



# Hello, we're Metro.

Small Business Survey  
Summary Report + Recommendations

NOV2023-FEB2024 | KCOMMUNICATIONS

## SMALL BUSINESS SURVEY OBJECTIVES

---

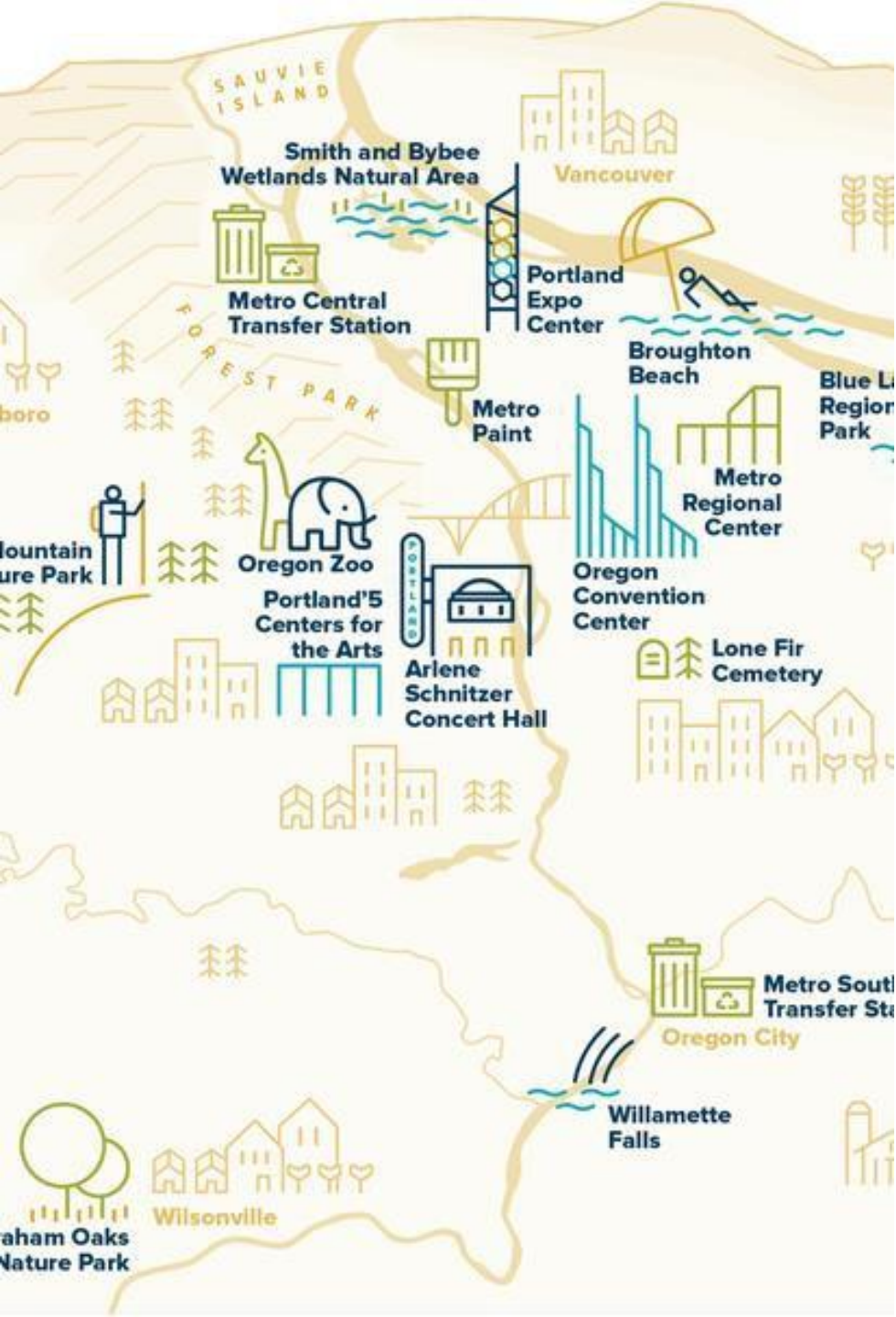
- *Identifying challenges, obstacles, and opportunities for small businesses to engage in Metro's procurement process.*
- *Informing a follow-up strategy based on the data collected to increase successful equitable participation in Metro's procurement process.*

