



DATE: July 14, 2021
TO: Board of Commissioners
FROM: Kimberly Branam, Executive Director
SUBJECT: Report Number 21-24
Update on Portland Means Progress 2019 & 2020 Impact Report

BRIEF DESCRIPTION OF INFORMATION ITEM

No action is requested; information only.

At the July 14, 2021, Prosper Portland Board of Commissioners (Board) meeting, staff will provide an update on Portland Means Progress, a city-wide initiative that connects businesses to programming that supports social impact, creating a pipeline for private-sector engagement in racial equity work.

The Portland Means Progress 2019 & 2020 Impact Report (Impact Report) provides transparency and accountability in building an initiative that is data-informed and focused on impact (see Attachment A). The Impact Report shares findings from business commitments and actions taken over two years since inception with a focus on Portland Means Progress's three key components: work experience, intentional purchasing, and culture change.

STRATEGIC PLAN ALIGNMENT AND OUTCOMES

Portland Means Progress delivers on several Prosper Portland Strategic Plan goals, including connecting Portlanders to quality employment opportunities, increasing equitable opportunities for small and promising business ventures, and forming partnerships. The Impact Report highlights progress on actions to create access to career-path employment through work experience opportunities, increasing connections for Black, Indigenous, and People of Color (BIPOC) owned businesses to businesses with purchasing power, and working with businesses in creating culture change.

BACKGROUND AND CONTEXT

Mayor Ted Wheeler created the Council of Economic Advisors (CEA) in 2017 to advise the Mayor's Office, Worksystems, and Prosper Portland on collective economic development and workforce development priorities. The approximately 40-member CEA is comprised of leaders from business, non-profits, chambers of commerce, government, foundations, colleges, universities, and unions.

Over the course of 2017 and early 2018, the CEA identified the following three high-level priorities:

1. Inclusive economic growth and job creation
2. Inclusive small business support
3. Youth workforce pipeline development

To deliver on these priorities, staff from Prosper Portland, Worksystems, and the Mayor's Office collaborated with CEA to launch Portland Means Progress, an effort and public call-to-action for business, community, and government to work together to create an equitable economy.

Staff provided an update on Portland Means Progress to the Prosper Portland Board on January 16, 2019, prior to its early adopter launch in March 2019.

The goal of Portland Means Progress is to align business and community in new ways by leveraging strengths of business and community to build new workforce and small business pipeline opportunities and change and adapt business culture. Through Portland Means Progress, businesses commit to paying a minimum wage of \$15 per hour and taking at least one of the following actions:

- Create work experiences for underrepresented youth and young professionals of color.
- Take action on intentional purchasing by purchasing goods and services from businesses owned by People of Color.
- Create culture change within their organization by providing diversity, equity, and inclusion training for their staff and leadership.

While Portland Means Progress is being sponsored by the Mayor and City of Portland, Prosper Portland, and Worksystems, the following Project Partners are integral to the program success, supporting the development of Portland Means Progress, recruiting businesses, and providing support to the infrastructure behind the initiative:

- Asian Pacific American Chamber of Commerce
- Black American Chamber of Commerce
- Business for a Better Portland
- Greater Portland Inc.
- Hispanic Metropolitan Chamber
- Oregon Association of Minority Entrepreneurs
- Oregon Native American Chamber
- Oregon Pride in Business
- Philippine American Chamber of Commerce
- Portland Business Alliance
- Technology Association of Oregon
- Travel Portland

EQUITY IMPACT

As of June 2021, more than 100 businesses are engaged in Portland Means Progress, with the following outcomes representing accomplishments over the last two years:

- Over 50,000 employees represented at Portland Means Progress businesses
- Nearly \$150,000,000 cumulative spent at BIPOC-owned businesses by Portland Means Progress businesses in 2019 and 2020
- Nearly 1,500 attendees at racial equity trainings hosted by Portland Means Progress in 2020
- 340 interns hosted at Portland Means Progress businesses over two years
- Culture Change Roadmap viewed over 14,000 times by people in more than 90 countries since its release in March 2020

At the July 14, 2021, Prosper Portland Board meeting, staff will discuss the Impact Report in greater detail and share next steps for Portland Means Progress.

