

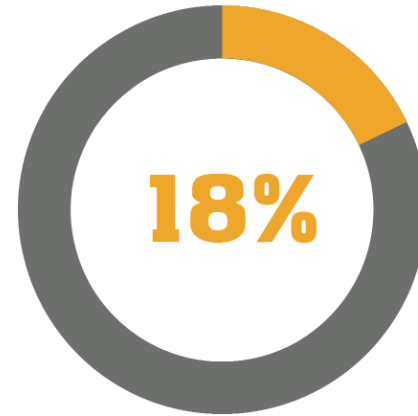
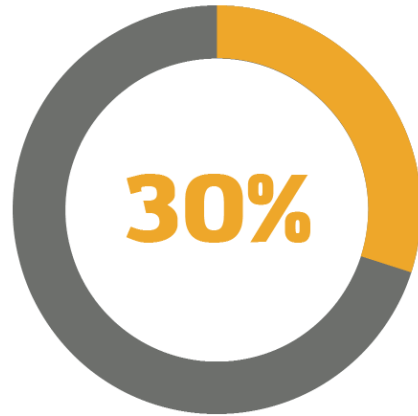
PROSPER
PORTLAND

Measuring Social Impact in Portland, Oregon

Troels Adrian

Manager, Business & Industry Team

Challenge



People of Color represent 30% of Portland's population but hold only 12-18% of cluster jobs

Mission & Work

Helping traded sector companies become more inclusive.

Helping inclusive traded sector companies grow.



Clusters



Portland Means
Progress



International



Film & Video



E-Zone

Change of Philosophy on Metrics

Activity Metrics:

- # of BRE visits
- # of referrals
- # of jobs
- # of projects

Current State:

- High control
- Low value
- Easy to measure

True Social Impact

- Resident Wellbeing
- Fully shared prosperity
- Less structural racism in society

Ideal State:

- Little to no control
- Highest value
- Very hard to measure

Intermediate Outcomes

- Who benefits from our \$, connections, programs?
- Are companies changing behavior?
- Who got hired?

Where we're going:

- Some control
- High value
- Measurable

Initiatives



Portland Means
Progress: Gateway
to Inclusion



TechTown Diversity
Pledge: Deep
Inclusion Work in
Tech



Portland
Enterprise Zone –
Growth with Public
Benefits

portland means progress.



Overview

Portland Means Progress leverages existing programs and provides support to businesses taking action to increase economic prosperity through equity and inclusion.

Private Sector Engagement— Three Focus Areas

1. Inclusive Economic Growth and Job Creation
2. Inclusive Small Business Support
3. Youth Workforce Pipeline Development

Program Components

Living Wage

Pay a minimum living wage of \$15 per hour.

Take Action

Create work experiences for underrepresented youth.

Support small businesses by purchasing goods and services from businesses owned by people of color.

Create culture change by providing Diversity, Equity, & Inclusion training for your staff and leadership.

Portland Means Progress 2020 Plan

2020 Plan

150

Target for businesses
committed in 2020

Programming:

- How to be an Inclusive & Effective Manager Training
- Annual Networking Event
- Culture Change Roadmap Roll Out
- DEI Training & Best Practice Sharing
- Intentional Purchasing Opportunities
- Access to Work Experience events

Business Baseline Survey – sample metrics

Work Experience

- Formal onboarding process?
- Mentorship programs for employees of color
- Exit interviews for all staff and interns when they leave the organization

Intentional Purchasing

- % spend going to PoC-owned businesses
- Preference policies in purchasing/procurement
- Ongoing purchasing vs. one-off

Culture Change

- Diversity, Equity & Inclusion plan with measurable goals
- Analysis of pay and benefits parity disaggregated by race?
- Employee resource or affinity groups?

Culture Change Roadmap

Using the Roadmap:

A [Key Terms](#) section with definitions offers help with unfamiliar terminology in the roadmap. Any words defined in the Key Terms section are shown in *italics* in the text. If you encounter an unfamiliar term without a definition, please [Contact Us](#), and we will add it in the key terms.

This work is not linear, and it is certainly not a checkbox exercise! You can jump around the roadmap, accessing the tools that are relevant to wherever you are on your equity journey. We hope that you will find the content meaningful and helpful in your organization's path toward becoming an antiracist organization. We will continually update the content as we ourselves learn in this work.



