

Equity Initiatives Review

October 19, 2016

Committee of the Whole



Regional Parks Equity Policy Implementation

Rainry Salk, PhD, Research Analyst
Community Development

Project Scope

- Assist the Regional Parks unit to implement equity-related policies put forward in the 2040 Regional Parks Policy Plan
- Hire outside consultant
 - Develop Regional Parks Equity Toolkit
 - Scope of work for new Park Ambassador Program

Funding

Expenditure	Funding	Amount
CultureBrokers, LLC	Equity Grant	\$40,000
CultureBrokers, LLC	Unit Budget	\$10,000
PROJECT TOTAL		\$50,000

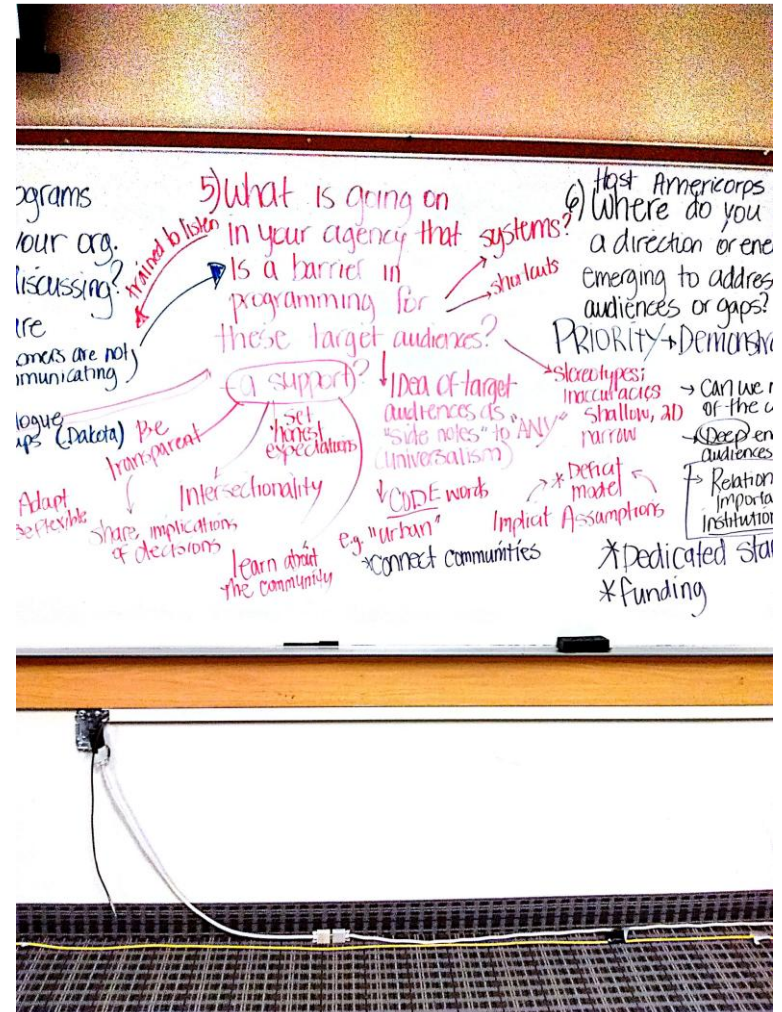


Project Outcomes

- Engaged 92 participants
 - Regional park implementing agencies, partners, equity advocates, park users, and others
- Created multiple communication channels
- Council approved Regional Parks Equity Toolkit
- Recommended ambassador program scope
 - Presented to MPOSC
- Additional impacts not put forward at project initiation:
 - Inventory of park programming and gap analysis was produced
 - Business performed by a woman of color small business owner

Lessons Learned

- Process in contracts and procurement
 - What is possible
 - Timeline for contract initiation
- Role of a third-party



