



# Portland Housing Bureau

Mayor Ted Wheeler • Director Shannon Callahan

# Equity in Contracting

DMWESB & WORKFORCE  
PARTICIPATION

PHAC  
July 7, 2020

# Equity in Contracting – Background

- **Portland and PHB have a long history in Social Equity in Contracting.**
- **OHCS currently does not require a threshold for Equity in Contracting. Rick Abrego leading OHCS efforts.**
- **Metro requiring Local Jurisdictions to report on Equity in Contracting for Metro Bonds.**
- **Most Local Jurisdictions do not require a minimum DMWESB target but are implementing a 20% threshold for Metro Bonds.**
- **Contracting outcomes highly dependent on market conditions & availability of certified firms**

# Equity in Contracting

**Contracting a critical component of the Equity Plan required by each Proposer in every PHB Solicitation**

- **PHB targets of 30% for DMWESB-SDV certified firms for hard cost contracting exceed City's targets of 20% in 2019 Bond Opportunity Solicitation**
- **New PHB targets of 20% for soft cost contracting in 2019 Bond Solicitation**
- **All PHB funded projects must report COBID certified firms to City Procurement office**
- **City Procurement supports Prosper Portland and Home Forward**

# Equity in Contracting – Update COEP

## WHAT IS COEP?

Community Opportunities & Enhancements Program

1% of City public improvement construction contracts will support:

- low-income, disadvantaged, minority and women construction trades workers
- development and growth of D/M/W firms



Through COEP managed by Prosper Portland, PHB's 10 Portland Housing Bond funded project teams will be assigned a navigator to assist with implementation of equity hiring and workforce training plans

Navigators to work closely with developers, general contractors, identified subcontractors and/or potentially architects to assess the team's needs, create a plan of assistance, and connect them to the appropriate resources and services.

# Equity in Contracting – Update COEP

## BUSINESS & WORKFORCE ASSISTANCE

Existing systems bring:

- Communities of Practice
- Relationships
- Access to additional services
- Reporting frameworks
- Program policies and procedures
- Contract management and oversight
- Leverage \$12+ million in city, county, state and federal investments
- Accountability for and transparency in citywide investments



# Equity in Contracting – Update COEP

## SERVICE PROVIDERS

### Workforce Development

#### Outreach

- Central City Concern
- Oregon Tradeswomen (consortium with Constructing Hope, Portland YouthBuilders and POIC)
- Urban League of Portland

#### Pre-Apprenticeship Training

- Oregon Tradeswomen consortium

#### Retention

- Oregon Tradeswomen consortium

### Business Technical Assistance

- LatinoBuilt
- Livelihood NW
- National Association of Minority Contractors-Oregon
- Professional Business Development Group
- Urban League of Portland

# Equity in Contracting – Covid 19

## Feedback from Contractor in Affordable Housing Development Workgroup

- **Smaller certified, less established firms has smaller “war chest” to withstand current environment**
- **Significant number of Black-owned and/or smaller subs going out of business**
- **For large projects, consider potential for set-aside for certified firms**
- **Consider more rehabs and preservation for certified firms**
- **Smaller firms perceived to have lower production rates**
- **Observed fewer women on job sites (childcare?)**
- **Extend time to bid; increase outreach**

# Equity in Contracting

## Data Collection & Reporting Metrics?

Developers/Projects: are certain developers “better” at reaching equity goals or are these driven by external factors (i.e. market conditions)? Should reporting be done at closeout or during the construction period?

Certified General Contractors: total number GC who are certified, success in using DMWESB subs, total amount of contract awarded?

Certified Subcontractors: total subcontract values, total # of contracts, to number of participants, ethnic or racial background of subcontractors?

Workforce: who are being paid to do the work by race, gender and/or by address (are Portlanders benefitting)? By occupation or trade or total \$ payments?



