

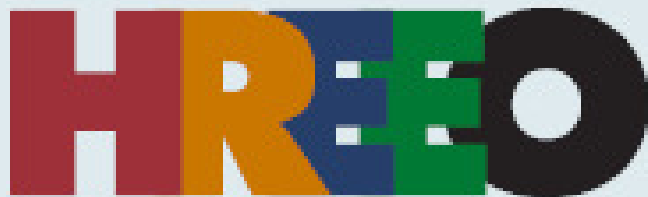


HUMAN RIGHTS & EQUAL ECONOMIC OPPORTUNITY COMMISSION

One Year Progress Report

Presented by Luz María Frías, Director

April 20, 2010



Human Rights & Equal Economic Opportunity

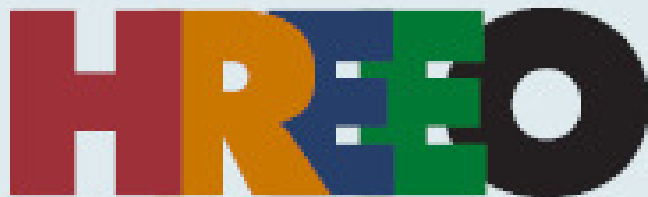
*More Accountability • Better Communication
• Smarter Use of Resources •*



MORE ACCOUNTABILITY

Challenge: Monitoring and Reporting capacity for Federal Labor Standards, Affirmative Action, and Vendor Outreach was very difficult and time consuming.

Contractors and unions voiced concerns about prevailing wage issues.



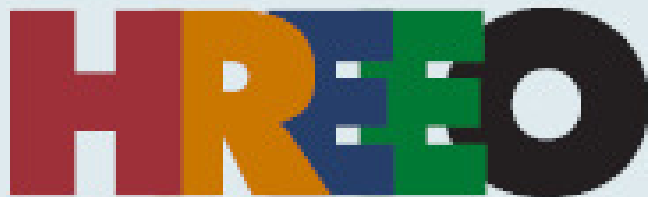
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Solution: Launched a new software management program, B2GNow, that will simplify the monitoring and reporting requirements for our business vendors.

- Vendors upload their payroll data from their existing payroll system;
- Reporting process is much faster, user friendly, and efficient;
- Allows for automation of prevailing wage compliance, affirmative action compliance and vendor outreach contractor reporting.



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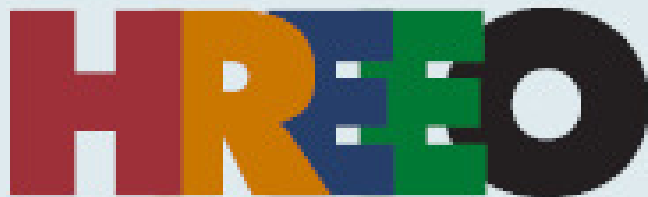
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Challenge: Contractors and unions lack familiarity with contracting responsibilities and consequences.

Solution: Increased number of presentations in the community that cover all areas of compliance including:

- Prevailing wage, Section 3, Vendor Outreach, etc.



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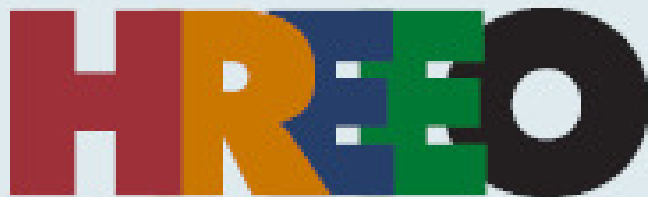
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Challenge: A 6 – 8 month backlog on Central Certification (CERT) applications.

Solution:

- Hired interns and consultant for the CERT program.
- Reformulated procedures for the CERT process.
- Reduced backlog to approximately 30 days.
- Caveat- need to secure additional funding to make this a full-time position.



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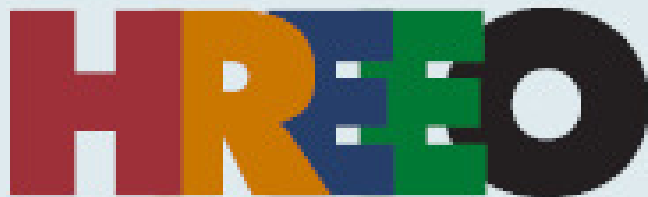


BETTER COMMUNICATION

Challenge: Website is antiquated and does not contain relevant information.

Solution:

- Majority of Department's website revised
- Up-to-date information especially time sensitive such as: Census, Section 3, CERT, and Human Rights Investigations.



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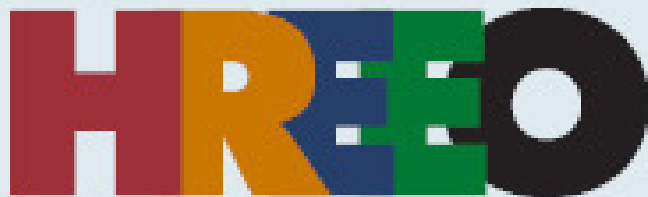
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Challenge: Contractors, unions, and community members want to be more informed about our efforts and our accomplishments.

Solution:

- Created a department-wide newsletter that is sent out to over 1400 recipients
- Saint Paul Forum, a 30 minute in-depth interview, that has been widely viewed on local cable and YouTube. The interview is on our website.



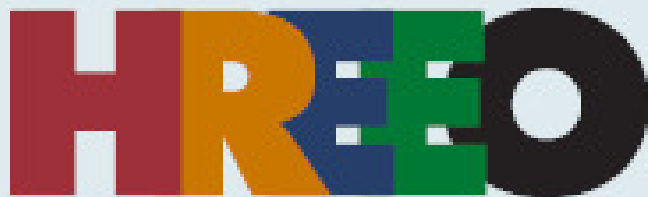
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SMARTER USE OF OUR RESOURCES

Challenge: Contract compliance monitoring and enforcement lacked uniformity and strategic direction.



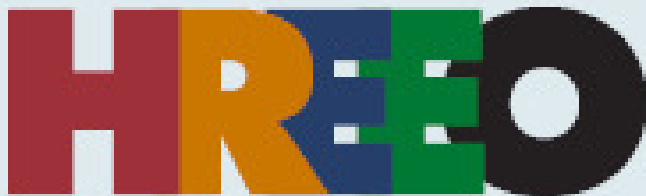
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Solution:

- Created a Compliance Unit and added a supervisory position
- Restructured compliance functions under one unit for improved delivery of services.
 - Prior to the restructuring, AA/EEO forms would take 7 – 10 business days.
 - After the restructuring, the turn around time is within 1 – 2 business days.
- Compliance Team meets regularly to exchange strategies and best practices. In the process of cross-training all compliance officers.