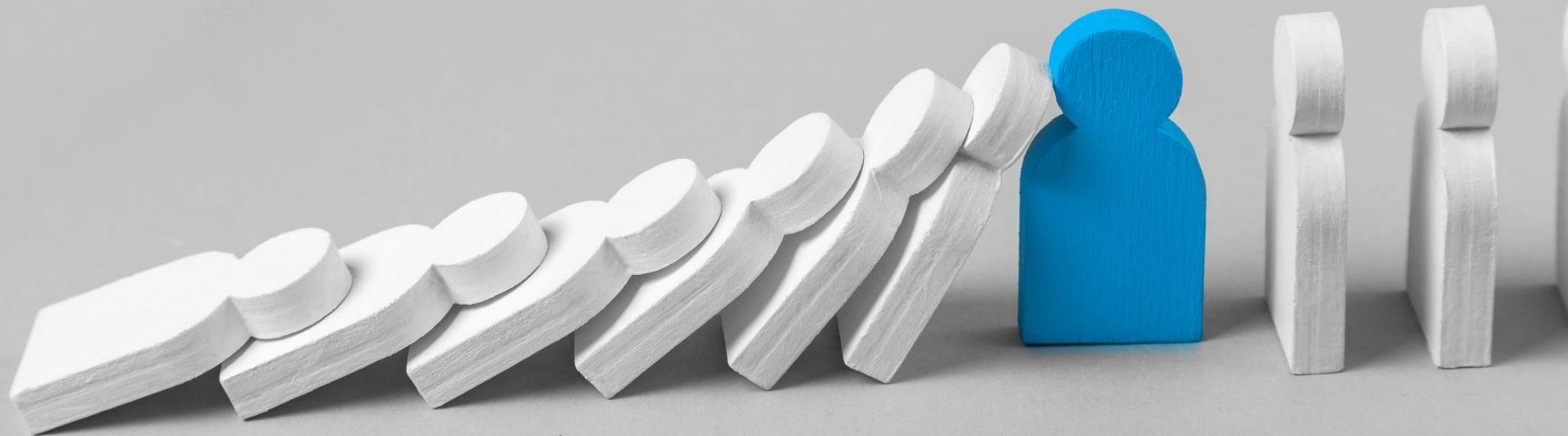


What small businesses said about wanting to do business with Metro.

# Why Metro?

- § **Reliable.** Respondents appreciate the stability Metro offers, with consistent work, budgets for projects, and good contracts and pay.
- § **Regional solutions for regional issues.** Survey participants overwhelmingly noted the appeal of working with a regional entity that plays a significant role in bettering their community.
- § **Mission/values.** Most respondents appreciate Metro's mission and values, noting sustainability, land use, social impact, and DEI/COBID support as key areas of alignment.
- § **Diverse, interesting projects.** The type of work Metro offers is appealing for its meaningfulness, intellectual satisfaction, diversity, and fun.
- § **Metro team.** Several respondents appreciated the quality, passion, and care of team members in both procurement and project management.





Obstacles, Barriers or Challenges in Submitting Bids/Proposals



# Key Obstacles, Barriers & Challenges

---

- Small Businesses lack the resources to pursue complex Invitations to Bid (ITB) and Requests for Proposal (RFP)
- Experience procurement process as complicated or confusing
- Insurance requirements
- Getting work under on-call contracts
- Navigating BidLocker
- Getting the foot in the door
- Not learning about opportunities at all, or soon enough
- Payment terms once under contract

# Debriefs, Technical Assistance, and Desired Guidance

---

- **Debriefs:** Most respondents indicated they did not request a debrief and several did not realize it was available for the asking; others indicated they gained feedback to improve future pursuits.
- **Technical Assistance:** Several respondents experienced various technical assistance offered by Metro and expressed appreciation for the support. Others were not aware of the programs.
- **Additional Guidance:**
  - “Everything”
  - Proposal Writing: Understanding Criteria, Sustainability, Demographics, Process
  - When to Team on large Metro projects
  - Contracts/Negotiation
  - Navigating BidLocker
  - Insurance Requirements
  - COBID certification
  - Meeting Metro Project Managers





# RECOMMENDATIONS

---

CONTINUE. STOP. START.



# Key Recommendations to Explore

---

- Continue to offer Technical Assistance, Workshops & Trainings; Continue to provide access to project managers (small business open house and virtual meet and greets)
- Address “Incumbent Preference”, getting the foot in the door situation; address internally
- Better utilize on-call contracts already awarded to small businesses
- Simplify proposal process for small businesses
- Strengthen promotion of existing training opportunities
- Educate about the option of debriefs
- Address Prompt Payment
- Create a clear road map for first timers / new to public contracting vendors
- Share more stories – successes, goals, equity data

***Thank you! Please stay connected!***



# RESOURCES

[Business Oregon : Certification Office for Business Inclusion and Diversity \(COBID\)](#)

[BidLocker for Vendors - SignUp](#)

[Small Business Administration \(sba.gov\)](#)

[Equity in contracting | Metro \(oregonmetro.gov\)](#)

