



Engagement & Development Unit, Work Plan Update – 2023

Office of Equity & Equal Opportunity



September 27th, 2023 | Management Committee



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Engagement & Development Unit Overview



Purpose

Develop & implement support services and initiatives that promote the inclusive and equitable participation of businesses & stakeholders in council's objectives.

Communications & Marketing

Creating culturally and inclusive communication platforms for all communities and stakeholders served by the council.

Engagement & Community Outreach

Connecting & assisting small businesses with opportunities to access resources and support that address their needs.

Business Development

Providing training, education, one-on-one technical assistance, and other services to help these businesses compete more effectively for Met Council contracts and subcontracts.

Communications & Marketing



In placed:

Monthly newsletter sent to our MCUBs to promote various opportunities, including events, contracts, and trainings.

We are excited to announce that we have recently hired an EO II, who will be starting on Monday, October 2nd. This position will be leading our communications and marketing efforts, and their expertise will play a crucial role in enhancing our communication and marketing strategies to better serve our community.

In the process of translating marketing materials to ensure that information is available to a wider and more diverse audience.

Community Outreach & Engagement



As of this year:

Our unit actively engages with both internal and external stakeholders, providing assistance to meet their small business needs. Here are some of the events our team has participated this year:

1. 25th Annual SADBOC Government Procurement Fair – **Department of Administration**
2. 2023 Construction Networking Event – **Hennepin County**
3. State Procurement Opportunity Fair – **Department of Administration**
4. Meet & Greet for the Blue Line Extension Project – **Community Workforce Group**
5. SADBOC Monthly Meetings – **Department of Administration**
6. Hy-Vee Opportunity Inclusive Business Summit – **Hy-Vee/US Bank**
7. Twin Cities Start-Up Week – **NorthStar**
8. **University of Minnesota 2023 Supplier Diversity Expo – UMN**

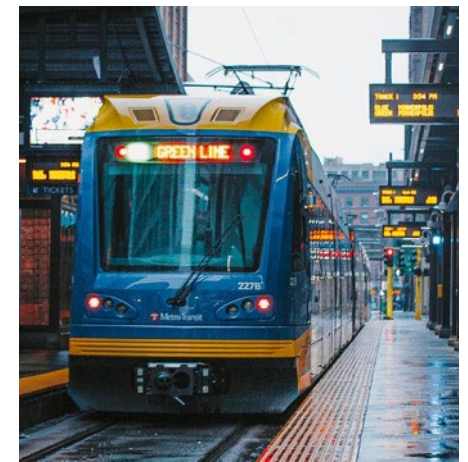
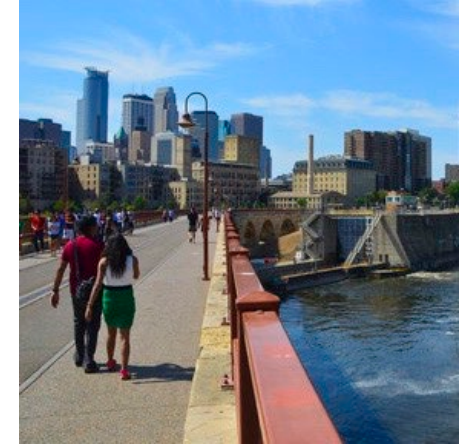
*Note: SADBOC stands for the Small and Disadvantaged Business Opportunities Council."

Business Development

Meet & Greet

Provide an excellent opportunity to connect, engage, learn, and address the needs of our internal stakeholders. We facilitate connections between our certified small businesses and potential contracting opportunities by connecting them with project managers.

1. Sambatek Inc
2. Sparccom & Associates LLC
3. Top Gun Technologies
4. WorkSight
5. Electronic Office Environment
6. IMNovateHP PRO
7. Cetus Digital
8. Khoo Consulting
9. On Demand Construction Services



Business Development Cont.



Mentor Protégé Program

Our unit manages and administers the Mentor Protégé Program for the Council. The Minnesota Unified Certification Program (MNUCP) offers the Mentor Protégé Program to help establish business partnerships between prime contractors and Disadvantaged Business Enterprise (DBE) firms (Appendix D of 49 CR Part 26).