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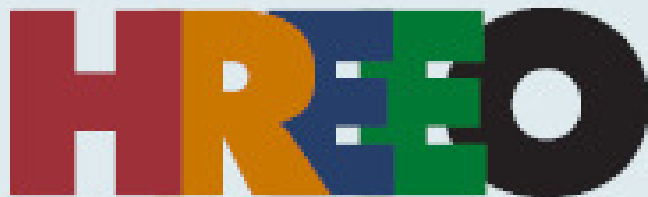
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Challenge: Procurement decisions for city-wide purchases lacked a strategic approach that incorporated best practices and unified purchasing resulting in cost savings.

Solution:

- Best Practices Officer (BPO) position created
- BPO charged with developing best practices across all city departments
 - emphasis on using our resources wisely
 - establishing cost saving measures.



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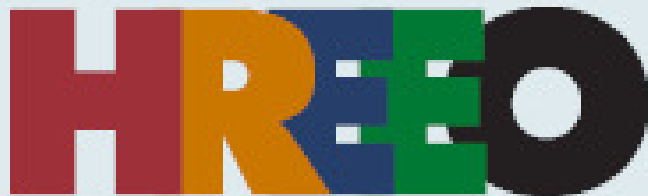
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Economic Opportunities

THEN AND NOW

PED/HRA VOP	THEN (Hall Audit)	NOW (2009)
MBE	.86%	2%
WBE	1.06%	5%
SBE	1.87%	5%
Total Contracts	\$128 million	\$267 million

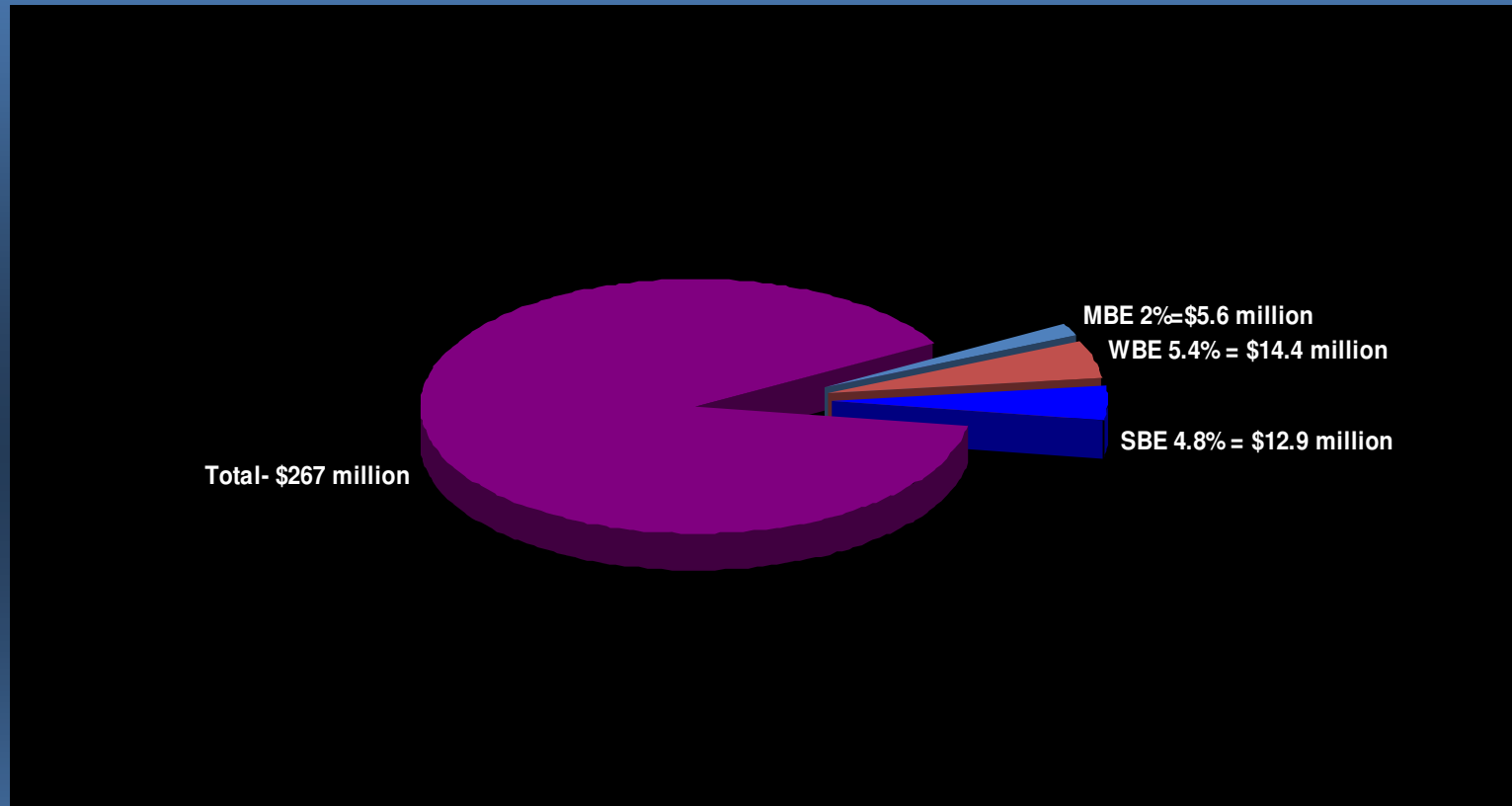


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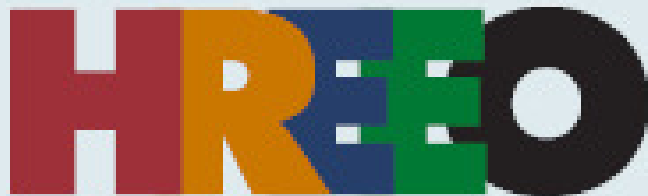
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Overall Planning and Economic Development/Housing and Redevelopment Authority



\$267 Million in Processed Contract Dollars, 2009



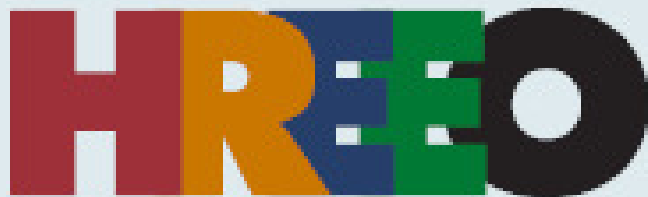
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THEN AND NOW

City Construction VOP	THEN (Hall Audit)	NOW (2009)
MBE	3.9%	1%
WBE	2.28%	2%
SBE	11.53%	9.9%
Total Construction Contracts	\$41.7 million	\$40 million



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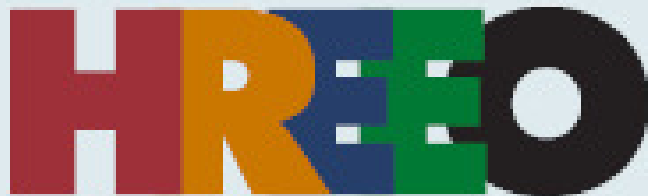
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ECONOMIC OPPORTUNITIES

Challenge: Minority owned, women owned, and small businesses lacked sufficient construction related business opportunities.

