Program/Policy/Incentives Meeting, Wednesday November 30, 2011

Present: Shirley Harris, AWDA
                 Beth McMillan, ABI
                 James Alexander, ABI
                 Rob Brawner, ABLP
                 Elke Davidson, facilitator

The conversation was very detailed, and the notes have been written as an outline in order to ensure that every item is clearly addressed.

I)   **Carrots and sticks:** *Consolidate and help employers access range of tax credits/other incentives* and *help with compliance (verifying, reporting, etc.)*

II)   **Range of large-scale construction projects or initiatives in/near the BeltLine**

   ➤ City of Atlanta energy-efficient rehab project: Southface workforce report
      a. Excess capacity in residential sector – does this include Multi Family (**get copy of report and review**)
      b. Run through GA Power: does City have targeting power (i.e. BeltLine n'hoods)?
      c. If COA dollars used, does First Source Hiring policy apply (**Tamara? New Dir. of Sustainability?**)

   ➤ Better Buildings: 200 commercial green retro fits
      a. COA First Source hiring policy?
      b. How to link to EAG pipeline?

   ➤ City Hall East
      a. Contracts already let – COA First Source?
      b. Can't find lead/asbestos/hazmat trained workers (**Angie Graham confirms?**)
      c. **Focus next ADA BeltLine training?**
      d. **Barriers:** physical fitness, location of training (intown), criminal background (**ABI policy? Contractors?**)

III)   **Need matrix of (health-oriented) construction skills for pilot (environmental remediation)**
   ➤ Entry level and up
   ➤ By skill area
   ➤ By funding source
   ➤ Use Southface report, PPI matrix, GA Stand-Up matrix
   ➤ Include barriers

IV)   Focus on high-school students: fewer barriers, esp. re: criminal background

V)   Role of Atlanta Tech?

VI)   Link to Washington High School – has vocational track
    ➢ Other H.S.'s around BeltLine: **Tech Charter, Grady, Carver, Maynard Jackson – should we access? How?**

VII)   **Develop funding matrix**
    ➢ $ to students by type of institution (Tech College, CBO participants, etc.)
    ➢ $ to students by demographic profile
    ➢ $ to employers for hiring and/or training
    ➢ $ to workforce development orgs/agencies

VIII)   ABI First Source Hiring Policy
    ➢ Tracking system
        a. ABI currently funding a consultant (**Huxie Wilkens**) who tracks the following:
            ▪ Who participates in AWDA trainings (monthly report)
            ▪ Who gets placed in what jobs (monthly report)
            ▪ How long folks stay employed (time-frame?)
        b. For TAD funded projects, employers are required to use daily sign-in sheets with zip-code info (used to track length of employment?)
        c. Long-term: ABI looking to shift the tracking function to AWDA itself.

    ➢ Enforcement mechanisms: What are the consequences if contractor using TAD dollars *does not* comply with First Source policy? What's on the books, and what is actually happening?

IX)   Measurement issues across orgs/institutions
    ➢ Multiple organizations/institutions performing workforce training and placement – do they measure the same things (**# of participants? # of graduates? % placed? Time employed? Wages? Other?**)? Using the same definitions? Within the same time-frames? Orgs include but are not limited to:
        a. APS
        b. AWDA
        c. CBO's
        d. ARC
        e. DOL
        f. Chamber
        g. Other?

X)   Issues/challenges
  - How to ensure that AWDA training is topic-relevant?
  - How to address issues of *scale and type:* project size impacts hiring, different barriers to entry depending on type/size of project (i.e. transit projects more labor intensive than parks)
  - How to coordinate recruitment of BeltLine residents (NPU's, n'hood associations, ABI civic engagement, leverage current AWDA/CBO recruitment process, etc.)
  - Ensure focus on entry-level jobs with ladders
  - **Look at group of prequalified contractors for ABI projects for recruitment to focus groups** (compare to list from Angela Graham)

XI)   Managing expectations
  - Refine job creation projections in original BeltLine feasibility study
  - Look at projected projects over next 3-5 years to **project # of construction jobs and % entry-level. This is our field of impact, and what we should be evaluating ourselves next to.**