1. Rice Lake & USAFRIK
2. Top Vision & Miler Dunwiddie
3. Lunda Construction & PWS
4. Sambatek Inc & Young Environmental
5. C.S. McCrossan & Public Solutions
6. **Stantec & Civic Intelligence**

Source: <https://mnucp.org/About/Mentor-Protege-Program.aspx>

Business Development. Cont.



EDU Master Contract – RFP 23P043

The objective of this contract is to develop a series of training(s) and offer business consultations aimed at enhancing the capacity and capabilities of MCUBs. Expand their expertise, deepen their understanding, and acquire the technical skills necessary to successfully pursue and compete for Council's contracts and subcontracts.

The contract covers the following service areas

1. Construction safety training,
2. How to estimate and bid
3. How to respond to a Request for Proposal
4. Understanding the process of change orders
5. Provide one-on-one business consultation.

2022 Data

General Overview

Business Development:

- Hosted a pre-proposal meeting for the IS project. Over **100** MCUB firms attended.
- Conducted **5** meet-and-greets to connect MCUBs with business units.
- Developed the Small Business Bench Program; certified small businesses can be selected from a list/bench to fulfill work orders on large contracts, master contracts, and as needed/on-call projects.

Marketing / Communications

- Updated the MNUCP webpage that lists organizations and programs aimed at providing training and technical assistance.
- Sent out quarterly newsletters to onboard newly added MCUBs, helping them learn more about the Council, the MCUB program, and how to do business with the Council.
- Started developing marketing materials: created a one-page flyer that promotes available services to small businesses.

Data Cont.

Engagement & Outreach

- Conducted a Mentor Protégé networking event to facilitate the establishment of long-term business relationships between prime contractors and DBE firms. As a result, **2** Mentor-Protégé relationships were established to further the development of certified DBE firms by providing training and assistance from prime contractors.
- Hosted a DBE orientation event where **30** newly certified DBEs learned about the benefits of being a certified Disadvantaged Business Enterprise.
- Worked with community-based organizations to increase the pool of certified small businesses and to promote the council's small business programs.

Other

- Supported the development of the Equity Lens Tool (MCUB Diverse Spend Plan).
- EDU Strategic Plan: developed and currently been implementing the unit's strategy plan.
- How is the unit's work reflected in terms of its impact on the dollar value for Certified Small Businesses? Next slide.

Data Cont.

Direct Impact Example

Mentor Protege Program between Rice Lake Construction Group & USAFRIK Inc. USAFRIK was certified as a DBE in May 2019.

Rice Lake Contracting a prime contractor and USAFRIK met at the MNUCP Mentor Protégé event in October of 2019. Met Council staff met with Rice Lake Contracting and USAFRIK on April 17, 2020, to assist in facilitating the Mentor Protégé arrangement.

1st contract Rice Lake accepted a bid by USAFRIK and started their first project working together in 2020. The project is Met Council Empire Waste Treatment Plant (19P155).

- USAFRIK contract amount for this project was \$158,692.93 for site removal work and paid as of today **\$198,576.00**.

2nd contract with Rice Lake Construction Group: 20P038 Lift Station Fuel Tank Replacement:

- USAFRIK contract amount for this project was \$48,860.15 for Earthwork/excavation and paid as of today **\$57,859.86**.

3rd contract with LAMETTI & SONS INC: 20P124 Oak Park Heights Interceptor 9101 Replacement:

- USAFRIK contract amount for this project was \$42,945.00 for Erosion Control and paid as of today **\$52,057.01**.

4th contract with Shank Constructors Inc; 20P220 MWWTP Site Preparation and Improvements:

- USAFRIK contract amount for this project was \$901,925.00 for site preparation and paid as of today **\$1,018,411.40**.

The total value of USAFRIK's contract(s) awarded to date is **\$1,326,904.27**. This amount is exclusive to council projects, excluding the contract values of other agencies.

Other



On-going support:

Transit Service Intervention Grant - panel

Monthly collaboration meeting with Council wide outreach & engagement units

Small Business Equity Audit – panel

SADBOC monthly meetings

Support as requested by other units/project managers



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