Solution: Initiated the use of the construction manager approach as a pilot project.



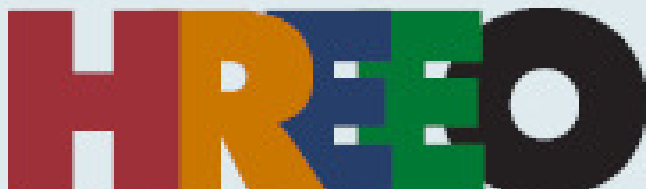
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CONSTRUCTION MANAGER PILOT PROJECT

- Project is divided into multiple bid packages.
- Each package is bid separately.
- Instead of a large contract being awarded to a very large general contractor and then relying on the general contractor to bid the subcontractor packages and get VOP participation, the City conducts the bidding ourselves.
- Extremely advantageous to our targeted clientele, it is very time consuming for our staff and is a noteworthy departure from our past practices.
- These efforts from our dedicated staff have resulted in significant systems change as noted below.



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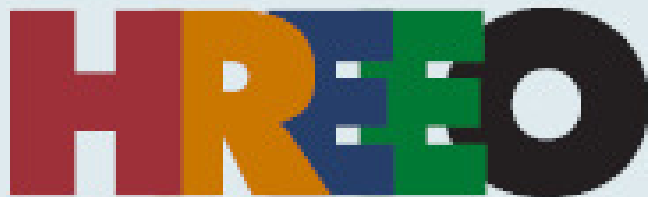
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Examples of Construction Manager Initiative

Polar Bear Odyssey

	Goal	Achieved
WORKFORCE		
Minority	11%	24%
Women	6%	2%
Apprenticeships	15%	13%
CONTRACTS		
VOP	25%	33%



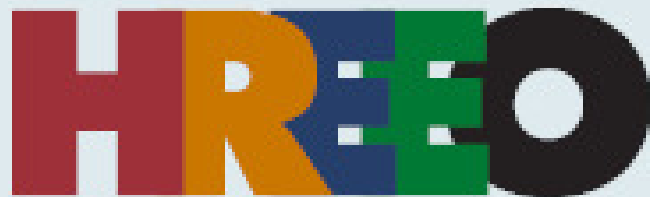
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Examples of Construction Manager Initiative Fire Station Headquarters

	Goal	Achieved
WORKFORCE		
Minority	11%	15%
Women	6%	7%
CONTRACTS		
MBE	5%	6%



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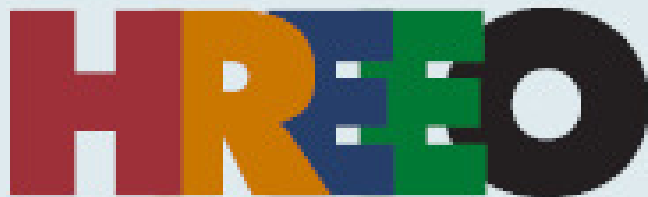
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Unique Outreach Efforts

- Snelling Avenue/Wilder Apartments
- Held Vendor Outreach Event

VOP	Goal	Achieved
MBE	5%	9%
WBE	10%	17%
SBE	10%	27%
Sec. 3		
Subcontractors	10%	14.53%
	\$1.7 million applicable	\$257,193 awarded
Professional Services	3%	In process
Workers	30%	In process



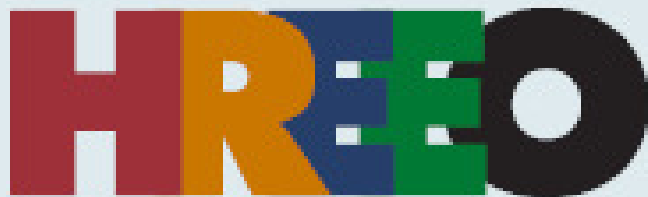
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UPCOMING PROJECTS

- Como Park Swimming Pool renovation, RFP opened last week;
- Payne/Arlington Library and Recreation Center, in design phase;



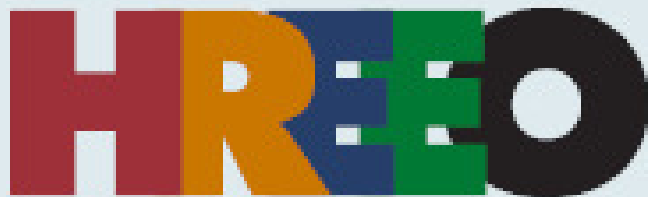
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Challenge: Ensuring that Contractors on construction-related projects meet their Affirmative Action employment goals.

Solution: Increased monitoring and enforcement of goals by isolating job function among compliance officers.



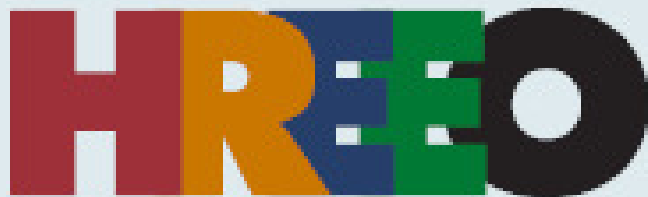
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Overall Workforce Statistics January 2009 – December 31, 2009

	Goal	Achieved
Minority	11%	27.4% (approx. \$3.6 million)
Female	6%	3.5%
Apprenticeships	15%	7%



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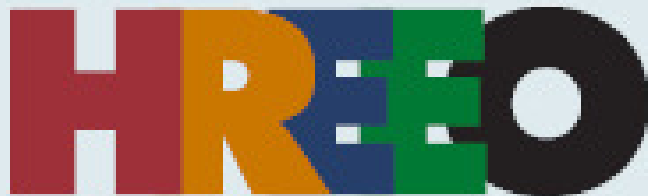
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Challenge: The need to increase the participation of women and minority owned engineering and architectural firms on construction projects.

Solution: Launched the Engineers and the Architectural Partnership Program.

- Brought together small, women and minority owned companies with larger engineering and architectural firms and facilitates the creation of partnerships.
- Inaugural event was attended by over 150 professionals;
- Second event was held just yesterday and exceeded our expectations with over 80 attendees.