# Equity in Contracting



Equity in Contracting: Utilization by Project

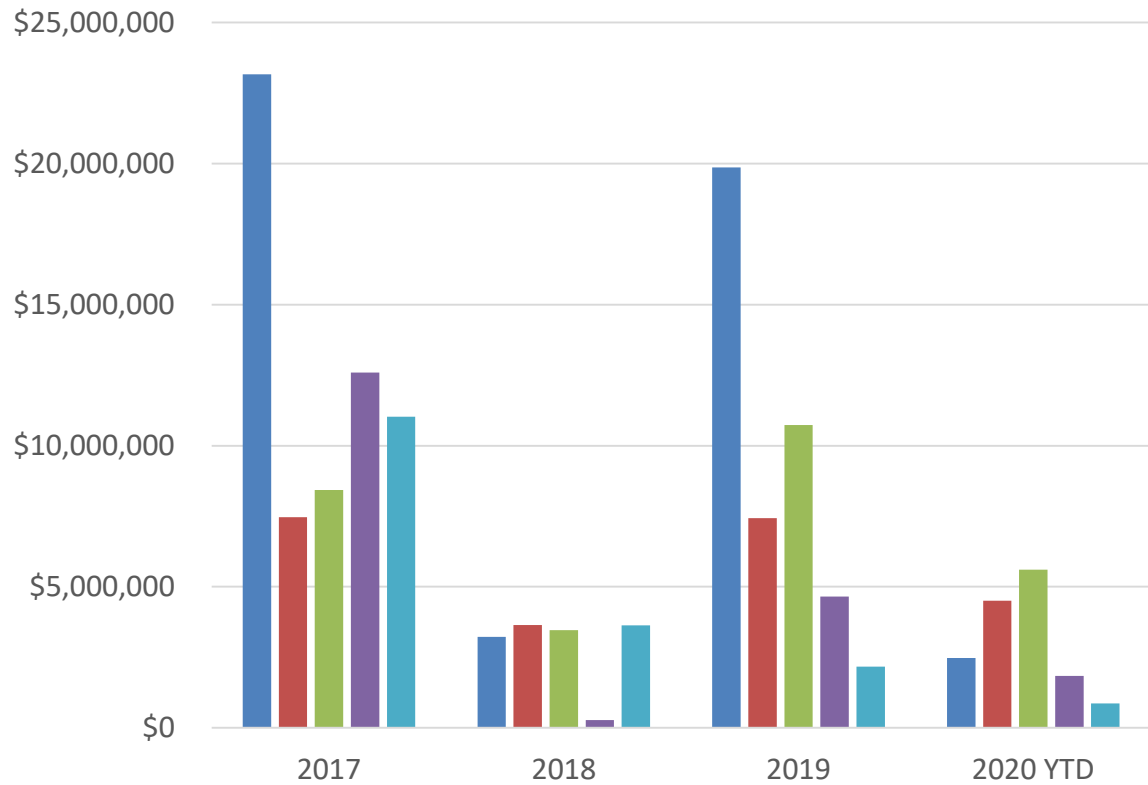
Project	Start Date	Contract Value	Utilization for Credit	Status
GRAND AVENUE APARTMENTS	4/15/2017	\$1,747,264	28.24%	Closed
BANKER MCKIM APARTMENTS	8/1/2017	\$2,519,429	11.14%	Closed
STATE STREET APARTMENTS	8/15/2017	\$7,841,468	51.44%	Closed
NW 15TH & FAUBUS	8/1/2017	\$2,402,548	12.81%	Closed
TRISTAR	8/1/2017	\$14,161,141	16.62%	Closed
INTEGRATE HOUSING PROJECT	8/1/2017	\$1,102,848	16.69%	Closed
NEW MARQUEE	8/1/2017	\$1,021,917	16.62%	Closed
RIVER CLINIC - HOLDING	11/1/2017	\$18,176,868	11.99%	Closed
RIVER CLINIC - MEDICAL	11/01/2017	\$18,787,419	14.11%	Closed
THE JAZZ APARTMENTS	10/01/2017	\$11,884,725	26.12%	Closed
RIVERPLACE PARCEL 1	2/28/2018	\$62,740,870	14.94%	Closed
WOOLLY GUYARD PLACE	9/3/2018	\$18,970,222	22.84%	Closed
ONE LAMP	8/1/2018	\$2,276,277	11.26%	Closed
MAGNOLIA 2	12/1/2018	\$10,886,418	30.95%	Closed
SPRING II	1/1/2019	\$870,812	49.99%	Closed
ONE PARK	2/1/2019	\$18,189,222	46.91%	Closed
THE AVIGLE	2/1/2019	\$48,521,824	14.67%	Closed
EL WILMOT CENTER	4/1/2019	\$17,429,202	10.84%	Closed
THE LIBRARY	4/15/2019	\$20,838,118	11.79%	Closed
TRIN	4/28/2019	\$1,872,214	44.62%	Closed
CLIFFSIDE	8/1/2019	\$1,170,112	14.44%	Closed
GARDWAY PRODUCE/USP 106	8/21/2019	\$21,917,892	28.27%	Closed
1025 N WINTERSTE	4/1/2020	\$11,679,884	44.05%	Closed
DE PALL TREATMENT CENTER	4/1/2020	\$18,797,151	16.17%	Closed
SMALL CENTRON APARTMENTS	5/22/2020	\$8,881,814	10.14%	Closed
<b>Total</b>		<b>\$468,814,429</b>	<b>21.22%</b>	

