

HOW POLICY AND COLLABORATION IS CHANGING THE FACE OF CONSTRUCTION IN SEATTLE

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UNIVERSITY OF
WESTMINSTER 



Training



Apprentice Resource
Center



Career Exploration



RISE Up

ANEW'S PROGRAMS



PRE-APPRENTICESHIP TRAINING



Physical Fitness



Math



Mentorship



Professional
Development



Construction
Industry Knowledge



Basic Construction
Knowledge

*84%
Graduation
Rate*


*78%
Placement
Rate*

*73% Retention
Rate**

SELLEN LED A PARTNERSHIP WITH 55 LOCAL SUBCONTRACTORS TO RAISE \$105,000 FOR ANEW



Sellen Construction

April 5 • 



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TRUE COLLABORATION BUILDS THE IMPACT THAT IS THE FOUNDATION OF CHANGE.

Sellen in the Community

Subcontractor Fundraising Campaign

In 2021, we launched a fundraising campaign among our subcontractors to raise funds for ANEW – a nonprofit Sellen supports in a variety of ways through cash and in-kind donations. ANEW is dedicated to improving the access and advancement of women and people of color in the trades. ANEW provides wraparound support services and pre-apprenticeship training to help break down barriers into employment and launch careers in the industry.



Fundraising efforts focused on the importance of diversifying the industry and establishing easier access into employment in the trades. After five months of fundraising, over \$105,000 was raised among 55 subcontractors. ANEW's mission was also elevated to a new audience and donors, which will help advance its work.

These funds covered the cost of a 12-week pre-apprenticeship for 25 students (an all-women cohort) plus case management, support services, and additional costs like tools, boots, GED courses and more. The students traveled from as far as Port Orchard to attend classes in Kent. The graduates from this cohort included single mothers, formerly incarcerated people, those who have experienced extreme poverty, and students looking for a career change amidst the pandemic.

Sellen also hosted this cohort to tour one of our major job sites where they got to meet members of the team and learn about the variety of roles and tasks needed to accomplish the daily work on site.

Sellen's COO's Tim McKey and Dave Ratzke attended the graduation ceremony and spoke to the students to provide some words of encouragement and excitement about the future of the industry. The students graduated in December 2021.

We look forward to continuing to include our subcontractors in our philanthropic efforts for the advancement of our industry. Thank you again to our donors!

Click or scan below to watch a video featuring the graduates of ANEW Cohort 114



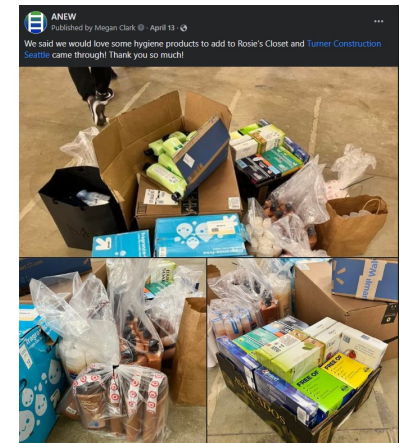
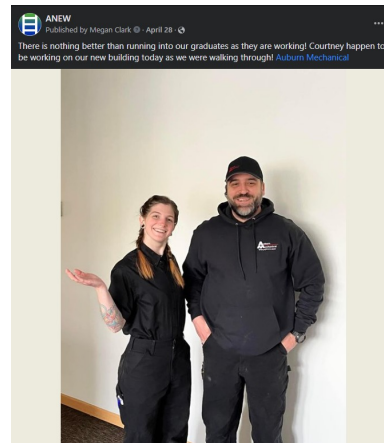
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Sellen in the Community



/// By The Numbers:

- **\$150** provides work boots to one apprentice.
- **\$200** helps one student to earn a GED.
- **\$300** is the average cost of transportation for one student throughout the program. ANEW sees this barrier often with students who enter its programs, whether they can't afford the gas or need assistance with train or bus fares.
- **\$1,500** covers the cost of one pre-apprentice to take an industry certification course.
- **\$5,000** covers tools for 10 new apprentices.
- **\$25,000** covers the supplies for 10 cohorts or a forklift.
- **\$50,000** covers one, four-week "Construction Boot Camp" for up to 20 students. ANEW's Construction Boot Camp program is a work-readiness program that is available in multiple areas of western Washington, covering 200 miles in spread.
- **\$100,000** A donation of this amount would cover an entire pre-apprenticeship cohort.



