



ODOT's Office of Civil Rights' newsletter, *Equity Line*, brings to you the newest content relevant to your business and business needs. Whether you work in transportation-related fields, construction, or just drive Oregon's roads and have an interest in what ODOT is doing for the Oregon economy, OCR's Equity Line is a newsletter you will want to read.

If you want to receive copies of the OCREL at no charge, delivered straight to your inbox, please click the subscribe box below or send an email request to [ocrprograms@odot.state.or.us](mailto:ocrprograms@odot.state.or.us) to make sure you are on the list for future issues.

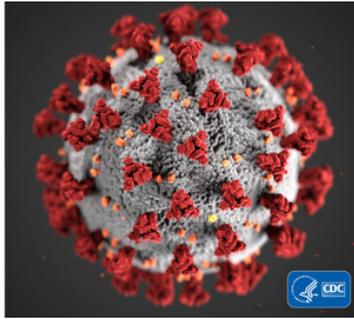
## COVID-19 RESOURCES & ASSISTANCE

The COVID-19 outbreak has created uncertainty for Oregonians and Oregon businesses. The Office of Civil Rights wants businesses to know that we are here for them in this difficult time and there are resources available to provide assistance to businesses that are impacted by the unprecedented outbreak.



## COVID-19: Guidance for Small Businesses

[sba.gov/coronavirus](http://sba.gov/coronavirus)



### Small Businesses in Entire Pacific Northwest Region are Eligible for SBA Economic Injury Disaster Loans (EIDL)

Businesses in the entire Pacific Northwest Region -- all counties in **Washington, Oregon, Idaho** and **Alaska** -- are eligible to submit an application for an SBA Economic Injury Disaster Loan (EIDL).

[Apply Now](#)

The SBA also provides additional financing, exporting and advising resources to support business impacted by COVID-19.

[Find COVID-19 Resources](#)

### Get Updates from the SBA About COVID-19 Support

- Visit <http://www.sba.gov/coronavirus> for guidance and resources
- Check <http://www.sba.gov/disaster> for updates specific to SBA Economic Injury Disaster Loans
- Follow us on Twitter at [@SBAgov](https://twitter.com/SBAgov) or [@SBAPacificNW](https://twitter.com/SBAPacificNW)
- [Subscribe](#) to email updates
- [Contact](#) your local SBA office

## SBA Economic Injury Disaster Loans

# EIDL

EIDLs offer up to **\$2 million** in assistance and can provide vital economic support to small businesses to help overcome the temporary loss of revenue.

These loans may be used to pay fixed debts, payroll, accounts payable and other bills that can't be paid because of the disaster's impact. The interest rate is 3.75% for small businesses with long-term repayments to keep payments affordable, up to a maximum of 30 years. Terms are determined on a case-by-case basis, based upon each borrower's ability to repay.

[More About EIDL](#)

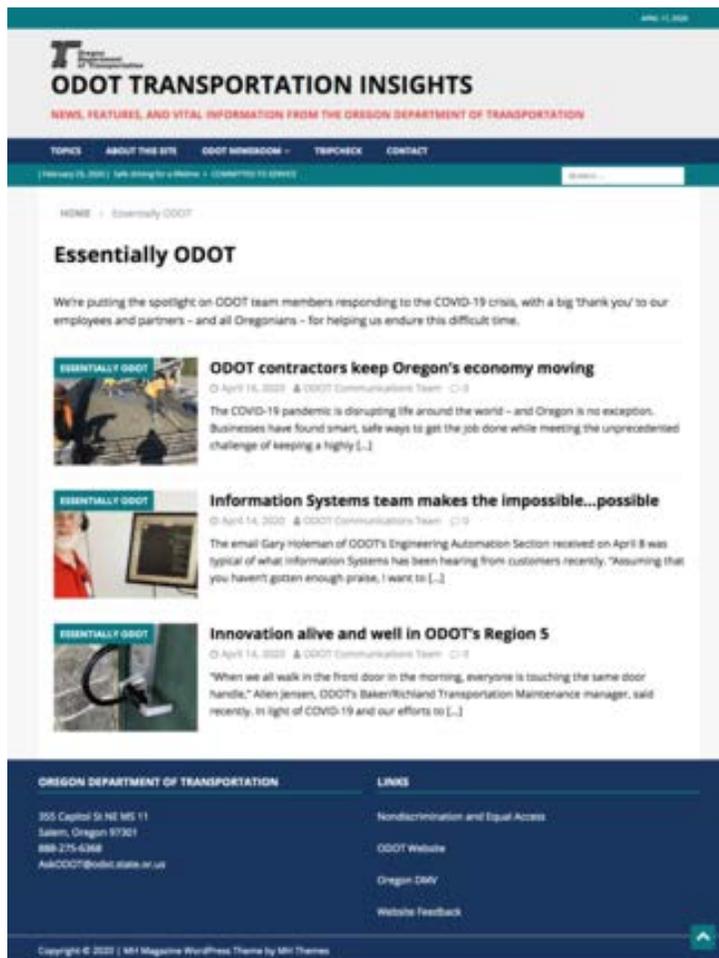
### How to Apply for an SBA Disaster Loan



The SBA Disaster Loan process is simple, but requires preparation. Learn what is required to complete an online application.

