

JOBS AND CONTRACTS

EDITION 15 | DECEMBER 2022



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission

About the Sewer System Improvement Program

The owner and operator of San Francisco’s sewer system, the San Francisco Public Utilities Commission (SFPUC), has embarked upon the Sewer System Improvement Program (SSIP), a multibillion-dollar citywide investment to upgrade our aging sewer infrastructure to ensure a reliable and seismically safe system now and for generations to come. An investment in sewer infrastructure of this magnitude presents a once-in-a-lifetime opportunity to:

Upgrade our aging sewer system to sustainably support all who live, work, and visit our amazing city.

Provide training and support services for our community to access, and meaningfully participate on projects being constructed in their neighborhoods.

Create job opportunities and access to careers that provide living wages and benefits.

Provide opportunities for the startup and growth of small businesses.

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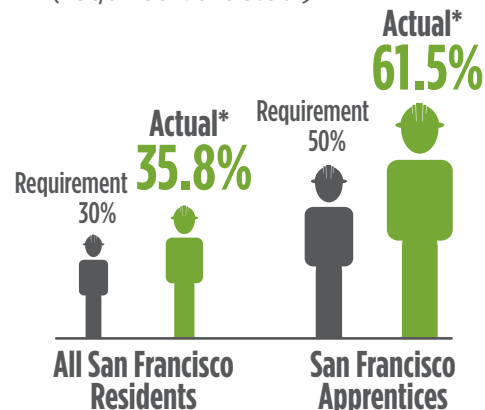
Making a Lasting Investment

With the SSIP’s infrastructure investments, the SFPUC has an opportunity to support San Francisco’s ongoing economic vitality by strengthening its neighborhoods, businesses, and workforce through:

JOBS: The SSIP projects are covered by the San Francisco Local Hiring Policy for Construction, which requires that 30% of all hours worked must be worked by San Francisco residents. For apprenticeships (entry-level jobs) this requirement is 50%.

CONTRACTS: The City also has a mandate for local small business participation on City contracts. Although the requirements vary by contract, the SFPUC is committed to maximizing local participation on every project.

Percentage of hours worked
(required vs. actual)



*Actual Local Hire participation is recorded and administered by the Office of Economic and Workforce Development.

This Report is designed to provide a quarterly snapshot of the jobs and contracts provided by the SSIP, and serves as a resource guide for those looking to get involved with this once in a generation opportunity. *The data in this report is through June 30, 2022.*

Deltrea Crayton Gives Back to Bayview Community by Helping to Build it

By Heidi Anderson, Outreach Liaison



“It has its challenges, but at the end of the day, I have a career, I have a home, and I am here in the Bayview.”

Deltrea Crayton is a laborer working for the firm MWH/Webcor, the joint venture Construction Manager/General Contractor (CM/GC), on the Biosolids Digester Facilities Project (BDFP), part of the SFPUC’s major construction renovation and upgrades to the City’s largest wastewater treatment facility, the Southeast Treatment Plant, located in Bayview-Hunters Point.

Her philosophy is a simple one. *“Bring positive energy to your work, whatever it is. Hey, if I can make someone laugh, I know I did something right!”*

Deltrea began her career in construction many years ago at CityBuild Academy, a comprehensive pre-apprenticeship training program provided by the Office of Economic and Workforce Development (OEWD), which also offers a Construction Administration and Professional Services Academy (CAPSA) to local San Francisco residents.

At first, she thought about quitting. *“I was building concrete barriers and learning HAZMAT (hazardous materials management) work where I had to run around the block in one of those HAZMAT suits while turning on your air. But I remembered that I wanted more for myself, so I didn’t give up.”*

Once she completed her training and joined the union, her first assignment in the field was working in asbestos control and remediation, a stressful and strenuous job that she says taught her to respect other people’s trades and to remember that she doesn’t always know what other people are going through.

When she began at the BDFP construction site, Deltrea worked as a general laborer, helping the excavation work, among other tasks. *“I can do what the guys do,”* she says, speaking with pride. She adds, some days she feels she must prove her skills more than a man doing the same job, but she’s never deterred.

“No matter what, you can’t give up.”

Born in the Mission District and raised by her grandmother in the Bayview-Hunters Point neighborhood, Deltrea says early on she was a troubled teen who tried to make ends meet by working as a cook.

“After a while, I decided I wanted to make more money,” so she chose to pursue a career in the construction industry and started with CityBuild Academy for training because, *“I wanted to do more. I wanted to build. I wanted a career and a nest egg so I could buy a house.”*

“Now I’m here in the Bayview, working for the SFPUC, helping rebuild my community.”

