



Business Oregon

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GOVERNOR'S RACIAL JUSTICE COUNCIL

Agency Presentation on Community Engagement

Agency Team



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Background



Business Oregon is the economic development agency for the state of Oregon. In addition to serving the community with staff expertise, we administer 80+ programs.



Our **mission** is to invest in Oregon's businesses, communities, and people to promote a globally competitive, diverse, and inclusive economy.

The agency operates under a 5-year strategic plan, which currently has the following priorities to pursue its mission, and its **vision** statement of *Prosperity for All Oregonians*:

- Innovate Oregon's Economy
- Grow Small and Middle-market Companies
- Cultivate Rural Economic Stability
- Advance Economic Opportunity for Underrepresented People
- Ensure an Inclusive, Transparent, and Fiscally Healthy Agency

Programs Included



COBID: Certification Office for Business Inclusion and Diversity

- Section within Business Oregon administering certification of small businesses for specific qualifications.
- Provides certified businesses a fair opportunity to compete for public contracting opportunities regardless of ethnicity, gender, disability, or firm size.
- COBID currently processes approximately 4,600 applications per year.

By the Numbers:

Average Processing Time	45-60 days
# of Certified firms	2,567
% that are Emerging Small Business certified	58%
% that are construction	27%

Demographics of Certified Firms*:

White Female	42%
Minority	36%
White Male	22%

* Demographic categories based on federal certification program [per CFR 26.27](#)

Background and Engagement Principles



Community Engagement is not new to Business Oregon or the COBID program. Principles identified include:

- **The need for advocacy**
- **Enhanced connection to resources**
- **Assistance with new business retention**

We acknowledge there are negative perceptions regarding the COBID certification process and government contracting. Business Oregon commits to building meaningful relationships and gaining trust through authentic and value driven engagement.

Engagement Objectives

- Establish and strengthen trust and build an ongoing and strong relationship with COBID certified firms and underrepresented businesses.
- Take actions within the recognized areas of program improvement.
- Prioritize available resources.

Context, Risk, Challenges, and Mitigation Strategies



Risks with Community Engagement	Mitigation Strategies
Public distrust in government	Process transparency, 1:1 relationships, reach businesses where they are on their terms.
Will hear things out of our control	While remedies may not be available to us directly, we could work with other agencies to find solutions.
So many stakeholders that communities may not feel prioritized, or that movement is slow	Intentional connection, communicate status of progress, articulate value and importance of each community, follow up and seek input on progress.
Community fatigue with engagement on so many fronts with state agencies in this process	Be specific regarding benefit; focused, customized outreach specific to need; keep information current; and leverage established relationships.
Reaching new firms, a more diverse audience at events	Find new methods to connect with new firms, such as social media, attending culturally specific events, leverage agency partnerships, etc.

Context & Value of Certification



Value proposition: So I'm certified, now what?

- Better contracting opportunities
- Networking with other firms
- Government contracting opportunities
- Automated notification of opportunities
- Listed in online public database used by agencies and others
- Business resources and support
- Education
- Marketing
- Networking with contracting agencies

Business & Community Partners



Partner Types			
Partner Agencies	Local Governments	Tribal Governments	Community-Based Organizations
Private Sector Contracting	Business Partners	Actively Certified Firms	Applicants in Process

Partner Agencies

Governor's Office of Economic and Business Equity
 Oregon Department of Transportation
 Department of Administrative Services
 Oregon Secretary of State's Office
 Department of Corrections
 Oregon Employment Department
 Oregon Health Authority
 Department of Human Services
 Department of Revenue
 Oregon Housing and Community Services
 Energy Trust of Oregon
 Oregon Department of Veteran's Affairs
 Oregon Department of Forestry
 Oregon Office of Emergency Management

Local Governments

City of Portland
 City of Beaverton
 City of Salem
 City of Eugene
 City of Hillsboro
 City of Corvallis
 City of Bend
 Multnomah County
 Prosper Portland
 TriMet
 Oregon Metro
 Portland International Airport
 Bend Municipal Airport
 Albany Airport

Tribal Governments

Burns Paiute
 Confederated Tribes of Coos, Lower Umpqua, and Siuslaw Indians
 Confederated Tribes of Grand Ronde
 Confederated Tribes of Siletz
 Confederated Tribes of Umatilla Indian Reservation
 Confederated Tribes of Warm Springs
 Cow Creek Band of Umpqua Indians
 Coquille Indian Tribe
 Klamath Tribes

