

## PASADENA FIRST BUY LOCAL LOCAL PARTICIPATION PLAN

### Background

The City of Pasadena are undertaking a major capital improvement project (Project). It is imperative that Pasadena businesses and local workforce be given the opportunity to participate in the potential economic opportunities. The following Local Business Participation Plan (Plan) is an operational extension of [Pasadena First Buy Local \(PFBL\)](#) and is prepared by the City of Pasadena to better prepare Pasadena residents and Pasadena based businesses for available economic opportunities. Outreach efforts shall include but not be limited to those identified in the [Pasadena First Buy Local Operations Document](#) received by City Council (June-2010), and shall be carried out for the Project.

This Project is operating under a Project Labor Agreement with the Los Angeles and Orange County Building and Construction Trades. The goal for local hiring [of Pasadena residents] is 25% of the certified payroll. Separately, this Project will have a goal of 15% of local subcontracting and procurement.

### Definitions

1. Local Resident: a person with a primary address in the City of Pasadena by the time of the bid release.
2. Local Business: defined as a fixed place of business or residence within the City of Pasadena by the time the bid release.

### PFBL Outreach Efforts:

Available economic opportunities will be assessed to determine the appropriate outreach effort. All outreach efforts prescribed in [Objective Two of the PFBL Operations Document](#) shall be designed to mobilize local residents and/or local business relative to the economic opportunities available. Examples of outreach efforts to local residents and businesses will include but not be limited to: maintaining a database of potential local residents and business, verifying information provided by local residents; facilitating interviews between prime and Local Businesses; facilitating interviews between contractors and Local Residents; notify Local Businesses and Residents of available opportunities; preparing Local Businesses and Residents to compete for available opportunities; and informing Pasadena First Buy Local Working Group of outreach strategies for the Project.

**PFBL Outreach Tools:** Outreach efforts prescribed in [Objective One of the PFBL Operations Document](#) shall be applied to utilize administer effective outreach and marketing efforts. The City's Local Hiring database of Local Residents for construction job referrals, as well as other appropriate and sufficient data sources shall be utilized to announce and solicit local interest for construction job referrals. The City's Business License list of Local Businesses shall be utilized for Local Business Referrals, as well as Local Businesses registered on the City's online bid notification system (Planet Bids).

Local advertisements and flyer distributions with various Community Based Organizations shall also be utilized.

**Local Subcontractor Solicitation Process for Contractors bidding on the Project:**

This section is relative to [Ongoing Review & Evaluation of the PFBL Operations Document](#) to strategies for monitoring local participation on public projects. It is the policy of the City of Pasadena (Municipal Code 4.08.015) to:

*“Promote the local economy by encouraging local business enterprises to make bids and proposals for city contracts and to provide the preferences for such firms when competing for city contracts...”*

Any contractor or procurement that does not satisfy at minimum 15% of their subcontracting or procurement with Local Businesses must submit proof of the following outreach components taken. Forms shall be provided to the contractors to assist them in documenting the following steps. Note: 15 points are required to pass the Local Subcontractor Solicitation Process. Less than 15 points will be considered nonresponsive.

**Component One – Compile a list of Local Businesses (mandatory):**

Contractors shall contact Pasadena First Buy Local to generate a list of Local Businesses with active business licenses in the trades that you intend to subcontract no later than seven calendar days prior to the bid date.

**Component Two – Advertise (5 points):**

Contractors shall place an ad in two local news publications that distribute in the City of Pasadena at least 3 days prior to bid date. At least one of these publications must be in paper print. Your ad should contain, at the very minimum, your company information, a contact person responsible for soliciting bids, the trades and/or services you are requesting, the title and location of the Project, and where bid documents can be reviewed/obtained.

**Component Three – Solicit Local Businesses (5 points):**

Contractors shall solicit bids from Local Businesses in each category they intend to subcontract no later than three days prior to the bid date. Prime contractors shall submit a spread sheet containing all bids including those subcontractors not selected (with dollar amounts, and contact information); and reasons for selection or non-selection.

**Component Four – Collaborate with Local Businesses (10 points):**

Prime contractors shall engage in a discussion with Local Businesses matching one or more areas of work they intend to subcontract no later than three days prior to bid date. Prime contractors shall submit a spread sheet containing all bids including those subcontractors not selected (with dollar amounts, time and dates discussions took place, notes from the collaboration, and pertinent contact information); Prime Contractors must also explain reasons for non-selection.

