



Council Meeting - Advancing Equity in the Region

# Advance Equity in the Region through Contracting

**Desired Outcome:** Reducing racial disparities through advancing equity in contracting

**Time Frame:** 2 years

**Amount:** \$600,000

**Description:** This collaborative proposal includes: 1) Financial incentives for exceeding MCUB goals 2) Council Contractor Apprenticeship Reimbursement pilot program that recognizes the additional costs contractors assume in employing new apprentices and 3) Building capacity for MCUB business.

These three initiatives work together to reduce gender and racial disparities that exist in our regional construction market.

**Measurement:** Success will be measured by project data. Project data to be measured and reported includes: Women/BIPOC-owned business participation, contract dollars distributed to MCUBs in excess of the established goal, MCUB revenue, number of female and POCI apprentices who work on Council projects and feedback from MCUBs

Sponsors: Jody Jacoby, Director, Procurement; Cyrenthia Jordan, Director, OEO and Marcy Syman, HR Director

Division: RA



# Local Housing Incentives Account Program

Desired Outcome: LHIA funding can reduce racial disparities in housing stability and housing affordability by creating a full range of housing options across the region.

**Time Frame:** 2021 Grant Cycle

**Amount:** \$4,000,000

- **Short Description:** LHIA is an existing annual program that provides grants to create or preserve affordable housing, prioritizing deeply affordable, larger family units and supportive housing for households experiencing homelessness.
- **Measurements:**
  - # new units compared to forecasted need for additional affordable housing
  - # preserved units funded compared to number of housing cost burdened households
  - Disparities in housing stability and access can also be tracked, though LHIA is a small portion of all available affordable housing funding.

Presenter(s): Tara Beard, Livable Communities  
Manager

# Environmental Services Youth STEM and Career Pathway Programs

Desired Outcome: Reduce regional racial and gender workforce gap through water career exposure and pathway programs

**Time Frame:** June 2021-Dec 2022

**Amount:** \$100,000

Design and administer both an exposure and pathway program that directs a pipeline of diverse candidates on a path to meaningful MCES careers.

- 1. MCES Youth STEM Program:** High-school level programming that provides both awareness and hands-on exposure to STEM careers within the utility sector. *Upon successful completion of the program, graduates may advance to the Career Pathway Program.*
- 2. MCES Career Pathway Program:** Participants will gain a foundational understanding of MCES systems, planning, and community impact. Program is designed to increase the readiness of interested and potential MCES applicants. *Participation in the Career Pathway Program **does not** require participation in the Youth STEM Program as a pre-requisite.*

Two cohorts will run within the first twelve-months beginning with a class of Pathway- Program participants in Q4 2021 and a class of STEM Program participants in Q1 2022.

## Measurement:

- # of youth of color and girls that complete the STEM Program
- # of BIPOC and women that complete the Pathway Program
- # of participants from each program hired into full-time positions

Presenter(s): Jenn Zuchowski, MCES Mgr Workforce & Equity Aaron Koski- HR Sr. Manager

Division: ES



# Equity Evaluation & Strategies for Transportation Investment

Desired Outcome: Specific recommendations, strategies and potential legislation for changing transportation funding, planning and programming processes to reduce structural racial inequities in regional transportation investment

**Time Frame:** 18-months

**Amount:** \$250,000 (consultant contract)

- Short Description: This project will engage a representative Project Advisory Committee in an in-depth evaluation of regional funding, planning and programming processes to identify and prioritize changes and strategies that would result in more equitable regional transportation system decision-making and investments, particularly for major transportation projects across modes.
- Measurements:
  - Transportation funding distribution by mode and geography
  - Increased BIPOC representation within transportation decision-making processes
  - Improved BIPOC transportation engagement

Presenter(s): Nick Thompson, Amy Vennewitz

Division: MTS



# Bus Technician Pathway Program

Desired Outcome: Reduce barriers and increase success for individuals pursuing a Transit career as a Bus Mechanic Technician

**Time Frame:** 2021-22 Design, 2023 Launch      **Amount:** \$200,000

- **Short Description:** Funds will be used to develop and launch a new pathway program for Bus Mechanic Technicians. The goal of this program is to provide both current Transit employees and general public candidates an 18+ month pathway program culminating in a full-time employment opportunity as a Bus Mechanic Technician. The Program's on the job training and academic curriculum will be designed and delivered solely by Metro Transit.
- **Measurement:**
  - % of participants complete program and earn full time employment (goal 80%)
  - Program participants and graduate demographic reflect communities we serve
  - % of graduates complete their probation period (goal 100%)
  - Female graduates (goal 25%)

Presenter(s): Brian Funk, Deputy Chief Operating Officer – Bus, or Matt Dake,  
Director of Bus Maintenance

Division: MT



# Expanding Multicultural Marketing Reach & Frequency

Desired Outcome: Strengthen Metro Transit marketing activities and approaches to more effectively reach and resonate with the diverse communities we serve

**Time Frame:** 2021

**Amount:** \$150,000

- Multicultural Focus Groups
- Year-Long Contracts with Multicultural Media
- Creative Service Collaboration Fund
- MCUB Vendor Recruitment Campaign
- Measurement:
  - Increased presence in multicultural media and other channels identified by the focus groups as having strong potential to reach BIPOC community members

**Presenter(s):** Bruce Howard, Director, Marketing & Transit Information  
Jessica Cross, Marketing Specialist

**Division:** MT