## Utilization by Project (Handout)

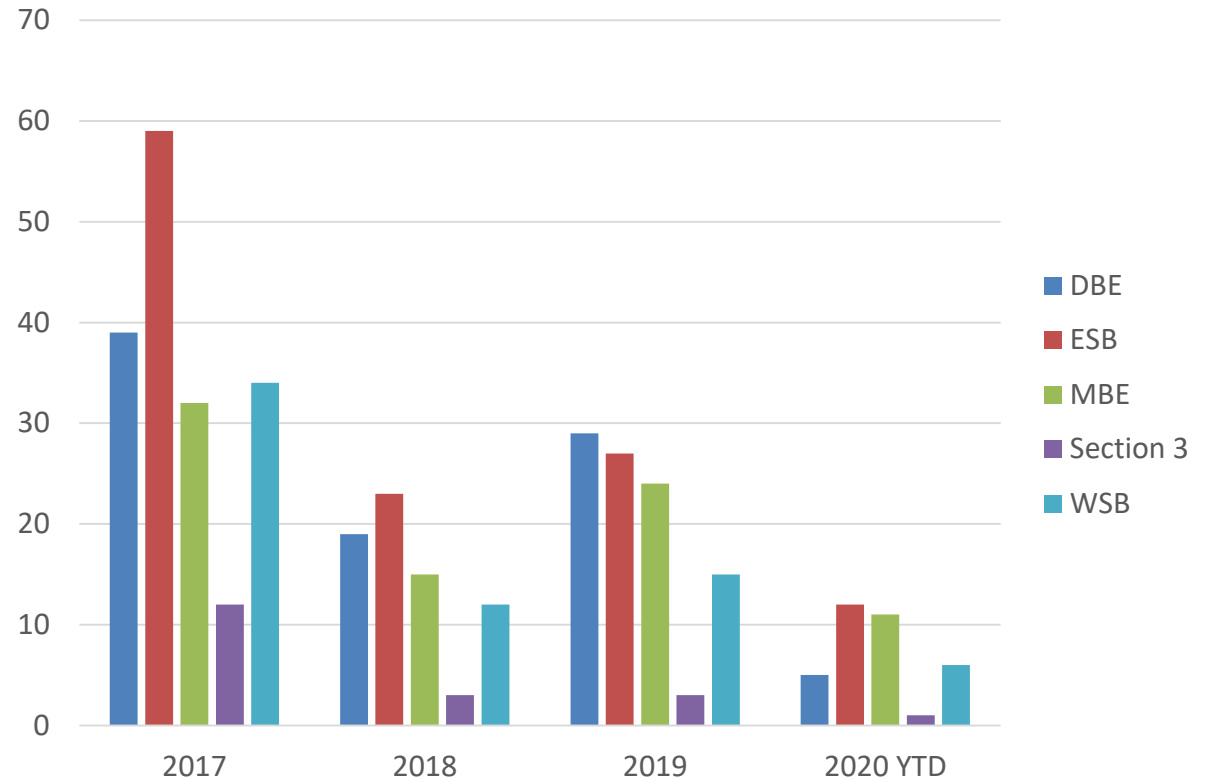
- Stark Street Apartments – 51.44% participation rate
- Magnolia 2 – 30.95% participation rate
- Riverplace Parcel 3 – 14.59% participation rate