### **Compliance Monitoring:**

This section is relative to [Ongoing Review & Evaluation of the PFBL Operations Document](#) to strategies for monitoring local participation on public projects. PFBL will, where applicable, utilize an online Labor and Contract Compliance software to track all payments to prime and subcontractors, and all types and levels of labor working on the entire Project. The system will include but not be limited to the following general functions:

- Exchange data with existing financial, ERP, procurement, and other third party systems
- Collect and manage certified payroll data for multiple Projects
- Collect and manage contract data (payment information) for multiple between prime and subcontractors
- Can function as a web-base software; and be accessible through standard web browsers.
- Generate custom reports
- Manage and provide real time prevailing wage data
- Set, manage and monitor diversity goals during construction
- Provide reporting based on targeted goals

Where applicable, a policy regarding construction related work for the Project shall include a clause that requires the contractors and their subcontractors to offer the City of Pasadena a right of first refusal on behalf of Pasadena Residents for construction work trades related but not limited to general labor, construction clean up, and demolition and shall not be included in a contractor's core staff. There shall be no employment openings under the contract until such right of first refusal has been provided. General contractors and/or their subcontractors shall interview candidates referred by the City.

Where applicable, the contractor's performance regarding local participation for this Project will be strongly considered when trying to secure future contacts.

Where applicable, review of the contractor's Workforce Utilization Plan: delineate the workforce composition and schedule to ensure that local workers are incorporated into the plan before the Project starts.

Where applicable, a contractor's labor and contract related items will be in compliance prior to contractor award.

### **Local Business Participation:**

Efforts prescribed in [Objective Four of the PFBL Operations Document](#) shall be applied to promote local preferences in accordance with City policy. Satisfy at least 15% of the subcontracting or procurement with local businesses. The City of Pasadena is committed to providing to all local contractors, businesses and residents an opportunity to participate in the Project. Contractors that do not satisfy the goal of 15% local

subcontracting will be required to show proof of their efforts to solicit and secure the services or products of local businesses. This would include supplies, materials and equipment required by both contractors and subcontractors. Contractors/Subcontractors performing work on the Project will strive to achieve maximum participation from the local community and will undertake all reasonable efforts to purchase goods and materials from local suppliers and utilize local contractors where possible in the performance of the work.

**Local Hiring:**

Per the Project Labor Agreement for this Project, there will be a goal of at least 25% local hiring. The Contractors will provide all available construction related jobs for the duration of the Project prior to closing the position. All outreach efforts prescribed in [Objective Three of the PFBL Operations Document](#) shall be applied to make referrals of Pasadena Residents on the Project.

To improve the quality of the Local Resident referrals an “information validation process” shall be implemented by a third-party. This process is designed to confirm the following information: residency; type of construction related skills; previous jobs worked on; and level of experience in construction.

**Local Workforce Development:**

The City of Pasadena’s goals are to have each of the contractor/subcontractors sponsor an apprentice from Pasadena on the Project as required by State Contracting requirements. A list of Local Residents interested in construction job referrals shall be provided. PFBL will conduct seminars as necessary which will include and utilize union representatives, pre-apprenticeship representatives, contractors, trade schools and work source centers as a means of informing interested residents as to how to begin a career in construction.

Additionally and where applicable, utilize the Foothill Workforce Investment Board office as support in job development services, outreach, and referrals.

**Responsibilities:**

**PFBL Shall:**

1. Based on the available economic opportunities, conduct sufficient community forums or “Opportunity Fair” to match Local Businesses and Residents to available opportunities. The Opportunity Fairs shall:
  - a. Be held in the City of Pasadena
  - b. Provide information to Local Businesses on contract scopes of work and bid requirements.
  - c. Provide information to Local Residents on construction related job opportunities and requirements that will be available at the Project.