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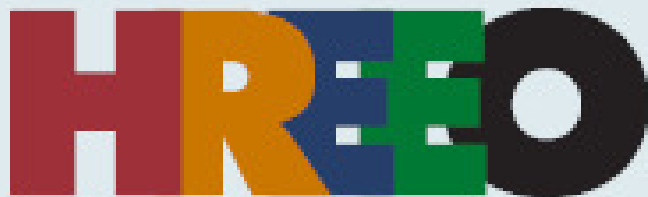
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Challenge: Ensuring that low-income businesses and low-income residents have access to construction opportunities created by HUD funded projects.

Solution:

- Launched a comprehensive Section 3 initiative.



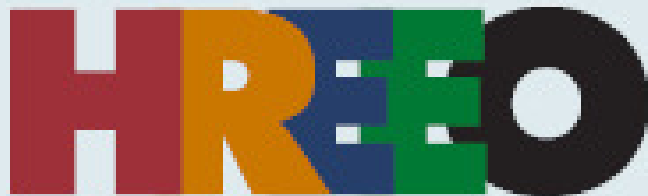
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What is Section 3?

- Triggered by HUD related funded projects
- Race & gender neutral → eligibility based on income levels
- Workforce
 - 30% of the aggregated number of new hires
- Businesses
 - 10% of the total dollar amount of contracts for construction, repair, and rehabilitation
 - 3% of the total dollar amount of all other Section 3 covered HUD contracts



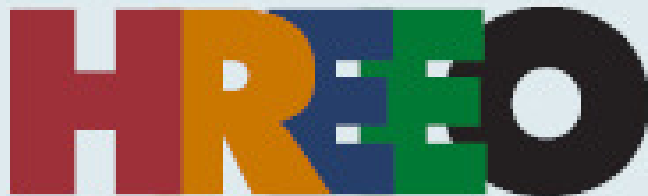
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Section 3 Efforts

- Adopted a comprehensive Sec. 3 Plan
- All VOP businesses were personally contacted and informed of Sec. 3 certification opportunity
- Created Sec. 3 database
- Negotiated Voluntary Compliance Agreement (VCA) that benefits low income businesses and residents
- Targeted outreach to community agency organizations on Section 3 opportunities as well as widespread Section 3 presentations to other department city staff, community members, businesses, and HREEO Commission.
- Created Sec. 3 web page with helpful info:
 - Listing of business contracting and business opportunities
 - List of certified Sec. 3 businesses
 - List of Frequently Asked Questions (FAQs) and
 - Link to Job Connect, which connects Sec. 3 businesses



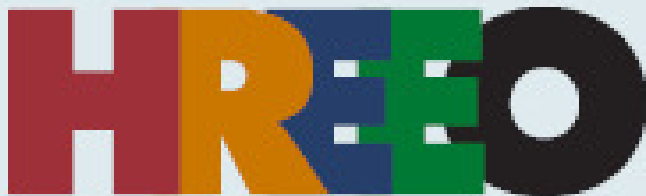
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Job Connect

- Partnered with Ramsey County Workforce Solutions to create Sec. 3 opportunities through Job Connect.
- Residents can register to receive job alert notifications via e-mail or text messaging on job opportunities.
- Requirement added to city contracts mandating contractors use Job Connect as their first source for hiring employees as it relates to their compliance with the city's Affirmative Action goals.



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Job Connect

Connecting Workforce Professionals, Job Seekers and Employers

Search

[GO](#)



[Links to Employers](#)



[Volunteer and Internships](#)



[Job Search Tools and Networking Information](#)



[North St. Paul Workforce Center Online Registration](#)



[St. Paul Workforce Center Workshop Calendar and Info](#)



[160 E. Kellogg Boulevard MFIP/DWP Workshops & Events](#)



[Training for Job Seekers and Workforce Professionals](#)



[Job Seekers & Participants](#)



[Employment Service Providers](#)



[Training Providers](#)



[Businesses](#)



[Industry Newsletters From Other Agencies](#)



[Home Page](#)



[SUBSCRIBE TO JOB](#)

City of Saint Paul Section 3 Employment & Training Opportunities Information



Section 3 is a provision of the U.S. Department of Housing and Urban Development (HUD) Act of 1968 that helps foster local economic development, neighborhood economic development and individual self sufficiency.

If you live in public housing or if your household income falls below the income limits you may qualify as a Section 3 resident and you may be eligible for training and employment opportunities.

REGISTRATION

To register and receive information for Section 3 training and employment opportunities [CLICK HERE](#)

RESIDENT FACT PAGE

This link will provide you with questions and answers about the Section 3 program for City of Saint Paul residents and job seekers [CLICK HERE](#)

COMMUNITY PARTNERS

To see a list of our community partners in the Section 3 project [CLICK HERE](#)

INCOME GUIDELINES

To see the current household income guidelines for this program [CLICK HERE](#)

PRESENTATION FOR RESIDENTS

This link is a presentation for residents & job seekers to learn about the Section 3 program [CLICK HERE](#)

HR=EO

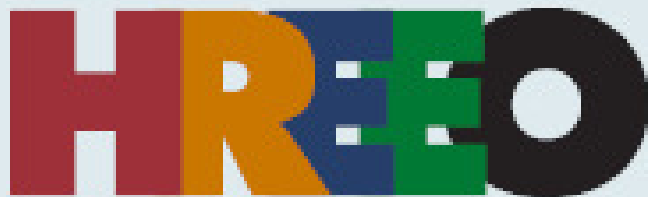
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Section 3 Business Certifications

Certified Businesses	55
Pending Applications	36
Total	91



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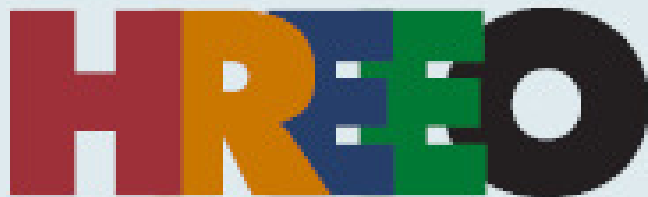


Section 3 Residents

Registered Section 3 65

Pending Section 3 Applications 13

Total 78



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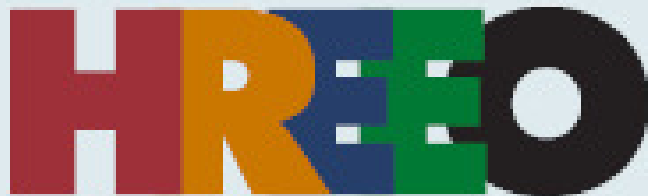
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Minority Business Development & Retention (MBDR)

Strategic efforts to build capacity of minority owned businesses:

- HREEO engaged the U of M, Office for Business and Community Economic Development and the Business and Technology Center to complete a non-profit organization assessment for the National Association of Minority Contractors – Upper Midwest (NAMC-UM).
 - That assessment tool is being used by NAMC-UM in:
 - Developing its capacity and improving its organizational effectiveness,
 - Strengthening the programs and services provided to its membership, and
 - Identifying the strengths and challenges/opportunities of the organization.