Career Navigation

Transportation

Housing

Childcare

GED

Driver's License

Tools & Clothing

Tuition and Fees

Mentorship

APPRENTICE
RESOURCE
CENTER



Exposing youth to
apprenticeship and
apprentice-able
occupations



Hands-on learning
opportunities



Connecting to industry

CAREER EXPLORATION PROGRAMS



RESPECTFUL WORKPLACE CAMPAIGN

THE RISE UP CAMPAIGN IS FOCUSED ON....

Minimizing Distractions



Maximizing Productivity



Culturally relevant, industry specific
Based on industry values of safety and equity

SIX STEPS TO INCLUSION

01

Educate
Leadership

02

Staff Training

03

Mentorship &
Leadership
Development

04

Forming a DEI
Committee

05

Listen to Your
People

06

Measure
Results

COLLABORATION FOR CHANGE

Policy

Private

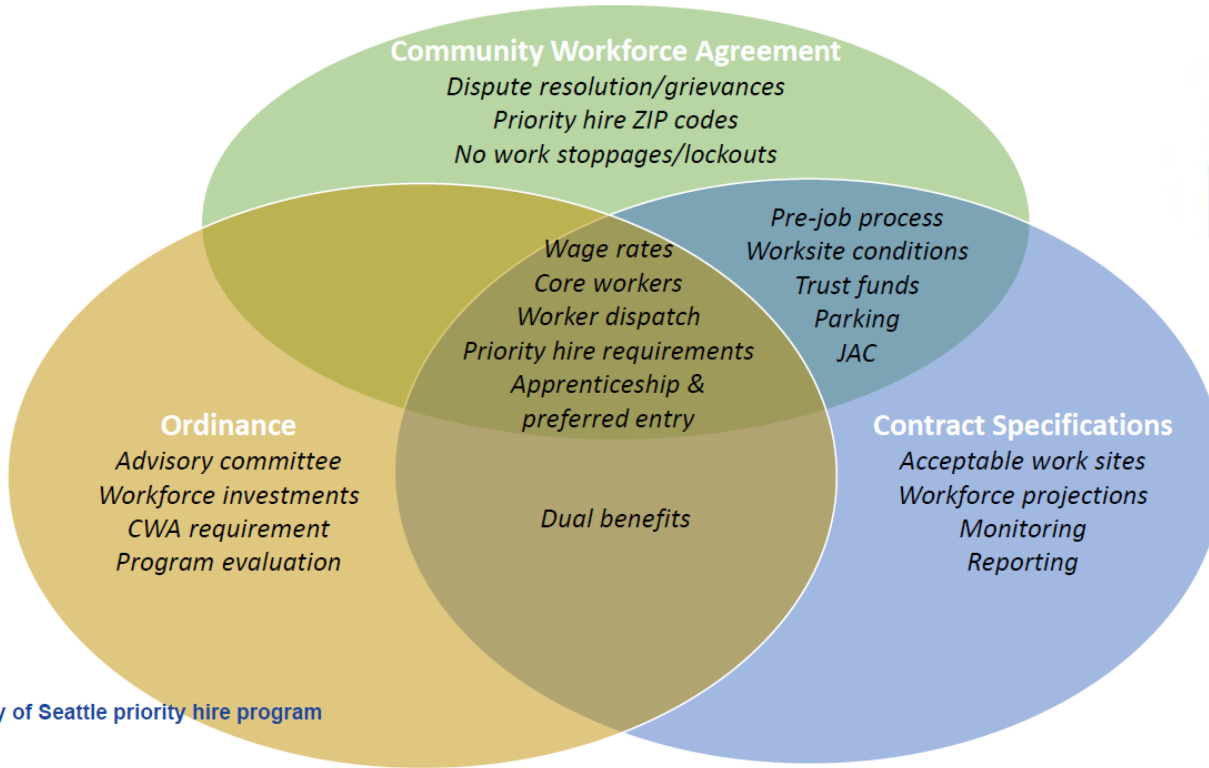
Labor

RPAC

RPO

WSATC

City of Seattle priority hire tools



SYSTEMS CHANGE

Priority Hire for Public Agencies

Compare results

Based on City of Seattle Project Hours	Past Performance on City Projects	Voluntary Efforts Rainier Beach Community Center	Priority Hire Projects
Economically Distressed ZIP Codes	12%	3%	27%
Apprentice Utilization	13%	12%	17%
Women	5%	6%	10%
People of Color	25%	24%	30%

Sources: Past Performance on City Projects is based on hours from a sample of projects from 2009-2013. Sources are the Worker Profile in City of Seattle Construction Projects report and City of Seattle – Construction Workforce Diversity Report. Percentages listed under Rainier Beach Community Center reflect UCLA Labor Center analysis of employee data, 2014. Percentages listed in the Priority Hire Project column reflect hours through December 2019, excluding public/private partnership projects.

