



2017-2019

# CONSTRUCTION WORKFORCE PLAN

For the Counties of Clackamas, Clark,  
Cowlitz, Multnomah, Wahkiakum,  
and Washington & the City of Portland

## THE COLUMBIA-WILLAMETTE WORKFORCE COLLABORATIVE

Working together to support and develop regional talent.



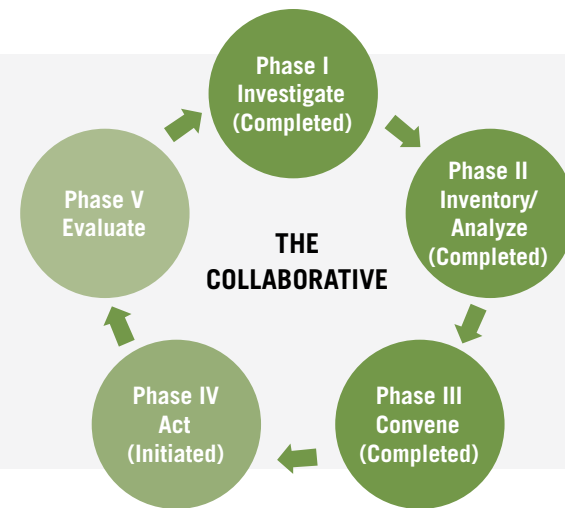
## WHY A REGIONAL PLAN?

There are a variety of good public and private efforts underway to improve the quality of the regional construction workforce. The challenge is that these efforts often work in isolation, which diminishes the overall impact to the industry. The magnitude of the challenge requires multiple stakeholders to work together to have a meaningful and sustained impact on the supply of well-trained construction workers.

The Columbia-Willamette Workforce Collaborative is a partnership that delivers a unified approach to serve industry, support economic development, and guide public workforce investments in the Portland-Vancouver Metropolitan Area. We work with industry to identify and remove barriers that stand in the way of cultivating and sustaining a skilled workforce.

## COLLABORATIVE MODEL

Our proven five-step business model directly involves industry in the design, development, delivery, and oversight of regional workforce programs and services.



## DRIVEN BY THE INDUSTRIES WE SERVE

Data show that construction has become a high-growth industry in the Portland Metro Area. In the next ten years, more than 15,000 new jobs are expected, outpacing other industries in the region. These are high paying jobs, averaging over \$25 per hour. Current and future building trends, both public and private, are rapidly increasing the demand for skilled tradespeople in the region. One-fifth of the region's construction workforce is at, or nearing, retirement age. Contractors are currently looking across the country to fill positions. How can we work together to address training and workforce needs locally and capture this opportunity to build a supply of locally trained workers?

In October of 2016, the Collaborative held a Construction Workforce Convening to discuss these challenges and to begin the process of engaging companies in the development of the 2017-2019 regional, industry specific workforce strategy. Creating a regional construction plan allows us to identify common industry workforce challenges, coalesce around shared goals, and align the efforts of the public workforce system to make a greater overall impact for the sector.

Companies identified three priority areas, indicating a strong emphasis be placed throughout on better marketing the career opportunities, recruiting non-traditional construction workers, creating industry support tools such as mentoring to retain their workforce, and helping industry strengthen best practices for recruiting and screening the best candidates.

## PRIORITY AREA #1

### CONNECT YOUTH TO JOBS AND TRAINING OPPORTUNITIES IN CONSTRUCTION

Priority area #1 will increase opportunities for industry exposure and awareness for both youth and the individuals who influence their career decisions. Strategies will help bridge the gap that so often exists between youth, businesses, and these various influencers. This will include the development of tools to help businesses connect with their future workforce.

- Build a visual roadmap to successful construction careers that highlights current programs and resources
- Promote effective events to support development in construction trades
- Educate influencers with data-driven outlooks for careers in construction
- Connect industry and education through internships and career-related learning experiences
- Align education and legislation

## PRIORITY AREA #2

### ADVANCE EQUITY AND DIVERSITY IN THE CONSTRUCTION INDUSTRY

Priority area #2 strategies are designed to help contractors attract new workers to the industry, increase diversity of skilled workers, and lead to more positive jobsite culture.

- Create trusted relationships with industry partners that promote success for diverse workers
- Develop robust marketing strategy highlighting diversity
- Allocate resources for pre-apprenticeship, training, and screening capacity to double number of women and people of color entering the industry
- Incorporate best practices that institutionalize diversity

## PRIORITY AREA #3

### IMPROVE RETENTION OF EXISTING APPRENTICES AND WORKERS

Priority area #3 strategies will help contractors to retain workers, develop their skills, and advance them into higher-skilled positions that will be increasingly made available in the years ahead.

- Promote and provide standardized tools for jobsite culture success
- Create a formal mentorship program for building relationships, teaching, and problem solving
- Provide life skills training and resources
- Identify worker aptitude early using current best practices

## WORKGROUP PARTICIPANTS

AGC Oregon/Columbia Chapter  
Alcantar and Associates  
Andersen  
Braun Construction and Design LLC  
Bricklayers Local 1  
Building Industry Association of Clark County  
Cascadia Technical Academy  
Clark College  
Constructing Hope  
Faison Construction  
Hoffman  
Howard S. Wright  
IBEW Local 48  
Kiewit Infrastructure West

Laborers Local 737  
Lease Crutcher Lewis  
Mt. Hood Community College  
NAMC Oregon  
National Urban Housing and Economic Development Corp.  
NECA IBEW  
Northwest College of Construction  
Northwest Regional Organizing Coalition  
ON Electrical Group  
Operators Local 701  
Oregon Department of Education  
Oregon Laborers Apprenticeship  
Oregon Tradeswomen Inc.  
Pacific Northwest Regional Council of Carpenters

Pacific NW Carpenters Institute  
Portland Community College  
Portland Youthbuilders  
Professional Minority Group, Inc  
R&H Construction  
Raimore Construction  
Southwest Washington Contractors Association  
Terra Firma  
Turner Construction  
Walsh  
Workforce SW Washington  
WorkSource Oregon

## PLAN SENT FOR COMMENT (MAY-JUNE 2017)

City of Portland  
City of Vancouver  
Clackamas County  
Clark County  
Columbia River Economic Development Council  
Cowlitz County  
Cowlitz Economic Development Council

Hillsboro Chamber of Commerce  
Metro  
Multnomah County  
Oregon Bureau of Labor and Industries  
Portland Development Commission  
Port of Camas-Washougal  
Port of Kalama  
Port of Longview  
Port of Portland

Port of Ridgefield  
Port of Vancouver  
Port of Woodland  
Portland Public Schools  
State of Oregon  
Tri Met  
Washington County  
Washington Labor & Industries

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