



# Church Hill North Revitalization: Old Armstrong Site Redevelopment

Opportunity Contracting and Hiring:  
Section 3 - Ensuring economic opportunities

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THE **C**OMMUNITY  
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## Common Goals

The City of Richmond, HUD, RRHA and TCB share the goals inherent in Section 3 contracting requirements

Ensure greatest utilization possible of Minority/Women/Disadvantaged Business Enterprise (M/W/DBE) and Section 3 Businesses



# Economic Opportunities

HUD investments in local communities represent one of the largest sources of federal funding, and expenditure of these funds results in new contracts and jobs.

Section 3 stipulates local low-income persons, and businesses receive priority consideration for a percentage of new training, employment and contracting opportunities.



## Section 3

Residents:

- Public housing residents
- Low and very low income persons who live in Richmond

Businesses:

- 51% or more owned by Section 3 residents, or
- At least 30% of staff are Section 3 residents, or
- A commitment to subcontract 25% of total dollar amount of all subcontracts to businesses that meet criteria above



# OCH Policy

TCB Development shall demonstrate leadership in:

1. Utilizing business enterprises owned by local residents, minorities, women, or other disadvantaged individuals.
2. Employing local residents, minorities, women, or other disadvantaged individuals.

Together these objectives are referred to as  
**“Opportunity Contracting and Hiring”**



## OCH Keys to Success

- Strong communication with all relevant stakeholders
- Face to Face engagement with stakeholders to strengthen relationships
- Having a clear outreach plan
- Ongoing periodic monitoring
- Identification of eligible M/W/DBEs and Section 3 residents and businesses
- Cooperation from General Contractors



# OCH Best Practices

- Make contracting info available to MBE/WBE & local contractors via solicitation lists
- Divide the development services into smaller tasks of quantities to permit maximum participation (to the extent reasonably feasible per cost/development plan)
- Establish schedules and budgets to encourage participation of MBE/WBE/Local groups
- Use local minority assistance orgs, local contractor and supplier orgs, and state and local government SBAs
- ID opportunities where MBE/WBE/Local groups can participate
- Encourage all Subcontractors to ID opportunities for participation by small business concerns, local contractors and suppliers, MBEs, and WBEs



# OCH Stages of Implementation

Pre-Construction – supporting outreach efforts for a rich identification and selection of potential contractors for Mixers/Open Houses.

Construction – identifying training and apprentice programs and tracking those efforts, as well as tracking subcontractor changes on the job

Post Construction – ensuring the accuracy of reporting and providing feedback





## Armstrong Next Steps

- **Fall 2016:** Selection of General Contractor(s): Key selection criteria will include experience with M/W/DBE and Section 3 contracting. Opportunity Contracting and Hiring Requirements to be memorialized in General Contract.
- **Winter 2016/Spring 2017:** Invitations to subcontractors to bid, with a concentration on M/W/DBE and Section 3
- **Winter 2016/Spring 2017:** Subcontractor Meet and Greets – all interested MBE/WBE/DBE and Section 3 firms will be encouraged to attend



## Questions/Comments