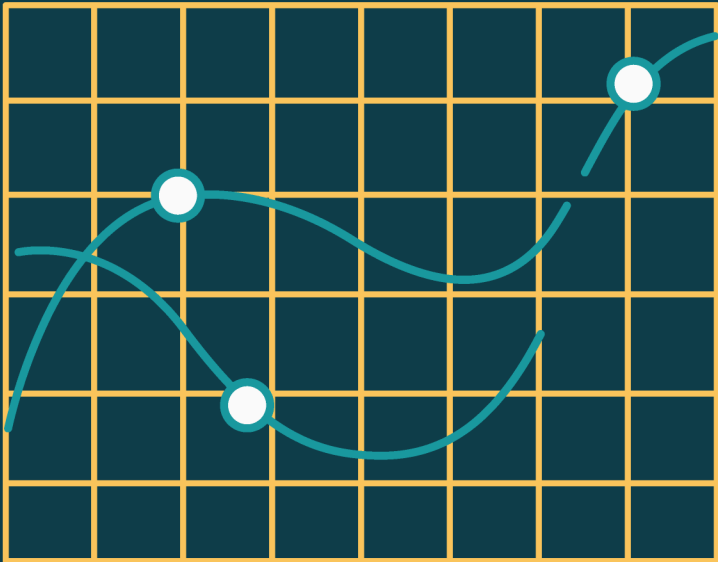
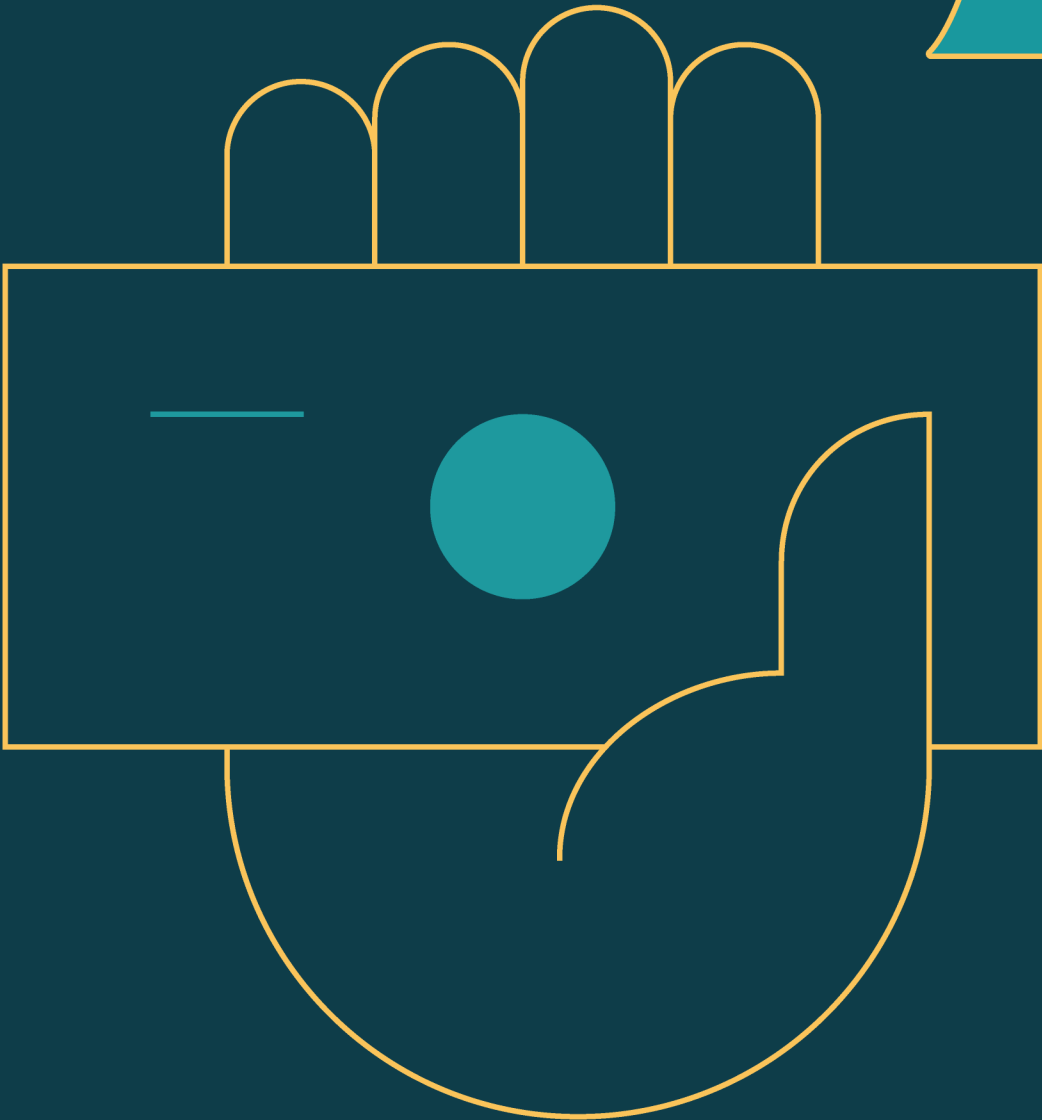
ATTACHMENTS