# Equity in Contracting: Award Value by Year and Certification Type

Prime and Subcontractor Award Value by Year

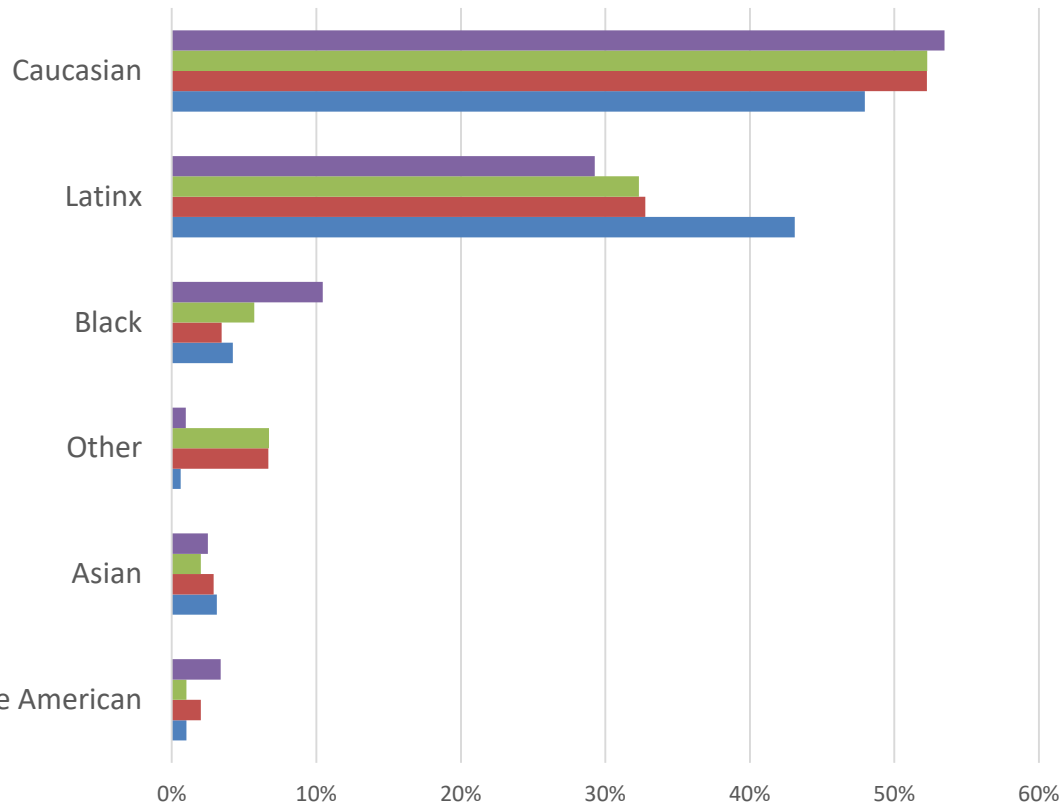


Number of Awards by Year and Primary Certification Type

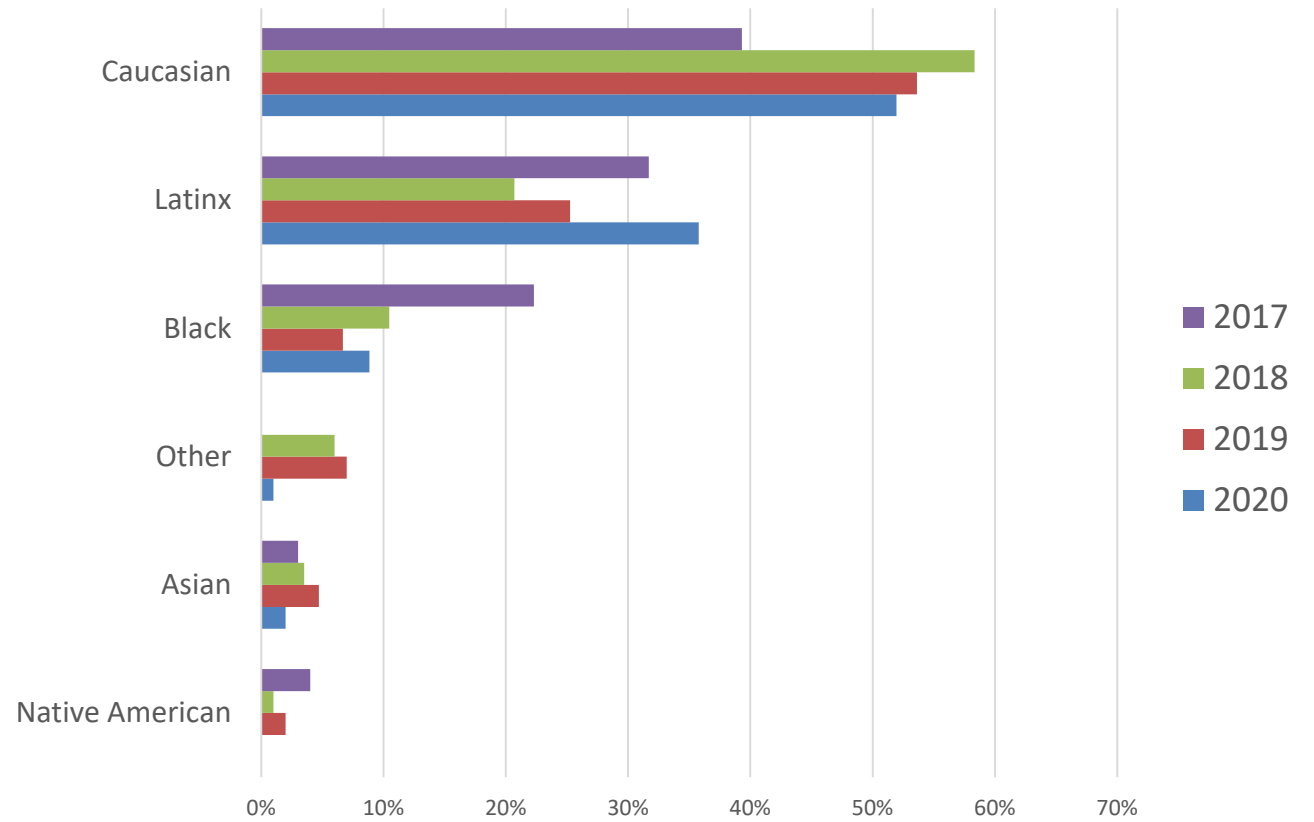


