

**Testimony from Hoffman Madison Waterfront
Z.C. Case No. 1-03J – First-Stage PUD Modification / Second-Stage PUD
Southwest Waterfront – Phase 2
November 15, 2017**

Summary of Community Benefits Programs and Accomplishments to Date:

Certified Business Enterprises: As of the end of 2017 Q3, Hoffman Madison Waterfront (HMW) achieved 48.55% CBE participation (35% required), representing \$347,094,817 paid to DC Certified businesses. CBE construction businesses from partner Wards 5, 6, 7, and 8 include, among others: Dominion Electric Supply of DC, Maurice Electric Supply, Atlantic Electric Supply, Chiaramonte Construction Company, Anchor Construction, J. Roberts, FMC & Associates, Nationwide Electrical Services, Ark Construction Group, United General Contractors, Concrete Mixes, Wings Enterprise.

First Source Construction: As of the end of September 2017, the following achievements have been made with regard to First Source:

- DC Hires: 605 (48.48%), goal 51%
- Ward 8 Hires: 187 (30.91%) , goal 20%
- DC Apprentices: 190 (53.52%) goal 51%
- East of The River Apprentices: 67 (35.26%), goal 30%

First Source Operations: The Wharf Phase 1 just entered the Operations Phase. HMW is working with the Phase 1 Operators and Managers to finalize their First Source Agreements with DOES, as required, so comprehensive reporting is not yet available.

- Concord Hospitality, Operator of the Hyatt House and Canopy by Hilton, reported that as of opening, the two hotels hired a total of 73 DC residents, 55% of total hires.
- Council Members Charles Allen and Elissa Silverman hosted a Wharf Operations Career Fair on August 10, 2017, attended by more than 1,000 pre-screened applicants and more than 25 of The Wharf's operators/managers/retailers/restauranters/services. A meeting with The District's top hospitality/retail/service training organizations identified by CM Allen, and Wharf Operator/Managers was held on July 26, 2017, in advance of the Career Fair, to establish direct relationships between Wharf operator/managers and DC service providers.

HMW CBE/First Source Efforts: Outreach commenced upon award in 2007, with a focus on organizations and leadership in Partner Wards 5, 6, 7, and 8, in coordination with relevant DC Agencies, DC Councilmembers and Congresswoman Eleanor Holmes Norton. Actions have included:

- Established a Wharf Development Advisory Group upon award. This group meets quarterly and is comprised of public and community project stakeholders and Councilmember representatives from Wards 5, 6, 7, and 8, as well as

community/workforce and business development representatives from their respective Wards.

- Early after award, HMW met with the following groups located East of The River to introduce the project and explore collaboration possibilities: Anacostia Economic Development Corporation (AEDC); Barry Farm Resident Association; Covenant House; Training Grounds; Ward 7 Business and Professional Association; Ward 8 Business Council (HMW Partner, Elinor Bacon, served on the Ward 8 Business Council Board for several years); Ward 8 Economic Development Roundtable; Ward 8 Economic Summit; Ward 8 Small Business Summit; Ward 8 Workforce Development Council; Ward 7/8 Joint Business Council; Ward 7 Business Council.
- HMW held targeted meetings for small businesses in partner Wards, including those from East of The River, which were arranged by Councilmembers' Offices or their representatives.
- HMW formed a Wharf Community Benefits Committee, that first focused on workforce concerns - jobs and apprenticeship opportunities, and efforts to match DC residents with jobs/apprenticeships at The Wharf. Representatives included Ward 8 Workforce Development Council and Ward 7 Workforce Development Council, as well as jobs/business development representatives from Wards 5 and 6; the Skyland Workforce Center; Court Services and Offender Supervision Agency (CSOSA); DC Housing Authority (DCHA); Public Housing Resident leadership; ANC 6D, University of the District of Columbia (UDC); the DC Department of Employment Services (DOES); the DC Workforce Investment Council (WIC); and Building Futures (BF), a WIC job training provider. The CBC subsequently has focused on affordable/workforce housing and now will concentrate its efforts on Operations job opportunities.
- Met with Partner Ward Councilmembers over the years, as well as all incoming Council Members, to assure that they know about The Wharf overall and are aware of the CBE, First Source and other community benefit efforts in which The Wharf is engaged.
- HMW, Wharf contractors, DOES and DSLBD during Phase 1 construction met monthly, and then bi-monthly to assess The Wharf's overall progress in meeting First Source and CBE goals, and status of each subcontractor in meeting jobs/apprenticeship goals. Corrective actions are taken as needed, starting with meetings with individual subcontractors that are not meeting their goals.
- Close collaboration was established after project award with both DOES and DSLBD. DOES DC Networks posts job opportunities, registers DC residents seeking jobs and makes referrals, essentially serving as DC's Workforce Intermediary. HMW and its contractors post business opportunities on the DSLBD website and on their own websites, with links to the DSLBD website.