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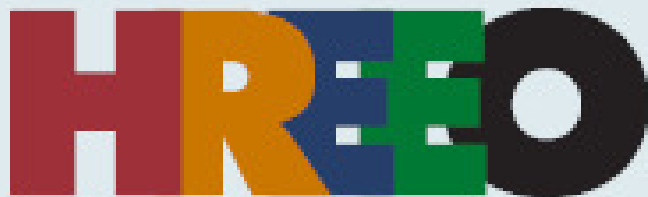
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MBDR

Held three business outreach forums for small and medium size minority and women owned businesses.

- Hosted by Al McFarlane, Editor–In–Chief, Insight News and Producer/Host KFAI Fresh Air Radio
- Forums were highly successful, reaching over 300 attendees on site plus thousands more through broadcasts on KFAI



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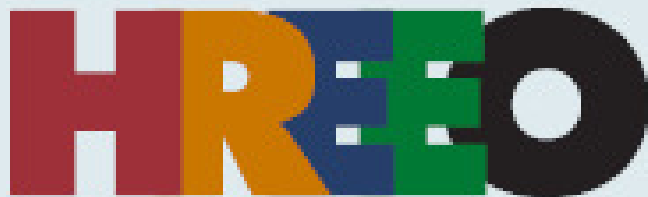
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Challenge: Prior MBDR business development opportunities were not strategically aligned with the Department's vision.

Solution:

- For the first time since its inception, MBDR restructured its grants selection process by establishing a performance-based outcome RFP.
- Community partners submitted proposals that more closely aligned with our Department's vision and focus. New contracting relationships with community agencies resulted from this new selection process.

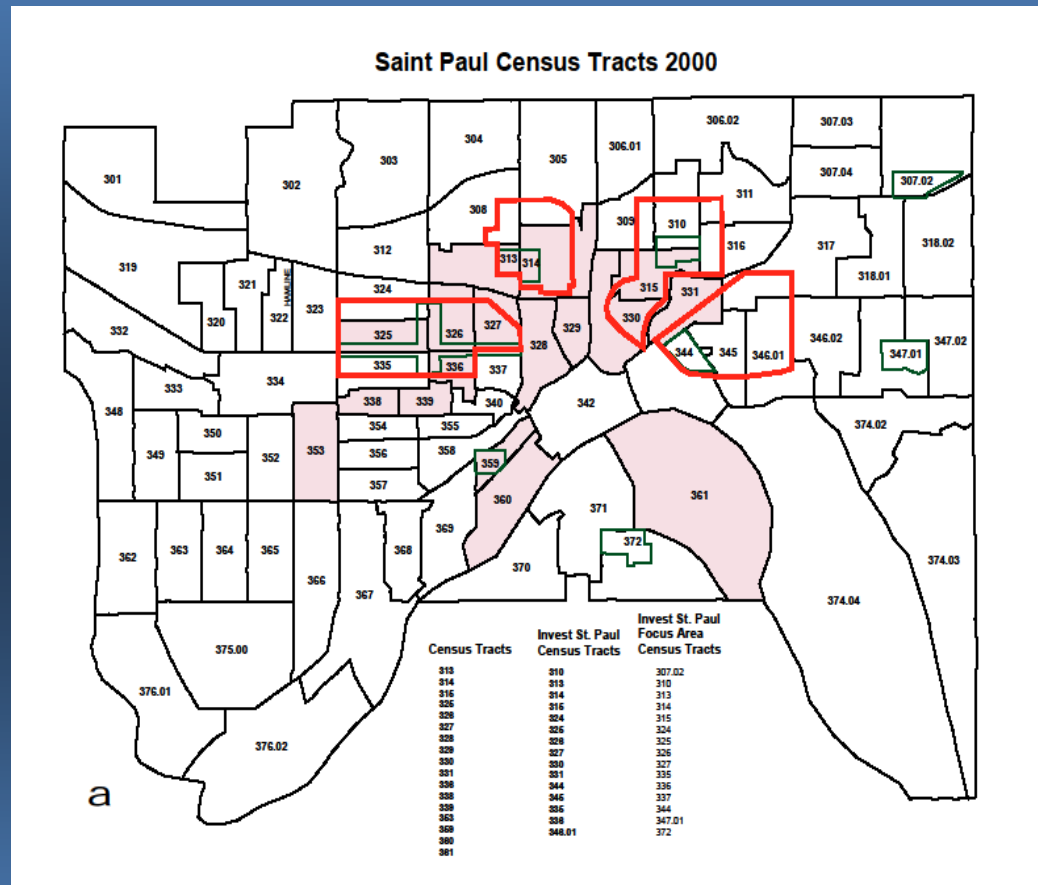


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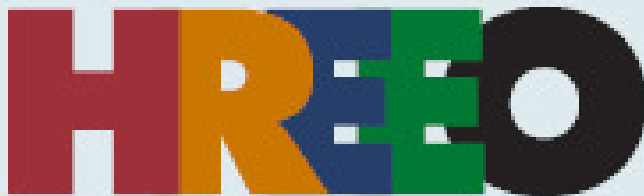


\$76.6 million in SRIF Investments made in 2009



Invest Saint Paul neighborhoods

- Among the 4 banks, **679** vehicle, home, and commercial loans were made totaling \$76.6 million
- \$8 million in City SRIF funds earned a total of \$236,940 in interest



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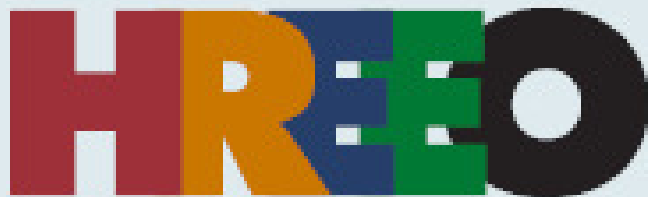


HUMAN RIGHTS

Investigations remains a core function of the Human Rights Division.

2009 Case Status:

- 108 New Cases Opened
- 108 Cases Closed



Human Rights & Equal Economic Opportunity

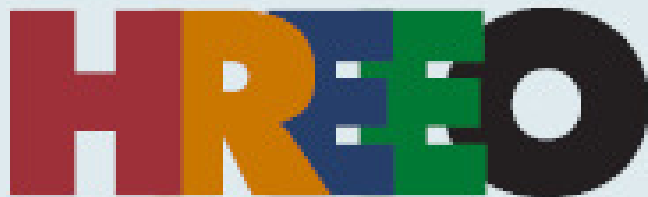
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Human Rights Specialists conduct intakes to assist the Complainant in filing a charge of discrimination.