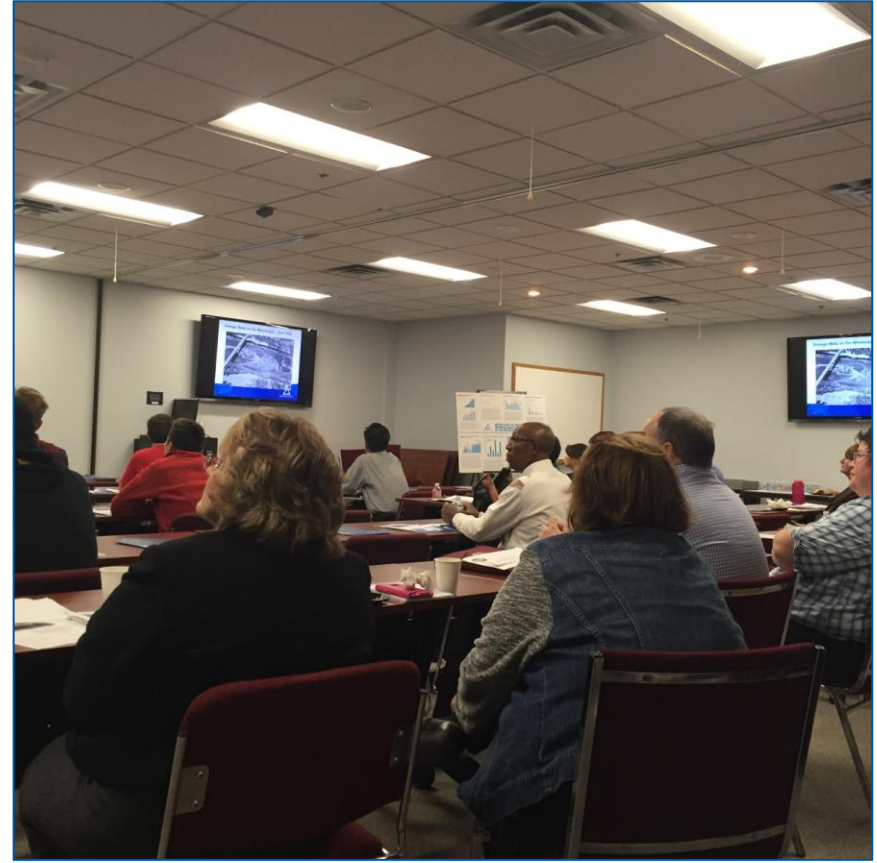
MCES Changing Workforce Specialist

**Jennifer Zuchowski, Programs & Administration Manager
Osiris Bardales, Administrative Specialist
Environmental Services**

Overall Highlights

- Created interest for careers in wastewater treatment through presentations, workshops, and corporate visits.
- Created careers brochure with job descriptions, minimum requirements and average salary to give to schools, workforce centers, community agencies, etc.
- Attended a number of career fairs and workshops to promote careers in ES. Targeted organizations and events that benefited economically disadvantaged and diverse populations.
- Developed awareness about ES through community outreach and presentations at schools, colleges, and universities.
- Generated an avenue for creating a pipeline of qualified and diverse candidates by significantly increasing contacts with diverse organizations that represent minorities and under-represented populations.

Plant Operator Trainee Info Session 9/29/2016



Held an information session for position and invited organizations and community groups that work with minority groups and underrepresented populations

Funding

Total Equity Grant Budget	\$30,000.00
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EXPENSES as of 9/23/16:

Salary Expenses	\$22,850.97
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<u>Mileage/Supplies/Training</u>	<u>\$ 311.58</u>
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Total Spent	\$23,162.55
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Balance Available as of 9/24/16	\$6837.45
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Outcomes and Impacts

- Community organizations are very appreciative of this work and welcome the opportunity to develop partnerships with MCES.
- Created more opportunities for employees to participate in outreach efforts.
- People (both internal and external) see the value of this type of work and want to participate.
- Increased awareness about MCES and the work that we do and careers in the field.
- Built relationships with other divisions.
- Increased ability to reach more diverse candidates for hiring.
- Established a database of community contacts and outreach.
- Partnered with OEO and HR to implement diversity recruitment initiatives and share best practices.





Backpacks for School Success 2016



Community involvement is essential for creating a positive relationships!



While not funded by the grant, our Changing Workforce Specialist assisted in the organization efforts and provided support for the event.

Lessons Learned

- Perseverance is important.
- Going out into the community is essential; do not expect organizations to come to the Met Council.
- We need to increase our visibility in the communities as our work and impact is important.
- Community organizations want consistent, long-term partnerships.
- There is still much more work to be done!