When asked what advice she would give to younger women thinking about a career in construction, Deltrea is clear: *“Start by telling yourself that you can do anything. Don’t let outsiders talk you out of it. Whatever skills you have, just go for it. You could be an electrician, a builder, or a boss of a company.”*

With a big smile and encouraging laugh, she sums up her simple formula for success in construction so far, *“You gotta get your hands dirty to learn how to do the job!”*

HOW ARE WE DOING SO FAR...?

JOBS

BAY AREA (AND BEYOND)

\$181.9 Million
IN WAGES AND BENEFITS



6,203 Workers

2.4M HRS

APPRENTICES

\$18.3 Million
IN WAGES AND BENEFITS
1,076 WORKERS
309K HRS

SAN FRANCISCO

\$59.8 Million
IN WAGES AND BENEFITS
1,649 WORKERS

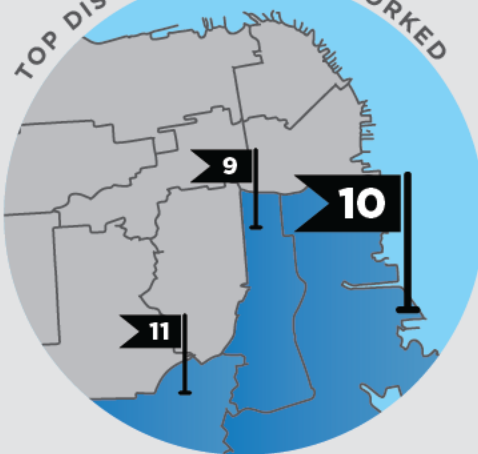


845K HRS

APPRENTICES

\$10.7 Million
IN WAGES AND BENEFITS
498 WORKERS
190K HRS

TOP DISTRICTS: HOURS WORKED



ALL WORKERS D10 Bayview **30.8%** | D11 Excelsior **15.8%**
D9 Potrero Hill **13.7%**

APPRENTICES D10 Bayview **34.8%** | D5 Western Addition **13%**

CONTRACTS

CONTRACTS AWARDED

\$2.1 Billion
TOTAL CONTRACTS AWARDED



\$433M
PROFESSIONAL
SERVICES

\$1.7B
CONSTRUCTION

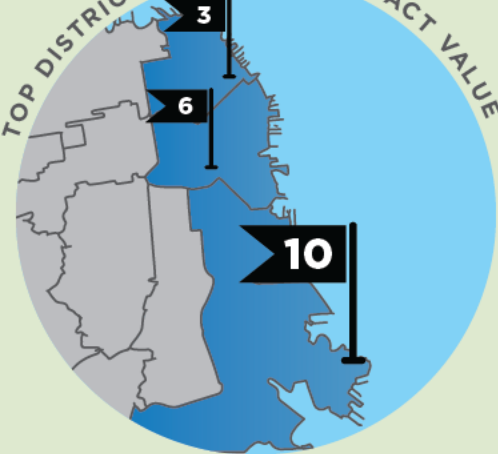
SF LOCAL BUSINESSES



766
CONTRACTS

VALUED AT
\$535 Million

TOP DISTRICTS: LOCAL CONTRACT VALUE



D10 Bayview **55%** | D6 South of Market **16%**
D3 Chinatown **16%**

MAKING AN IMPACT

The SSIP is a critical citywide investment in our people, our communities, and our quality of life.

