



Metro



FY 2016-17 EQUITY IN CONTRACTING ANNUAL REPORT SUMMARY

Improving economic opportunity through better access to Metro contracting opportunities

Each year, Metro spends millions of dollars on contracts that support public services. Metro's longstanding commitment to equity in contracting is evident in the steady increase in the number of contracts awarded to minority-owned, women-owned, service disabled veteran-owned and emerging small businesses (known collectively as COBID businesses).

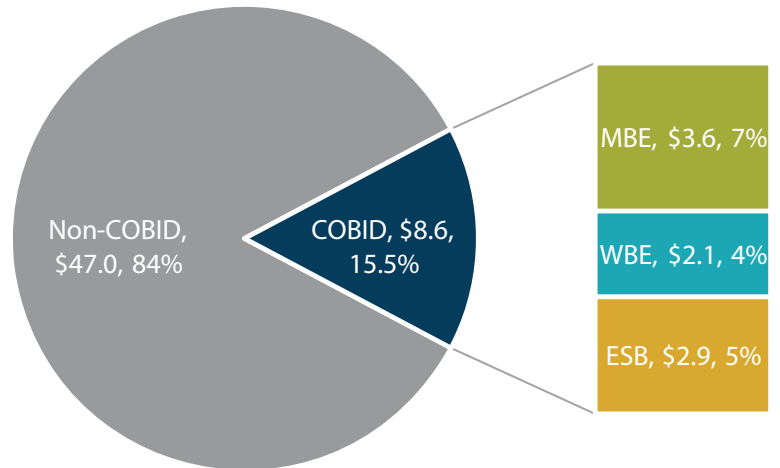
In FY 2015-16, efforts to increase diversity in contracting were integrated into Metro's Strategic Plan to Advance Racial Equity, Diversity and Inclusion.

In FY 2016-17, Metro completed a review and overhaul of contract rules and took the lead role in a region wide effort to develop career pathways for people of color and women in the construction trades. As part of an extensive education and outreach push, Metro also sponsored proposal writing workshops and hosted a variety of networking opportunities designed to help COBID-certified firms build capacity to compete for public sector contracts.

Results matter

In FY 2016-17, Metro awarded \$55,580,888 through competitive procurements and direct awards. Contracts awarded to COBID-certified firms earned a total of \$8,628,714 – representing 15.5 percent of Metro's total contracts. While this represents a slight percentage decrease from the prior fiscal year, the total dollar value of awards to COBID-certified firms increased by \$735,088. In addition to the increase in the total dollar value of the awards a higher distribution of awards was made to minority-owned firms.

Contract dollars awarded to minority-owned businesses were more than double last year's total.



Contract dollars awarded in FY 2016-17
(in millions of dollars)

New contract rules improve opportunities and outcomes for COBID-certified firms and non-profit organizations

The Metro Council approved updated Local Contract Review Board Administrative Rules in June of 2017. The approval capped a two-year policy review project led by a cross-department team of Metro staff.

Improvements include:

- equity and diversity considerations represent 20 percent of total available points used to score proposals
- public improvement bids for contracts up to \$50,000 are solicited from COBID-certified firms
- contracts for personal services up to \$50,000 may be directly awarded to COBID-certified firms
- contracts may be awarded directly to not-for-profit organizations when both parties contribute decision-making
- a pre-solicitation meeting is required to ensure that equity impacts throughout the life of the project are considered before a formal solicitation is released.



Metro staff step up to serve community organizations

Oregon Tradeswomen, Inc. recognized procurement manager Gabriele Schuster and procurement analyst Riko Tannenbaum as valuable community partners.

Metro staff joined executive boards of non-profit organizations supporting historically underrepresented businesses: Gabriele Schuster serves as the secretary for the Oregon Native American Chamber of Commerce. Procurement analyst, Tracy Sagal, is the secretary for the Business Diversity Institute.

