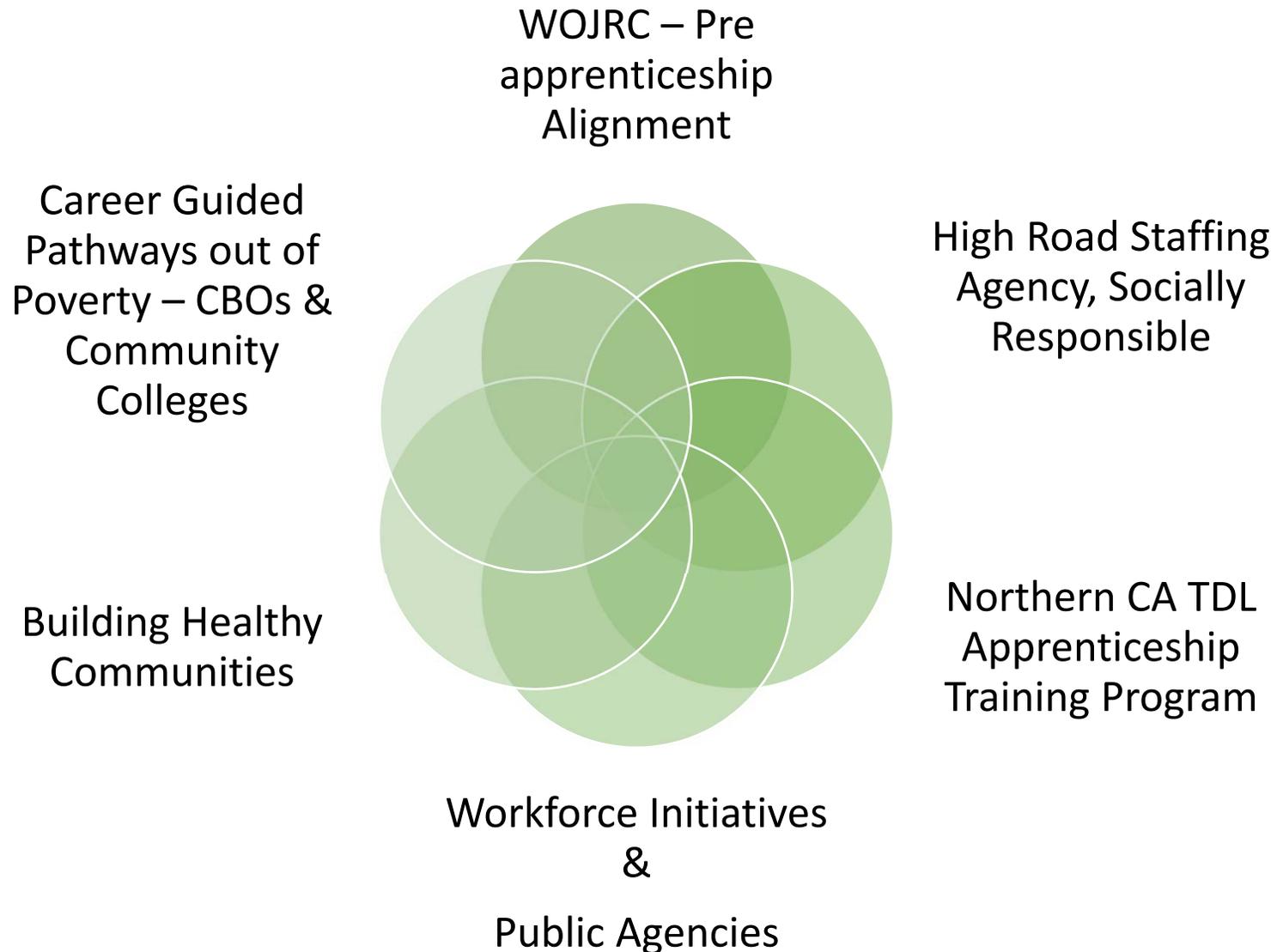
Large Employers shall receive credit toward achievement of the Safe Harbor threshold set forth in Section III.B.1 for any hires of Residents or Disadvantaged Workers to perform jobs at other locations, so long as such Residents or Disadvantaged Workers are compensated in an amount equal to or in excess of that set forth in the Oakland Living Wage Ordinance (Oakland Municipal Code Section 2.28.010 *et seq.*).

