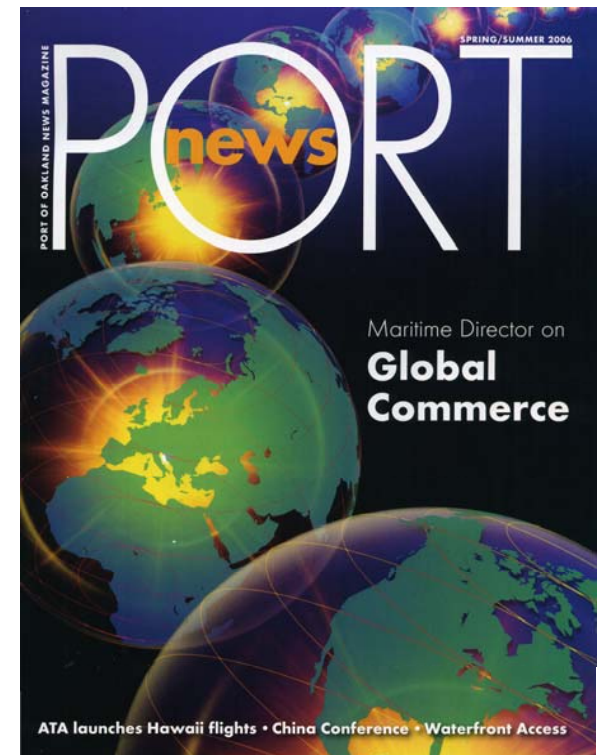
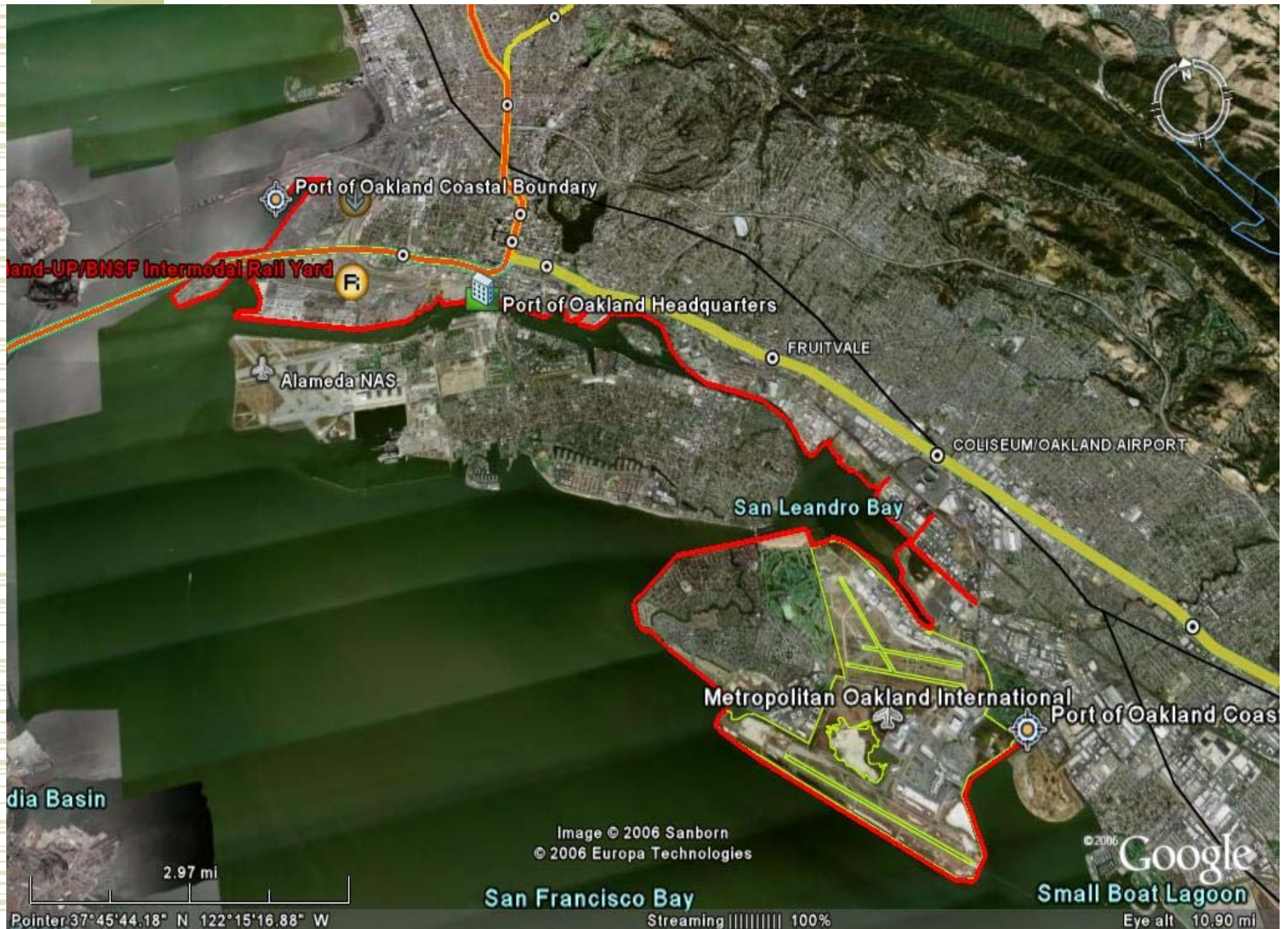