- A. 2019 & 2020 Portland Means Progress Impact Report

portland
means
progress.



2019 & 2020
**impact
report**



This Impact Report provides transparency and accountability as we seek to build an initiative that is data-informed and focused on impact.

For definitions of the terms used in this report, please visit:

<https://portlandmeansprogress.com/key-terms>

Impact Report Highlights



50,000+

employees represented

90%

of businesses recommitted to the
initiative for 2021

14,000 views

The Culture Change Roadmap was viewed
over 14,000 times by people in more than 90
countries

340 interns

at Portland Means Progress Businesses over
two years of the initiative

Nearly \$150M

cumulative spent at BIPOC-owned
businesses by Portland Means Progress
Businesses in 2019 & 2020

1,500 attendees

In 2020, nearly 1500 people attended
racial equity trainings hosted by Portland
Means Progress

Portland Means Progress is a citywide initiative that supports businesses to act and be accountable to the following commitments:

Step

1



Wages

Pay a minimum wage of \$15/hour.

Step

2

Take at least one of the following actions.



Work Experience

Create work experiences for underrepresented youth and young professionals of color.



Intentional Purchasing

Act on intentional purchasing by purchasing goods & services from local businesses that are owned by people of color.



Culture Change

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

At a Glance

Of the 99 businesses surveyed, 40 are women-owned and 15 are minority-owned.

51,011

employees represented by surveyed Portland Means Progress businesses



2020 Business Commitments

Some businesses took additional steps beyond their original commitments.





**Work
Experience**

What did we do?



Portland Means Progress Initiative

Workshops

Portland Means Progress hosted a Measuring Meaningful Work Experience workshop & created an accountability dashboard template in partnership with Emerging Leaders.

Portland Means Progress Businesses

340 interns

In the first two years, Portland Means Progress businesses hired a total of 340 interns through programs that prioritize under represented youth and young professionals of color.

Participation

A clear majority of businesses participated in workplace experience programs including [Emerging Leaders](#), [Worksystems](#), and various other offerings.

Internships

A few large businesses drove up the total number with many interns, although most businesses had two or fewer interns.

How well did we do?

In 2020, Early Adopters were more likely than newly joined businesses to act on Work Experience, presumably due to the timing of signing up for summer internships.

In 2020, Work Experience businesses most often implemented formal onboarding processes and exit interviews.

Mentorship programs designed for People of Color were the least implemented action in 2019 and 2020.



Of the Portland Means Progress businesses engaged in Work Experience:

77%

implemented formal onboarding for all new employees

53%

provided ongoing training to support the professional development of employees of color

29%

offered mentorship programs for employees of color

50%

embedded transparent, strategic processes for hiring People of Color

What was the impact?



"[Our intern] added so much value and insight to our company! Having someone dedicated to providing perspective, analyzing our sales numbers, and making recommendations has added real value to our business. I also appreciated the opportunity to mentor and offer feedback to a talented leader early in [their] career."