# Equity in Contracting – Work Force

Workforce Participation by Race/Ethnicity

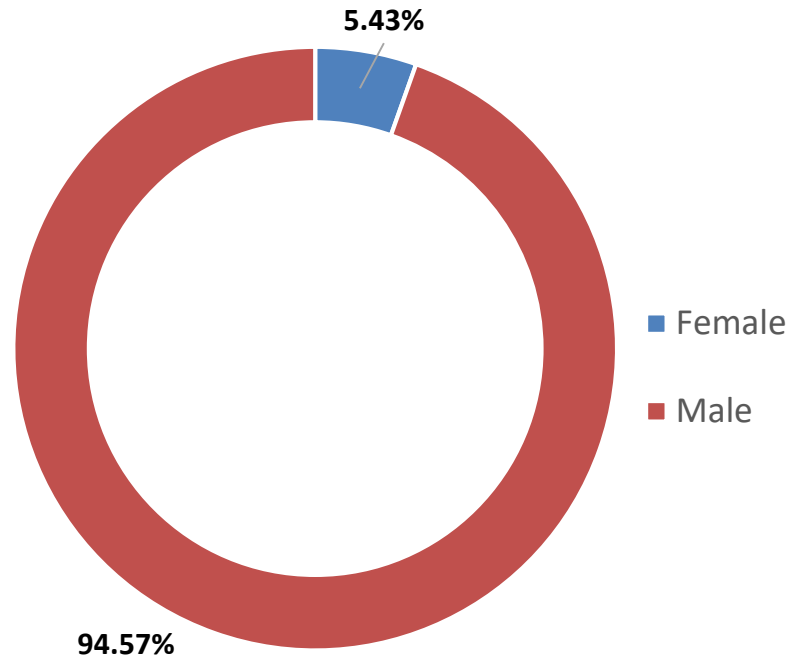


Apprentice Participation by Race/Ethnicity

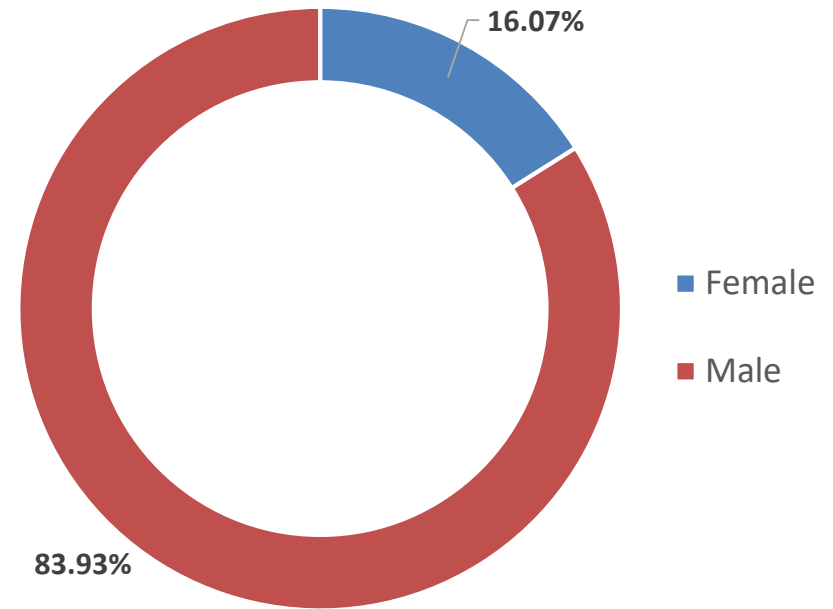


# Equity in Contracting – Work Force

Workforce Hours by Gender – 2020 YTD