- The Clark Job Opportunities Trailer at The Wharf was open during construction one morning per week for job/apprenticeship applications, skills and experience assessment, and registration on DOES DC Networks by DOES staff during the first several years of construction. Now Clark and other contractors with trailers at The Wharf accept walk in applications by job seekers, and carry out their own employment opportunities outreach efforts through their Human Resources Departments.
- A close working relationship was established with the Workforce Investment Council (WIC) and its training provider, Building Futures (BF), the training organization of the Community Services Agency of the Metropolitan Washington Council, AFL-CIO. Building Futures refers qualified entry-level job candidates who graduate from their training cohorts to Wharf contractors. Court Services and Offender Supervision Agency (CSOSA) subsequently joined the program to assure opportunities for Returning Citizens. As on November 1, 2018, 31 graduates of the Building Futures training had been hired by HMW and its contractors at The Wharf. HMW connected Clark, Donohoe, Balfour Beatty and Whiting Turner, Wharf contractors, with BF directly, as an excellent resource for potential qualified DC entry-level jobs/apprenticeship candidates, for contractors and their subcontractors.
- On March 15, 2017, The Wharf co-hosted with DSLBD and DMPED, a Contractors Networking Event at Arena Stage where smaller 2nd and 3rd tier construction subcontractors had the opportunity to meet primes and their major subs that are working at The Wharf, allowing them to establish relationships and better understand how to compete successfully for construction business opportunities at The Wharf.
- A large meeting with Clark Construction and CBE certified subcontractors was held shortly after award of the project, and HMW along with Clark and other Wharf contractors have since participated in multiple business and career fairs organized by Councilmembers Charles Allen and Elissa Silverman, Congresswoman Eleanor Holmes Norton, Building Futures. Most recently, HMW participated in a Career Fair hosted by Councilmembers Silverman and Allen on April 5, 2017, a business opportunity fair hosted by Delegate Eleanor Holmes Norton on June 15th, The Urban League/DC Department of Housing and Community Development Housing Expo on June 24, 2017, and the DAV (Disabled American Veterans) Recruit Military/DC Veterans Job Fair on June 22, 2017, as well as the Wharf Operations Career Fair organized by CM Allen and Silverman at Arena Stage on August 10th.
- As required in The Wharf Land Disposition Agreement, HMW paid \$1 million to The District for Workforce Intermediary Programs, of which \$350,000 was escrowed for a construction-training program proposed by HMW during the Phase 1 PUD Zoning review process. HMW currently is working with The District for a final determination on how those funds will be used for Phase 1 Operations and Phase 2 Construction and Operations.

- A close working relationship with the DC Department of Housing and Community Development, HMW and its residential retail property manager, Bozzuto Properties, was established in 2016, in preparation for the Affordable/Workforce Housing rental opportunities to become available in Phase 1. Processes, policies and procedures were set in Spring 2017, and a lottery was held on June 22, 2017. A total of 3,742 DC residents applied and were deemed eligible to participate in the lottery, for a total of 200 Affordable/Workforce units.
- In 2017, The Wharf Community Benefits Committee met for more than six months to review Affordable and Workforce Housing proposed policies, procedures and processes; more than 50 community based organizations, ANC Commissioners, Councilmembers and others were contacted about the upcoming opportunities; an extensive campaign of paid advertising, news articles and social media outreach was carried out in the spring of 2017 and the lottery was held in June, 2017.

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**Community Benefits Outreach to Individuals and Organizations from Wards 7 and 8 from
Project Inception to November 2017:**

Hoffman Madison Waterfront has worked closely since award of the Southwest Waterfront development rights in 2007 with a number of individuals and organizations in all its partner Wards, 5, 6, 7 and 8 to maximize its outreach to communities, residents and businesses that might not otherwise be aware of the opportunities at The Wharf.

The following is a list of individuals and organizations in Wards 7 and 8 with which HMW has worked over the years.

