



Agenda/Notes

Office of Governor Tina Kotek
RJC Economic Opportunity Committee
May 20, 2025 – Zoom
2:30 – 4:00 pm
Moderator – Javier Cervantes

MEMBERS

X	Anthony Veliz	X	Janice Mason	E	Marin Arreola
X	Ciara Pressler		James Cador	X	Nicole Davison-Leon
	Cobi Lewis		Kevin Bumatay		Tiffany Monroe
	Evann Goss-Lemelle		Latiffe Amado		
X	James Alan Parker		Marcus Mundy		

OTHER ATTENDEES

	Andre Bealer		Sarah Foster		Kelly Brooks
X	Jesse Hyatt	X	Yasmin Solorio	X	Edina Haislip, BizO

Topic/Lead	Notes/Main Points	Decisions/Action Items
COBID Workplan and Update	<p><i>Edina shares COBID slides</i></p> <p>Edina: Growth has increased. Processing times over a 60 day period shows processing time is down to 43 days. Renewals are now averaging 1.3 days instead of 10.2 days compared to last year.</p> <p>We reviewed new communication guides centering customer service. We built tools to track rules section that most cause confusion for businesses. Lastly, we have experienced some team turnover, actively hiring for three positions. Key process improvements include ESB Thresholds. Almost 20 percent of firms shared the 3-year review was cumbersome, we have since eliminated it. We have removed notary requirements, aligning state and federal renewal dates to ensure state and federal dates are the same. All these changes are reflected in our communication (system messages, letters, etc.) to make experience clear and consistent.</p> <p>External communication and marketing materials have been updated. Launched a new website last week with clear step by step guidance to help applicants and easier navigation. New printed materials with required documents, and step by steps. COBID certification</p>	Yasmin to share COBID slides.

badges are now widely accepted. We have both digital and sticker versions. Monthly report has been redesigned, we have more requests for improvements and adding more information. We are launching quarterly COBID Newsletter to highlight new firms who have been certified, success stories, key data, etc.

Outreach and engagement - we have a new form to streamline technical assistance providers, gathering information on outreach event needs. Have over 26 outreach events, about 3.5K participants.

Partnerships include DAS Procurement technical assistance. Helping to create video recordings in OregonBuys to not miss relevant RFPs, working on outreach workgroup, partnering on broader data initiatives and completed two trainings for internal state staff to show how to walk through COBID and what the certification means.

HB2337 – still making its way through the legislative process.

ODOT is our biggest customer when it comes to the federal side. They are reporting Federal Highway Administration.

We are launching Statewide COBID Advisory Group to help improve access, efficiency, and equity in our certification programs. We are looking at about 15 members to ensure it's a manageable group, having them monthly at the moment virtually. Will move to quarterly later on.

Jan: A lot has happened since your start date 10 months ago.


Anthony: Thank you for that robust presentation, appreciate the attention and improvements made. The goal is to increase the number of COBID firms. There are many firms that are not connected to the firms. You can target people who are not in a social media sphere, would be nice to bring them in.

Edina: That's a great idea; a lot of our outreach is focused on metro. Its not targeted towards specific demographics or industries. We are looking at expanding that. The further we go from I-5 corridor, the less people know on federal and COBID certification. This advisory role is to help with uplifting that.

	<p>Ciara: Speed of small business is 10 times faster than government. Is there anything that can benefit from less process, that can just launch?</p> <p>Edina: That's what we did with these updates – like removing the 3-year renewal. We are looking at the rules and what is required and what is outdated. A lot of technical assistance, management control, we want to tackle them.</p> <p>Ciara: When we were looking at the disparity study and results, we were looking at numbers. If you're already looking at more general numbers, maybe we can keep that list of things that seems like it would be a COBID collection point.</p> <p>Edina: Hopeful with improvement of software at some point we will start counting those too.</p> <p>Ciara: Is there any opportunity or space where COBID could be an influencer to procurement? There is so many throughout the state.</p> <p>Edina: Procurement resources are now added to our website. Trimet, port of Portland, city of Portland, Oregon Buys, and there is a way for folks to post their bids as well on our website. We do offer and working on that more to push opportunities though the system and our website.</p> <p>Ciara: Consider adding the smaller ones to that too.</p> <p>Jan: Thank you. We will share presentation after. How can we grow the number of certified businesses? How do you see more companies/business getting certified?</p> <p>Edina: I'm putting all my hopes and dreams, hopeful 11% will have an impact and a business will say it was worth it. Theres 503 price agreements and only a small number are confirmed.</p> <p>Jan: Would love to continue being a through partner. Thank you for your time.</p>	
EO 22-15	<p>Jan: We are looking at items from last meeting that co-chairs will work on Gov office to prepare. Themes we heard was move away from visionary language and more with metric focused. Heard request to have better tracking, how do we measure progress, what will be the consequences for inaction, what can we</p>	