Help Wanted Traveling Billboard

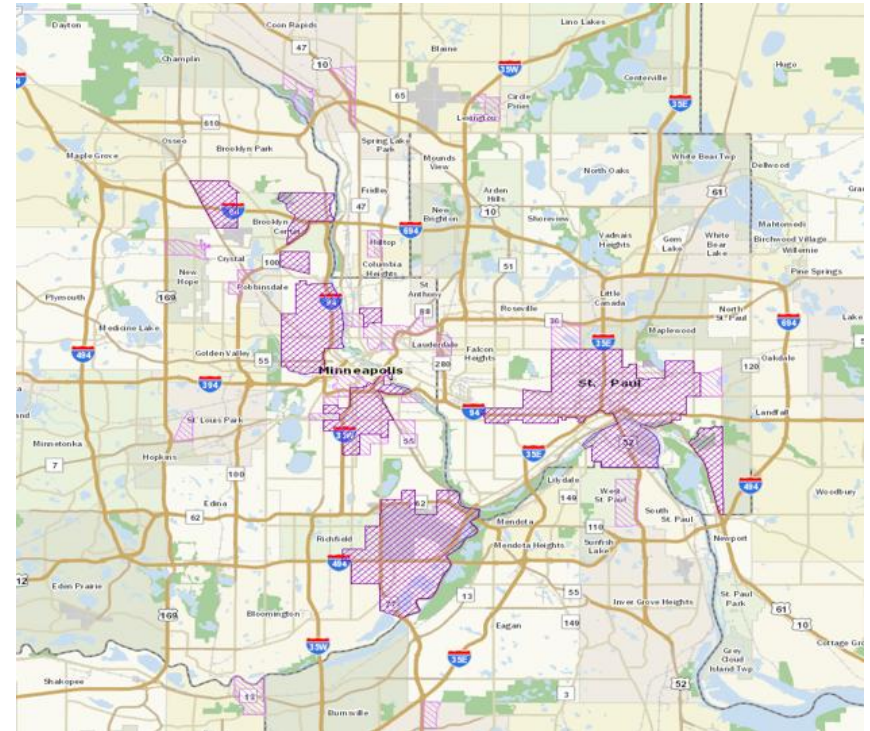
Cedrick Baker, Equity Manager
Office of Equal Opportunity



Project Objectives

\$18,000 grant to:

- Wrap two late model buses
- Travel through areas of opportunity
- Generate interest in working for the Metropolitan Council
- Review data collected to better provide opportunities



**METROPOLITAN
COUNCIL**

The Wrap



How it works

Help Wanted – Traveling Billboard

- Bus 1710 & 1733 Wi-Fi enabled
- Future splash page to help gauge interest
- Review data



High School Mechanics Outreach

- Bus used during outreach at schools
- Opportunity to begin developing interest
- Provides hands on experience for students

Lessons Learned

- Every bus should be an opportunity bus
- Communication is across the council can be difficult – silos
- Never discount the human element
- Outreach is important



Metro Transit Technician Program

Gary Courtney, MTT Program Manager
Office of Equal Opportunity



Program Goals

Goal 1: Provide a clear and direct pathway for individuals with the interest, aptitude, and financial need toward a career as a Metro Transit Bus Mechanic

Goal 2: Build a talented and diverse Bus Mechanic Technician workforce

Goal 3: Place and sponsor up to 20 program participants into Hennepin Technical Colleges 2 year *Medium/Heavy Truck Technician* degreed program in Fall 2016

Goal 4: Present offer of employment to all the graduates Summer of 2018



Program Outcomes

19 - *New* Metro Transit Mechanic Technicians Interns
\$43,368 Annual Salary
Enrolled at Hennepin Technical College

58% - Participants of color

18 to 50 - Age range of participants

47% - No previous mechanical experience

25 - Current Mechanic Technicians served as mentors



Program Budget

Budget Allocation & Performance*

Total Program Budget **\$406,420**

	<u>Budget</u>	<u>Actual</u>
Administration -	40%	44%
Partners -	28%	28%
<u>Internship Wages -</u>	<u>32%</u>	<u>32%</u>
	100%	104%

**Equity grant funding serving as matching grants funds to FTA grant. Final budget allocations subject to change.*

Lessons Learned

- Program participants more prepared for the level of commitment and rigor of the program than initially anticipated.
- Hands-on shadowing experience served as an invaluable experience for both Participants and current Transit Mechanics.



Lessons Learned

- Opportunity for improved departmental collaboration in the on-boarding from program Participants to Transit Interns.
- More deliberate efforts warranted to capture higher women applicants.



Making Transit Information Accessible to Limited English Proficient (LEP) Riders

**Laura Matson, Transit Information Project Coordinator
Metro Transit**



Budget

<i>Project Total</i>	\$10,000
<i>Expenses</i>	
Interpreters	\$2,000
Remuneration for host partners	\$5,000
<i>Remaining Funds</i>	\$3,000