Ward 7

- Councilmembers and their staffs including Council Member and then Mayor Vincent Gray and Councilmember Yvette Alexander
- Derek Ford, member of the Wharf Development Advisory Group, appointed to represent Ward 7 by the former Council member.
- Robin Craig and the Marshall Heights Community Development Organization
- Covenant House
- Tom Brown, Training Grounds
- Ward 7 Business and professional Association
- Ward 7 Workforce Development Council
- Skyland Workforce Center

Ward 8

- Council Members and their staffs representing Ward 8 over the years including Councilmember and Former Mayor Marion Barry, LaRuby Mae, Trayon White
- James Bunn, community leader in business and workforce development and Chair of the Ward 8 Business Council
- Leonard Watson, community leader and representative on the Wharf Development Advisory Board appointed by CM Trayon White
- Run, Hope Work (suggested by CM Trayon White)
- Stanley Jackson and the Anacostia Economic Development Corporation (AEDC)
- Carla Harris, Ward 8 Workforce and Business Development Council

- Barry Farm Resident Association Association
- Ward 8 Business Council (HMW Partner, Elinor Bacon, served on the Ward 8 Business Council Board for several years)
- Ward 8 Economic Development Roundtable and Development Council
- Ward 8 Economic Summit
- Ward 8 Small Business Summit

**Hoffman Madison Waterfront
Zoning Commission Hearing
Z.C. Case No. 1-03J – First-Stage PUD Modification / Second-Stage PUD
Southwest Waterfront – Phase 2
Post Hearing Submission re Community Benefits
November 15, 2017**

Employment Information provided by Concord Hospitality Enterprises Company (Concord Hospitality).

Concord Hospitality, Manager/Operator of two hotels at The Wharf, provided the following information regarding their hiring record to date, and their efforts to identify and employ DC residents.

1. Outreach Efforts

Measures of Good Faith		
Date	Event	Additional Information
6/22/2017	DC Veterans Job Fair	Through Recruit Military
7/12/2017	Meeting with DOES & Operational Managers	
7/20/2017	Posting on Nextdoor.com for All DC Neighborhoods	Community Website for DC
7/26/2017	Meeting with DOES & COB's	Hosted by Elinor Bacon
7/27/2017	Email all COB's job postings & job flyer	
8/2/2017	Email DOES & COB's about In-House Career Event	
8/2/2017	Congresswoman Norton's 2017 Jobs and Opportunity Fair	Hosted At Convention Center
8/4/2017	Ad in Craigslist.com	
8/4/2017	Career Presentation with So Others May Eat (SOME)	
8/6/2017	Ad in Washington Post Sunday Paper-Careers	
8/8/2017	Career Fair with DOES	Coordinated with Joseph Taylor;
8/10/2017	Career Fair with The Wharf	Sponsored by CM Elissa Silverman and Charles Allen;
8/14/2017	Hosted In-House Career Fair	Hosted at Cambria DC
8/17/2017	Career Presentation with DC Central Kitchen	
8/18/2017	Career Presentation with AmericaWorks	
8/04/2017-8/10/2017	Ad in El Tiempo Latino	
08/06/2017-08/12/2017	Ad in WashingtonPost.com- Featured Career Fairs	
9/20/2017	Friendship Place Career Fair	

Concord Hospitality has hired Associates through the following DC community based organizations: Goodwill, Grant Associates, AmericaWorks, So Others May Eat (SOME), Southeast Ministries, DC Central Kitchen, DC Housing Authority, Calvary Women's Services, Covenant House, Friendship Place, University of DC Community College. These community-based organizations provide hospitality or technical certification courses to their clients.

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Report from Building Futures
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BUILDING FUTURES GRADUATES – A key component in the redevelopment
of the SW Waterfront at The Wharf

October 30 2017

Through the DC Housing Authority, CSOSA and Hoffman-Madison workforce development partnership at the Wharf the Community Services Agency's BF Pre-Apprenticeship Program periodically supplied qualified DC residents to many of its Phase I subcontractors. Subcontractors and the number of hires from our program are as follows: Ciambro (2), P.A.M. Masonry (3), Wilson Ironworks (1), Hoffman (1), JCM Associates (5), Helix Electric (6), Kogok (3), Reliable Glaziers (6), Christman MidAtlantic (2) and Clark (2).



To date, some 31 DC Residents have been hired and retained for more than 90 days, many of whom are still on the payroll and on their way to becoming self-sufficient by working in the same place where they raise their families.

This program is supported by the United Planning Organization (UPO), DC DOES Office of Apprenticeship, Marpat Foundation, and other private foundations. Building Futures is run by the Community Services Agency of the Metropolitan Washington Council, AFL-CIO.

Building Futures recruits, provides training, and case management, and offers job placement assistance to individuals interested in advancing their skills and pursuing a career with the building and construction trades.

LATEST STORY

Marcelus Turner was hired by JCM Mechanical on 6/21/2017 right after graduation to work as a mechanical apprentice in the redevelopment of the SW Waterfront at the Wharf. He works full-time 40 hours a week or more at \$16.50/hr. plus benefits. "I have never worked as hard as I am working now in my whole life!" he confessed to our staff recently, but he is convinced that having a career in the trades is the way to go. He wanted to make a lifestyle change. His mom, present in the audience on the day of graduation, wanted him to turn his life around. "It is time I

make those changes” he assured everyone, “I am writing a new chapter in my life”. Temporarily laid off this week, Marcelus has become an ambassador for Building Futures students, who like him are in search of inspiration and peer-models to pick a skill and pursue a gratifying career in the city they live in.

