

CITY OF CAMBRIDGE

In City Council
June 29, 1981

WHEREAS:

This City Council has supported many actions in order to encourage development in the Kendall Square Urban Renewal Area; and

WHEREAS:

The development of Kendall Square will result in the creation of at least 7,000 new jobs providing Cambridge residents with upward-mobility opportunities; and

WHEREAS:

The objectives of the Kendall Square urban renewal plan provide for maximizing job opportunities at a variety of skill levels; and

WHEREAS:

The real estate marketing program of Boston Properties has successfully retained an expanding Cambridge-based firm and has attracted to Cambridge a firm with a well-deserved reputation for its positive corporate policy in the area of human services; and

WHEREAS:

This marketing program requires some public sector support intended to assist prospective employers in matching job opportunities with the available Cambridge labor supply; and

WHEREAS:

Boston Properties has indicated its willingness to participate actively in a manpower assistance and referral services and has committed to make space available in the project area.

WHEREAS:

The Cambridge Redevelopment Authority is prepared to work with the City Manager for the purpose of creating an effective mechanism to implement a manpower assistance and referral program to ensure job opportunities for Cambridge residents; and

WHEREAS:

The Cambridge Redevelopment Authority is prepared to work with the private sector business and development community and with public sector representatives in designing a program to serve this development project; and

NOW THEREFORE BE IT
RESOLVED:

That the City Manager is requested to work with the Cambridge Redevelopment Authority so that a strong manpower assistance and referral program can be implemented, and further be it

RESOLVED:

That in developing this mechanism the Cambridge Redevelopment Authority is requested to incorporate the manpower policies promulgated by the City of Cambridge through the City Council Subcommittee on Economic Development; and further be it

RESOLVED:

That the Cambridge Redevelopment Authority is requested to involve representatives of the private sector business and development community and appropriate public sector representatives, including

the School Department, in its efforts in this matter; and further be it

RESOLVED:

That the City Manager and the Cambridge Redevelopment Authority periodically report their progress to the City Council in six month intervals.

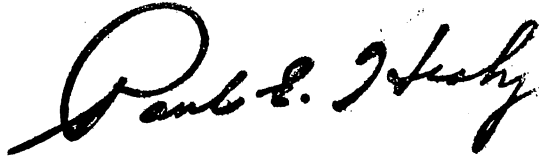
In City Council June 29, 1981.

Adopted as amended by the affirmative vote of 9 members.

Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in black ink, appearing to read "Paul E. Healy". The signature is written in a cursive style with a large initial "P".

the School Department, in its efforts in this matter; and
further be it

RESOLVED:

That the City Manager and the Cambridge Redevelopment Authority
periodically report their progress to the City Council. */W*

SIX MONTH INTERVALS

In City Council June 29, 1981.
Adopted by the affirmative vote of 9 members.
Attest:- Paul E. Healy, City Clerk.

A true copy;

ATTEST:-

City of Cambridge

MASSACHUSETTS

Agenda # 5 Creation of an employment program In City Council June 29, 1981 198

	YEA	NAY	ABSENT	PRESENT
Mr. Kevin P. Crane				
Mr. Thomas W. Danehy				
Ms. Sandra Graham				
Mr. Leonard J. Russell				
Mr. David E. Sullivan				
Mr. Walter J. Sullivan				
Mr. Alfred Vellucci				
Mr. David A. Wylie				
Mayor Francis H. Duehay				



Cambridge Redevelopment Authority

336 MAIN STREET • CAMBRIDGE, MASSACHUSETTS 02142 • PHONE (617) 492-6800

JUN 26 1981

Mr. James L. Sullivan
City Manager
City Hall
Cambridge, Massachusetts 02139

Re: Response to City Council Order, dated June 22, 1981
Concerning the Creation of an Employment Program

Kendall Square Urban Renewal Area
Project No. Mass. R-107

Dear Mr. Sullivan:

In accordance with the above-cited City Council Order, the Authority has asked that I report the following to you for transmittal to the City Council.

The Kendall Square Urban Renewal project (Cambridge Center) will result in the creation of more than 7,000 permanent jobs. A major portion of these are expected to be blue-collar or other non-professional jobs. In addition, more than 2,000 temporary construction jobs will result from project development activities in both the private and public sector. Thus, the project will have a most significant impact on creating the types of jobs suitable for those affected by the decline in manufacturing and related activities in Cambridge requiring non-professional skills.