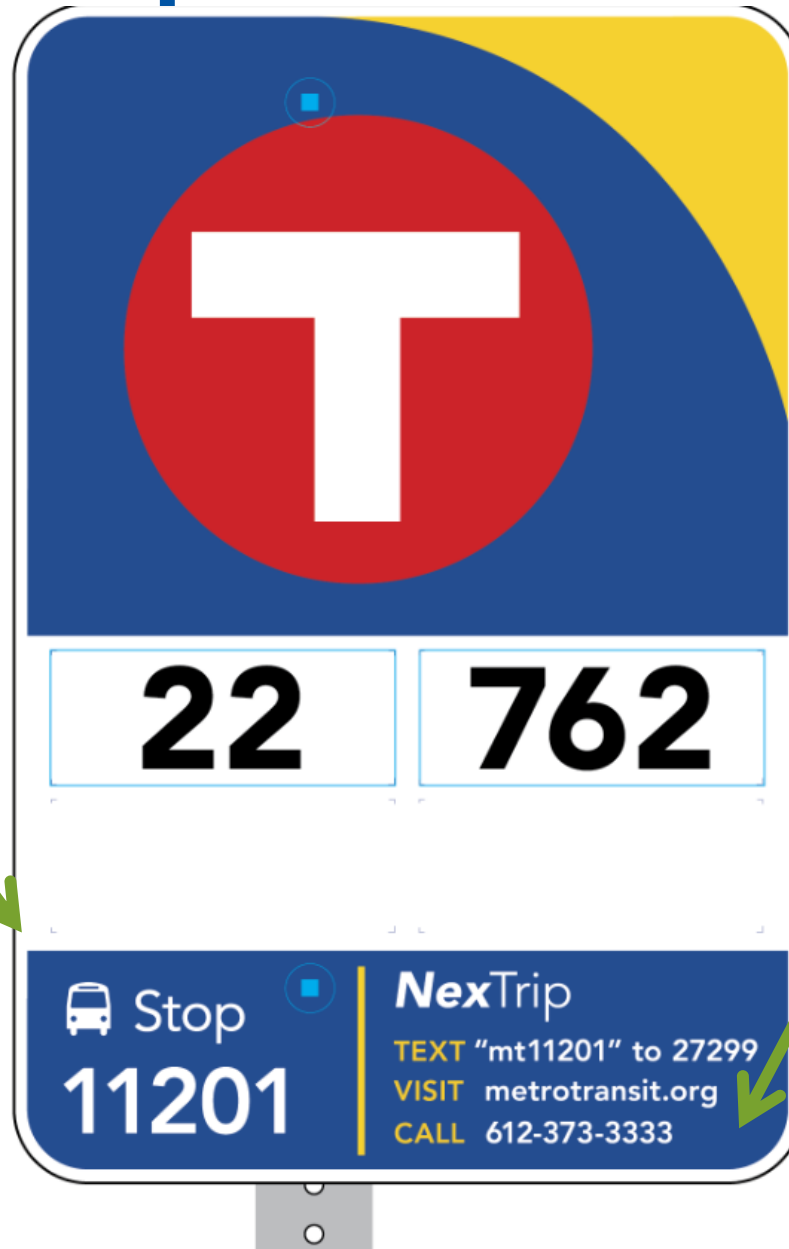
Outcomes

- 135 interviews
- 12 community partner organizations
- Updated transit information materials



Example Updated Material

Larger
bus icon



Phone
number
more
prominent



Example Updated Material

“Monday–Friday”
instead of “Weekday”

Times (e.g., “10 am – 2 pm”)
instead of words like “Midday”

22

BUS FREQUENCY – TIMES ARE APPROXIMATE

	6-10 am	10 am-2 pm	2-8 pm	8-11 pm	11 pm-1 am
Monday – Friday	15-20 min	20 min	15-20 min	20-30 min	60 min
Saturday	20-40 min	20 min	20-30 min	20-30 min	60 min
Sunday & Holiday	30-60 min	30 min	30 min	30 min	60 min

These times are for the main part of the route only.

NORTHBOUND

- 22A: To Brooklyn Center Transit Center via Brooklyn Blvd
- 22B: To Brooklyn Center Transit Center via Humboldt Ave N
- 22C: To Brooklyn Center Transit Center via Bryant Ave N
- 22D: To 69th Ave N and Humboldt Ave N

Brooklyn Center Transit Center
 Xerxes
 22ABC
 Logan
 22D
 69th Ave
 Dupont
 57th Ave
 55th Ave
 53rd Ave
 51st Ave
 49th
 Shingle Creek Dr
 45th Ave
 94
Downtown Minneapolis
 94
 Lyndale
 35th St
 23rd
 Cedar
 38th St Station
 57th St
 58th St
 21st
 28th Ave
 54th
 34th
 42nd
VA Medical Center

— Bus Route
 Limited Service
A End point for trips with this letter

Other Materials

RIDER ALERT

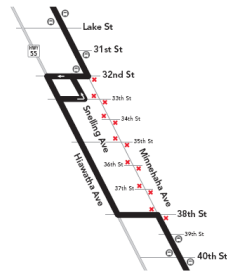
HEEGAN | ATENCIÓN
CEEBA TOOM, TUS NEEG CAJ

Minnehaha Ave. is closed for road reconstruction. Buses are being detoured between 32nd St. and 38th St.

Board northbound buses at:
Minnehaha & 39th St. or
Minnehaha & 31st St.

