



Management Committee

\$3.9M Advancing Equity in the Region



, 2022

2021 Equity Projects 2022 Thrive Projects



Regional fleet- zero emission buses and infrastructure evaluation

Desired Outcome: Evaluate regional fleet transition to zero-emission buses



Time Frame: April 2022 to December 2022 **Amount:** \$70,000 Spent to date \$0

Short Description: The project builds upon Metro Transit's 2021 Zero Emission Bus Transition Plan to develop a plan for MTS and suburban transit provider services, fleet, and facilities. The plan will include service, facility, and utility considerations applicable to all providers and services. Thrive funds augment scope and transportation funds slated for ZEB plan

Progress: Scope development followed Council Thrive initiative/funding. Procured study via master contract work order via Metro Transit ZEB Plan consultant Requested proposal April, Initial proposal received mid-May. Negotiation and revised proposal accepted early June. Notice to Proceed issued June 15 and work underway. Total project cost \$137,478 (balance funded by planned MTS funds)

Current work includes review of guiding principles and data collection from transit providers for existing service and facilities.

Presenter(s): Charles Carlson and Gerri Sutton, MTS

Division: MTS

Maintenance Technician Training

Desired Outcome: Reduce barriers to maintenance technician careers



Time Frame: June 2021 to Dec 2022

Amount: \$200,000 spent to date \$0

- Short Description: Registered Apprenticeship application is under review by Minnesota Department of Labor and Industry. Management and ATU are developing minimum standards of education and experience required for the program. Workforce Development recruitment efforts are on the way. Up to 50% of the class will be recruited from current Metro Transit employees and the other 50% from the public. The number of participants will be up to 14.
- Estimated planned expenses:
 - Program laptops \$14,973.56, order in process
 - Program tools \$150,000, order in process
 - Recruitment and empowerment training \$15,000

Presenter: Abel Mumbi, Assistant Director Technical Support, 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: June 2021 to Dec 2022

Amount: \$150,000 spent to date \$40,428.49

- Short Description: Invest in several initiatives to strengthen Metro Transit's marketing, including a multicultural focus group, contracting with multicultural media, and developing a MCUB vendor recruitment campaign.
- Measurements:
 - Complete BIPOC Focus Group
 - ✓ *July 2021*
 - Contracts established with multicultural media
 - ✓ *10 year-long contracts in place with BIPOC media for 2022*
 - MCUB vendor recruitment campaign
 - ✓ *Nov. 2021 and Feb. 2022 with one more wave in fall 2022*
 - Creative Services collaboration fund projects
 - ✓ *2 projects completed with more in planning*

Presenter: Bruce Howard, Director, Marketing & Transit Information

Division: MT

Expanding Multicultural Marketing Reach & Frequency

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Example: Creative Services Collaboration Fund

- Public Art Partnership
- Celebrate Juneteenth
- Leeya Jackson, BIPOC illustrator
- Ultra Super Kings - on 16 buses



Presenter: Bruce Howard, Director, Marketing & Transit Information

Division: MT

Light Rail Vehicle Technician Pathway Program

Desired Outcome: Design the framework for a career pathway for rail vehicle technicians

Time Frame: April 2022 to June 2023

Amount: \$90,000 Spent to date \$0

Short Description:

- Designing a pathway program in partnership with ATU Local 1005 that will help Metro Transit to build motivated, highly skilled technicians by customizing a pathway program to meet current and future Metro Transit Rail workforce needs.
- First year program costs include seed money to develop a legacy program model that provides an opportunity for current employees and individuals from all communities in the region to have access to a career pathway in light rail vehicle maintenance.
- Based on the final model design, Metro Transit would build future years' funds into the budget and/or would seek additional grant or funding partners to fully implement the program.
- Program design advances Thrive outcomes by strengthening Metro Transit's capacity to operate and maintain a transit system that connects people to opportunity on a mode of transportation powered by electricity. Furthermore, this specifically advances equity by providing participants with career opportunities.

Measurements: By the end of Q2 2023, program design will be complete and ready for recruitment and implementation.

Presenter(s): Edward Meyer - Rail Training, Aaron Koski – Workforce Development

Division: MT

