



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

City Hall Annex Inman & Broadway

To Robert W. Healy, City Manager
From *KS* Kathy A. Spiegelman, Assistant City
 Manager for Community Development **Date** Oct. 26, 1983
Subject Cambridge Citizens Employment Plan

The Cambridge Citizens Employment Plan originated in 1980 as part of the revitalization plans for Alewife. In 1982, the plan was redrafted to identify additional development areas in which resident employment agreements would be requested from developers.

The Plan establishes goals for hiring qualified Cambridge residents and mechanisms for using the City's resources, as well as those of private industry, to meet such goals.

We require formal action from the City Council to establish the Cambridge Employment Plan in identifiable areas for economic development in the City.

I am attaching a copy of the plan applied to major commercial and industrial areas of the city. I am also attaching a draft City Council Order.

Attachments

cc: Marlene Seltzer, E.R.I.



City of Cambridge

IN CITY COUNCIL

November 14, 1983

WHEREAS:

It is the policy of the City of Cambridge to make every effort to employ residents needing jobs; and

WHEREAS:

The major commercial and industrial areas of the City have been targeted for growth and development to expand the number of jobs available in Cambridge; and

WHEREAS:

There is currently a great deal of new construction and rehabilitation encouraged by the public and private investments in such economic development efforts; it is hereby

ORDERED:

That the City Council adopt the Cambridge Employment Plan transmitted to the City Council by the City Manager this date.

CAMBRIDGE CITIZENS EMPLOYMENT PLAN

A Comprehensive Strategy to Promote the Hiring
of Cambridge Citizens by Private Industry

Cambridge Community Development Department
in cooperation with
Employment Resources, Inc.

October 26, 1983

Section I - Introduction

The City of Cambridge has embarked on a revitalization campaign which will affect significant portions of its business and commercial areas. Since 1976, comprehensive planning efforts have targeted three under-utilized and declining business areas, involving some 500 acres of land. Generous commitments of local, state and federal funds have been made to promote and assist private investment in these areas.

There is good reason to believe that the City of Cambridge will experience a building boom over the next ten years. As a result of this, it is estimated that 7,000 new jobs will be created by the end of 1984, with an additional 13,000 being created over the next 15 years. There will be both short term construction jobs and more permanent positions in new and expanding businesses. However, increases in total Cambridge employment may not result in increasing the number of jobs held by City residents. Even more importantly, however, it may not result in employment for unemployed or under-employed Cambridge residents. Too often, new development, which was encouraged by the City, failed to meet the job needs of its disadvantaged population.

It is the policy of the City of Cambridge to make every effort to employ residents needing jobs. This policy promotes the utilization of economic development resources via new construction and rehabilitation. Recognizing that coordinated activities between the City's economic development effort and its employment and training programs are vital, the Cambridge Employment Plan is hereby established.

Section II - Applicable Areas

The Cambridge Employment Plan is in effect in the following major commercial and industrial zoning districts of the City: Office 2, Office 3, Office 3A, all business districts except Business A and A-1, all industrial districts, all PUD districts, and the MXD district.

Section III - Objectives of the Cambridge Employment Plan

1. To ensure that local resources are wisely invested in development areas where there is maximum promise that the benefits that accrue, including employment opportunities, will be made available to City residents.
2. To maintain and to increase, whenever possible, the current percentage of Cambridge jobs held by Cambridge residents (25%), by promoting the hiring of qualified unemployed and underemployed Cambridge residents.
3. To promote Affirmative Action objectives.
4. To provide employers with a central contact point for disseminating and receiving information on all facets of employment and training resources in the labor market area.