Activating Champions



Activities / Getting Ready



Avoiding Pitfalls



Benefits



Building Common Ground



Celebrate



CEO Driven



Detour Spotting



Equity Practitioners

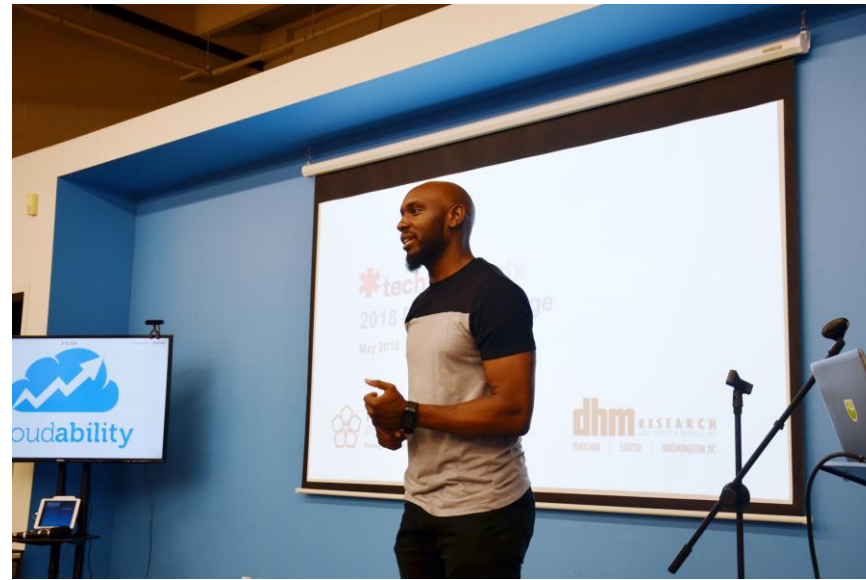


How to Scale

Technology & Media Industry Cluster



Recruit

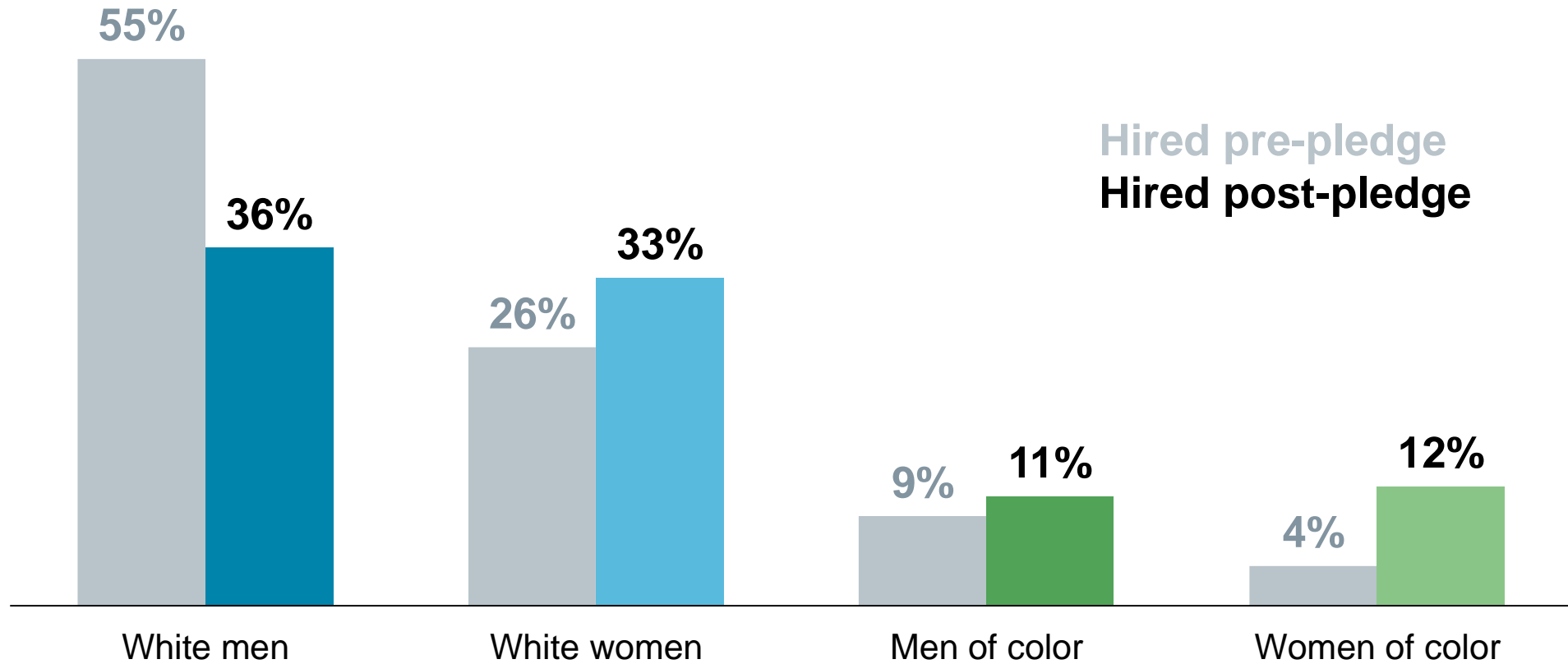


Retain & Train

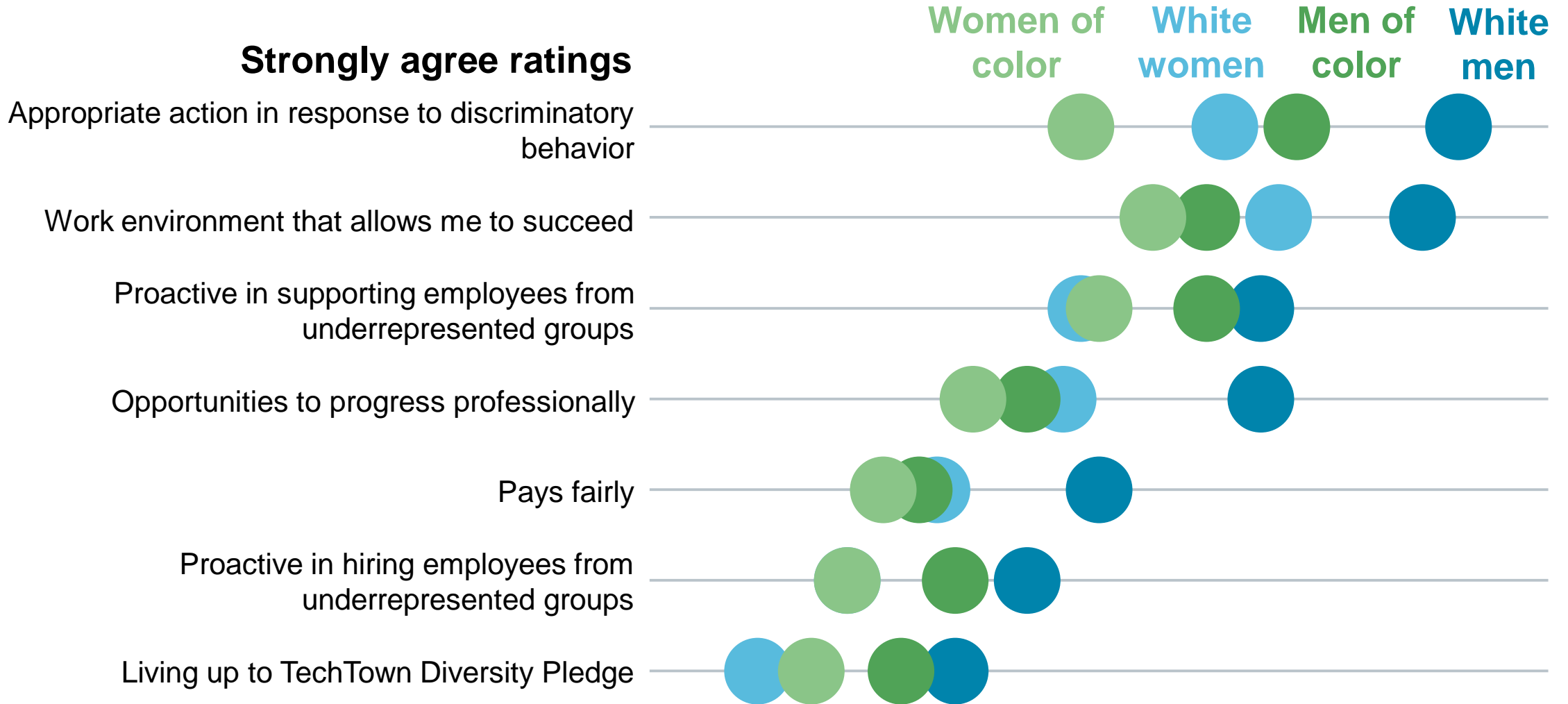


Measure

Among post-pledge hires, there have been some gains.



Agreement with each of these statements differs by intersectional identities.



Portland Enterprise Zone



Five-year property tax abatement on new capital investments



Benefit Agreements Resources



Portland is a good place to do business



Business culture change

Metrics

12 to 16 public benefits from every project (including jobs & investment)



- * \$15.00 an hour minimum pay or \$20.00 an hour total compensation
- * Workforce Training and Business Development Fund Contributions
- * Child care and transit support



- * Equity Training
- * Minority contracting



- * Career ladder opportunities
- * First Source Hiring Agreements
- * Local procurement

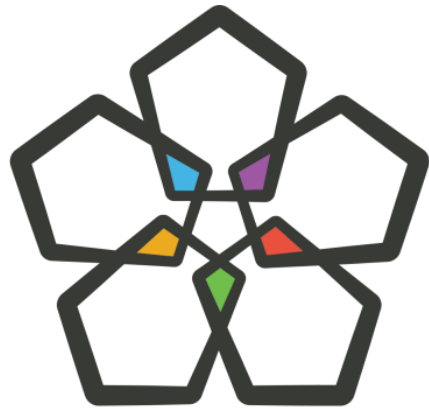


- * 2-6 additional public benefits



Annual survey of PBA companies:

- EEO-1 Data
- \$ spent/procured within CoC
- % increase of spend within CoC
- Culture change process
- Open-ended “storytelling”



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PORTLAND

Thank you!

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