Board southbound buses at:
Minnehaha & 32nd St. or
Minnehaha & 40th St.

See map for more information.



Questions? Contact us. | Wixil su'aalo ah? Wac lambarkan.
¿Tiene preguntas? Contactenos. | Yog muaj lus nug, mus siab.

612-373-3333
metrotransit.org

Standard Fares (Adults 13-64)	Regular Hours	Rush Hours M-F: 6-9am & 3-6:30pm
Local Bus, A Line & METRO lines	\$ 1.75	\$ 2.25
Express Bus	\$ 2.25	\$ 3.00
Downtown Zone	\$.50	\$.50
Reduced Fares		
Youth 6-12		\$.75 At all times on buses & METRO lines
Seniors 65+		
Medicare card holders		
Persons with disabilities		
Children 5 and Under Must ride with a fare-paying customer		FREE (limit 3)

61

Effective 8/22/15
Local Bus Route

Serving:
Downtown Minneapolis
 NE Minneapolis
 E Hennepin Ave
 Industrial Blvd
 UPS
St Paul
 Larpeur Ave
 Arlington Ave
 Arcade St
 E 7th St
Downtown St Paul

All buses on this route are wheelchair accessible.

Metro Transit
a service of the Metropolitan Council
612-373-3333
metrotransit.org

612-373-3333
metrotransit.org

Zane Ave N at 65th Ave N | Stop Number: **8840**

No Smoking | Effective date: 8/24/2013

716

Southbound

Monday – Friday (rush hour times attached)

AM	8:51	PM	3:22	7:41
9:26	9:56	10:29	11:02	
10:25	10:50	11:17	11:51	
11:28	11:57	12:28	1:00	

No service
Where buses go:
716: to Robbinsdale Transit Center

724

Southbound

Monday – Friday (rush hour times attached)

AM	8:45 D	12:45 D	5:30	9:52
6:05	9:05 D	1:15 D	5:45	10:22
5:57	9:45 D	1:05 D	6:35	10:22
5:42	10:35 D	2:05 D	7:25	11:17
6:41	10:45 D	2:15 D	7:35	11:17
6:41	11:05 D	2:35 D	7:51	12:17
7:55	10:45 D	2:05 D	8:22	
7:40 D	PM	6:15	8:52	1:17
8:55 D	11:15 D	4:45	9:22	

Saturday
AM 10:15 1:02 5:45 10:25
6:05 10:45 2:12 6:22 10:29
1:15 11:16 2:02 6:35 10:22
6:03 10:46 2:12 7:25 12:15
7:14 PM 3:02 8:05 1:02
8:16 12:13 6:12 8:25
9:55 10:42 6:02 7:56
9:45 1:12 5:12 9:25

Sunday/Holiday
AM 11:07 2:14 7:14 12:14
5:05 PM 2:54 7:50
6:38 12:15 6:14 8:52
7:28 12:44 6:44 8:42
8:22 1:14 5:56 9:12
9:52 1:44 5:44 10:12
10:17 2:54 6:14 10:12
11:17 3:44 6:44

No service
Where buses go:
724: to Brooklyn Center Transit Center
724D: to downtown Minneapolis

760

Southbound

Monday – Friday (rush hour times attached)

AM	6:48	7:22
7:54	8:58	10:00
10:57	7:31	8:15

No service
Where buses go:
760: to downtown Minneapolis

NexTrip | 612-373-3333 | 8840

Map Legend:
 ● Bus Stop
 ■ Transfer Station
 ■ New Line Station
 ■ 15-Minute Stop
 ■ Last Stop for this Line

Fares:
 Standard Fares: \$1.75
 Express Bus: \$2.25
 Downtown Zone: \$.50
 Youth 6-12: \$.75
 Seniors 65+: \$.75
 Medicare card holders: \$.75
 Persons with disabilities: FREE
 Children 5 and Under: FREE (limit 3)

MetroTransit logo and contact info.

Micro Jobseekers

Kelly Morrell, Commuter Programs Specialist
Metro Transit

Overview

- Shed light on current practice
 - Who gets a discount and why?
- Modified current Jobseekers program requirements for smaller organizations and service providers
- Additional data collection to test compliance
- Budget: \$5,000 Spent: \$3,295.97

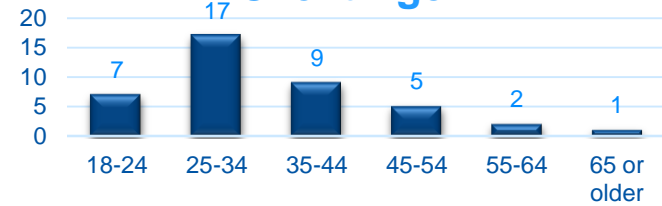
Outcomes

- Initial invitation: 35
- Final participating organization list: 4
- Transit passes purchased: 223
- Passes distributed to date: 48*

