



BUCHANAN STREET MALL WORKFORCE DEVELOPMENT

The Buchanan Street Mall park will benefit current Fillmore residents while preserving the culture and identity of the historic neighborhood. San Francisco Recreation and Parks aims to deliver a renovated park designed by and for the community while improving economic opportunity and environmental health. For several years, Rec and Park has worked with the Fillmore community and partner organizations to find new and creative ways to create job opportunities throughout the planning, design, and construction phases of the project. As we approach construction, Rec and Park is committed to going above standard contract requirements and has committed to the following:

JOB OPPORTUNITIES

Challenge: Job seekers might not have the skills for the construction jobs that will be available through the project

Challenge: Fillmore residents have not been prioritized for participation in the construction workforce

Challenge: Neighbors want to be involved with the construction of the new park



CONSTRUCTION JOB TRAINING PROGRAM

Rec and Park is sponsoring Success Centers' pre-apprenticeship training for Fillmore residents interested in entering the construction trades.

- 15-25 individuals will receive 12 weeks of training
- Trainees receive supportive services, including incentives, stipends, and/or barrier removal expenses (support for getting GED, drivers license, tools, etc.)
- Training sponsorships will target transitional aged youth (18-24); some slots available for adults
- The first project-focused cohort will begin in fall 2024; with graduation timed just prior to project groundbreaking

Success Centers will provide extensive outreach in the community and via its OneStop Neighborhood Jobs Center.



JOB PLACEMENT SUPPORT

Hiring on the project is administered by OEWD CityBuild, in close collaboration with Success Centers.

Local participation goals for the project are set above typical levels:

- 75 percent of new hires
- 25 percent of total labor hours

Workers prioritized for equity:

- People who live within a mile of Buchanan Mall;
- Graduates of Success Centers or YouthBuild programs; and/or
- Residents of public housing or Section 8 housing

Contractor will work closely with Success Centers and CityBuild to track and improve process. Payment can be withheld if participation goals are not met or if there is a lack of good faith effort.



LOCAL BUILD OF PARK ELEMENTS

A first-of-its-kind innovation for Rec and Park, the prime construction contract carves out elements on the Buchanan Street Mall project that Success Centers will build as part of its training programs, providing entry-level job experience.



CONTRACTOR/SUBCONTRACTOR

Challenge: Unrepresented subcontractors may not be aware of job opportunities for the Buchanan Street Mall project

Challenge: Federal funding has subcontracting goals, not requirements

Challenge: The standard “low bid” contract can result in contractors who lack important experience in workforce development projects



PRE-BID CONTRACTOR OUTREACH & NETWORKING

With support from Success Centers, Rec and Park is hosting two contractor networking events for Prime and Minority Business Enterprise (MBE), Women Business Enterprise (WBE), and Local Business Enterprise (LBE) subcontractors, with the aim to:

- Highlight upcoming projects
- Clarify City processes, and local and federal requirements
- Connect local sub-contractors with prime contractors who may bid on this project, increasing MBE/WBE/LBE utilization



SUBCONTRACTOR PARTICIPATION

Small business utilization goals go beyond federal funding targets and are set at:

- 10 percent Minority-Owned Business Enterprise (MBE)
- 5 percent Women-Owned Business Enterprise (WBE)
- 15 percent Small Business Enterprise (SBE)

Through outreach, prime contractors are reminded of the importance of working with LBEs to meet the project’s job opportunity goals.



BEST VALUE CONTRACT

The project is using a best value format to award the prime construction contract based on both price and value score.

Value is assessed on past project experience; project management capacity; experience with workforce development goals, including training programs, utilization of MBE and WBE subcontractors, and collaboration for local participation; and innovation in minimizing the impacts of construction on the community.

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To learn more, visit sfrecpark.org/BuchananStreetMall

Job Opportunities: Travis Watts | twatts@successcenters.org | (415) 549-7000

Contractor/Subcontractor Involvement: Lauren Dietrich Chavez | lauren.chavez@sfgov.org | (628) 652-6643