Section IV - Responsibility of the Developer

In any area designated in Section II above as an Applicable Area, the Cambridge Building Department shall issue a building permit for new construction, expansion or alteration of a building occupied by a principal use under subsection 4.31i-2 (hotel/motel), 4.34 (office and laboratory), 4.35 (retail business and consumer service), 4.36 (drive-in retail and service), 4.37 (light industry, wholesale business and storage), and 4.38 (heavy industry) of the table of use regulations in the Cambridge Zoning Ordinance after:

1. The developer signs a formal agreement with Employment Resources, Inc., to achieve the objectives set forth in Section III, in which the developer agrees to:
 - a. Notify Employment Resources, Inc. of all job opportunities of which they have knowledge or over which they have hiring control. Jobs include, but are not limited to, construction, manufacturing, clerical, technician, maintenance, and security jobs.
 - b. Place appropriate job announcements in the local news media prior to placing such announcements outside the Employment Resources, Inc. labor market area.
 - c. Notify the firms moving into the development area of the services available through Employment Resources, Inc. and Community Development.
 - d. Orient each firm or its agent to the objectives and goals of the Cambridge Employment Plan.
 - e. Provide Employment Resources, Inc. with the names of all new firms and a contact person, from each firm moving into the development area, if available.
 - f. Set goals and indicate procedures by which Cambridge residents would enter employment in available jobs.

Section V - Responsibility of the City of Cambridge

Recognizing the City's obligation to provide assistance to the private sector under the Cambridge Employment Plan and its commitment to the employment of Cambridge residents, the City agrees to:

through its Community Development Department:

1. Provide an attractive overall environment to encourage private investment by properly planning and administering economic and urban design improvement strategies in major new development areas.
2. Assist in financing of commercial, industrial and housing development.

and through its job training organization
(Employment Resources, Inc.):

3. Establish a central clearinghouse where developers and new firms can provide job information for dissemination to appropriate agencies and receive a wide array of information on tax credits, training programs and other services pertaining to training and employment needs.
4. Maintain a readily accessible job recruitment and listing system so that eligible Cambridge residents can be quickly placed in available job openings.
5. Commit the necessary resources in the development of appropriate job training programs consisting primarily of "on-the-job" and "tailored classroom" training.

Section VI - Severability

Should any section, provision or paragraph of this plan be declared by a court of competent jurisdiction to be invalid, that decision shall not affect the validity of the plan as a whole or any part thereof, other than the portion so declared to be invalid.

AGREEMENT TO COMPLY

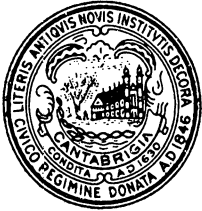
I, _____ of _____
_____ agree to comply with the Cambridge Citizens
Employment Plan as written in the preceding section and as further
explained by Employment Resources, Inc. representative
_____. In compliance, the initial goals
of my organization will be as follows:

It is my understanding that during the regular consultation meeting
with Employment Resources, Inc. representatives, these goals may be
revised or modified as necessary to both serve the interest of
_____ and the citizens of Cambridge.
(organization)

Signature of Applicant

Signature of ERI Representative

Date



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
Tel. 498-9011

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

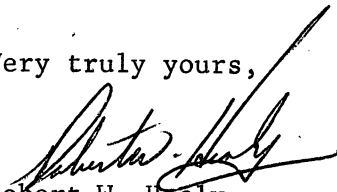
November 14, 1983

To the Honorable, the City Council:

I transmit herewith a communication from the Assistant City Manager for Community Development, with a proposed Council order, pertaining to the Cambridge Citizens Employment Plan.

Passage of this order is recommended.

Very truly yours,


Robert W. Healy
City Manager

RWH/b

Re: enclosing a proposed order relative to the
Cambridge Citizens Employment Plan.

F-303

Committee Members
L. David Lelbrun
L. Doobay
C. W. J. Sullivan

copy sent to Councilor David Sullivan,
Chairman Committee on Economic Develop-
ment, Manpower & Employment 11/15/83

In City Council,

November 14, 1983

11/14/83
Request to the
Committee on
Economic Development
Manpower and
Employment