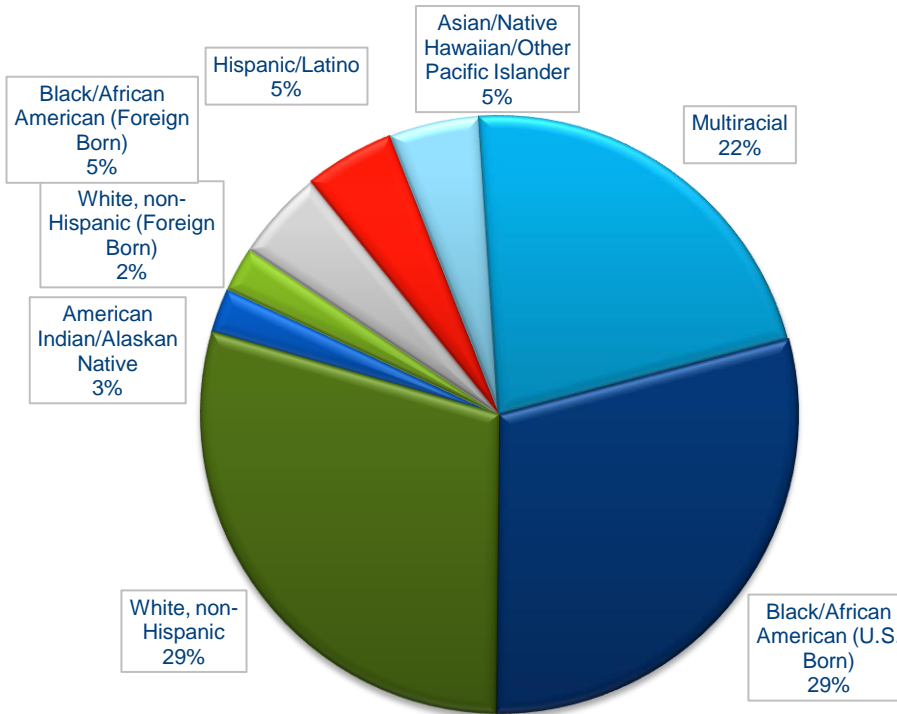
*incomplete reporting

Outcomes

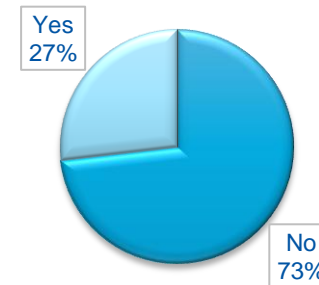
Client Age



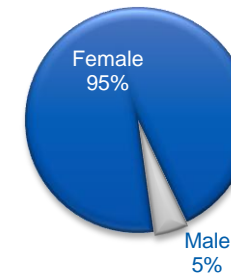
Client Race/Ethnicity



Client MFIP Eligibility



Client Identified Sex



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What next?

- Engage social service agencies and nonprofit communities in a regional discussion about transportation access.
- Develop a strategic plan for fare programs.
- Work with grantors to highlight transit.
- Conduct a comprehensive study of fare programs.

Child Care and Transit Study

Allison Bell, Everyday Equity Manager
Metro Transit

Child Care and Transit Study

Barrier: A lack of affordable, high-quality and transit-accessible child care can prevent parents from getting or keeping jobs. It can also prevent children from reaching early education.

Question: How accessible is high-quality child care in our region via transit?



Outcomes

- New Findings
- New Relationships
- Increased Visibility of Issue
- Policy Change Exploration



Juvenile Diversion Program

Brooke Blakey, Police Officer
Metro Transit Police Department

Our overall highlight was discovering the potential this program has to truly make a difference in a young person's life



Outcomes and Impacts

84 cases were reviewed

38 cases referred for
diversion

10 successfully completed

Recognized patterns in
behaviors

Resources for parents



Budget Breakdown

Total Grant: \$120,000.00

Spent: \$84,069.88, Remaining:\$35,930.12

Program Provider Headway

$\$175 \times 200 \text{ Youth} = \$35,000$

Sub-Contractor Restorative Justice Community Action

$\$75 \times 200 = \$15,000$

Diversion Screener Salary and Benefits

$\$35.00 \times 160 \text{ hours} \times 12 = \$67,200$

Miscellaneous Costs: \$2,800

Lessons Learned

Consistent staffing

Engage juveniles face-to-face

Follow up: both officers and juveniles

Juveniles want to interact with officers



“Familiarity is the gravity of human behavior.”

