

Michael B. Hancock
Mayor



City and County of Denver

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Dear Friend:

Over the past several months, we have been working together to strengthen Denver's workforce training and job placement efforts. With billions of dollars of public projects currently or soon to be underway from Downtown to Denver International Airport, it's vital that local residents, particularly those in economically disadvantaged areas and populations, are able to work on these local projects, build careers and support their families right here in Denver.

Today, we are pleased to share with you a major milestone in this effort – we will be launching a new demonstration workforce program for one of our most exciting public projects, the \$200 million-plus expansion of the Colorado Convention Center. This workforce program will help increase outreach, pre-apprenticeship training, job opportunities and employment of local residents. It will also address shortages in qualified construction workers by increasing the number of apprentices being trained on the job.

This program will leverage our participation in the new WORKNOW platform, which is presented by the Colorado Resource (CORE) Partners alliance and seeks to integrate construction industry job training with community resources. It will build on the workforce development requirements included in the National Western Center's Horizontal Integration Contract, and together these projects will offer the opportunity to demonstrate, measure and evaluate outreach, training and engagement efforts across numerous construction industry trades and positions. We intend to extend this type of program to many of our other projects as well, including those in the Elevate Denver Bond Program and the National Western Center equestrian and livestock centers. Pending City Council approval, the draft 2019 budget proposes an investment of \$1.4 million in the WORKNOW platform to ensure the success of these new project standards.

Once the city selects the prime contractor for the Convention Center project in the next few months, the contractor will be required to develop a plan for targeted outreach, training and marketing. Target areas will include disadvantaged neighborhoods and populations, including veterans, formerly incarcerated individuals, participants of the Colorado Works program, graduates of approved pre-apprentice programs, those exiting the foster care system, and people who have experienced homelessness.

The contractor will be required to achieve key training goals as well:

- 15% of all construction hours must be performed by apprentices in registered apprenticeship programs

- 25% of the 15% must be performed by registered apprentices who live in targeted areas or are from a targeted population
- 25% of the 15% must be performed by first-year apprentices in registered apprenticeship programs, to ensure the project is bringing new individuals into the industry

This program offers a real chance to close equity gaps and increase access to economic opportunity to vulnerable neighborhoods, individuals and families who need it the most. We look forward to sharing more information about the demonstration project, its implementation and progress in the months ahead. For more information about WORKNOW, please visit www.work-now.org.

Respectfully,



Michael B. Hancock
Mayor



Robin Kniech
Denver City Council, At-Large



Deborah Ortega
Denver City Council, At-Large