-Portland Means Progress business

Our partners at Emerging Leaders found overall:

- Companies (97%) and Interns (96%) are very satisfied with their ELI Experience
- Both interns (45%) and Companies (50%) mentioned navigating remote work during the pandemic as the top challenge during the internship experience

Our partners at Worksystems:

- One candidate through Connect2Careers was hired part time and was later increased to full time due to the positive experience for both the young professional and the business
- One Portland Means Progress business hosted its first-ever intern in 2020 and shared: "We also feel especially lucky to have met [our intern] through IRCO, The staff there were incredibly friendly, kind, and hardworking.PMP's encouragement and supportmade all the difference for us this year. Thank you."

What's next?

What We Learned

1

Businesses most requested resources for:

- Best practices for hiring & retaining candidates of color
- Formalizing policies and procedures to support and retain employees of color
- Transitioning from internships to full-time hiring

2

Mentoring programs for People of Color lag behind other actions

3

We have an opportunity to improve our data tracking for internal internship programs



What's Next for Work Experience in 2021

1

Continued partnership with our work experience partners at SummerWorks and Emerging Leaders

2

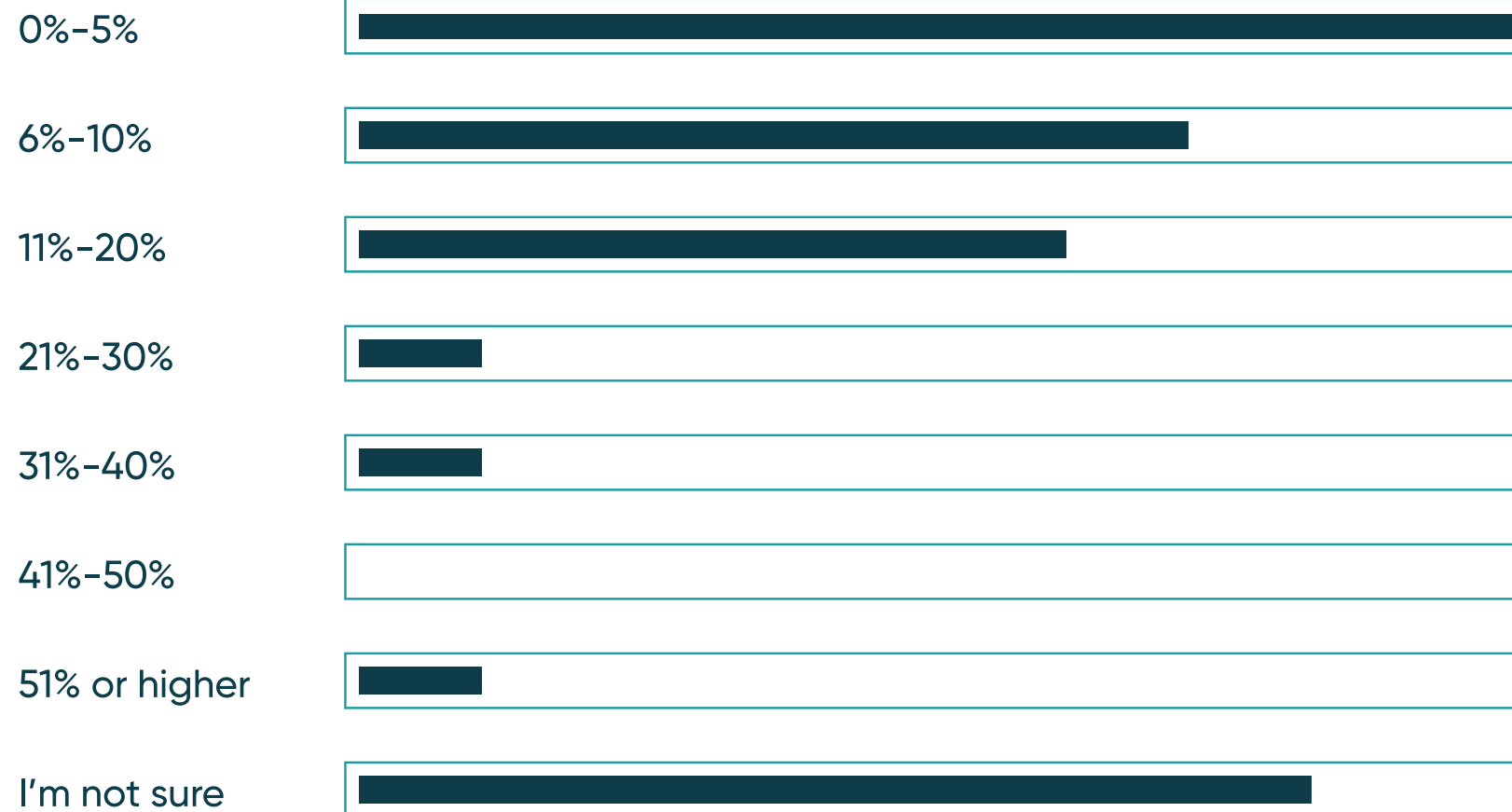
Investing in and making connections to The Contingent's *Survival is Not Enough*, a professional network committed to closing wealth gaps in communities of color and low-income rural communities