[Get Loan Guidance](#)

## Essentially ODOT



## Working During COVID-19

ODOT is capturing stories about Contractors who are working safely on job sites during COVID19 and team members responding to this crisis.

Read about their stories on our new webpage called [Transportation Insights: Essentially ODOT](#)

## OUTREACH & SPONSORSHIPS RECAPS



## ODOT Participates in BESThq's Very First Virtual Business Expo West Trade Show

On April 2, 2020, **Codi Trudell** from ODOT's Office of Civil Rights Department attended and spoke at the very first Business Expo West 2020 "Virtual" Trade Show. Codi communicated ODOT's purpose and commitment to small businesses in the state. She ensured business is still being conducted during these unprecedented times, and resources and trainings are still available.

## SMALL BUSINESS SPOTLIGHT: Road Ready Flagging, LLC.



**Company:** Road Ready Flagging, LLC.

**Owner:** Elaine Davis, Owner

**Industry:** Traffic Control, Flagging

**Phone:** (541) 254-0154

**Email:** [elainedavisrrf@hotmail.com](mailto:elainedavisrrf@hotmail.com)

**Certifications:** WBE/DBE/MBE

### Road Ready Flagging Approaches Each Job with Diligence

**Elaine Davis**, owner of **Road Ready Flagging in Grants Pass**, Oregon, is good at paying attention to the details. While she prefers to “have her boots on the ground” she does due diligence and keeps up with the paperwork side of her business. When she can, she just happens to do her recordkeeping while she’s outside. She’s been in the traffic control business almost 30 years and has seen it all, but says she learns something new on each project she takes on.

With anywhere from 5-15 employees depending on the season and the project, Elaine always puts safety as her top priority. Over the years she’s worked on enough projects to know that no two projects are alike. She just wrapped up the traffic control and flagging for ODOT’s Josephine County Safety Improvement project with Cartello Construction. Prior to that she worked on the ODOT Hwy 138E Storm Damage Removal project with Triptych Construction, the Pump Station No. 17 project for the City of Coos Bay with Laskey-Clifton Corporation, and a federal highway project with Haz-Tech Drilling. She works on a variety of projects providing traffic control, flagging, and traffic control plans.

#### Boots on the Ground

Elaine has always loved being outdoors and knew that traffic control was a good way for her to make the money she needed to support her three kids while having her “*boots on the ground.*” While working a day job she wanted more independence and felt that if she was going to work hard for someone else, she might as well do it for herself and her family. She recalls, “*I didn’t know how I was going to do it, I just knew I was going to do it.*” With the encouragement of her mother who always supported her in chasing her dreams, Elaine took out a loan against her truck and got her start working with utility companies. When asked about this period in her business Elaine remembers how scary it felt at the time, “*Taking the small business loan was a risk because I didn’t have a job at the time. I didn’t have any real solid money, but the risk has paid off.*”

That first risk Elaine took paid off because of how good she is at her job. Laughingly she said, “*I feel like I’m bragging but on the Josephine County project Cartello said it was hands down the best traffic control they’ve seen.*” Elaine’s long history in the business testifies to this fact, and her business has grown solely through word of mouth. When she and her crew set up a work zone for a project, she makes sure that she builds respect from the very beginning so that people – whether it’s the workers or the public – know that they can count on her crew. More than anything, Elaine takes safety seriously. She shared that safety is her business’s main core value, “*Safety is our number one priority with any job whether it’s a small job or a big job out on a freeway. Sometimes it’s when everything’s quiet and you think nothing could go wrong that something does*

*go wrong. We make sure we got our signs up and our cones out. We do whatever we gotta do to make sure those signs are secure even after we're gone for the day."*

Key crew members such as recent hire Sean Rea help Elaine do her job well. As any small business owner can attest to, finding good hires can be hard to do. It's a stressful part of owning a business but when it goes well it can make all the difference. Elaine shared that "*Sean has been instrumental in my business moving forward. His endless support, diligent work, and knowledge of business management and work zone safety have been unsurpassed.*" Even when she's not on site, with a crew member like Sean, she feels like she's there.