The Areas of Discrimination include:

- Employment,
- Public Accommodations,
- Public Services,
- Education, and
- Real property.

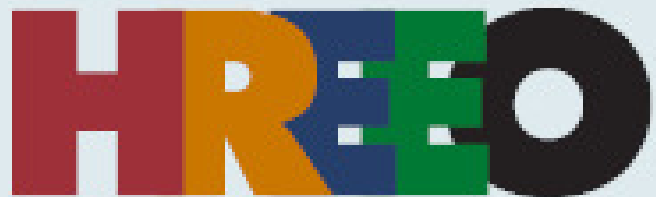
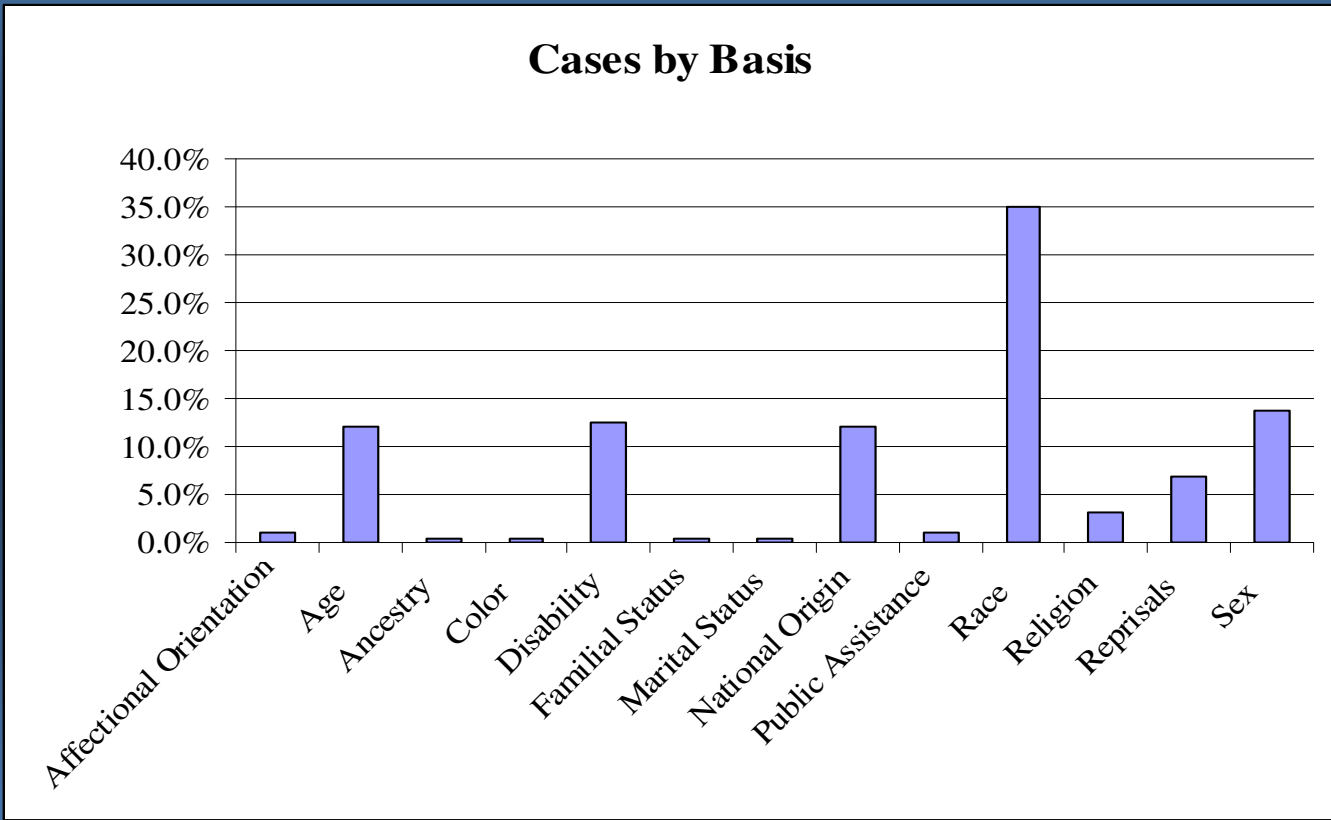


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The Basis for Discrimination consisting of one or more of the thirteen protected classes listed in Chapter 183 of the Saint Paul Legislative Code.

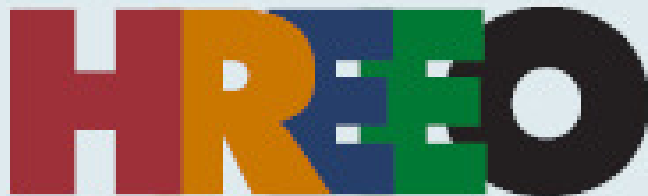
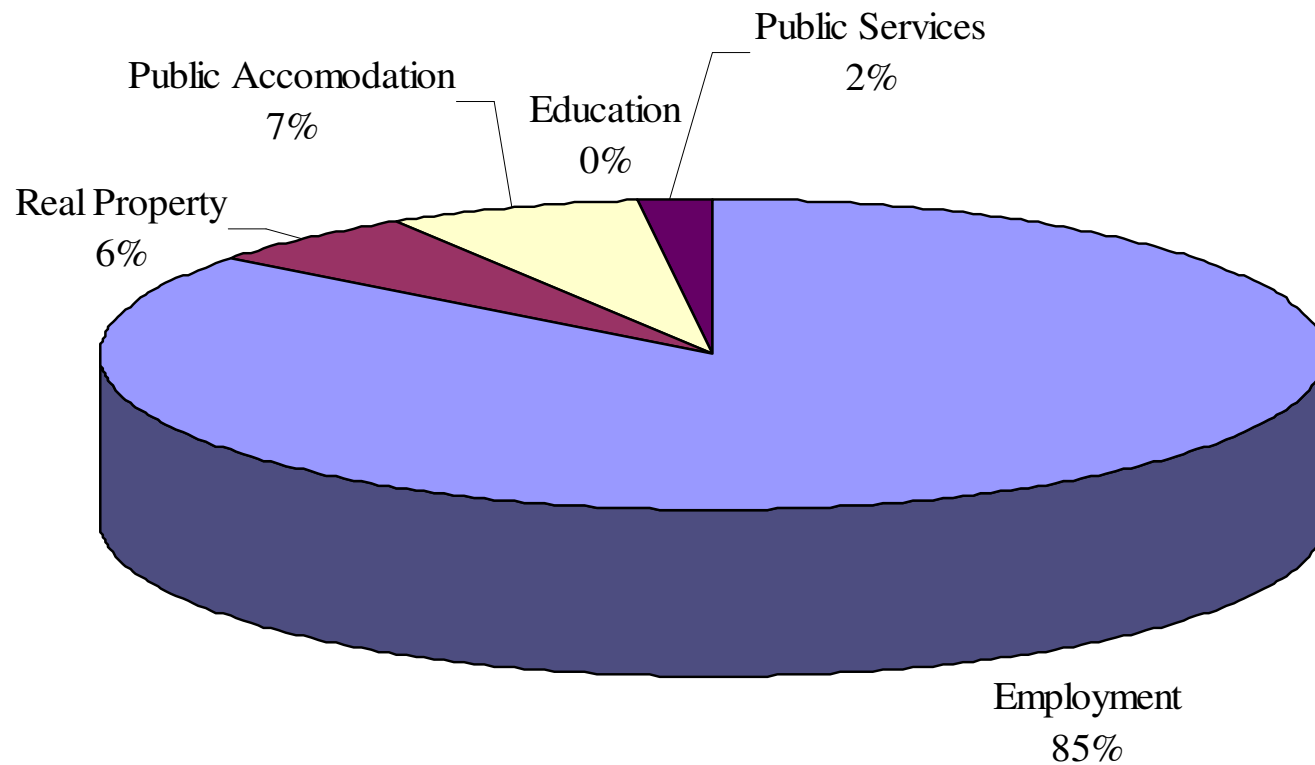