What you Measure Matters

City of Seattle

Project	Prime Contractor	Total ¹ Hours	Priority Hire ZIP Codes		Women		People of Color		Apprentice Utilization		Preferred Entry
			Req.	Performance	Goal	Performance	Goal	Performance	Req.	Performance	20% Req.
City of Seattle - Cedar Falls 115- 25kV Substation	Quanta	9,856	App – 8% Jour – 17%	App – 5.3% Jour – 7.5%	App – 22% Jour – 8%	App – 45.7% Jour – 0.0%	App – 39% Jour – 24%	App – 49.9% Jour – 33.0%	17%	12.5%	0.0%
City of Seattle - Lake Forest Park Reservoir	Layfield	16,532	App – 10% Jour – 22%	App – 7.4% Jour – 60.1%	App – 24% Jour – 9%	App – 30.7% Jour – 7.3%	App – 52% Jour – 28%	App – 55.9% Jour – 86.6%	20%	11.4%	0.0%
City of Seattle - Pearl St. Drainage	JW Fowler	50,229	App – 8% Jour – 26%	App – 5.7% Jour – 14.8%	App – 23% Jour – 12%	App – 48.1% Jour – 10.8%	App – 57% Jour – 24%	App – 67.2% Jour – 23.7%	17%	14.2%	33.3%
City of Seattle - South Park Pump Station	Prospect	32,107	App – 10% Jour – 21%	App – 8.7% Jour – 19.9%	App – 24% Jour – 9%	App – 28.6% Jour – 1.5%	App – 49% Jour – 27%	App – 21.2% Jour – 34.7%	19%	21.9%	14.3%
City of Seattle - Union Street Pedestrian Bridge	Walsh	16,588	App – 10% Jour – 21%	App – 11.4% Jour – 16.0%	App – 24% Jour – 9%	App – 13.4% Jour – 0.2%	App – 49% Jour – 27%	App – 94.3% Jour – 34.8%	19%	15.7%	50.0%
City of Seattle - West Seattle Bridge	Kraemer	23,658	App – 10% Jour – 21%	App – 10.3% Jour – 11.1%	App – 24% Jour – 10%	App – 22.7% Jour – 9.4%	App – 54% Jour – 28%	App – 61.2% Jour – 40.8%	20%	21.3%	0.0%
Active Projects		1,004,427		App – 6.3% Jour – 20.3%		App – 16.5% Jour – 6.5%		App – 46.9% Jour – 30.9%		13.2%	28.2%
Completed Projects		3,153,884		App – 8.8% Jour – 18.7%		App – 25.2% Jour – 7.4%		App – 51.6% Jour – 24.9%		16.9%	8.4%
Total²		4,158,311		App – 8.2% Jour – 19.1%		App – 23.5% Jour – 7.2%		App – 50.7% Jour – 26.5%		15.9%	9.7%

CASE STUDY – CLIMATE PLEDGE ARENA

\$41,418,903 earned by people of color

\$9,359,437 earned by women

\$24,127,143 earned by apprentices

29% hours worked by people of color

7% hours worked by women

21% hours worked by apprentices

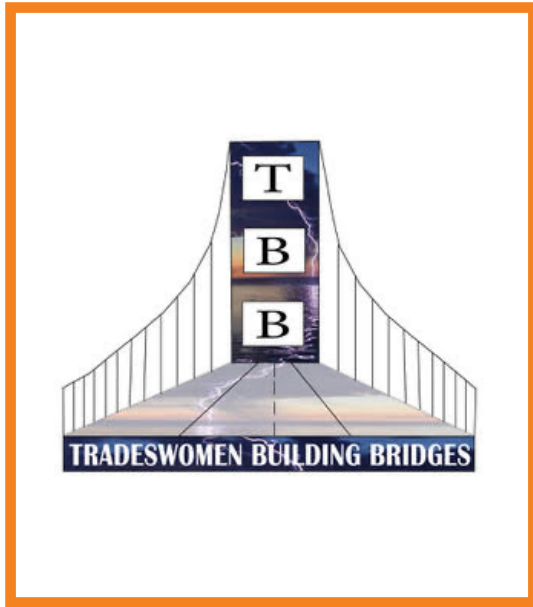
Resources:

- <https://www.seattle.gov/documents/Departments/FAS/PurchasingAndContracting/Labor/FAS-PC-Climate-Pledge-Arena-Final-Report.pdf>



Question for the audience:

To drive collaboration forward who will lead the work?
What current partners can you leverage, or who will you
invite to the table to build the foundation?



QUESTIONS?



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