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***"Taking the small business loan was a risk because I didn't have a job at the time. I didn't have any real solid money, but the risk has paid off"***

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### **Keep Good Records**

A unique way that Elaine is diligent in her work is through good recordkeeping. In Elaine's line of work, good notes and records can make or break a traffic control plan, which is a part of why she places so much emphasis on paperwork. When discussing the recordkeeping side of the business, she said that "*Each job has a new challenge. I don't know everything and each time I go out onto a new job I learn something new. The work is always changing, and our world is always changing.*"

When asked what advice she would give to other business owners just starting out in construction she emphasized the importance of attending to the less glamorous side of the business, paperwork. "I'd rather be out on the job than sitting at home doing paperwork," she shares, but despite that she spends a lot of time sitting in the sunshine on her porch checking things and making sure that all the t's are crossed, and the i's are dotted. In her experience, "*You can't be too cautious because that one thing you overlooked could cost you, in particular when it comes to your taxes.*" She encouraged other business owners to get training in accounting and attend as many free seminars on business management as possible. "You can learn so much from just listening," she shared.

After 28 years, and despite all the paperwork, Elaine still enjoys owning her own business. The new challenges that come with each job, and meeting people from all walks of life keep things fresh for her. Despite the uncertain times we're facing, she's moving forward and likes to remember that, "*Today's tears water tomorrow's garden.*" She's keeping her boots on the ground and working hard one day at a time.



## Opportunities for Business Development

If you are a certified DBE or ESB business owner, read on! Are you interested in taking classes related to Accessing Capital or learning other small business practices to develop your business? You can also earn **CCB continuing education credits**. Please email [ociprograms@odot.state.or.us](mailto:ociprograms@odot.state.or.us) to learn about the options and scholarships available to you.

## Chemeketa Small Business Development Center

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*“Providing the tools and environment for business owners to make great decisions”*

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### **Meet Your Small Business Development Center**

Are you just starting on your business journey? Join us for this brief introduction to business ownership. Learn about classes and services available through SBDC and our partner organizations.

**Location:** Virtual via Zoom | **Cost:** \$0

- Angie Oven, Noon-1 pm, Fri, April 3, May 1, or June 5
- Angie Oven, Noon-1 pm, Thu, April 16, May 21, or June 18

### **Ready, Set, Start Your Business**

Are you ready to start your business? The information presented can help you eliminate mistakes before they happen. This fast-paced class is the perfect first step!

**Location:** Virtual via Zoom | **Cost:** \$49 Fee waived April - June

- Linda Herrera, Noon-2 pm, Fri, April 17, May 15, or June 19

### **Navigating Your Business Through Crisis - Disaster Funding from the SBA (1st & 2nd Forum)**

Are you a small business owner who needs help navigating the SBA's Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL)? Get answers to the questions you need to know to help your business through this crisis during our free weekly virtual forums via Zoom. Each event will include a presentation and Q&A. You are welcome to attend each week as the information will be updated and you will benefit from new questions.

**Location:** Virtual via Zoom | Cost: \$0

- Erick Lind & Joanne Scharer, 11 am - Noon, Thu, April 16 & April 23

### **Navigating Your Business Through Crisis - Recovery and Continuity (3rd & 4th Forum)**

Get answers to the questions you need to know to help your business through this crisis during our free weekly virtual forums via Zoom. Each event will include a presentation and Q&A. You are welcome to attend each week as the information will be updated and you will benefit from new questions.

**Location:** Virtual via Zoom | Cost: \$0

- Erick Lind & Joanne Scharer, 11 am - Noon, Thu, April 30 & May 7

### **How to Turn Your Website into a Powerful Marketing Machine**

Today your website is the heart of your marketing. Yet most business owners are frustrated with building and managing their website. Is it working? What's missing? How can you be more effective? What's SEO and why is it so important? What are your goals for your website—warm leads? Ecommerce? Referrals and recommendations? We'll review sample websites, messaging, calls to action, content choices, navigation and structure. Jennifer Larsen Morrow's company has designed and built award-winning, marketing-driven websites. She'll share the secrets of success in this intensive workshop.

**Location:** Virtual via Zoom | **Cost:** \$129

- Jennifer Larsen Morrow, 1:30-4 pm, Wed, May 13

### **How to Get Results with a Tiny Marketing Budget**

Learn how to get real results from your marketing and social media, even when your budget is small. Get proven tactics, not pie-in-the-sky, "I can't do this" examples. Review the essential building blocks of marketing—know your audiences, express why they should choose you, build your visual and verbal brand. Pick up "how to" instructions. Discuss your ideas with an expert. Take away useful checklists and terrific tips.