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List of Operators and Managers at the Wharf to date:

Operator / Manager	Function
Concord Hospitality Enterprises Company	Hospitality Management for the Hyatt House hotel
Concord Hospitality Enterprises Company	Hospitality Management for Hilton's Canopy hotel
Community Management Corporation	Property Managers for the Vio Condominiums
Colonial Parking, Inc.	Parking Management
Bozzuto Management Company	Property Managers for The Channel and Incanto Apartments
CBRE, Inc.	Office Property Managers
Madison Marquette Retail Services, LLC	Property Managers for the Retail Space
District Wharf Community Association, LLC	Project Association
Admiral Security Services	Subcontractor to District Wharf Association, LLC
Reston Limousine and Travel Service, Inc.	Shuttle Service

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Example of Employee Residence and Ward Reporting

In response to a question from the Zoning Commission regarding how reporting of employee residence and Ward is provided. Attached is a copy of the monthly report that all contractors with executed First Source Agreements submit to the DC Department of Employment Services. First Source Agreements are required for construction contracts greater than \$100,000.

The Commission will note that on page 2 the following information regarding residence of employees.

- II. Chart where new hires are listed, along with their address and Ward.
- III. Chart of the same information for the current workforce
- IV. Chart for information regarding terminations/laid off employees.

The Commission will further note that on page 3 the same information is requested for Apprentices.

*For Office Use Only:
 Profile No: _____

**Government of the District of Columbia
 First Source Employment Agreement Contract Compliance Form
 Reporting Compliance with D.C. Law 14-24, Mayor’s Order 83-265, and D.C. Law 5-93**

Instructions: To be completed by the Employer and submitted by the 10th day of each month until completion of the project period. Final report, must state on report “Final Report”.

Reporting Period: _____, 20____

Name of Employer: _____

Address: _____

Contact Person: _____ Title: _____

Email: _____ Telephone Number: _____

Employer Federal Identification Number: _____

Project Name: _____

Project Location: _____

Employer Start Date: _____ Employer End Date: _____

Prime Contractor _____ Yes or No

Subcontractor: _____ Yes or No

I. First Source Reporting and Apprenticeship Section:

First Source Goals: 51% New Jobs Created, must be District Residents with minimum of 20% of the Hires, Ward 8 Residents. **Apprenticeship Goals:** 35% of apprentices hours worked must be DC residents, 51% of apprentices must be DC residents, with 30% of such apprentices must be filled by DC residents residing East of Anacostia River.

First Source Reporting	Monthly	Cumulative		
	Number	Number	Goal %	Actual %
Total Number of New Hires				
Total Number of DC Residents New Hires			51%	
Total Number of DC New Hires from Ward 8			20%	
Total Employees Transferred to Work on Project				
Total Number of DC Employees Transferred to Work on Project				
Apprenticeship Reporting	Monthly	Cumulative		
	Number/Hours	Number/Hours	Goal	Actual
Number of Hired Apprentices				
Number of Hired DC Apprentices			51%	
Number of Hired DC East of River Apprentices			30%	
Total Apprentice Hours				
Total DC Apprentice Hours			35%	

Note: *Apprentices should not be counted more than once in the cumulative column.

III. Current Workforce (Reporting Month)

List the name, social security number, address, job title, hire date of all current employees working on the project this month and if employee is a transfer, type **yes**. Attach additional sheets as needed.

NAME	Employer ID	ADDRESS	JOB TITLE	HIRE DATE	TRANSFERRED (YES)

IV. Terminations/Laid Off Employees

List the names of all employees employed on the project that were terminated, laid off and/or resigned during this reporting period. Attach additional sheets as needed.

NAME	JOB TITLE	TERMINATION DATE	PLACE OF RESIDENCE

V. Apprentices

List the name of apprentice, full address, ward and hours worked on the project during this reporting period. Attach additional sheets as needed.

NAME OF APPRENTICE	FULL ADDRESS	WARD	HOURS WORKED

VI. Indicate whether your firm is a subcontractor on this project: YES NO
If yes, name of firm you have your contract with: _____

VII. Comments:

Describe any problem(s) you have experienced in meeting your job creation projections in implementing the First Source Employment Agreement.

Forward Contract Compliance Form via email to:

Signature

Date

By submitting this monthly report to the Department of Employment Services (DOES), I certify that, to the best of my knowledge, the data contained in this report is true and accurate and that all information herein is supported by documented deliverables on file at the Prime Contractor's office.