NOTE: This is a conceptual diagram. Please refer to the OAB Operations Jobs Policy for West Gate requirements regarding hiring and employment for the Operations Jobs Policy for West Gate on the former OAB. All capitalized terms have the same meaning as ascribed in the OAB Operation Jobs Policy for the West Gateway Jobs Policy.

WOJRC APPLICANT PROCESS



Theory of TDL Workforce System Change



High Road Training Partnerships

- **High Road Partnerships are partnerships that unite stakeholders around a mission to boost their regional economies.**
- They are between unions and employers, between industry groups and community groups, between workers and academic and political leaders, between foundations and government agencies and colleges. Most importantly, they include workers and the unions that represent them.
- Unions bring their expertise in training and placing workers, as well as their role as a voice for workers who have the greatest insight into how to make their work more effective.
- And unions, like employers, often have the greatest motivation and interest in making workforce development and training partnerships work for their members.





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High Road Training Partnerships

- **High Road Training Partnerships That Work**
 - **Industry Driven - (Start with the Jobs)**
 - **Worker Centered - (Worker Voice & Job Quality)**
 - **Community Focused - (Equity & Access)**
 - **Results Measured - (Meeting Stakeholder Expectations)**

High Road Training Partnerships

- **High Road Partnerships Develop Strategic Plans**
- To preserve and create good jobs by rescuing and modernizing ailing industries;
- To convert low-wage jobs into high-paying, family sustaining jobs; and plans,
- To generate a steady supply of highly skilled workers to fill them; and;
- To rally the resources and expertise to execute those plans.



High Road Training Partnerships

- **California HRTP Initiative**

- **VISION AND PURPOSE**

- The HRTP initiative supports skill-focused, industry-based training partnerships that advance equity by linking workforce innovation to regional challenges of job quality, economic mobility, and climate change.

- Each partnership will:

- Build economic opportunity and mobility to increase equity across California.
- Increase community resilience and environmental sustainability.
- Support California's high road employers – those that compete based on quality, innovation and human capital.



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High Road Training Partnerships

- **California H RTP Initiative**
- **COMMUNITY OF PRACTICE**
- Provide a forum for peer learning and information-sharing between grantees, partners, staff, and other system stakeholders.
- Build an expert community of high-road practitioners based on principles of collaboration and innovation.
- Create opportunities for participants to explicitly discuss the value and productivity of their participation in the H RTP implementation and beyond.
- Share knowledge and experiences from the field so that each individual organization can operate more effectively.



High Road Training Partnerships

- **West Oakland Job Resource Center** (Transportation and Logistics)
- **Worker Education and Resource Center** (Public Sector & Healthcare)
- **CA Transit Works** (Mass Transit)
- **Hospitality Training Academy** (Hospitality)
- **Port of Los Angeles** (Port Jobs)
- **Building Skills Partnership** (Janitorial)
- **Shirley Ware Health Center** (Healthcare)
- **Water Utility Partnership** (Utility Pathways)

Thank you!

Presenters:

Julina Bonilla, Workforce Development Manager

Port of Oakland

jbonilla@portoakland.com

Joyce Guy, Executive Director

West Oakland Job Resource Center

jguy@wojrc.org

John Brauer, Executive Director

Workforce and Economic Development

California Labor Federation – AFL-CIO

jbrauer@calaborfed.org

Moderator

Rob Hope, Initiative Officer – Bay Area Workforce Funders Collaborative

The San Francisco Foundation

rhope@sff.org