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Cases by Area



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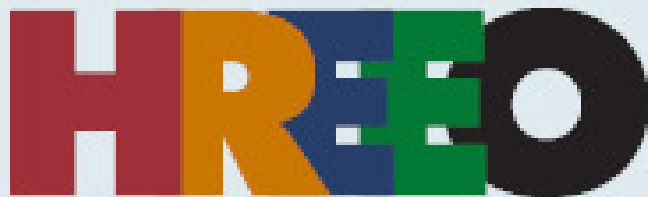


HUMAN RIGHTS

Challenge: Residents lacked sufficient familiarity of how to file a discrimination claim, what the investigation process is, and what their rights are in discrimination cases.

Solution:

- Redesigned Human Rights website to include much more information regarding investigation process and the protections afforded by law; and
- Developed increased community outreach plan.



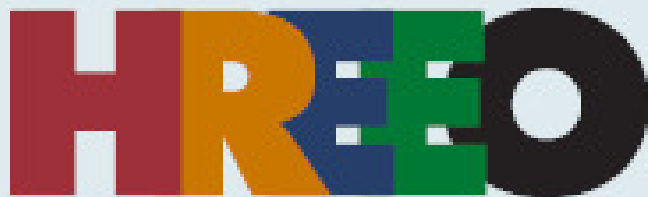
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HUMAN RIGHTS

- Discrimination Intake Questionnaire is now online;
- Currently in the process of developing brochures detailing investigative process and areas of law;
- Ongoing communications with community agencies regarding collaborative efforts e.g., housing discrimination.



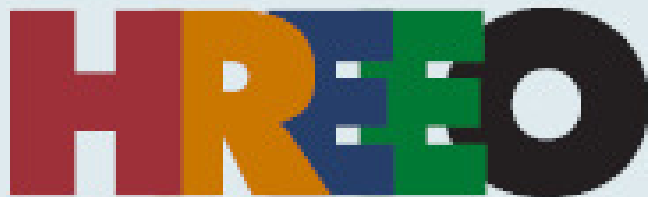
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HUMAN RIGHTS

- An expanded Commission is in place;
- Commission includes representation from all sectors including minority owned businesses;
- Commission recently completed a half-day retreat and developed strategic goals for the near future.



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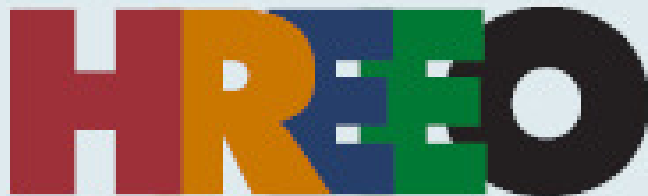


HUMAN RIGHTS

Challenge: Individuals who use service animals were excluded from entering some small businesses.

Solution:

We undertook an initiative to educate businesses located in Saint Paul on the city ordinance that addresses service animals.



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Guide to Service Animals in Public Places

City of Saint Paul
Department of Human Rights
& Equal Economic Opportunity



“No-pets” policies do not apply



You must make an exception for them.

Federal, state, and local laws require that places normally open to the public must allow trained service animals to accompany people with disabilities onto the premises. This requirement applies to businesses, agencies, government offices and health clinics.

WHAT IS A SERVICE ANIMAL?

A service animal is any animal that has been trained to perform tasks for the benefit of a person with a disability.

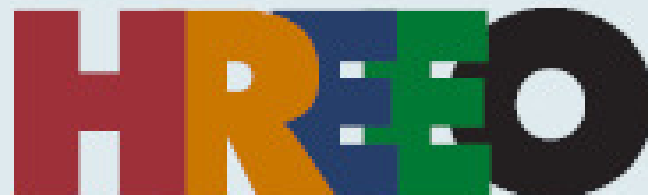
Under the law, a service animal is not considered a pet. Dogs are the most common service animals, but other species (cats, birds, etc.) can also be service animals.

Service animals can perform a variety of tasks for someone with a disability.

People with visual impairments use guide dogs. Other service animals are trained to alert a person who is deaf to sounds, to alert an individual with seizure disorder to an oncoming seizure, to carry and pick up things for someone who uses a wheelchair, or to help with balance.

There are no legal requirements for service animals to be specifically identified.

Service animals are not allowed in homes, schools, and places of worship.



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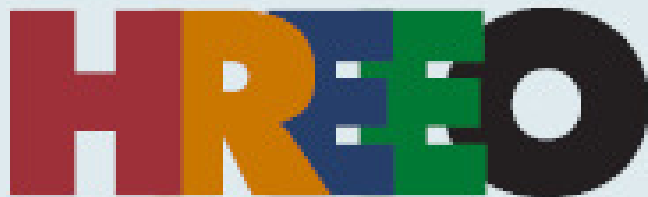
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Challenge: The City lacked a strategic city-wide approach on non-employment A.D.A. issues.

Solution:

- Created a city-wide A.D.A. Coordinator role;
- A.D.A. Coordinator leads a city-wide task force for non-employment A.D.A. issues;
- A.D.A. Coordinator works closely with the Mayor's Committee on People with Disabilities;
- Detailed A.D.A. Plan and grievance procedure were established and distributed across all city departments.