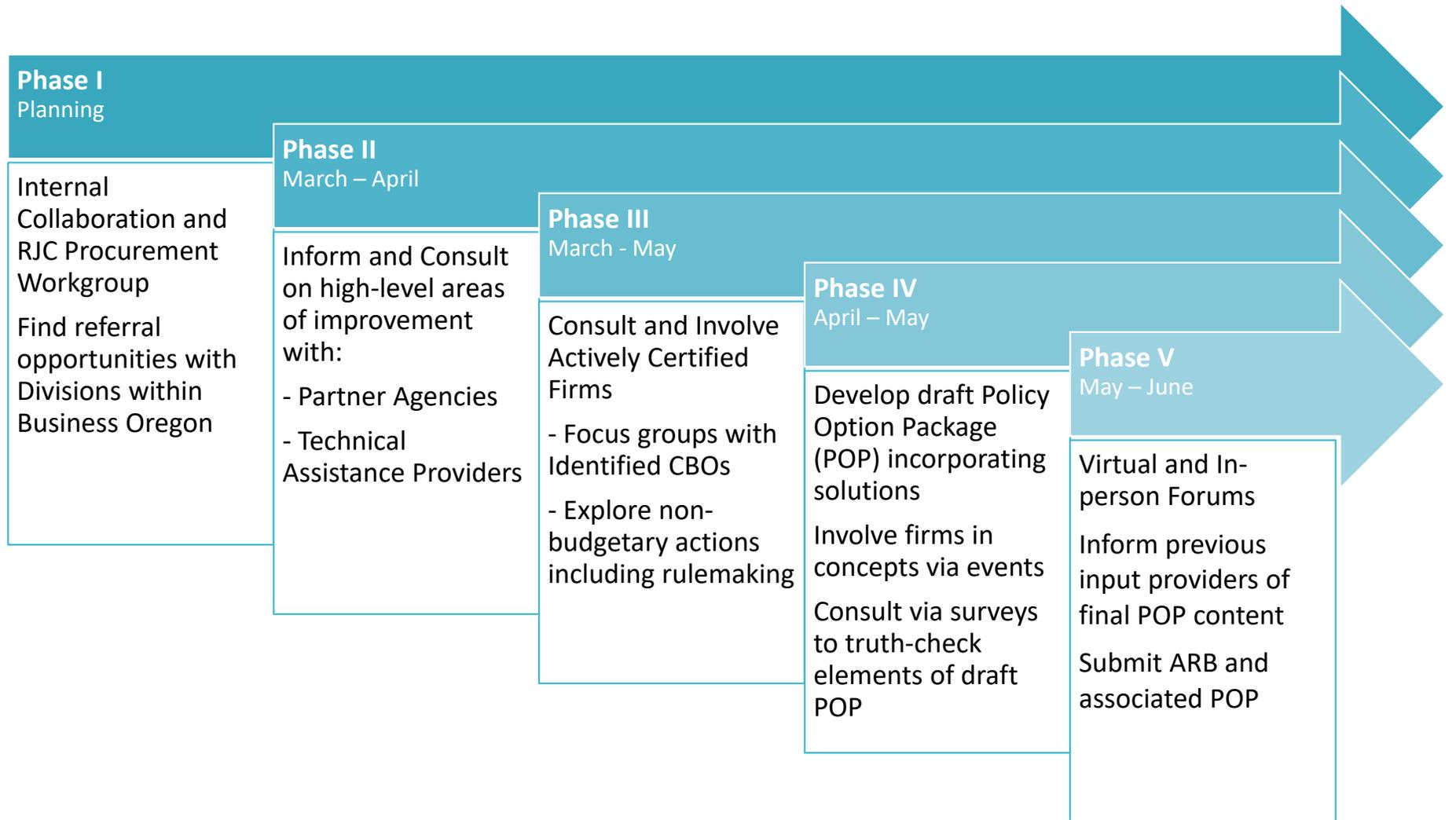
Business & Community Partners



Community Based Organizations

A Greater Applegate	Mt. Adams Resource Stewards
Adelante Mujeres	Muslim Educational Trust
Ashland Chamber of Commerce	National Association of Minority Contractors (NAMC)
Asian Pacific American Network of Oregon (APANO)	Native American Youth and Family (NAYA)
Black American Chamber of Commerce	Oregon Association of Minority Entrepreneurs (OAME)
Capital Institute	Oregon Manufacturing Extension Partnership (OMEP)
Centro Cultural	Oregon Native American Chamber (ONAC)
Coalition of Communities of Color	Oregon Rural Action
East Portland Collective	Philippine American Chamber of Commerce
Ecotrust	Portland Community Re-Investment Initiatives
Economic Development of Central Oregon (EDCO)	Portland Harbor Community Coalition
El Programa Hispano Catolico	Professional Business Development Group (PBDG)
Government Contracting Assistance Program (GCAP)	Oregon RAIN
Hacienda CDC	Rural Development Initiatives (RDI)
High Desert Partnership	Rebuilding Together Washington County
Hispanic Metropolitan Chamber of Commerce	Rural Development Initiatives
Huerto de la Familia	SCORE
Imagine Black	Slavic Network of Oregon
Immigrant & Refugee Community Organization (IRCO)	Small Business Development Centers (SBDC)
Latino Built	Sustainable Northwest
Latino Network	Umatilla Electric Cooperative
Leaven Community Land and Housing Coalition	Unite Oregon
Lower Columbia Hispanic Council	Urban League
Micro Enterprise Services of Oregon (MESO)	Verde
Micro Enterprise Resource Initiative Training (MERIT)	Wallowa Resources and Community Solutions, Inc.

Phases and Timeline



Data Being Used



Throughout this community engagement, Business Oregon will use standardized questions paired with open-ended communication with communities providing input through this process.

Business Oregon currently collects demographic data on COBID firms including:

- Ethnicity
- Gender
- Location
- Business Size
- Business capabilities

The data is used to develop understanding of demographic ratios in relation to national data, connect firms with opportunities, and outreach development.

Currently, Business Oregon does not have a dedicated individual to monitor and interpret COBID data for the varying needs of our agency and partner agencies.

Engagement Methods and Implementation Plan



- In-person
- Mailings
- Staff
- Social Media
- Media
- Websites
- Language Access and Literacy
- Ongoing Reporting
- Local Events and Speaking Opportunities
- Marketing Collateral
- Industry/Partner Activities

Closing the Loop with Community



Closing the loop after Inform, Consult, and Involve

Engagement Summary Report

Updated website

Email communication with certified firms and organizations providing input

Outreach from Business Oregon's DEI Office

- Themes from engagement will be presented on the COBID program webpage, and included on the COBID program monthly update.
- All individuals and organizations engaged will be sent several updates via email on the themes, and the actions taken by Business Oregon regarding COBID. Recipients will also be directed to web page with latest status.
- Business Oregon's DEI Office can follow-up with community participants.
- Encourage engagement with budget process in the 2023 legislative session.