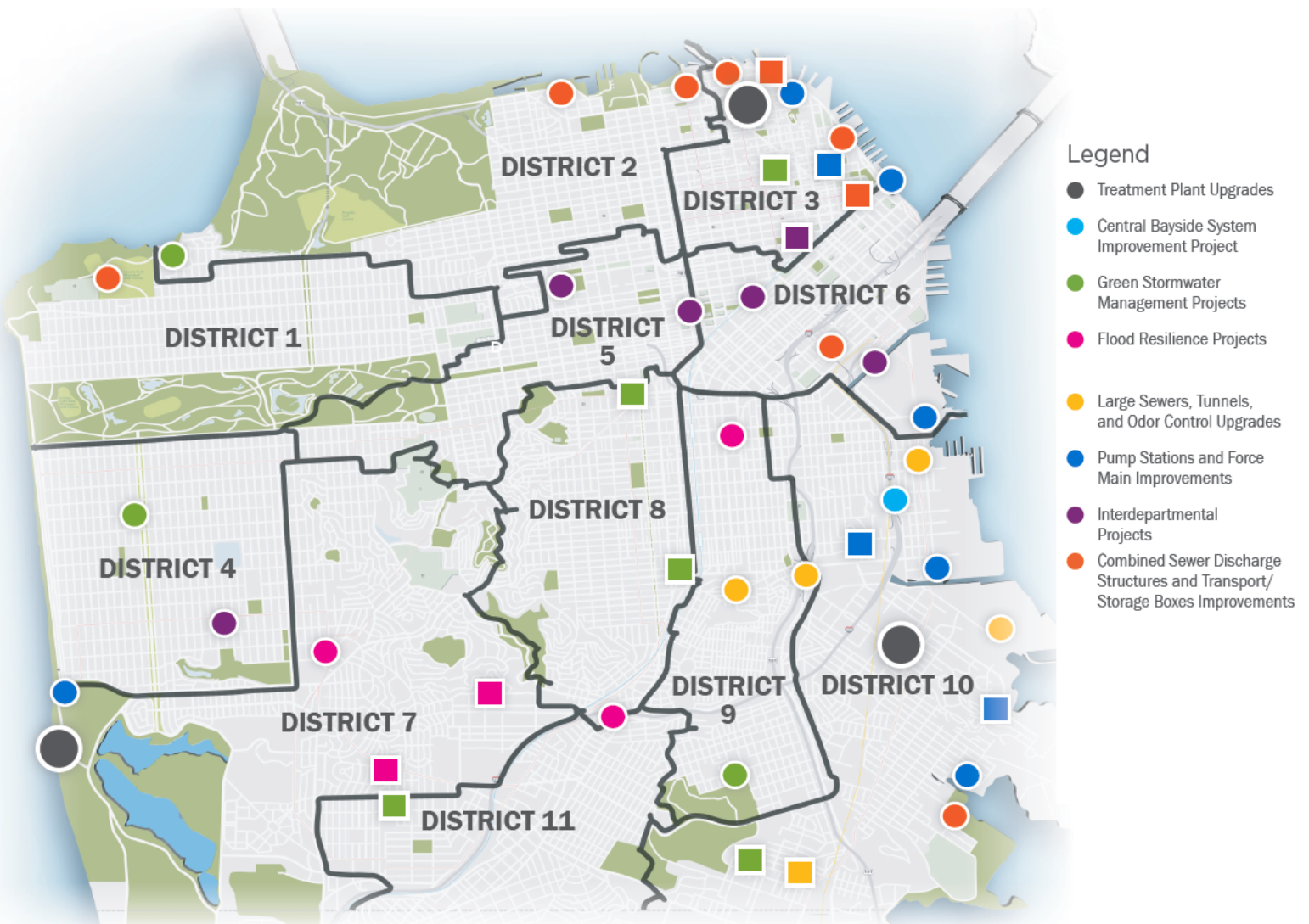
The Program

The SSIP is divided into overlapping phases to maintain affordability. To date only Phase 1 has been approved by our Commission totaling 3.665 billion. This first phase is comprised of 70 projects occurring all over the City.

Grey. Upgrades to our pipes and Treatment Plants for reliability, resiliency, and regulatory compliance.

Green. Innovative stormwater management tools that not only reduce impacts to our system but help beautify our neighborhoods too!

Clean. Improving our infrastructure to protect the health of our communities and the environment.



↑ This map depicts the approximate locations of our Phase 1 projects ■ Squares indicate completed Projects

Noelle Bonner, Bonner Communications

By Timothy Ho



"I don't want to get too political here," Noelle Bonner, CEO and Principal of Bonner Communications said with a smile and some hesitancy while discussing the challenges that affect the Local Business Enterprise (LBE) community in San Francisco. *"I've seen first-hand that it is often minority business owners who are told to wait for opportunities."*

Noelle is a first generation American, born in Oakland to Ghanaian parents, who both immigrated to the United States for their education. As the CEO and Principal of Bonner Communications, a Micro-LBE public relations, marketing, and communications firm, Noelle understands the challenges many LBE companies face in San Francisco. She has gained additional insight into the LBE community through Bonner Communications' work, in partnership with the SFPUC's Contractor's Assistance Center, creating promotional materials for LBEs so that they can confidently market their business.