# PORT OF OAKLAND - MAPLA

THE MARITIME AND AVIATION PROJECT LABOR AGREEMENT

A COLLABORATIVE PROCESS  
TO PROMOTE CONSTRUCTION INDUSTRY COOPERATION AND  
ENHANCE LOCAL COMMUNITY INVOLVEMENT





land-UP/BNSF Intermodal Rail Yard

Port of Oakland Coastal Boundary

F

Port of Oakland Headquarters

Alameda NAS

FRUITVALE

COLISEUM/OAKLAND AIRPORT

San Leandro Bay

Metropolitan Oakland International

Port of Oakland Coas

dia Basin

2.97 mi

Image © 2006 Sanborn  
© 2006 Europa Technologies

San Francisco Bay

©2006 Google  
Small Boat Lagoon

Pointer: 37°45'44.18" N 122°15'16.88" W

Streaming ||||| 100%

Eye alt 10.90 mi

# WHY A PLA?

- Who / What is the Port of Oakland?
- Port's primary purposes in negotiating a PLA
- Formation of a Social Justice Advisory Committee
- Uniqueness of MAPLA Social Justice Component



# LABOR EXPECTATIONS

- Traditional labor relations / all project work covered
- Social Justice ramifications for Labor
- Political alliances with community
- Infusion of new workers into trades



# COMMUNITY EXPECTATIONS

- Avoid repeat of negative experiences of Cypress Freeway and receive benefits of Port economic activity.
- Adoption of “Hire First Program” as central theme to the MAPLA
- Referral of local residents to unions and pre-apprentice programs
- Development of process to quickly identify and resolve non compliance issues



# LOCAL HIRE GOALS

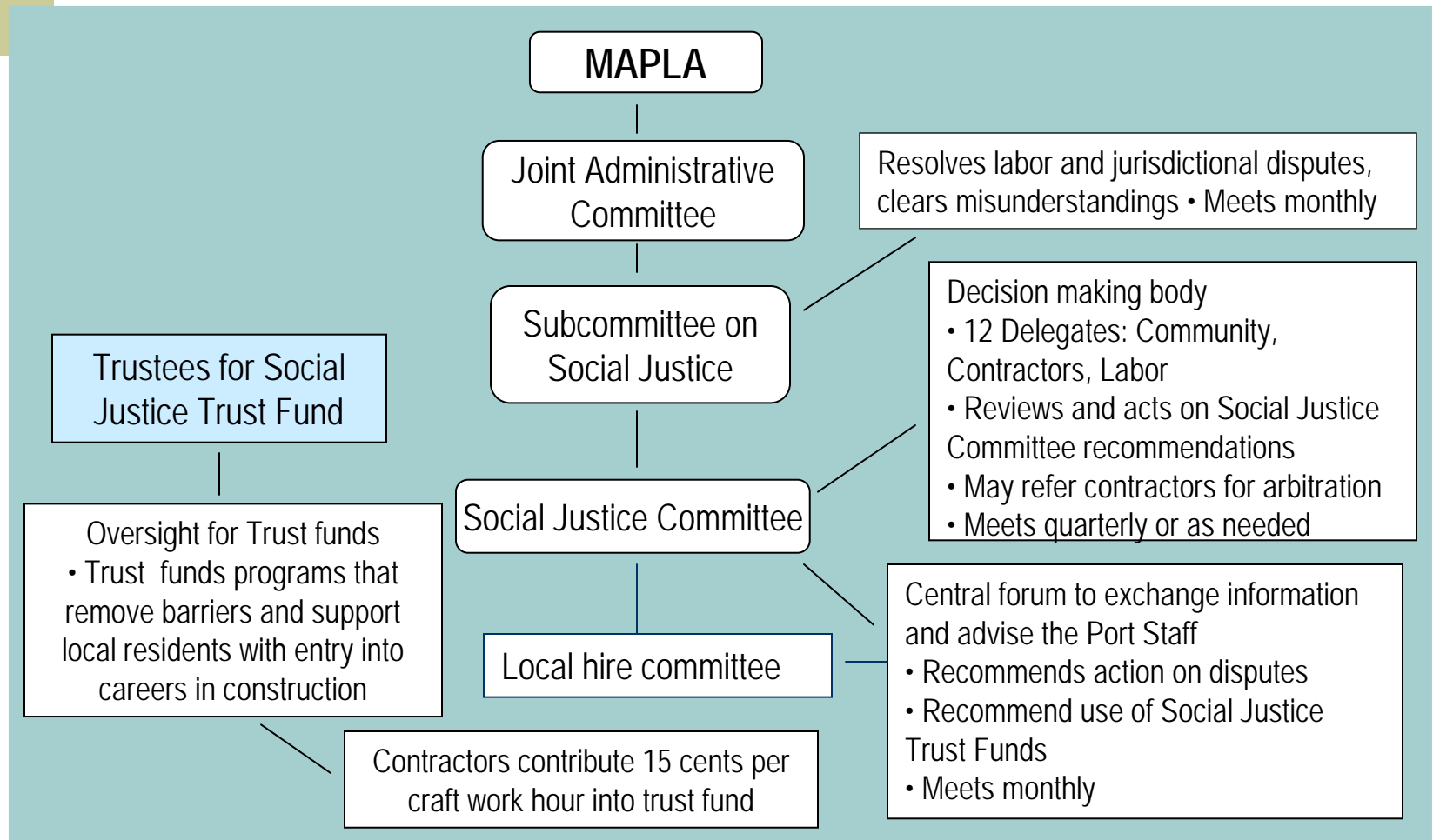
- A goal that 50% of hours worked on a craft by craft basis be worked by residents of the Local Impact Area (LIA), if such workers are available, capable and willing.
  - Failing that, that 50% of the hours worked be worked by residents of the Local Business Area (LBA)
- A goal that 20% of the hours worked on a craft by craft basis be worked by apprentices and that all the apprentices be residents of the LIA, if such workers are available, capable and willing.
  - And that 100% of the apprentices shall come from the LIA, if such workers are available, capable and willing.

