



Human Rights & Equal Economic Opportunity

More Accountability • Better Communication • Smarter Use of Resources



2010 Annual Report

FMS Academy
Vendor Outreach
Procurement
Newsletter
Human Rights
Chapter 183
Equal Economic
Affirmative Action
Bilingual Website
NOR
River Print Section's
Commission
Opportunity
MBDR
Equity
Communication
Innovative
Labor Standards
Community
Census
CA's
CERT
HREEO
Diversity
Workforce
Compliance
Accountability



HREEO 2010 Annual Report

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Message from the Mayor

Roughly two years ago, I announced the formation of the newly merged Human Rights and Equal Economic Opportunity department. My goal at creating this department was to achieve greater economic inclusion in a more integrated fashion and at a larger scale for the City of Saint Paul. This streamlined and efficient approach has paid off, allowing for program growth and accountability during tough economic times.



In the last year, HREEO has shown true dedication to its work and met many of its milestones through building relationships within the community and focusing on equality and access. A great example of this is Saint Paul's increased participation in the 2010 Census, an effort led by HREEO.

Through community and city partnerships, HREEO has successfully built up our city's workforce programs by creating the Saint Paul EMS Academy. In addition to being recognized nationally, the EMS Academy has made a true difference in the lives of its students. In just over a year, we have graduated more EMTs of color than had graduated statewide in the past 30 years.

The Department of Human Rights and Equal Economic Opportunity continues to be a leader in making Saint Paul the most livable city in America. It is my honor to present HREEO's 2010 Annual Report. This summary of activities, programs, services, and achievements reinforces that although still new, HREEO is making significant change.

Sincerely,

A handwritten signature in black ink that reads "Christopher B. Coleman". The signature is fluid and cursive.

Christopher B. Coleman
Mayor



The Most Livable
City in America



Director's Message

The year 2010 marked the second year since the creation of the Human Rights & Equal Economic Opportunity (HREEO) Department. Throughout the year, we were guided by our Departmental values: More Accountability, Better Communication, and Smarter Use of Resources. While it's difficult to synthesize an entire year's worth of efforts into an abbreviated report, we're confident that the selected material will provide you with an understanding of the wide scope of issues that fall within our purview.



Perhaps the foremost challenge driving our work this year centered on continuing the momentum we established during our first year especially regarding the increased opportunities for small-, women-, and minority-owned businesses. Our Procurement Team and Vendor Outreach Coordinator worked closely with project managers across the city to ensure that our goals were met on all construction projects. As a result of their hard work and the commitment from all involved, we consistently met and exceeded the goals on construction projects in 2010.

A widely known human rights concern expressed by the community, during the restructuring of our Department, was whether the investigation unit of our Department would be “over shadowed” and therefore less impactful. The results we attained since the restructuring proved that nothing could be further from the truth. The revision of our intake process quickly resulted in efficiencies for the charging parties as well as our investigators. The division website was significantly overhauled with the addition of substantive information such as: the complaint investigation process, Americans with Disabilities Act, Saint Paul Ordinance Chapter 183, etc. Most notably, we recovered a record total of \$175,783 in monetary settlements on behalf of complainants – the largest ever in the 40 year history of our work.

Upon reading our report, you'll agree that the impact of our Section 3 Program efforts skyrocketed over the last twelve months. Section 3 was established, under the Housing and Urban Development, to promote local economic development, neighborhood economic improvement and individual self-sufficiency in partnership with low-income residents and businesses. To that end, we have been working diligently to certify local individuals and businesses. I am proud that we have the largest database of certified Section 3 businesses and the largest database of Section 3 residents in the State of Minnesota. As a result, contractors working on City of Saint Paul projects have a large pool of Section 3 businesses and residents from which to choose. Through extensive outreach and compliance efforts, Section 3 goals were met and exceeded across many projects. Consequently, our Section 3 program has garnered statewide and national attention for our efforts and success!

We continue to publish a quarterly newsletter that can be found electronically at www.stpaul.gov/index.aspx?NID=3737 (or visit www.stpaul.gov, then follow the links to our department). We invite you to add your name to over 1600 recipients who currently receive our newsletter. While you're there, feel free to spend some time discovering our new and improved website.

On behalf of our Team, thank you for partnering with us in 2010. We look forward to collaborating with you and reaching new heights next year.

Sincerely,

A handwritten signature in black ink, appearing to read "Luz María Frías". The signature is fluid and cursive.

