

# Port of Portland

## DRAFT Social Equity Program Design Summary

<b>Equity Definition</b>	The Port defines equity as <b>fair treatment and equitable access to opportunity.</b>				
<b>Draft Program Vision</b>	To advance equity at the Port and in the region by promoting fair treatment and equitable access to business, services and employment opportunities.				
<b>Draft Program Goal</b>	Provide leadership in integrating social equity considerations into Port economic development programs, partnerships and planning. (Language from strategic plan initiative)				
	<b>Overall Program Outcomes</b>	<b>Overall Program Strategies</b>	<b>Proposed Program Actions/Activities</b>	<b>Possible Metrics/Indicators</b>	<b>Timeline</b>
	<b>Outcome 1: Increase Access to Prosperity related to Port Activities:</b> Increase access to prosperity for communities experiencing disparities. This includes inequities related to race, ethnicity, language, religion, gender, sexual orientation and identity, and disability.	<b>1.</b> Build Port institutional and organizational capacity about equity.	<ul style="list-style-type: none"> <li>- <b>Equity Dialogue:</b> conduct equity dialogues with staff that deepens understanding of social equity, implicit and explicit bias, the relationship between equity and the Port's mission and vision, and how social equity fits into program and project life cycle design phases.</li> <li>- <b>Communication Plan:</b> Work with Corporate Communications and the Equity Team to develop and implement a Portwide social equity integration communication plan. This will include employee diversity and inclusion and other programs.</li> <li>- <b>Website Dashboard:</b> Design website content and dashboard showcasing the Port's social equity vision, goal, approach, and initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>- Number of trainings</li> <li>- Number of employees trained</li> <li>- Evaluations of training by employees</li> <li>- Development and implementation of internal equity communication plan.</li> <li>- Creation of web content and equity dashboard.</li> </ul>	<b>2 - 5 years</b>
		<b>2.</b> Use an equity framework to influence Port processes and decision-making.	<ul style="list-style-type: none"> <li>- <b>Define social equity, create Port Commission social equity policy and create a "social equity lens"</b> through which program and project decision-making can be conceived and reviewed. An equity lens will help the Port determine whether investments and resources address disparities and advance strategic equity outcomes in the region.</li> <li>- <b>Develop and implement methods to utilize the Port's social equity lens.</b> This may include pilot projects and integration into existing criteria and tools.</li> <li>- <b>Engage in meaningful dialogues with equity stakeholders,</b> and consult with them as appropriate on project design, implementation and other processes, using inclusive methods that reflect communities.</li> <li>- <b>Make social equity criteria for</b> awarding contracts for goods, services, professional services and construction.</li> <li>- <b>Evaluate Port financial sponsorships</b> to outside groups, community, and business partners to determine how and whether grants and sponsorships help to foster equitable outcomes.</li> </ul>	<ul style="list-style-type: none"> <li>- Creation of equity definition, Port Commission policy and equity lens.</li> <li>- Number of programs and projects conceived with a social equity lens.</li> <li>- Use of input from stakeholders used to address issues and influence projects to provide broader opportunities.</li> <li>- Composition of stakeholder groups engaged with the Port.</li> <li>- Small Business Development program annual metrics.</li> <li>- Number of grants and sponsorships that address disparities and promote equitable outcomes.</li> <li>- Ongoing refinement of equity lens, using "adjust" conversations and lessons learned.</li> <li>- Number of jobs created or sustained in the region for minorities and low income residents due to Port activity.</li> </ul>	