LIA = Cities of Oakland, San Leandro, Alameda, Emeryville

LBA=Alameda & Contra Costa Counties



# MAPLA Internal Administration



# Port of Oakland: ADMINISTRATION / IMPLEMENTATION

- Social Justice Committee
- Compliance monitoring system
- Workforce availability & capacity
- Contractor & Union education
- Educate contractors about partial off-site credit





# Reports Generated by Port for Local Hire/Social Justice Committees

- ◆ **MAPLA Local Resident Utilization – Cumulative Report**
- ◆ **Project Summary Reports for recent 3 month period**
- ◆ **Comparative Analysis of Contractors - Cumulative**
- ◆ **Craft by Craft Report on MAPLA goals – Cumulative**
- ◆ **Craft by Craft Report on MAPLA goals – recent 3 month period**



# PROGRAM PERFORMANCE – OVERALL

|   | Goal | Early MAPLA<br>(January 2001) | MAPLA<br>Thru Dec 2007 |
|---|------|-------------------------------|------------------------|
| Total hours worked<br>by LIA residents        | 50 % | 19.5 %                        | <b>31.18%</b>          |
| Total Hours worked<br>by LIA/LBA<br>residents | 50 % | 44.3%                         | <b>59.86%</b>          |



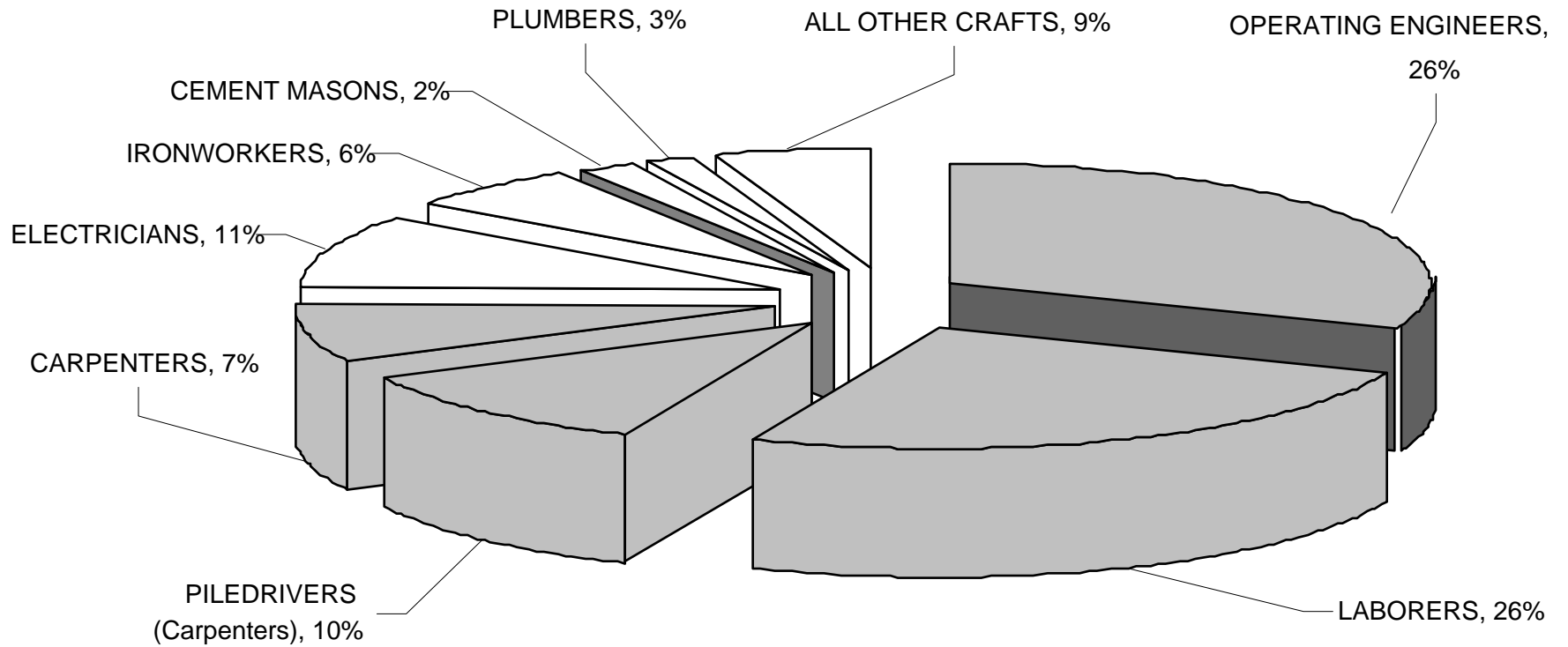
# PROGRAM PERFORMANCE – APPRENTICES

|  | Goal | Pre-MAPLA<br>(January 2001) | Dec 2007     |
|--|------|-----------------------------|--------------|
| <b>Total Hours worked by apprentices</b>           | 20%  | 13.9%                       | <b>12.8%</b> |
| Total hours worked by LIA residents apprentices    | 20 % | 3.9%                        | <b>6.19%</b> |
| Total Hours worked by LIA/LBA resident apprentices | 20 % | 7.8%                        | <b>9.55%</b> |



# MAPLA CONSTRUCTION HOURS by CRAFT

Cumulative thru December 31, 2007



# MAPLA Dollar Facts

Through December 2007

## LOCAL IMPACT AREA WORKERS (LIA) ONLY

- 1,052,978 = construction hrs worked
- \$53 Million = dollars of salary and benefits paid

## LOCAL IMPACT AREA APPRENTICES ONLY

- 209,001 = construction hrs worked
- \$4.5 Million = dollars paid in salary alone
- \$360,000 in Trust Fund Contributions  
