



ATLANTA CITY COUNCIL

News Release

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**ATLANTA CITY COUNCIL PASSES LEGISLATION TO INCREASE
FIRST SOURCE HIRING**

*LEGISLATION AIMS TO CONNECT CITY RESIDENTS TO DEVELOPMENT PROJECTS,
CREATES CITYBUILD PROGRAM WITH FOCUS ON APPRENTICESHIP AND*

ATLANTA –The Atlanta City Council approved legislation that aims to increase the city’s commitment to First Source Hiring practices and workforce development in the construction industry. Ordinance 10-O-0928 greatly strengthens local hiring requirements for development projects that receive public funding support from the city.

The legislation passed by a vote of 12-0.

In collaboration with Atlanta’s business community, the city will work to ensure that 50% of all entry level jobs under an employer’s control be filled with residents listed in the city’s First Source Register. Additionally, 10% of all construction work hours will be performed by apprentices.

“The city’s future economic growth depends on our willingness to continue building bonds among community, business, and government stakeholders,” said Atlanta City Council President Ceasar C. Mitchell.

“I commend Deborah Scott, executive director of Georgia Stand Up, for remaining steadfast in her advocacy of this important legislation. I also commend Councilmember Sheperd, chair of the Council’s Community Development/Human Resources Committee, for her leadership in working with the mayor on getting the legislation before Council,” Mitchell said.

“This initiative capitalizes on community-based workforce training to provide disadvantaged populations with employment access through job preparation and apprenticeship-based skills

for construction and related crafts,” said Georgia Stand Up Executive Director Deborah Scott. “Creating this mandated workforce pipeline will bolster Atlanta’s skill profile, give the city a strategic competitive advantage, and strengthen its capacity to attract future investment,” Scott said.

The multipronged ordinance establishes job training programs, including pre-apprenticeship and apprenticeship programs, entrepreneurial skills programs, and professional development for skilled workers. Additionally, the city will implement recruitment efforts for both entry level and skilled construction workers in the city of Atlanta.

“This is a great step,” said City Councilmember Joyce M. Sheperd, chair of the Council’s Community Development/Human Resources Committee. “We are very excited about the potential impact this will have in providing job opportunities for our residents. My commitment is to work in collaboration with agencies and business to make this program a success.”

The legislation calls for the creation of a new program, Atlanta CityBuild. The program will assist contractors that have been awarded projects in the city with fulfilling their local hiring obligations. The program will provide a screened and qualified workforce comprised of skilled city residents from a first source list for all phases of work within each project’s scope.

Atlanta CityBuild will meet with the city’s Chief Procurement Officer, necessary city agencies, contractors and subcontractors to ensure that all First Source Hiring regulations are met. The agency will provide an annual report to the Mayor and City Council outlining the number of jobs created, the skill sets demanded by employers, and any other metric the Mayor and City Council request that highlights the city’s efforts to increase First Source Hiring.

The program is modeled off of a similar program in San Francisco. Since the California city’s program launched in 2006, CityBuild has played a vital role in providing training and employment opportunities in the construction trades to economically disadvantaged San Francisco residents. In helping a myriad of construction companies fulfill their labor needs and obligations, over 1,300 job placements have been achieved in over 250 projects throughout the City.

“Community benefit agreements such as this find ways to balance the interests of the business and working class communities for the purpose of strengthening and expanding economic development in our city,” said Mitchell.

While Atlanta previously enacted a First Source Jobs Policy to create entry level employment opportunities for low income residents and those without a degree from a college or university, the new legislation meets the Atlanta City Council’s desire to provide greater job training and career opportunities.

Supporters say that a strong local hiring ordinance is an effective way to reduce the persistent concentration of unemployment and poverty in the city. According to the most recent statistics released by the U.S. Department of Labor, metropolitan Atlanta has one of Georgia’s highest unemployment rates at 8.4%.

For more information about the new program, Atlanta CityBuild, contact Councilmember Sheperd’s office at 404-330-6053 or jmsheperd@atlantaga.gov

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