The project, by stimulating the creation of a large number of jobs near eastern gateway neighborhoods, would reduce unemployment, raise family income levels, and enhance the prospects for the success of the neighborhood improvement efforts without the change in population that often accompanies those endeavors.

The basic document governing activities in the project is the urban renewal plan. It contains specific objectives with respect to the creation of job opportunities for Cambridge residents. The Cambridge City Council has expressed, from time to time, its policy regarding job opportunities for Cambridge residents. The Cambridge Redevelopment Authority has an obligation to ensure compliance. Residency requirements and minority utilization goals have been established, in law, under certain circumstances.

As an essential part of its on-going development program, the Cambridge Redevelopment Authority has developed and implemented an affirmative action program. This program includes the notification of minority-owned businesses of all opportunities to participate as contractors, sub-contractors, and suppliers for federally-assisted construction activities. The Authority maintains an active roster of minority contractors and business enterprises. This roster will be used with the advertising of all publicly-bid construction projects which contain a mandatory Minority Business Enterprise.

In reviewing the options that the public sector has available, it would appear that a well-designed program of manpower information and referral services should be established. This is particularly appropriate since the City of Cambridge, due to major federal and local funding cutbacks, is unable to offer viable manpower assistance programs at this time. Such a program could be supportive to employers. It could serve as a clearinghouse for job listings in a labor market (i.e., Cambridge) which is considered to be high quality. It could stimulate a local hiring mentality, since all employers desire to have employees living as close to the job as possible. It would begin to identify and consolidate training opportunities made available by the public sector. It also could identify the training and other human services programs offered by prospective and existing businesses.

An information and referral service, with an office in the Project area to be provided by Boston Properties, also would recognize the respective strengths and skills of the public and private sector. Clearly, the developer knows how to build and manage real estate and to attract quality tenants. The developer cannot -- and should not -- be forced to design and operate manpower and employment services programs. Clearly, employers know production techniques and schedules and many have adopted corporate policy regarding the provision of human services programs. Accordingly, an appropriate role for the public sector is to serve as a conduit. The Authority, with the concurrence of the City Council, can identify existing public sector resources. It can work with the private sector business and development community to ensure utilization of resources and to create a positive partnership throughout the City.

To this end, it is recommended that the attached City resolution be considered by the City Council.

You and the Council also should be aware that the Authority and Boston Properties are in the process of developing some quantified materials regarding ranges of the number of jobs, the average, on-the-job training and career ladder opportunities, and level of commitment to hiring Cambridge residents and affirmative action. Concurrently, we will be conducting certain analyses which will result in employment skill profiles showing job level and classification, as well as certain City-wide data demonstrating unemployment, underemployment, skill level, and job classification. Your participation in such an effort would be appreciated. Finally, the

Authority intends to schedule an initial session of a panel involving all relevant public and private sector representatives to discuss the development of a manpower assistance program.

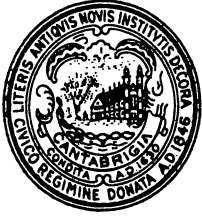
Sincerely yours,



Joseph F. Tulumieri
Deputy Executive Director

JFT:aah

Enclosure



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
Tel. 498-9011

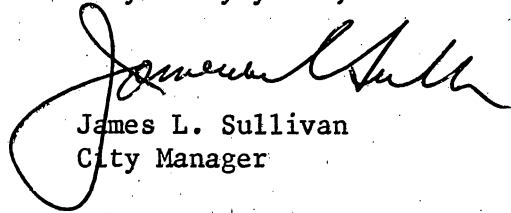
EXECUTIVE DEPARTMENT
JAMES L. SULLIVAN
City Manager

June 29, 1981

To the Honorable, the City Council:

I transmit herewith communication from the Cambridge
Redevelopment Authority in response to City Council Order
No. 9 of June 22, 1981, relative to the creation of an
employment program.

Very truly yours,



James L. Sullivan
City Manager

JLS/b

creation of an employment program.

In City Council,

June 29, 1981

6/29/81

Order

Adopted

as amended

Voice Vote

Memorandum

Resolution by Mayor

Deputy - Report in 6

Months