**Location:** Virtual via Zoom | Cost: \$129

- Jennifer Larsen Morrow, 1:30-4 pm, Fri, June 5

### **How to Market Your Business with Facebook**

Facebook is the gorilla of social media with 221 million users in the United States ...and the rules keep changing. Is FB a good option for your business? What works today? Should you promote posts or run ads? How do you get more likes? From setup to choosing the right images, building campaigns, posting to links, learn what you need to know now to make Facebook work for you. Jennifer Larsen Morrow brings 40+ years of experience and examples to a lively, useful and actionable session. Bring your questions!

**Location:** Virtual via Zoom | Cost: \$129

- Jennifer Larsen Morrow, 9-11:30 am, Fri, May 8

### **How to Make Facebook Ads Work for Your Business**

With more than 221 million users in the U.S. alone, and more than 18,000 different criteria to profile your audiences, Facebook advertising is a huge opportunity for small business. Low costs, trackable results and easy testing of visuals and copy make it a game changer. How do you start? How do you get results? Explore

different approaches to creating campaigns and learn how to get results for your business. See examples of successful campaigns. Jennifer Larsen Morrow brings 40+ years of experience and examples to a lively, useful and actionable session. Prepare to take lots of notes!

**Location:** Virtual via Zoom | Cost: \$129

- Jennifer Larsen Morrow, 1:30-4 pm, Wed, May 27

### **QuickBooks for Beginners**

A very basic, practical, and hands-on course, that will help bookkeepers to manage QuickBooks and use it to provide information for better decision-making. Topics include managing sales and invoices, managing and reconciling checkbooks and credit cards, managing expenses, and creating meaningful reports.

**Location:** Virtual via Zoom | \$249

- Don Lundberg, 9:30 am-12:30 pm, Tue, April 14-28

### **Reports and Invoice Formats- Advance QuickBooks**

Good decisions start with good information. QuickBooks has lots of information; sometimes, it seems like too much. Learn how to develop meaningful reports that extract the information you need to make good business decisions. In addition, this hands-on course will teach you how to reinforce your brand image through uniquely formatted invoices, statements, and other documents you send to your customers and vendors. The focus will be on Windows desktop version, but Mac and Online users are welcome.

**Location:** Virtual via Zoom | \$89

- Don Lundberg, 9:30 am-12:30 pm, Tue, May 12

### **Business Management for RMI's**

Are you the RMI (Responsible Managing Individual) for a CCB contracting company? This three hour class will prepare you to organize your books and avoid costly penalties

**Location:** Virtual via Zoom | \$149

- Betsy Vega, 9:30 am-12:30 pm, Wed, April 29

### **Administracion de Empresas para RMI's**

Es usted el RMI (Persona responsable del manejo de su negocio) para una compañía de contratistas. Esta clase lo va a preparar que organice sus libros financieros y evitar sanciones.

**Location:** Virtual via Zoom | \$149

- Betsy Vega, 9:30 am-12:30 pm, Wed, May 13

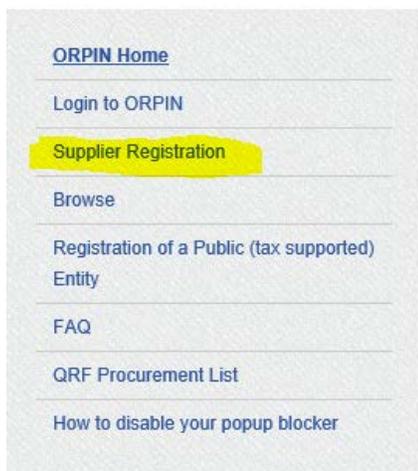
### **Newtrepneur Bookkeeping? 10 Mistakes to Avoid**

Are you starting a new business and not sure how to handle the bookkeeping? Learn how to avoid the top ten bookkeeping mistakes many new business owners make.

**Location:** Virtual via Zoom | \$49

- Betsy Vega, 10-11:30 am, Wed, June 10

## BID OPPORTUNITIES



### ODOT's open bidding opportunities are listed through ORPIN or EBids.

To get registered to bid through ORPIN, go to <http://orpin.oregon.gov/open.dll/> from the main page, click on Supplier Registration and follow the prompts.

Once you are registered, you can browse by Organization to pull up all of ODOT's listings. Check back every few days for new opportunities to bid on. It's that easy!

