



The East Side Coastal Resiliency (ESCR) project is a coastal protection initiative, jointly funded by the City of New York and the federal government, aimed at reducing flood risk due to coastal storms and sea level rise on Manhattan's East Side. The ESCR project will protect 110,000 New Yorkers from the impacts of climate change by reducing flood risk to communities, properties, businesses, critical infrastructure, and public open spaces. In addition to providing flood protection, the project will strengthen and enhance waterfront spaces by improving accessibility, increasing ecological diversity, and delivering improved recreational amenities to a vibrant and highly diverse community. The ESCR project is among the largest and most technically complex infrastructure projects in New York City's history.

## Overview of ESCR Hiring Goals

The ESCR project is a public investment that will help drive the City's economy and create jobs in New York City neighborhoods. The project team is committed to promoting and fostering an inclusive and competitive environment to meet its M/WBE, Section 3, and local hiring goals, and has a dedicated compliance subconsultant to monitor these goals and assist in outreach to the community in partnership with NYCDDC's Office of Diversity and Industry Relations (ODIR) and community hiring partners.

There are four program goals related to hiring, contracting and subcontracting on the ESCR project which may differ for the Contractor and the Program Management/Construction Management (PMCM) Team:

- **Minority/Woman-Owned Business (M/WBE)**
- **HireNYC**
- **Section 3**
- **Sandy Local Hiring**

The ESCR hiring compliance team holds quarterly public sessions focused on hiring opportunities and provides regular updates at Community Board and Community Advisory Group (CAG) meetings.



Additional Resources on ESCR Hiring Goals:

ESCR Website **Work With Us** page: [www1.nyc.gov/site/escr/contact/work-with-us.page](http://www1.nyc.gov/site/escr/contact/work-with-us.page)

To Submit an Inquiry: [www.nyc.gov/escr/contact](http://www.nyc.gov/escr/contact)



## Minority/Woman-Owned Business (M/WBE)

**Who does this apply to?** The PMCM and Contractors have M/WBE goals and must meet them using NYC Certified Minority or Woman-Owned Businesses.

**What you should know:** The M/WBE goal on this project is based on its scope of work and market availability of qualified firms.

- Project Area 2 (PA2) Contractor Goal: 12%
- PA2 PMCM Goal: 31%
- Project Area 1 (PA1) Contractor Goal: 16%
- PA1 PMCM Goal: 29%
- Parallel Conveyance (PC): TBD

To see if your firm is eligible for M/WBE certification, visit:  
<https://www1.nyc.gov/site/sbs/businesses/certify-with-the-city.page>

## HireNYC

**Who does this apply to?** The City recognizes the importance of enabling low-income persons to participate in the City's economic growth. The HireNYC Program was created to assist employers to hire locally from the target population of qualified talent. The Program provides free, high quality recruitment services to employers and employment services to jobseekers. The ESCR Team is working with the NYC Department of Small Business Services (SBS) Workforce1 system to develop a recruitment plan that aligns with specific hiring needs and processes of ESCR.

**What you should know:** "Target Population" is defined as persons who have an income that is below 200% of the poverty level. Program goals:

- **Hiring Goal:** 50% of new permanent jobs to be filled by target population
- **Retention Goal:** 40% of all employees hired through program are retained for at least 9 months of hire
- **Advancement Goal:** 30% of all employees hired through the program will be promoted to a higher paid position within 1 year of hire

Under the HireNYC program, businesses must adhere to the hiring process requirements and make diligent and honest efforts towards achieving the retention, advancement and training goals.

General: [HireNYCQuestions@cityhall.nyc.gov](mailto:HireNYCQuestions@cityhall.nyc.gov)  
 HireNYC Portal: <https://a801-worksource1.nyc.gov/emp>  
 Portal information: [HireNYCSupport@sbs.nyc.gov](mailto:HireNYCSupport@sbs.nyc.gov)

## Local Hiring and Career Support for Low-Income Individuals and Impacted Communities:

### Section 3

**Who does this apply to?** The ESCR project is partially funded by the U.S. Department of Housing and Urban Development (HUD). The HUD Section 3 requirements apply to the PMCM and contractors, as well as their subconsultants and subcontractors. The purpose of Section 3 is to encourage employment and other economic opportunities for communities within projects generated by HUD assistance or HUD-assisted projects covered by Section 3. To the greatest extent feasible, opportunities will be directed to low and very low-income persons, particularly persons who are recipients of HUD assistance for housing.

**What you should know:** The Section 3 hiring and subcontracting goals are:

- 30% of all new hires on applicable projects will be Section 3 residents; and
- 10% of the total dollar amount of all contracts' building trades work will be with Section 3 Business Concerns; and
- 3% of the total dollar amount of all other applicable contracts per calendar year will be with Section 3 Business Concerns.

For more information on Section 3 and eligibility criteria for individuals and businesses, visit:

<https://www1.nyc.gov/site/cdbgdr/transparency/Section3.page>

## Sandy Local Hiring

**Who does this apply to?** Contractors are required to develop and implement a Sandy Recovery Hiring Plan for low-income and very low-income persons, Sandy-impacted residents, minorities and women.

**What you should know:**

- **Hiring Goal:** Employ 20% Sandy-impacted residents
- Contractors and all Subcontractors agree to register all non-trade job opportunities with Sandy Recovery Workforce1, managed by the NYC Department of Small Business Services.