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	<p><b>Outcome 2: Create a More Diverse and Inclusive Employee Workforce:</b> Develop a diverse workforce, and ensure the Port continues to be an employer of choice, diverse in people and ideas.</p>	<p>1. Remove systemic and institutional barriers that may hinder fair treatment and equitable access to employment opportunities for current and future employees.</p>	<ul style="list-style-type: none"> <li>- <b>Targeted recruitment strategies</b> for different job types.</li> <li>- <b>Provide diversity, equity and inclusivity training</b> for employees</li> <li>- <b>Analyze current leadership diversity</b> and develop strategies to increase diversity.</li> <li>- Proactively <b>recruit talent through relationships with equity and emerging leaders' organizations</b></li> <li>- Use <b>diverse and inclusive hiring panels</b></li> <li>- <b>Improve internal and external brand messaging</b> around diversity and inclusion at the Port.</li> <li>- <b>Evaluate HR processes</b>, procedures and policies that create systemic and institutional barriers, and create improvements to address those barriers.</li> <li>- <b>Engage and train managers on how to expand their networks</b> to enhance recruitment</li> <li>- <b>Network with D&amp; I leaders in similar organizations</b> with successful diversity and inclusion programs. Look to these programs for beneficial concepts.</li> <li>- <b>Train Port recruiters</b> to be "super users" in diverse recruiting practices, providing hands-on advice and support for Port managers.</li> <li>- Continuously analyze, develop, and where necessary <b>refine strategies</b> aimed at increasing diversity</li> </ul>	<ul style="list-style-type: none"> <li>- Racial diversity of Port workforce at every level, and Port of Portland Commission.</li> <li>- Racial diversity achieved in targeted job types.</li> <li>- Training metric shared with Outcome #1.</li> <li>- Creation of diversity and inclusion plans.</li> <li>- Creation of minority mentorship and retention program.</li> <li>- Number of uses of diverse hiring panels.</li> <li>- Number of partnerships with other organizations, including emerging leaders programs, related to recruitment.</li> </ul>	<p><b>2 - 5 years</b></p>
<p>2. Promote an inclusive workplace culture that respects and values diversity and provides opportunity for all Port employees to pursue innovation and excellence.</p>	<ul style="list-style-type: none"> <li>- <b>Establish advisory group</b> of 29 employees to help shape culture and guide Port initiatives around diversity and inclusion.</li> <li>- Expand and support <b>employee resource groups</b>.</li> <li>- <b>Assess institutional norms to create a plan</b> to foster an environment that is accepting and fosters development of diverse and underrepresented workforce.</li> <li>- <b>Continue to offer speakers</b> who expand employee perspectives on other cultures and viewpoints.</li> <li>- Explore methods of <b>supporting employees with disabilities</b> and of varying ages.</li> <li>- Explore methods of <b>increasing social connections</b> between employees to further inclusion.</li> </ul>	<ul style="list-style-type: none"> <li>- Number of people of color promoted to higher positions.</li> <li>- Use of employee advisory group. Evaluations of meetings and work produced by advisory group.</li> <li>- Evaluation of HR processes conducted and solutions suggested.</li> <li>- Increased diversity tools for managers provided by Port recruiters.</li> </ul>			

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	<p><b>Outcome 3: Demonstrate Regional Equity Leadership:</b> Port positioned as one of key regional leaders advancing equity and creating equitable outcomes.</p>	<p><b>1</b></p> <p><b>Partner:</b> Partner with key public, private, non-governmental, and community partners to collaborate on initiatives that will advance equity and improve social outcomes in region.</p>	<ul style="list-style-type: none"> <li>- <b>Align Port’s equity program goals</b> to those advanced by key public, private, non-governmental and community organizations.</li> <li>- <b>Explore expansion of mentor protégé program</b> and promote underrepresented populations with scalable businesses through targeted technical assistance.</li> <li>- <b>Seek regional partnerships</b> that will further equitable outcomes.</li> <li>- <b>Explore partnerships</b> with regional partners e.g., PDC on small business incubator concepts.</li> <li>- <b>Convene a social equity participant group</b> staffed by equity practitioners.</li> </ul>	<ul style="list-style-type: none"> <li>- Expansion of mentor protégé program.</li> <li>- Number of partnerships or collaboration with other local organizations that improve equity outcomes.</li> <li>- Program goal alignment with other organizations.</li> <li>- Targeted technical assistance to small business.</li> <li>- Inclusion in regional partnerships that will further equity outcomes.</li> <li>- Convening of social equity practitioner group</li> </ul>	<p><b>2 - 5 years</b></p>
<p><b>2</b></p> <p><b>Influence:</b> Leverage Port position and economic development activities to help create jobs that will benefit the region’s low income communities and people of color.</p>		<ul style="list-style-type: none"> <li>- Work with Port Commercial team to design ways of leveraging public money or funding to influence projects <b>connecting marginalized communities to opportunities</b> resulting from the Port’s investments.</li> <li>- Partner with workforce development organizations to create on the <b>job training opportunities</b>.</li> <li>- Explore the inclusion of <b>job creation or equity criteria</b> as part of business development activities, to ensure entry and middle wage job opportunities.</li> <li>- Link <b>economic development with community benefits</b></li> <li>- Seek to <b>maximize apprenticeship and internship opportunities</b> for marginalized communities in projects that are receiving significant Port investments.</li> </ul>	<ul style="list-style-type: none"> <li>- Exploration of equitable entrepreneurship program</li> <li>- Number of minority and small business PDX concessionaire owners</li> <li>- Benefits related to PDX Workplace Initiative</li> <li>- Partnerships established with workforce development organizations</li> <li>- Exploration of job creation or other equity criteria for property transactions</li> <li>- Creation of new data on Port’s role in job creation, tax base improvement , job quality and pathways for diverse and low income residents</li> <li>- Number of apprenticeships and internships for diverse and low income residents in Port-related projects</li> </ul>		

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