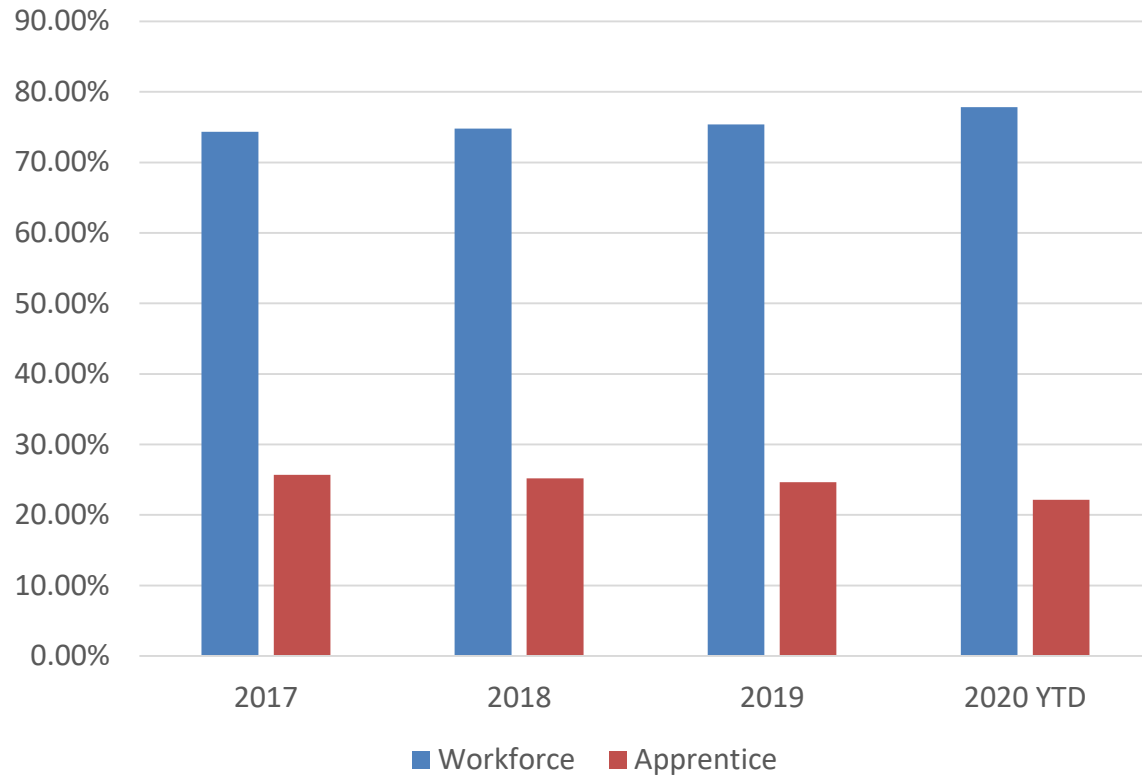


Apprentice Hours by Gender -2020 YTD

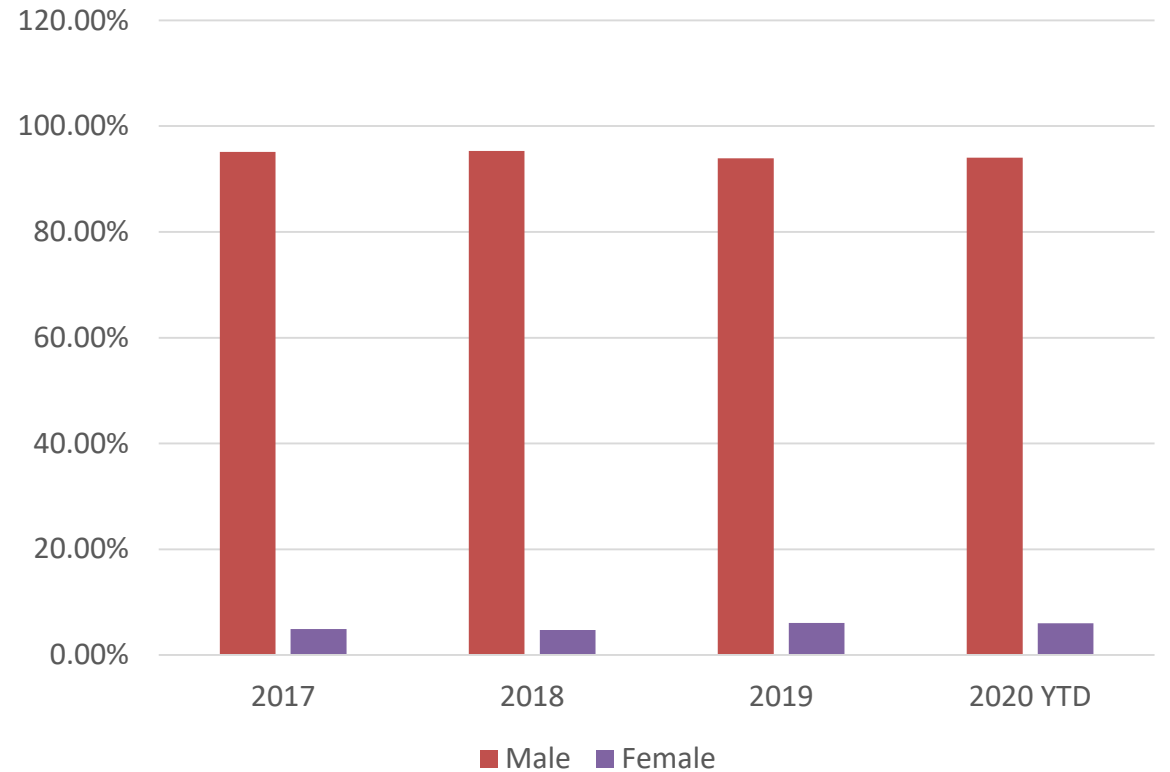


# Equity in Contracting – Work Force

% of Apprentice Hours by Year



% of Hours Worked by Gender



# Equity in Contracting – Proposed Reporting

## Annual Summary:

- Review of all projects completed since the last annual review
- Summary of trends
- Special reviews, i.e. construction in N/NE Housing Strategy

## Semi Annual or Quarterly Standard Presentation:

- DMWESB subcontractor utilization and contract values
- Workforce data
- Procurement dashboard