



Greater New York LECET

Greater New York LECET Identifies, Targets, Market Opportunities

Greater New York LECET (GNY LECET) surveyed construction markets throughout the five boroughs of New York City to identify and target areas of market weakness. GNY LECET field representatives fanned out to each of the five boroughs to survey both current and planned construction projects. They collected and analyzed a wide range of information about each project, including its dollar volume, whether it was private or public, and background on the contractor(s) involved in the project.

GNY LECET compiled this data into detailed market reports for each borough, and provided the reports both to its trustees and to Laborers' Local Unions affiliated with the Mason Tenders District Council. The reports' findings are now being used to craft marketing efforts tailored to each borough, and to each market segment and project within each borough.

The report confirmed the strength of public construction throughout all five boroughs, and GNY LECET continued to recruit signatory contractors to bid on this work. The affiliate hosted its second annual conference on public contracting to help demystify public contracting, encourage contractors to bid on public works, and build valuable connections between signatory contractors and public agencies. GNY LECET also prepared, and is making available to LIUNA signatory contractors, a step-by-step guide to bidding on city and state public works projects.

Top: representatives from GNY LECET pose with members of the Mason Tenders' District Council in front of a project displaying one of GNY LECET's work site banners. PHOTO COURTESY GNY LECET



OTHER ACCOMPLISHMENTS

- Continued working with the New York City School Construction Authority on more than \$5 billion worth of work being performed under a project labor agreement.
- Helped secure more than \$300 million in New York City Housing Authority (NYCHA) work for Laborers and their signatory contractors.
- Expanded research and tracking of upcoming public works projects.
- Continued to advertise the work of Laborers and their signatory contractors through the "Built Better, Built Safer, Built Union" jobsite banner campaign.
- Monitored the pre-qualification process for NYCHA contractors to ensure that apprenticeship guidelines were being followed.



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