

Engagement and Development Unit (EDU) – Strategic Plan Update

Management Committee – Info Item

Ashanti Payne – Office of Equity and Equal Opportunity (OEEO)

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OEEO's Engagement & Development Unit (EDU)



Purpose

To develop support services and tools that promote the inclusive and equitable participation of businesses and stakeholders to advance the Metropolitan Council's objectives.

Communications & Marketing

Create culturally and inclusive communication platforms to inform and receive input from all communities and stakeholders served by the Metropolitan Council.

Engagement & Community Outreach

Connect with internal and external stakeholders to increase purchasing and contracting with small business.

Business Development

Provide access to training, education, one-on-one technical assistance, resources and other services to assist small businesses and increase utilization on Council contracts and subcontracts and increase spend in Council led purchasing.

In Practice, Key Activities

Non-Certified businesses

- Generate interest
 - Through outreach and marketing programs, we identify interested firms for certifications.
- Recruitment
 - Contact identified firms to communicate the benefits of being certified as a DBE/MCUB.
- Certification assistance
 - Conduct certification workshops, provide 1:1 assistance to apply for certifications and follow-ups.

Existing/certified businesses

- Identify internal and external barriers
 - Surveys, assessments, advisory committee
- Provide Council connections for contracting opportunities
 - Meet and greets with business units, quarterly newsletters
- Develop programs that assist in the development of capability, opportunity and resources
 - Mentor Protégé Program, Targeted Trainings, 1:1 Technical Assistance

Highlights - 2024

In 2024, EDU connected with certified small businesses and larger, longer established businesses through engagement and development efforts:

- **Communication/Marketing**

- EDU team has distributed four email newsletters to **205** newly added MCUB firms. These four separate letters include information on how to work with the council, what are the small business resources available, information about direct solicitation and small business opportunities within the council.

- **Outreach & Engagement**

- **25th Annual SADBOC Government Procurement Fair** to promote supplier diversity in the public sector. Over **850** small businesses attended the event.
- Connected with Community Based organizations to expand the council’s outreach capacity.
- **Sixth Annual State Procurement Opportunity Fair**, April 30, 2024, to help increase the participation of diverse vendors in our contracting process. Over **180** small businesses attended.
- **Bonding Education Program**: 2-day clinic in person, April 25 & 26 - **6** DBE/MCUB firms attended.
- **23P171 PRE-BID and Meet & Greet session** for SWLRT Hopkins Rail Support Facility, March 20 - **8** DBE/MCUB firms attended.
- Active participation on SADBOC Committee, Council Committees, along with community events.
- **Individual meet & greet with the Council business units in 2024:**

Asian - Pacific American	Black American	Total
1	1	2

Highlights – 2024 (Cont.)

Outreach & Engagement (Cont.)

Project-Based Meet and Greets:

	Prime	DBEs/MCUBs	Total
Hopkins Rail Support Facility Construction Project	5	8	13
4th incinerator (21P055)	2	14	16
ES Prime Consultants and DBEs/MCUBs Consultants	10	15	25
Total	17	37	54

Highlights – 2024 (Cont.)

Business Development

	Caucasian	Black American	Asian - Pacific American	Asian - Subcontinent American	Native American	Hispanic American	Unknown	Total
Orientation Session	14	5		1	1		2	23
Construction Safety Training	3	10	1				1	15
Bidding & Estimating	5	5	2		1		6	19
Responding to RFPs	4	5	2	1		1	4	17
Managing Contract Changes	2	3			1		2	8
One-on-One Consultations – delivered by consultant	3	3		1				7
One-on-One Consultations – conducted by EDU staff	2	7		3			5 (non-certified)	17
Total	33	38	5	6	3	1	20	106

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