"I think Micro-LBEs, and particularly Black-owned LBEs, are the most vulnerable small businesses engaged in the [San Francisco Administrative Code] Chapter 14B program," she noted. *"I do believe change is beginning to happen. Small businesses are pushing for the changes they want to see within the Chapter 14B program, and Mayor London Breed supported and signed off on critical changes to [Chapter 14B in November 2021](#)."*

Noelle lived in the Bay Area until she was 11 years old, then moved to Cleveland, Ohio where she completed her middle and high school education. She later attended Boston College, where she majored in Psychology and minored in International Studies. After a post-college position at a Crisis Communications firm in San Francisco, she moved to New York City with, as she stated, *"no job and no clear plans."* She continued, *"My parents were very scared. They asked me what I was going to do, and I told them I would figure it out. New York is where I learned how to hustle. I learned by failing,"* she said with a laugh, *"I failed a lot."*

"When I first got to NYC, I was looking at fashion public relations (PR) jobs, but the few jobs I was offered paid too little. I knew if I took them, I wouldn't be able to afford to stay in NYC for very long. So, I did a little modeling and took project-based PR jobs. Then, roughly six months into my time in NYC, I was able to get a few retainer clients under my belt, filed an LLC, and that is how Bonner Communications started."

"New York allowed me to learn to trust my instincts, be independent, and move toward what I wanted, which was to be a PR professional."

In 2015, Noelle teamed up with a top African American woman-owned advertising agency to pursue and successfully win a state-wide contract for the Covered California health insurance marketplace. Noelle used that opportunity to relocate her business back to California.

In 2017, Bonner Communications won its first City contract as a prime with the Port of San Francisco. Since then, Bonner Communications has worked with multiple city agencies and private businesses including Brookfield Properties, San Francisco's Office of Treasurer and Tax Collector, San Francisco Municipal Transportation Authority (SFMTA), 4DX Ventures, Africa Health Holdings, Booker T. Washington Community Service Center, and many more.

Bonner Communications works with many LBE and Micro-LBEs in San Francisco, including those referred to her by the SFPUC's Contractors Assistance Center, to help grow their businesses by providing branding, marketing, and website development services.

"I think we've worked with over 40 LBEs since the start of our partnership with the Contractor's Assistance Center in 2018. We bring to life the vision our clients have always had for their companies through our services. Seeing the pride and gratitude on their faces when we are done working with them is truly priceless."

"We're thankful for all our clients, and the work we do, but are extremely proud of the work we do with our City agency clients. Here at Bonner Communications, we're at the intersection of communications and community, and our work with the City puts us directly in the community. That is important to us."

Noelle spends much of her time outside of business hours advocating in public spaces for better opportunities for small businesses. She also sits on the Board of the San Francisco-Marin Food Bank and the California State Summer School for the Arts.



Partnering in Jobs and Contracts

The SFPUC partners with the Office of Economic and Workforce Development (OEWD) and CityBuild to train and match SF workers with SSIP jobs opportunities.

The SFPUC has also established the Contractors Assistance Center to provide local, small businesses with the tools and resources necessary to get **ACCESS** to, **COMPETE** for, and **PARTICIPATE** on, upcoming contracting opportunities.



Looking for a job?

Office of Economic Workforce & Development

- FREE training programs for job seekers
- Skills development and support services
- Specialized job seeker services

(415) 554-6969 oewd.org/employment

SFPUC Job Information Hotline (415) 934-5777

Need job training?

CityBuild

Coordinates City-wide construction training and employment programs and offers construction industry training:

- Pre-Apprenticeship Training
- Construction Administration Training
- Employment Networking Services

(415) 701-4848 oewd.org/city-build

Want to bid on a project?

Contractors Assistance Center

(415) 467-1040 acp@sfwater.org sfpuc.org/contractorcenter

FREE resources for professional service firms, construction companies, vendors, and suppliers:

ACCESS

- Secure Necessary Certifications and Registrations
- Identify Contracting Opportunities
- Assess Capital Requirements and Financial Risk

COMPETE

- Networking Opportunities
- Plot Your Business Development Strategy
- Assistance Preparing Bids and Proposals

PARTICIPATE

- Learn the Skills Necessary to Coordinate Project Delivery
- Comply with City Programs and Get Paid
- Develop a Financial Game Plan

Questions about projects in construction?

SEP Construction Information Hub

Your resource for information on construction activities at the Southeast Treatment Plant.

(415) 551-4SEP (4737) sfpuc.org/SEPconstruction



Services of the San Francisco
Public Utilities Commission



SEWER SYSTEM

IMPROVEMENT PROGRAM

Grey. Green. Clean.

sfpuc.org/ssip
[#sfsewer](https://twitter.com/sfsewer)