**Intentional
Purchasing**

What did we do?

\$148,449,412



Portland Means Progress Business percentage of total spend in 2020 from businesses that are owned by People of Color.



Portland Means Progress Initiative

We reallocated Portland Means Progress budget in partnership with our project partners to provide nearly 700 businesses with PPE for reopening in summer 2020.

We hosted a Measuring Intentional Purchasing workshop and created an accountability dashboard template.

Portland Means Progress Businesses

In the first two years of the program, member businesses confirmed almost \$150M in spending at POC-owned firms.

Spending at POC-businesses was high in 2020, driven by a few firms with large expenditures.

In both years of the program, companies with more employees spent significantly more at businesses owned by people of color, likely due to their larger size and higher budgets. That said, larger businesses' total spend at businesses owned by people of color was a smaller percentage.

Some smaller firms spent a higher proportion (21%+) at POC-owned businesses.

How well did we do?

Portland Means Progress Initiative

- In the Portland Means Progress PPE Distribution project in summer 2020, 88% of recipients of PPE boxes identified as BIPOC-owned businesses. 100% of purchases were local and more than 50% came from BIPOC-owned businesses.
- Only 25% of businesses tracked spending with BIPOC-owned vendors; results suggest tracking was done inconsistently or incompletely.

Portland Means Progress Businesses

- Small businesses demonstrated an ability to act nimbly in their intentional purchasing actions & shifting purchasing decisions.
- Businesses that implemented at least 3 intentional spending policies were more likely to spend a higher percentage of total expenditures at businesses owned by people of color.



Of the Portland Means Progress businesses engaged in Intentional Purchasing:

64%

Built relationships that resulted in ongoing purchasing with businesses owned by People of Color

44%

Implemented policies that give preference to local businesses owned by People of Color

35%

Increased spending with local businesses owned by People of Color from 2019 to 2020

30%

Set formal goals for purchasing from local businesses owned by People of Color

What was the impact?

20%

While no business spent more than 20% at POC-owned businesses in 2019, three did so in 2020.

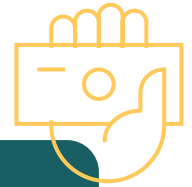
In 2019, one Mercatus business reported its largest sale ever from a Portland Means Progress business.

Early adopters may be tracking this information more effectively: just one of ten said they were unsure about their firm's percentage expenditure, compared to four of ten in 2019.

"We focused intentional purchasing in ways we never have before"

30%

One Early Adopter business reported a 30% increase in spending at BIPOC-owned businesses from 2019 to 2020.



What's next?

What We Learned



1

- Portland Means Progress Businesses most commonly requested:
- Technical assistance for tracking & measuring purchasing
 - Connections to Mercatus businesses offering specialized services
 - Guidance on formalizing processes

2

Larger businesses with significant spending have an opportunity to connect with other large businesses and align processes to make responses to RFPs more achievable for small businesses.

