

Waste Equity Advisory Committee Meeting

Tuesday June 30, 2020

12:30 – 2:00

Meeting Minutes

Waste Equity Advisory Group Members in Attendance:

AJ Simpson	City of Roses Disposal and Recycling
Brian Heiberg	Heiberg Garbage and Recycling
Laura Tokarski	Trash for Peace
Val Solorzano	Chick of All Trades
Alex Witter	Chetco Construction

Waste Equity Advisory Group Members Absent:

Dom DeWeese	ORTOP
Carl Peters	Recology

Waste Equity Community Consultants in Attendance:

Rob Nathan
Nate McCoy
Liz Start

Meeting Facilitators: Try Excellence – Dr Steven Holt, Ericka Warren

BPS Staff in Attendance: Arianne Sperry, Josephine Davis

Community Members in Attendance: Dean Kampfer (Waste Management), Lily Copenagle (Performance Analytics), Jackie Lang (Waste Management) Kenechi Os

Welcome

Dr Holt welcomed everyone to the meeting, reviewed Zoom meeting logistics, agenda, roll call, 7 principles of agreement.

Summer and Beyond

Arianne will go on family leave in early July; the advisory group will transition to quarterly meetings as planned. Arianne shared a recap of our accomplishments: established group norms and rapport and started the conversation of what equity means in the waste sector. The purpose of this group was to create a space for transparency and accountability in the the Waste Equity Workplan's implementation. We have had setbacks such as having to switch to shorter online meetings due to a global pandemic, had hoped to have completed our conversation around performance metrics by now and a delay in the workforce survey (needed a few revisions so it has been put on hold until next winter).

Over the summer, Jo will lead the waste equity work in a small workgroup format. The goal of these advisory groups will be to spend time in deeper discussion on several topic areas and formulate recommendations to bring back to the larger group for further consideration. The groups have not been finalized; so far the following topic areas have been identified:

- Capital Access
- Opportunities in Affordable Housing
- Informal Waste Sector
- Waste Collection Access and Opportunity Program

Jo will follow up with advisory committee members and equity consultants about participating in these workgroups; Jo will send updates throughout the summer to the full group in addition to interested parties.

Equity Definition and Guiding Principles Review

Equity is taking specific, measurable actions in order to -

- *Offer access, opportunity, and support to under-represented workers and companies in Portland's waste collection system and*
- *Address elements of the system that have resulted in disparate outcomes based on identity.*

Guiding Principles for Waste Equity Workplan –

- *Increase participation of women and minority workers.*
- *Reduce barriers to economic opportunities for minority-owned and woman-owned businesses.*

Presentation by Lily Copenagle, Performance Analytics

Lily's company works with organizations in both public and private sectors to evaluate and measure current equity in a company, changes that occur over time, and what they can do to improve equity in their work. Using data to evaluate success involves planning, collection, analysis and communication. It is helpful when Lily is brought in early in the planning phase, as we are doing with our advisory committee work. Data should be repeatable, meaningful and interpretable.

Lily shared examples of her work with City of Portland Prime Contractor Development Program (PCDP). Illustrated how PCDP approached program performance metrics using parameters such as number of dollars awarded to COBID companies, average size of contracts, workforce dollar distribution, hours and wages.

Demographic info can be difficult because data categories change over time (example: ethnic group categories are not the same on every census) making it hard to compare apples to apples 100% of the time. Also, a straight census count doesn't take into account total available workforce. To overcome this, we can determine priority categories and by establishing key benchmarks.

Lily has been working with Arianne to understand the current data available to the city related to haulers. For all permittees, the City has info on type of material hauled, amount, where the material came from and where it went. For franchises, the City has info on expenses related to labor/rent/equipment/disposal costs in addition to customer and recycling revenue. For non-franchisees, the City has information about how many accounts they serve.

Possible performance measures for waste equity could include:

Process

- Efforts to disrupt known barriers (access to capital, track loans, and grants).
- Information & Recruiting through targeted outreach, information sessions, job fairs.
- Opportunity & Access through technical and specialist assistance, training, mentorship, special procurement exception.

Outcomes

- Company ownership by race/eth & gender
- Size/growth of companies
- # of tons hauled, # of employees
- Type of company, public vs. private, COBID vs. non COBID
- Employees by race/eth & gender, wages, hours and positions.

AJ and Nate pointed out that PCDP equity outcomes would not have been possible without investments and incentives provided with city resources through procurement; without similar support, waste equity work will not likely see improvements.

AJ asked about how long do the planning collection, analysis, communication phases take and what do they typically look like? Lily responded that the size and scope of goals will influence how fast the phases are. Also, data collection tool needs can also make planning process longer. Collection period will be as long as it is relevant to our work. We could produce results every quarter, month, year.

AJ asked how long it takes to add a new category to the required info that haulers must provide to the city and also how data is separated if a hauler participates both as a franchisee and in the open market. Arianne responded that there is not set timeline or policy, additional requests would need to be considered and substantiated on a case-by-case basis. Haulers that participate in both arenas are responsible for internally differentiating, tracking and reporting data.

Rob shared that it might be important for us to not expand goals much given city of Portland's capacity. We also may want to revisit goals when we start learning what we don't know as we approach these goals. Lily responded that we can make short-term goals and long-term goals, and this group could communicate to the city what we want.

Laura asked how we can ensure that the data provided is accurate, particularly about how money flows through the waste system, requested that we have full transparency on processes before we proceed. Arianne responded that this will be important to discuss as we continue defining our performance metrics.

Liz pointed out that how data was displayed in examples shared by Lily show white and male categories first. She suggested that because we are focused on increasing equity, there is value in challenging dominant cultural norms of leading with white male data and leading with the groups we are hoping to increase access for instead. Liz also suggested that we track the increase in minority worker participation

Wrap Up

We shared well wishes and congratulations with Arianne on her upcoming family leave. Jo will follow up with additional information about the workgroup efforts over the summer. Contact Jo with questions or concerns in Arianne's absence at 541.868.5597 or josephine.davis@portlandoregon.gov