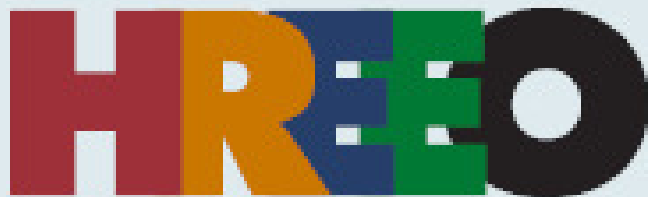
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Limited English Proficiency (LEP)

- Created a city-wide LEP Task Force to assess the accessibility needs of limited English speaking constituents;
- Inventoried the types of documents that need to be available in alternate languages;
- Developed a city-wide LEP Plan with Best Practices for all departments to follow.



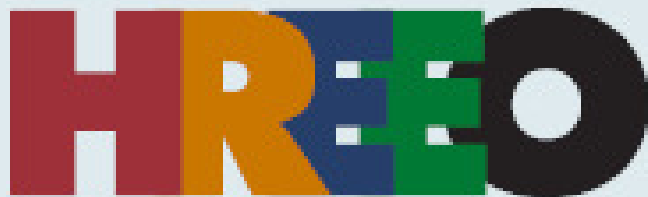
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Challenge: The proposed Project Labor Agreement resolution had the potential of circumventing HREEO's mission of providing equal opportunities to diverse populations.

Solution: Negotiated revised language that better aligned the Project Labor Agreement Resolution with HREEO's mission.



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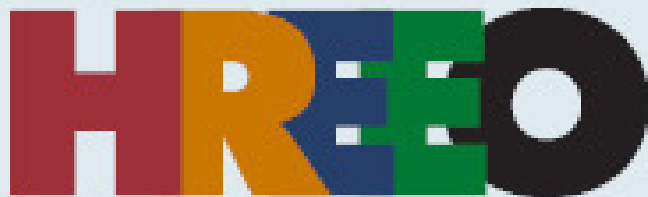
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2010 CENSUS

Substantial outreach was performed by our Census team:

- Developed a 2010 Census calendar that was distributed to public housing units, churches, and food shelves;
- Developed car magnets that were placed on all city vehicles
- Developed PSA in 5 languages that aired on city's cable channel



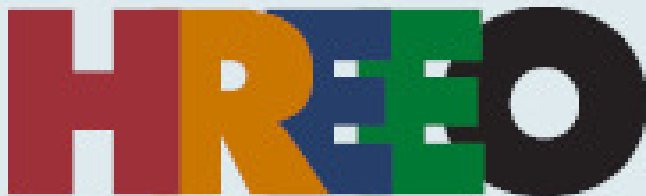
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BUILDING CAPACITY – REGIONAL COLLABORATIONS

- Collaborated with the City of Minneapolis in the procurement and implementation of B2GNow.
 - Simplifies the process for contractors who want to conduct business in the two cities.
- - Began the multi-jurisdictional effort involving HUD, both cities, several counties and public housing agencies to create a Section 3 business certification and tracking system and process.
 - We envision that this will substantially simplify the process for Section 3 businesses who want to compete in various jurisdictions.



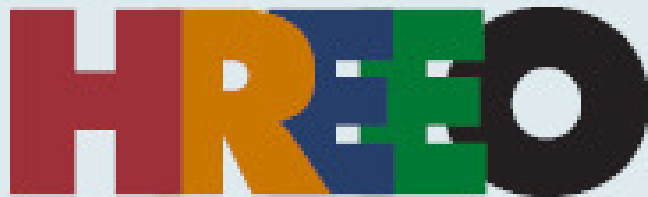
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BUILDING CAPACITY

Developed and distributed Youth and Family Guide in response to needs expressed by the community in the various meetings held on issues related to gang activity.



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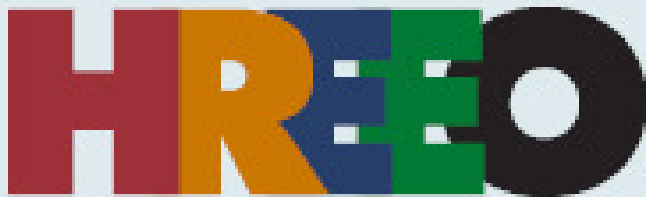


SYSTEMS CHANGE

Challenge: Historically, the pool applicants for the Saint Paul Firefighter exam needed to be more diverse.

Solution:

- Spearheaded creation of EMS Academy, which has garnered national recognition;
- Goal is to increase the pool of applicants of color and female applicants who can successfully apply for the Saint Paul Firefighter exam;
- Secured private funds that paid for training and youth earned wages while they learned.



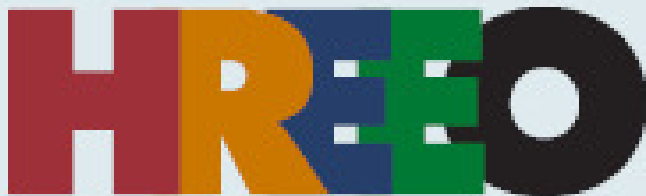
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EMS ACADEMY

- Over 50 low-income youth of color enrolled in EMS Academy
- 21 graduated from the EMS Academy and are now employed as EMTs and/or medical care assistants.
- Will offer 2010 Summer EMS Academy ages 18 -21
- New this year, additional outreach efforts for Native American youth



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HREEO

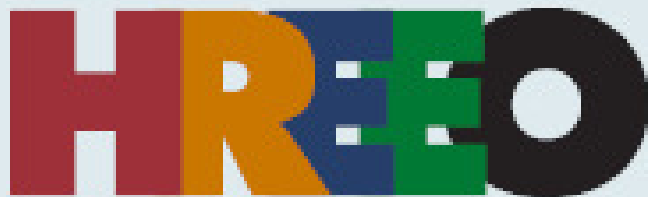
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- Subscribe to our newsletter by visiting www.stpaul.gov then select our department & subscribe to the newsletter; or
- Sign up at the back of the room and we will send you a newsletter for you to confirm subscription.

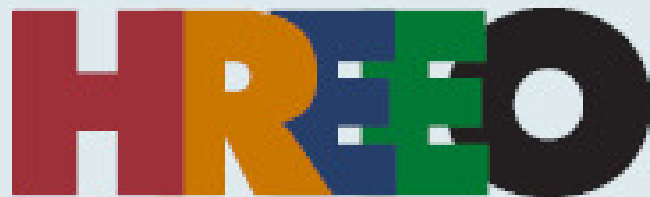


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QUESTIONS?



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