[Get Registered for EBids](#)

**OregonBuys** is a new web-based eProcurement system that will automate the state's eProcurement process and will soon replace ORPIN. ODOT is still using ORPIN for the time being, but registration is open for OregonBuys. In preparation for the change from ORPIN to OregonBuys, you can register for the OregonBuys system here: <https://oregonbuys.gov/bs/>

### Current Bids on ORPIN

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**BID:** 730000-CS **Closing Date:** 04/23/2020 10:00 AM  
**Title:** ODOT Meacham Sand/Salt Shed Project

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**BID:** 730-33953-20 **Closing Date:** 04/29/2020 3:00 PM  
**Title:** Automatic Vehicle Location/Telematics System

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**BID:** 730-33877-20 **Closing Date:** 05/19/2020 10:00 AM  
**Title:** CM/GC for the I-5 Rose Quarter Improvement Project

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**BID:** 730000-DMV **Closing Date:** 12/31/2022 11:59 PM  
**Title:** Trip Permit Agent Agreement

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**BID:** 730-33638CTS-20 **Closing Date:** 12/24/2020 4:00 PM  
**Title:** ODOT Class 7 and 8 Truck Body Repairs - Ongoing Request for Apps

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**BID:** 730-25905ONGOING-14 **Closing Date:** 12/31/2023 5:00 PM  
**Title:** Hot Mixed ASphalt Concrete and Tack Coats

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**BID:** 730-SCP091A-15 **Closing Date:** 4/11/2025 4:00 PM  
**Title:** Request for Qualified Firms: ODOT Small Contracting Program

## OCR PROGRAMS

### Disadvantaged Business Enterprise (DBE)

In order to be part of the Disadvantaged Business Enterprise program, your firm must be certified as a Disadvantaged Business Enterprise. Disadvantaged Business Enterprises include small businesses that are at least 51% owned by Minorities (Blacks, Hispanics, Native Americans, Asian-Pacific Americans, Subcontinent Asian Americans, and Women) Other individuals on a case-by-case basis.

[Learn More](#)

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### Emerging Small Business (ESB)

The Emerging Small Business Program creates contract opportunities for Oregon's small businesses. The program also helps remove some of the barriers which prevent small businesses from contracting with ODOT. The ESB program objectives are to:

- Ensure ODOT is following Oregon laws and requirements.
- Assist and encourage other state and local agencies to have Emerging Small Business programs.
- Ensure that opportunities are available statewide to a diverse pool of businesses.
- Ensure that Emerging Small Businesses can compete fairly for ODOT funded projects.
- Ensure that only eligible firms can participate in the Emerging Small Business program.
- Help develop firms so that they can compete outside of the Emerging Small Business program.

[Learn More](#)

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### Title VI

ODOT complies with Title VI of the Civil Rights Act and other federal nondiscrimination statutes which prohibit discrimination based on race, color, national origin, age, disability or gender in ODOT's programs, activities, services, operations, delivery of benefits or opportunities to participate.

In an effort to provide equitable access, ODOT provides accessibility aids, translation and interpretation services for public ODOT events and vital documents upon request. The public can get these services by providing reasonable advanced notice, at no charge to the individual.

[Request a Program List](#)

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### Intermodal Civil Rights

The Intermodal Civil Rights Program makes sure that public transportation and passenger rail programs comply with civil rights laws and executive orders that prevent discrimination in programs that receive federal

money. The Intermodal Civil Rights Program works with other programs in the Office of Civil Rights to keep ODOT following civil rights laws and policies. Learn about our program objectives.

[Learn More](#)

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## Equal Employment Opportunity Contractor Compliance

The Oregon Department of Transportation is committed to equal opportunity in hiring and awarding contracts. ODOT promotes equal opportunity within its own workforce and with the workforce of contracted employers who provide services for the agency.

[Find Out More](#)

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## Workforce Development

ODOT is training future highway workers that will fill vacancies in the construction industry. By partnering with local nonprofits and Pre-Apprenticeship Programs, we're poised to meet today current demands. Get a list of programs ready to work with you.

[Get the List](#)

**ODOT Mission Statement** | We provide a safe and reliable multimodal transportation system that connects people and helps Oregon's communities and economy thrive.

ODOT is an Equal Employment Opportunity and Affirmative Action Employer. The content in this email is available by alternate means. Please contact our office at (503) 986-4350, or call statewide relay at 711 or via email at [OCRINFOREQUEST@odot.state.or.us](mailto:OCRINFOREQUEST@odot.state.or.us) for assistance.



**Oregon Department of Transportation**  
Office of Civil Rights - MS 23  
3930 Fairview Industrial Dr SE, Salem, OR 97302  
Phone: 503-986-4350  
[OCRINFOREQUEST@odot.state.or.us](mailto:OCRINFOREQUEST@odot.state.or.us)  
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