Whether showing up at a meet and greet or hosting a hands-on workshop, the procurement team is reaching out to help businesses connect with Metro

Networking events, tradeshow and expositions generate interest in contract opportunities

Community and business organization events provided a backdrop for Metro staff to meet with small businesses owners, learn about their offerings, answer questions and get feedback. Metro staff attended the Oregon Association of Minority Entrepreneurs Trade Show, the Women in Trades Career Fair, the Metropolitan Contractors Improvement Partnership Trade Show, Governor's Marketplace and Besth's Business Expo West. Staff also participate in a number of recurring association meetings including the bi-monthly National Association for Minority Contractors Oregon, Hispanic Chamber of Commerce and Oregon Association of Minority Entrepreneurs meetings.

Small Business Open House reaches 200 people

The 2016 Small Business Open House hosted by Metro and Multnomah County drew more than 200 people from the small business community. Metro staff hosted project information tables and engaged in one-on-one discussions. Breakout workshops and resource sessions focused on major project opportunities, proposal consultation, COBID certification steps and social media strategies.

Meet & Certify events attract businesses from across the greater Portland region

In 2016, Meet & Certify events in Beaverton, Hillsboro, Rockwood and Woodburn attracted about 50 attendees at each event, most of whom had never contracted with Metro. These mini-events, targeted to businesses located outside of the Portland core, provided a welcoming, low-key way for people to meet Metro staff and get in person help with COBID certification.

Proposal writing workshops break down barriers

The skill of writing a bid or proposal is often unrelated to a business's core services. To help businesses overcome this hurdle, Metro staff hosts quarterly workshops on how to write successful bids and proposals. The team also partners with project managers across Metro to design and hold workshops for specific projects. In FY 2016-17, Metro awarded 16 contracts valued at \$1,097,057 to businesses who had completed the training. Since the beginning of the program, Metro has awarded 35 contracts valued at \$1,902,150 to workshop participants.





Project highlights

COBID use goals exceeded on Oregon Zoo Education Center project

The Oregon Zoo Education Center opened in March 2017. Fortis Construction LLC, the construction manager and general contractor for the bond-funded project, exceeded COBID subcontractor use goals with a total of 29.3 percent COBID use, representing \$4,232,148 contract earnings. Fortis credits the success to the firm's strong outreach and relationships with certified businesses and the collaborative engagement efforts of Metro staff. Fortis is a former emerging small business that has grown to become the area's third largest general contractor.

Clearing the path for people of color and women in the construction trades

In the greater Portland region, people of color and women face multiple barriers in accessing and sustaining construction careers. To address these challenges, Metro is leading the effort to coordinate the Construction Career Pathways Project (C2P2). C2P2 brings stakeholders together to come up with new ways to provide reliable career pathways – from pre-apprentice and apprentice to journey level. In addition to the overall goal of growing a diverse construction workforce, the project seeks to gain efficiencies in public construction projects and promote equitable growth in the greater Portland region's economy. The first regional project to partner with C2P2 is the construction of the Hyatt Regency Hotel at the Oregon Convention Center.

Racial equity goals

Metro's Strategic Plan to Advance Racial Equity, Diversity and Inclusion identifies five long-term strategic goals, each with specific objectives and actions. Many of these objectives and actions relate to improving economic opportunity through better access to Metro contracting opportunities.

Learn more

oregonmetro.gov/equity



Metro

Arts and events
Garbage and recycling
Land and transportation
Oregon Zoo
Parks and nature

oregonmetro.gov

Doing business with Metro

Metro purchases goods and services locally when possible. Purchases range from operating supplies to professional services. Contract opportunities for services include construction, maintenance and repair, engineering, consulting, food, training and various types of planning.

Metro Procurement
503-797-1613

Hello, we're Metro.

Metro brings people together to shape the future of greater Portland and provides places, services and tools that work best at a regional scale. Led by an elected council, this unique government gives Oregonians a voice in their community.

Parks and nature

Metro protects clean water, restores fish and wildlife habitat, and connects people to nature across 17,000 acres of parks, trails and natural areas – and the Oregon Zoo.

Land and transportation

Metro plans for new homes, jobs, transportation options and access to local businesses and parks.

Garbage and recycling

Metro manages the garbage and recycling system and is a resource for information about safe disposal and ways to reduce waste.

Arts and events

Metro runs the Oregon Convention Center, Portland Expo Center and Portland's Centers for the Arts.