



DENVER
ECONOMIC DEVELOPMENT
& OPPORTUNITY



WORKNOW and the Denver Construction Careers Pilot (DCCP)

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February 17, 2021**



WORKNOW operates through the existing infrastructure of the Community College of Denver's Center for Workforce Initiatives.

This is the city's third contract to help fund WORKNOW.

WORKNOW is a job recruitment, advancement and support platform for Denver metro families living in neighborhoods directly affected by community construction projects. WORKNOW programming is concentrated in community resource navigation, job skills training, job placement, career coaching and advancement, and community building.

The goal of WORKNOW is to create a partnership that supports the development of a local worker pipeline for infrastructure construction job opportunities.

Launched in 2017, WORKNOW coordinates community-centered hiring on infrastructure projects to improve access for local residents and to provide project contractors with a pipeline of local workers in craft and professional service positions.



WORKNOW is progressing well with measurable outcomes. Though the city's partnership and investments along with other funding partners, as of Q3 2020 WORKNOW has enrolled 1,845 members, up from 1,282 this time last year.

Of those, 923 (50%) have completed a training and secured industry certificates.

744 WORKNOW members have secured new employment.

WORKNOW has assisted 256 apprentices secure placement in Registered Apprenticeship Programs recognized by the U.S. Department of Labor.

40% of WORKNOW members come from priority zip codes.

In all, the city is allocating \$1.2 million to its Construction Career Pilot in 2021, including this contract for \$565,750 to help fund WORKNOW. The budget for this 2021 contract between the city and CCD includes the following:

Participant Direct Services – WORKNOW

Training – 225 people	\$113,000
Supportive Services – 225 people	\$150,000
Employer Resources and Services	\$ 57,500
TOTAL	\$320,500

Operational support - WORKNOW

Navigators supporting targeted city projects	\$150,000
Community outreach, marketing, Fiscal Support	\$95,250
TOTAL	\$245,250

CONTRACT TOTAL **\$565,750**



Denver Construction Careers Pilot (DCCP)

Background: Denver's construction industry has a high demand for qualified and capable construction talent at all levels.

Objective: The Denver Construction Careers Pilot is testing and identifying best practices for connecting Denver residents to city-funded construction jobs.

Scope: From 2019-2021 the Pilot is focusing on select projects from the following investment areas:



DCCP: Workforce Development, Training, and Supportive Services

24 City-Funded Projects



Construction firms need a strong talent pipeline



Jobseekers need training, supportive services, access to jobs, and quality wages

The 3-year DCCP Pilot tests solutions for successfully connecting residents to careers borne out of investments in the growth of our city.

Denver Construction Careers Pilot Snapshot (January 1, 2019 – December 31, 2020)

8,219

TOTAL WORKERS

3,516

NEW HIRES

\$

\$30.84 Avg. Wage

\$

\$28.92 Avg. Wage

27%

**From
Denver**

15%

**From DEDO
Target
Zip Codes**

11%

**Apprenticeship
Rate
Average**



DCCP Team Roles, Responsibilities, and Support

Marcus Johnson
Project Manager

Policy and Funding

- Contracting & Budgeting
- Proposals
- WF Plan compliance (MO, City Council, Agency)
- Funding Request

Sarah Bennett
Contractor Liaison

- Funding & Policy research
- Sister City Collaboration
- Resource Guides & tools

Chris Berthiaume
Contractor Liaison

- Sister City Collaboration
- DCCP Operational planning & tools

Derrick Watson
Contractor Liaison

- Sister City Best Practices
- Fed and State guidelines
- Funding Partners

John Fraundorfer
Data Analyst

- DCCP project master lists
- RAP tracking
- Prevailing Wage Data

Pilot & Project Focus

- PM – Oversight and Reporting
- Industry & Community Relations
- Procurement Support
- Workforce Plan Execution

- Triangle – TBD
- Convention Center
- 7 Culturals

- DEN Great Hall
- 3 – NWC Projects
- Bond Projects TBD (est. 5 projects)

- DEN Pena Blvd
- DPL – Central Branch
- 16th Street Mall
- Bond Projects TBD (est. 5 projects)

Data Analytics and Reporting

DEDO Collaboration and Community Impact

- Community Relationship Management (Construction Updates)
- Drive training and education opportunities
- Private Sector Technical Support
- DEDO Resource Collaboration and Coordination (i.e. Extremal Affairs, DEI Team, NEST)
- Connecting Colorado Data Tracking
- Job Fair Coordination
- Workforce Manager
- Job Seeker Informationals – Supporting Employer Services
- Augment DSBO support team
- Agency Support SWOT teams (DOTI, Transportation, Facility Management, HRCP)
- Upskilling “Labors” on existing projects to higher paying jobs (2000+ people)

Discussion