	<p>write in that is in bounds to hold agencies and departments accountable. We also talked about data and encourage collection of feedback and responsiveness to community feedback. Looking at plain language that is digestible for folks to understand and help with outcomes. We don't have a draft for you to look at yet, and that is our next steps. Our goal is to have a draft for you to review.</p>	
Workforce Workgroup	<p>Jan: Marin could not make it today. Can report we have four task items, and working through task outcomes and what they mean. We have an upcoming meeting with Jennifer to talk about data on Future Ready Program, looking at data from perspective on successes and areas for improvement that the program should identify. Data points are confidential, which is data collected from vulnerable populations. Cognizant of that data we report out. We are looking at trends, outcomes, and potential gaps we need to capture. Also looking at CBO's, successes, and going into specific sectors and lessons learned we can then identify for Workforce Workgroup as recommendations to move forward.</p>	
Economic Forecast Discussion	<p>Jan: Forecast released last Wednesday. Can share the link to that. Doesn't look great. Reason we pay attention to economic forecast, is because legislators look at it in relation to the Governor's Recommended budget. Legislators tend to be conservative and set aside more money for rainy day fund. The conversation suggested connecting with legislators. Cautioning cons of holding funds. Listen in to state economist if you'd like.</p> <p>https://apps.oregon.gov/oregon-newsroom/OR/DAS/Posts/Post/das-oea-presents-may-economic-and-revenue-forecast</p> <p>Jesse: Full report link: https://www.oregon.gov/das/oea/Documents/OEA-Forecast-0525.pdf</p> <p>Anthony: This is a huge budget, when they say "cut" its relative. I just feel like everything is doom and gloom, but I'm still paying taxes. Is it really doom and gloom, where is it truly at. Will it impact what were doing? Fundamentally is it as bad as its being relayed?</p> <p>James: From this position of the EOC, we really do have to talk to our legislators to ensure they are looking at building resilience now to the communities that are most impacted. We've all seen lessons learned where gap just widens when we don't invest</p>	

	<p>in frontline communities that face financial uncertainty in difficult times. Legislators need to hear from as many folks as possible.</p> <p>Ciara: Oregon loses businesses, not a strength. Nice to see a lot of business come together on City of Portland funding. We got this Oregon thing on we have to be nice.</p> <p>Nicole: Agree with you Ciara, James and Anthony. It's hard to grasp what the reality is and what it looks like in our communities. The disinvestment in economic development, if we keep waiting for the right moment it will never come. We need to invest in that long term stability of economic development for Oregonians.</p> <p>Jan; I have the unique perspective of working in multiple states. Oregon is the least business friendly I have ever seen, every time I go to other places I see how far we have to go. I don't care for the friendly facade and would rather have it straight to work through issues. Oregon is so conservative as far as small businesses. We are 99% small business state. Salaries, income tax, property tax, and corporate tax – all are interconnected. Many people are moving or opening locations elsewhere. Oregon is often not sustaining them or growing their businesses.</p> <p>Javier: We will have news about new members. We have new members joining EOC and open up applications the fall. There are quite a few on the RJC that are slated to term out next year, if you are contemplating in joining RJC.</p>	
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Meeting Materials	 <p>COBID Presentation - May 2025.pdf</p>
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Zoom Chat

14:35:20 From Yasmin Solorio, Gov Office (She/her) to Hosts and panelists:

1. COBID Workplan and Updates- 15 minutes
2. EO-22-15 Work (Jan)-30 minutes
3. Workforce Workgroup (Marin)- 15 minutes
4. Economic Forecast Discussion (Jan and James)-15 minutes

15:22:24 From Jesse Hyatt to Hosts and panelists:

<https://apps.oregon.gov/oregon-newsroom/OR/DAS/Posts/Post/das-oea-presents-may-economic-and-revenue-forecast>

15:24:02 From Jesse Hyatt to Hosts and panelists:

full report link- <https://www.oregon.gov/das/oea/Documents/OEA-Forecast-0525.pdf>

15:31:27 From Ciara Pressler [PREGAME] to Hosts and panelists:

