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***** PRESS RELEASE *****

MAYOR LEE ANNOUNCES LOCAL HIRE IMPLEMENTATION PLAN

Implementation Plan for Nation's Most Aggressive Local Hire Policy On-Time, Boosts Local Economy, Creates Jobs for SF Families

San Francisco, CA—Mayor Edwin M. Lee today announced San Francisco's Local Hire implementation plan, a roadmap that will guide City departments, contractors and the broader community to ensure that the City's local hiring ordinance is achievable, flexible and will succeed in boosting San Francisco's economy and provide jobs for San Francisco residents.

Mayor Lee, who announced Local Hire implementation as one of his top policy priorities during his inauguration speech, assembled a working group during his first weeks in office that has drafted a plan to implement Local Hire. The new law, an amendment to Chapter 6.22(G) of the San Francisco Administrative Code, takes effect March 25, 2011, and will require contractors performing City public works or improvement projects to meet mandatory levels of San Francisco resident participation. The implementation plan calls for utilizing existing City resources and infrastructure to not only implement the new policy, but to streamline future contracting procedures, including taking advantage of technology to automate formerly paper-driven processes.

"Local hire will not only boost our local economy and get San Francisco families back to work, but it will translate into a reinvestment in our City that will help pay for parks, public safety and social services," said Mayor Lee. "Local Hire will generate over 300 new jobs for San Franciscans every year and will infuse our general fund with nearly \$177 million over the next 10 years. We want to make sure that we continue to invest in San Francisco jobs and do what we can to get qualified San Francisco residents the opportunity to work building their own communities."

"I introduced the local hire ordinance to ensure out of work San Francisco residents were given a fair shot at getting San Francisco jobs," said Supervisor John Avalos. "With the support of the Board of Supervisors and Mayor Lee, this is among the strongest local hire policies in the country, and I'm proud to have introduced this landmark legislation and gather the support necessary from labor unions and our underserved communities."

The Office of Economic and Workforce Development (OEWD), working with the City Administrator's Office, the City Attorney's Office, SFPUC, DPW, Recreation and Park, Airport, SF Port, SFMTA, the Human Rights Commission, Office of Labor Standards and Enforcement and Controller's Office, developed new contract language that will be included in bid specifications for construction contracts beginning March 25, 2011. Departments are developing a policy around incentives for exceeding local hiring mandates, and in creating education and outreach documents tailored for community members, trades workers, contractors, and other stakeholders.

To prepare for the March 25, 2011 effective date, OEWD is hosting several outreach events to educate contractors, especially the City's most active Local Business Enterprise (LBE) contractors, as well as those who have historically performed the most hours on City public works projects.

Mayor Lee created two working groups to ensure the City's Local Hire Policy was implemented on time. A Policy Working Group of department heads and other city leaders crafted policies, procedures, contract specifications, and bid language. An Implementation Policy Group is overseeing the day-to-day implementation of the new law.

In addition to the City departments that will award contracts under the new policy, other participating agencies include the Controller's Office, Capital Planning, Budget Office, and the City Attorney's Office.

The City is working to ensure San Francisco residents are trained in the various construction trades and crafts. To streamline and simplify the process for fairness and efficiency, the City's CityBuild program within OEWD is the established point of contact for local hiring to ensure there continues to be a skilled local workforce available. The CityBuild Academy, the City's pre-apprenticeship training program, is the primary feeder into the union trades.

"The Laborers support the community and the City," said Ramon Hernandez, Business Manager for Laborer's International Union, Local 261. "Local 261 is committed to helping make the new local hire policy work."

The community can find more information about Local Hire at www.owd.org, by emailing Local.Hire.Ordinance@sfgov.org or by calling the Local Hire Hotline at 415-581-2363.

Today's announcement took place at the Palega Recreation Center and Playground, which is located on nearly six acres in the Portola District in San Francisco's southeastern sector and will undergo a \$13 million LEED Certified Silver rebuild and renovation this summer. The project is one of the first City projects subject to the Local Hiring Policy. Examples of successful projects already completed or underway under good faith local hiring efforts include Lowe's Home Improvement, 220 Golden Gate/Shih-Yu-Lang Central YMCA, and BAE Systems San Francisco Ship Repair.

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