What's Next for Intentional Purchasing in 2021

1

Measuring Intentional Purchasing Toolkit for ethical data tracking and building capacity to disaggregate spend by racial identity of business ownership in the future.

2

Mercatus Member Connect Board to facilitate B2B connections at scale.

3

Connections with BIPOC-owned businesses through our chamber partners.



**Culture
Change**

What did we do?

Portland Means Progress Initiative

- Hosted the Measuring Culture Change workshop and created an accountability dashboard template
- Presented a 4-part series on Centering our Values during the Pandemic
- Provided the How to be an Effective & Inclusive Manager Training 4-part training series



14,000 views

Since its release in March 2020, the [Culture Change Roadmap](#) has been viewed more than 14,000 times by people from more than 90 countries

1,500 attendees

Nearly 1500 people attended racial equity trainings and workshops hosted by Portland Means Progress in 2020

How well did we do?

Portland Means Progress Businesses

- Businesses with more than 100 employees were especially likely to implement culture change policies, practices, and actions.
- Minority-owned businesses had more diverse employees and were more likely to track representation among leadership and management.
- Early adopter businesses were more likely to implement accountability goals, employee resource groups, opportunities to provide feedback, and a designated DEI team.



Of the Portland Means Progress businesses engaged in Culture Change:

79%

Provided trainings for employees on diversity, equity & inclusion (DEI) topics

71%

Designated an individual or team as responsible for DEI efforts

56%

Actively engaged their leadership in tracking progress on the business's DEI plan

35%


Offered employee resource or affinity groups

What was the impact?

"Best real, human and accountable approach to culture change."

—attendee of Measuring Culture Change session

Despite the challenges of the past year, almost half of Portland Means Progress businesses connected with other members about their 2020 commitments. Early adopters were especially likely to connect with others, highlighting the importance of these relationships.



Businesses that were connected to other Portland Means Progress businesses were more likely to have leadership actively engage in the progress of the DEI plans (78%), make a DEI plan (70%), and conduct analysis of pay and benefits parity disaggregated by race (40%).

"The biggest takeaway that I've had multiple times is connecting with other like-minded business leaders and sharing ideas on how to do this work."

– Portland Means Progress Early Adopter Business

What's next?



What We Learned

- 1 Portland Means Progress Businesses most commonly requested:
 - Support in implementing specific culture change efforts, trainings, and networking.
 - Access to expertise in DEI work, including external practitioners
- 2 Individualized assessments & access to year-on-year annual reporting will support businesses to be accountable and focused on their actions at an individual level.
- 3 Business size matters in terms of how businesses can engage with the actions.

What's Next for Culture Change in 2021

- 1 Adding an Equity & Inclusion Program Manager staff member to the Portland Means Progress team to provide one-on-one technical assistance to Portland Means Progress businesses and build out resources!
- 2 Hosting the Community Conversation Series to build community and shared learning among Portland Means Progress businesses in a remote environment.
- 3 Creating the POWER UP SERIES, a racial equity workshop designed for staff at all levels within Portland Means Progress businesses.
- 4 Developing a resource to make connections between businesses and racial equity practitioners at scale.
- 5 Building a tool for Racial Equity Champions.
- 6 Providing the How to be an Effective & Inclusive Manager Training Series.

Looking Forward

**Almost all Portland Means Progress
businesses recommitted for 2021.**

90

businesses of 99

**Of the Portland Means Progress businesses
that recommitted to the initiative in 2021,
businesses most frequently asked for:**

73%

Access to platforms and connections to
support local businesses owned by People of
Color

72%

Opportunities to network and share best
practices with other Portland Means Progress
businesses

71%

Programming and trainings related to their
commitments

55%

Communications about opportunities to
engage related to their commitments

Thanks to Portland Means Progress businesses, racial equity practitioners, and partners.

Learn more at portlandmeansprogress.com

Contact us at hello@portlandmeansprogress.com

TRAVEL
PORTLAND

BUSINESS FOR
A BETTER
PORTLAND

PORTLAND
BUSINESS ALLIANCE
Commerce • Community • Prosperity



OREGON NATIVE
AMERICAN CHAMBER

work.
s y s t e m s



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