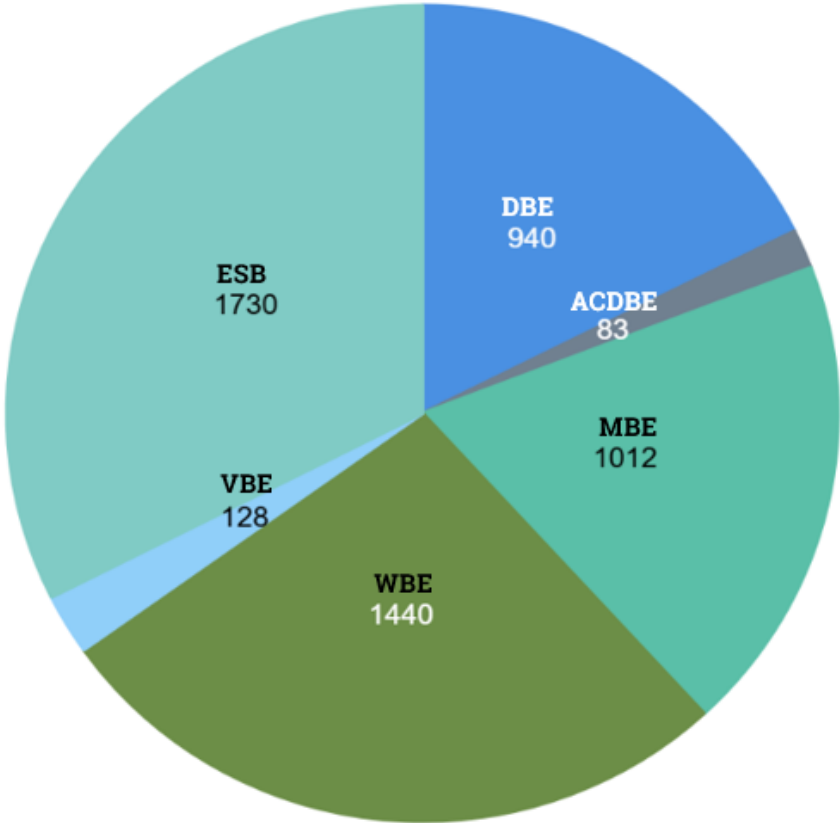
<https://www.bizjournals.com/portland/news/2025/04/10/doom-loop-portland-ciara-pressler.html>

COBID Team today: Growth and Progress

- Continued improvements to certification processing
- 30+ internal SOPs created for consistency and efficiency
- New communication guide to enhance customer service
- Unified team interpretation of state and federal rules
- Actively recruiting for key team positions



TOTAL NUMBER OF CERTIFIED FIRMS:
3163



Average Application Processing Time		
	March 5-May 5, 2024	March 5-May 5, 2025
NEW APPLICATIONS	96.59 DAYS	43 DAYS
RENEWALS	10.2 DAYS	1.3 DAYS

Key Process Improvements

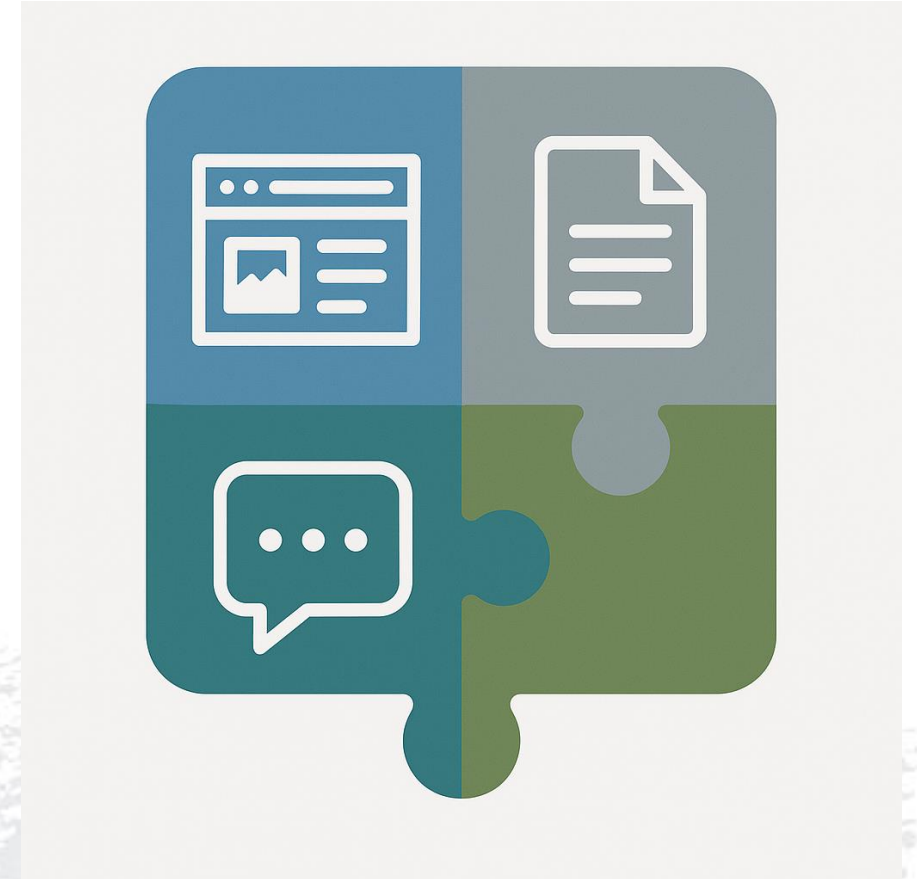
- ESB Thresholds Update
- Eliminated 3-Year review
- Removed notary requirements
- Aligned renewal dates
- Improved federal interstate processing
- Enhanced system search functionality for procurement officials and primes
- Improved clarity and consistency in system letters and notifications



