

CAMBRIDGE CITIZENS EMPLOYMENT PLAN

A Comprehensive Strategy to Promote the Hiring
of Cambridge Citizens by Private Industry in
Targeted New Development Areas

Cambridge Community Development Department
in cooperation with the Eastern Middlesex
Human Resource Development Authority

Section I - Introduction

The City of Cambridge has embarked on a revitalization campaign which will effect significant portions of its business and commercial areas. Since 1976, comprehensive planning efforts have targeted three underutilized 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 in these areas 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 underemployed 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 following areas are established as major economic revitalization districts where the Cambridge Employment Plan is in effect:

1. The Alewife Revitalization District, defined as that area included in the Comprehensive Alewife rezoning petition, filed on November 11, 1979 as revised on February 11, 1980 and as ordained on June 16, 1980.
2. Kendall Square area
3. East Cambridge Riverfront area
4. Cambridgeport Industrial area
5. Massachusetts Avenue Corridor including Harvard Square

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 the types of development specified in Section 11.70 of the Cambridge Zoning Ordinance after:

1. The developer signs a formal agreement with EMHRDA, to achieve the objectives set forth in Section III, in which the developer agrees to:
 - a. Notify EMHRDA 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 EMHRDA labor market area.
 - c. Notify the firms moving into the development area of the services available through EMHRDA and community development.
 - d. Orient each firm or its agent to the objectives and goals of the Cambridge Employment Plan.
 - e. Provide EMHRDA 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 (EMHRDA):

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 EMHRDA representative _____.

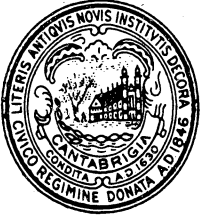
In compliance, the initial goals of my organization will be as follows:

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

Signature of Applicant

Signature of EMHRDA Representative

Date



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
Tel. 498-9011

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

June 7, 1982

To the Honorable, the City Council:

Enclosed for your review and approval is a revised Cambridge Employment Plan. Development activities are well underway and it is expected that 7,000 new jobs will be created by 1984. It is essential that the unemployed residents of our city obtain access to these jobs and that both the city and private industry take responsibility to insure that this objective is achieved. The significant changes from the original plan are as follows:

1. Incorporation of all development districts under the plan.
2. Designation of EMHRDA as the appropriate job training organization and compliance office.
3. Refinement of the responsibilities of the Developers and EMHRDA in accomplishing the objectives.

Your consideration in this matter is appreciated.

Very truly yours,

Robert W. Healy
City Manager

RWH/mbf
Enc.

Re: enclosing a copy of a revised Cambridge
Employment Plan.

6/7/1982

Referred to the
Manpower Committee
For Hearing -
Motion of L DeHay

Copy sent to Chairman of Comm.
on Economic Development, Manpower
Employment 6/8/82 ml

In City Council,

June 7, 1982