- d. Be advertised in local newspapers, trade and focus publications and the Project website. Information advertised shall include descriptions of the Project, direct phone numbers, mailing address and fax number for solicitation of bids or construction job opportunities. Advertisements will be completed prior to each “Opportunity Fair” to allow adequate time for interested parties to respond and prepare.
2. Endeavor to identify “Apprenticeship programs” for referral and placement of Local Residents.
3. Be responsible for the day-to-day monitoring and coordination of the overall Program and contractor compliance review.
4. Coordinate directly with Project Team to understand proposed bid packages to be released including trades, materials, equipment, licensing requirements, certifications and training, etc., necessary for performance of the work of each bid package.
5. Conduct monthly meetings with the contractors, first tier subcontractors, and the Project Team to review Project personnel vacancies so that pre-qualified previously interviewed candidates can be considered. Face to face meetings with potential candidates will be arranged once a mutual interest has been established.
6. Submit monthly summary reports to the Project Team.
7. Prepare and present quarterly reports of Local Outreach activities that occurred during the previous quarter and provide an accounting of community participation for local hiring, local contractor participation and workforce development to the Project Team. Additionally, submit a final report for the Project indicating objectives and results.
8. Work directly with contractors, subcontractors and local businesses and employment entities (e.g. unions, building trade councils, apprenticeship groups and locally based minority groups) to recruit Local Businesses and Local Residents.
9. Maintain records of all Pasadena Residents requesting construction job referrals.
10. Coordinate with a third-party to perform an “information validation process” of potential applicants, and maintain a list of Local Residents available to perform work on the Project. Pasadena First Buy Local will contact local employment agencies and solicit from their databases. Meet with non-union contractors/subcontractors and obtain vacancy lists to establish current labor requirements.

11. As necessary, schedule interviews on behalf of and between the contractors/subcontractors and potential candidates (Local Residents). Additionally, an interview may be conducted to further ascertain a person's readiness for construction related work.
12. Conduct job or business development workshops with union representatives, pre-apprenticeship representatives, contractors, trade schools, other public agencies. Work with source centers as a means of preparing residents or Local Businesses to compete for economic opportunities in the construction trades. Local Residents who would qualify at an apprentice level position would be referred to for union sponsorship on the Project.
13. Pasadena First Buy Local will coordinate with Local Residents to brief prospective apprentices on the system and report whether or not the contractors/subcontractors have followed through with their sponsorship commitments.
14. Promote all pre-bid meetings.
15. Review bids for outreach compliance
16. Perform information validation of local hiring referrals
17. Review Workforce Utilization Plan
18. Prepare and maintain database of local residents, contractors, and businesses
19. Review and selection of referrals
20. Review certified payrolls
21. Coordinate with necessary unions
22. Coordinate technical assistance for local residents, contractors and businesses

**Strategic Partnerships:**

Outreach efforts prescribed in [Objective Five of the PFBL Operations Document](#) shall be applied to utilize Strategic Partnerships to facilitate technical assistance where needed.

1. Finance
  - a. Pacific Coast Regional
  - b. Los Angeles Urban League
  - c. Valley Economic Development Center
2. Technical Assistance
  - a. Pacific Coast Regional
  - b. State of California: Department of General Services
  - c. State Department of Industrial Relations, Division of Occupational Safety and Health (DOSH) – Los Angeles
  - d. Labor Ready
3. Job Development Training
  - a. State of California State Department of Industrial Relations, Department of Apprenticeship Standards - Los Angeles

- b. Los Angeles/Orange Counties, Building & Construction Trades Council AFL-CIO
- c. Labor International Union of North America (Local 300)
- d. State Department of Industrial Relations, Division of Occupational Safety and Health (DOSH) – Los Angeles
- e. Flintridge Foundation
- f. Foothill Workforce Investment Board
- g. Labor Ready

**Project Team Shall:**

1. Coordinate directly with Pasadena First Buy Local to provide proposed bid packages prior to release, to include all required trades, materials, equipment, licensing requirements, and certifications necessary for performance of the work of each bid package.
2. Attend monthly coordination meetings with Pasadena First Buy Local; and/or monthly meetings with the contractors, first tier subcontractors, and Pasadena First Buy Local to review Project personnel vacancies so that previously interviewed candidates can be considered.
3. Require all contractors to notify (via email; and/or fax) Pasadena First Buy Local of new or replacement positions along with detailed work trade information, and requirements for the position 10 working days prior to closing:

Pasadena First Buy Local:  
[awatson@cityofpasadena.net](mailto:awatson@cityofpasadena.net); and/or  
626-744-8382 phone  
626-396-7210 fax

4. Require all contractors and subcontractors to utilize the supplied compliance software designated by the Department of Finance, Purchasing Division throughout the duration of the Project.