**PROCESS
IMPROVEMENTS**

External Communications and Marketing

- New Website
 - Updated Content
 - Improved Navigation
- New Program Collateral
 - Program Overview
 - Application Process
- COBID Certification Badges
 - Digital
 - Stickers
- Coming Soon... COBID Quarterly Newsletter



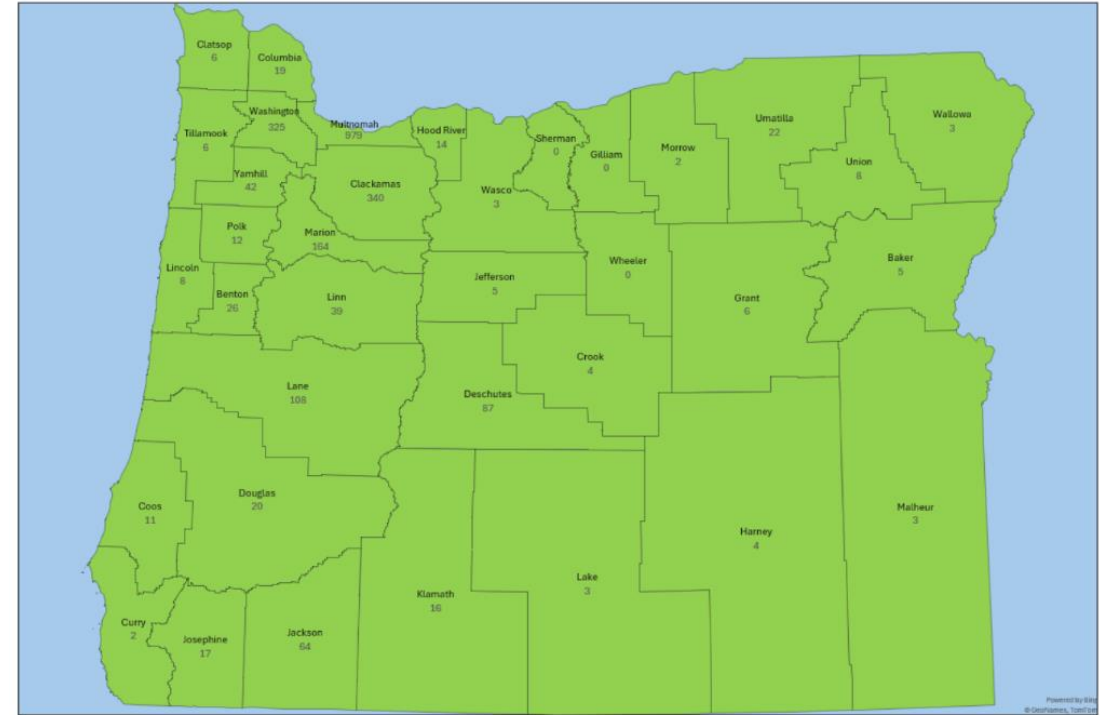
Outreach and Engagement

- New Outreach and Engagement form
- 26 outreach events / 3,500 participants
- Partnerships:
 - DAS Procurement technical assistance
 - Office of Procurement Equity
 - HB2337
- ODOT
- Increased non-governmental partnerships



Statewide COBID Advisory Group

- Business Oregon and COBID are launching the Statewide COBID Advisory Group to help improve access, efficiency, and equity in our certification programs.
- Diverse members
- Focus on reducing barriers and expanding access to certification
- Member recruitment begins soon





Questions ?