Over \$300,000 in grants to local community-based organizations

## LOCAL BUSINESS AREA WORKERS (LBA)

- 2,015,858 = construction hrs worked
- \$102 million = dollars of salary and benefits paid

## LOCAL BUSINESS AREA APPRENTICES

- 332,614 = construction hours worked
- \$7 Million = dollars paid in salary alone



# CHALLENGES FACED

- ◆ Dramatic cutback in size of projects post 9/11
- ◆ Results are gradual, community skeptical
- ◆ Entrance of new hires (apprentices) still difficult
- ◆ Need for early monitoring of individual projects
- ◆ Contractors didn't take process seriously at first
- ◆ Individual unions had to be engaged around implementation as some unions view local-hire as displacing current workforce
- ◆ Over time, Port has uneven commitment to implementation
- ◆ Ability of community to remain engaged over long term difficult without financial support



# LESSONS LEARNED

- Labor
  - Community is an integral part of the process
  - PLA helps crafts negotiate among themselves work covered
- Contractors
  - Program works and has value. Need to get new contractors, particularly subs, involved sooner
- Port of Oakland
  - The Social Justice Program is worth the cost
  - Contractor, community and union education is everything



# LESSONS LEARNED

- Community
  - It's a slow process and the benefits come gradually
  - Make local hire part of larger sector strategy
    - Understand the size of the projects
    - Take the time to understand the industry/sector
    - Identify 'pace-setters (crafts and employers) in your area
  - Understanding the needs and requirements of contractors, unions, and Port important if you want to be taken seriously





# LESSONS LEARNED

- Community - continued
  - None of the other stakeholders speak with one voice internally
  - Monitoring and enforcement are important
  - CBO's require access to sustained financial support
  - The MAPLA is a valuable precedent



# POINT OF CONTACT

- ◆ **The Workforce Collaborative**

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