Understanding Equity in Transportation

Heidi Schallberg, Senior Planner
Metropolitan Transportation Services

Project Overview

- Build a common understanding of equity among Transportation Advisory Board (TAB) & Council members
- Focus on relationship with regional transportation policy and investment decision making
- Series of three workshops
- Budget used \$10,040

Outputs and Outcomes

- 72% of TAB & Council members participated in first workshop; 47% and 49% in following two workshops
- 86% of final evaluation survey respondents said workshops were very to somewhat useful for their work
- TAB retained equity criterion and measures without any major changes in the 2016 Regional Solicitation; first added in 2014

Lessons Learned

- Involve stakeholders in planning as soon as possible to best meet their needs
- Allow enough time in the schedule for meaningful stakeholder involvement
- Be willing to change usual processes
- Look for ways to incorporate into orientation for new members to continue that common understanding

I-94 Public Engagement

Michelle Fure, Public Involvement Manager
Communications Department



About the I-94 project

- Studying potential improvements on I-94
- MnDOT is lead – Council is partner
- Cultural, economic significance
- Process matters
- Long-term investment



Anticipated impact

- Change project approach
- Stakeholders as experts
- Provide more direct influence to decisions made
- Spend more resources on constituencies historically underrepresented in planning efforts



Preliminary results

- Changed MnDOT contracting process
- Influenced MnDOT approach to project
- Opened up conversation about governance and decision-making
- New voices already engaging in process
- Project is proceeding more slowly



Lessons learned

- Engaging community authentically takes time
- Relationships take time to build
- Trust takes time to build
- Change is hard and takes time
- Legacies matter

Status and next steps

- MnDOT will be ready for engagement later this year
- Solicit engagement proposals early 2017
- Community partnerships



Manufactured Home Preservation Project

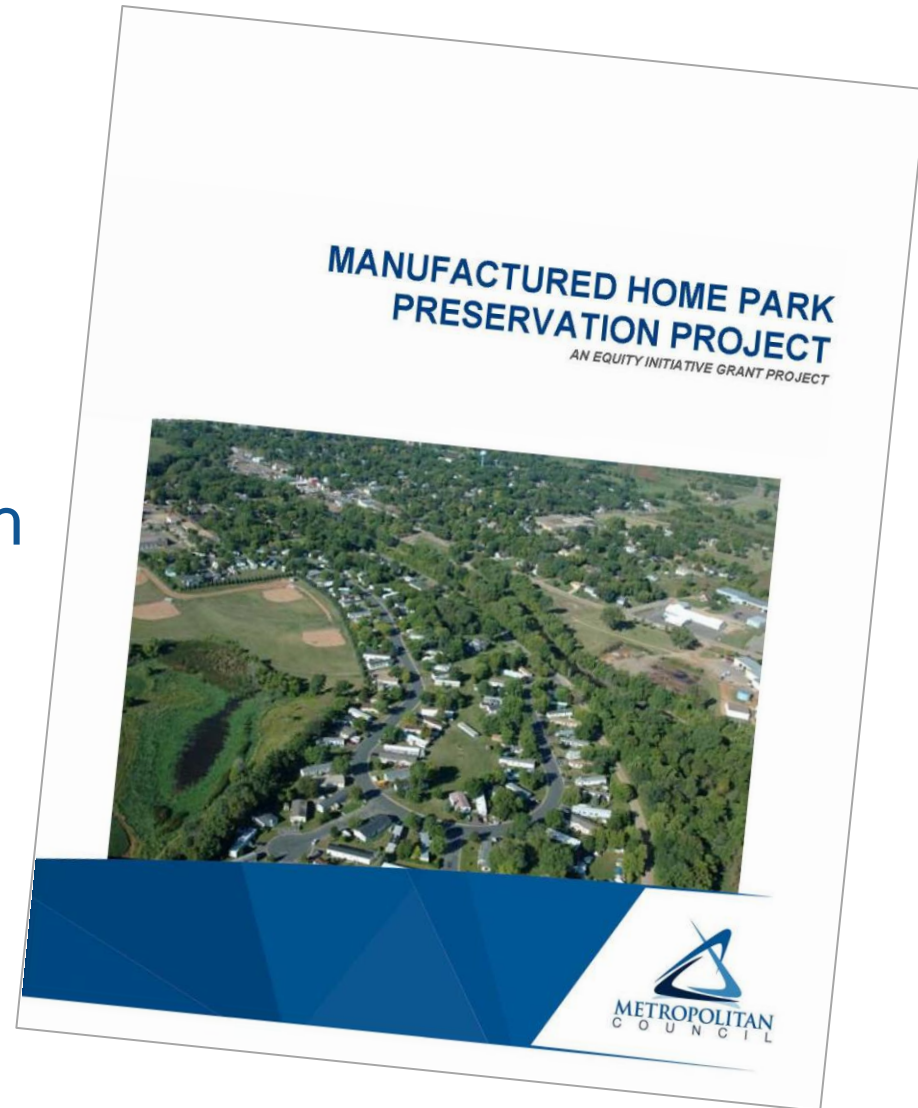
Freya Thamman, Planning Analyst
Community Development

Manufactured Home Park Equity Grant

A Two-Part Multi-Divisional Project

- **Baseline Report**
 - MC Info Item: June 8

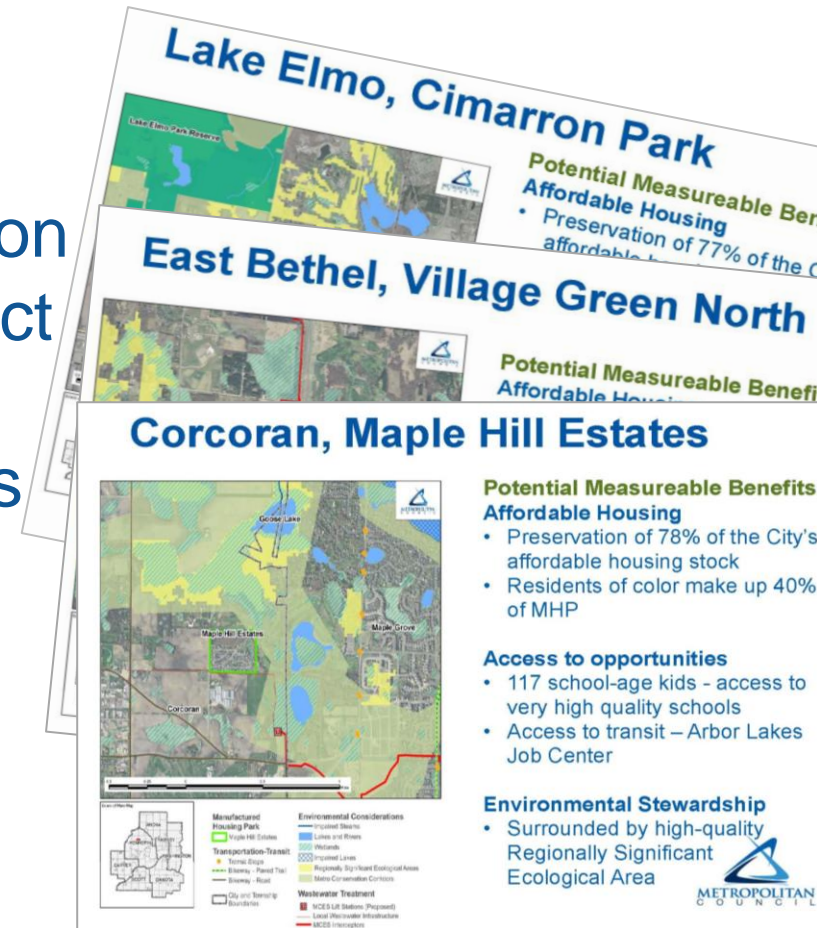
- **Pilot Grant: 50/50 SAC Match**
 - 2016 NOFA / Criteria
 - SAC match up to \$250K
 - 3 Eligible Communities



Outcomes and Impacts

MHP Preservation Report and Pilot Grant

- Importance of MHP preservation where Council policies intersect
- Potential measureable benefits
 - Affordable Housing
 - Access to Opportunities
 - Environmental Stewardship
- Fostered a larger dialogue



Lessons Learned / Next Steps

MHP Preservation Report and Pilot Grant

Lessons Learned

- Preserving MHPs is highly complex
- Integration was critical and valuable
- Readiness to connect can be difficult to predict
- Legislative Authority limitations on grant \$

Next Steps

- NOFA, Grant Selection, and Final Evaluation

Equity Training Set-Aside

Lesley Kandaras, Enterprise Initiatives Manager
Regional Administration



Set-Aside for Training

- Clear demand for training
- Difficult to demonstrate measurable outcomes of equity training investments
- Need to create a Council-wide shared language and training opportunities for all

Progress in 2015-2016

Advancing Equity through Policy and Planning training held in August 2016

- Designed by Humphrey School faculty to provide tools and approaches to advancing regional equity in policy development, planning, and related areas of work
- Over 135 employees attended
- Spent \$20,000 of the \$100,000 set-aside

Lessons Learned and Next Steps

- Lesson learned: training that's not linked to broader Council equity strategies and goals would be a poor investment
- Next Step: Merge Equity Training Framework development into broader Equity Strategic Action Plan

Concluding Remarks

Cedrick Baker, Equity Manager
Office of Equal Opportunity





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