Luz María Frías
Director

About HREEO

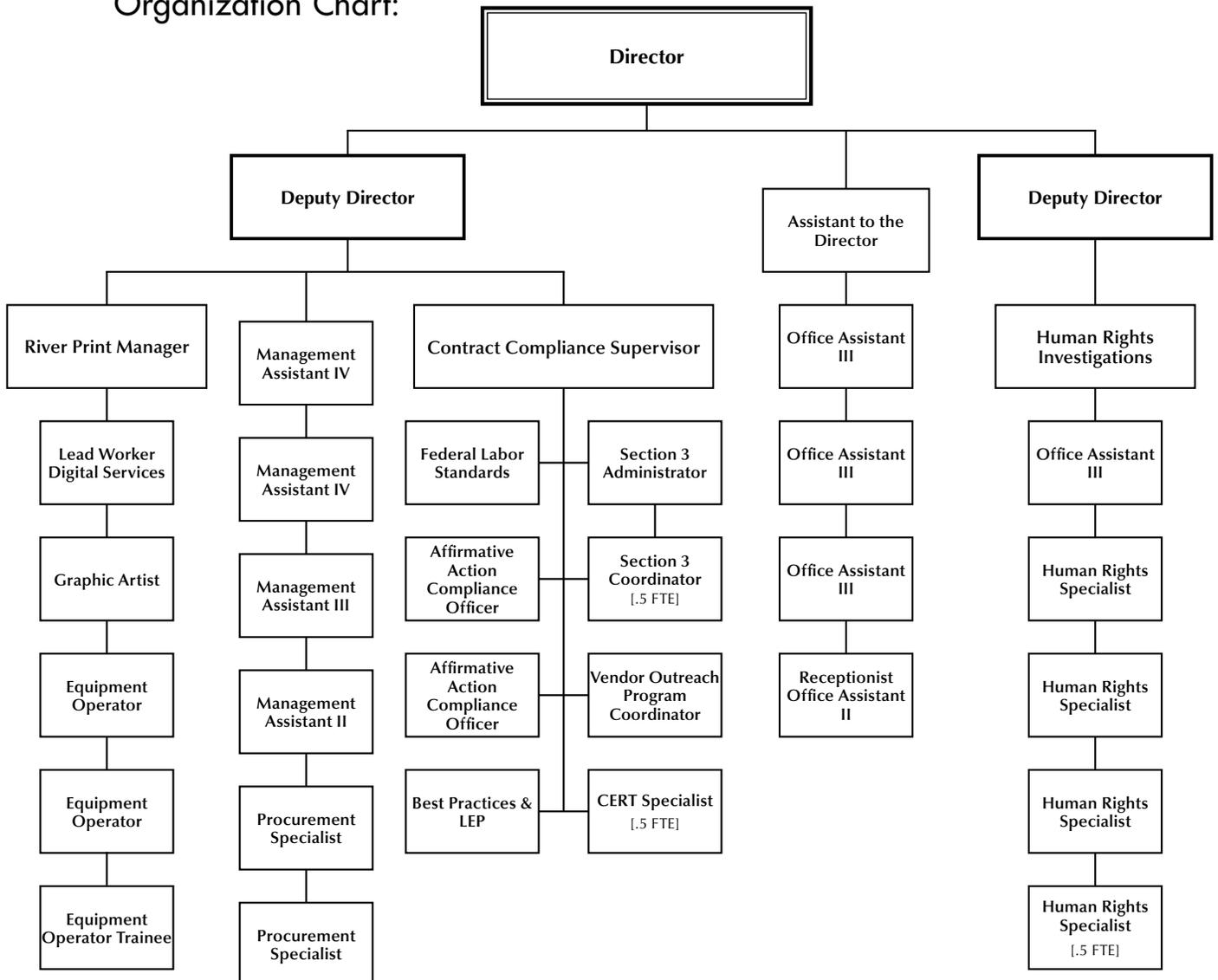
Mission/Vision:

The Saint Paul Department of Human Rights and Equal Economic Opportunity will undertake a holistic view in the approach and delivery of economic development opportunities, inclusive business initiatives, and equal access for the residents of Saint Paul.

Department Values:

- More Accountability
- Better Communication
- Smarter Use of Resources

Organization Chart:



Human Rights Division

The Human Rights Division is primarily responsible for investigating complaints of discrimination. In addition to investigating discrimination complaints, Human Rights Specialists engage in outreach activities in the community, receive training to expand their skills, and are responsible for special projects assigned by the Director or the Mayor's office.

Investigations

The basis for discrimination consists of one or more of the thirteen protected classes listed in Chapter 183 of the Saint Paul Legislative Code.

In 2010, the Human Rights Division caseload was as follows:

- 91 New Cases Opened
- 96 Cases Closed

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

The Areas of Discrimination including:

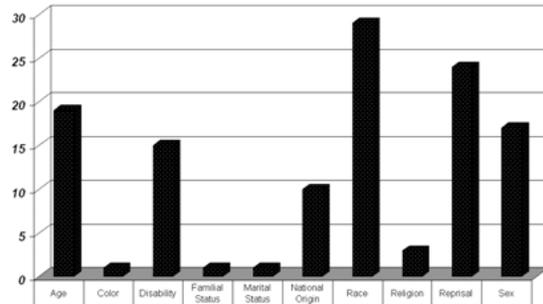
- Employment
- Public Accommodations
- Public Services
- Education
- Real property

Case Investigation Time

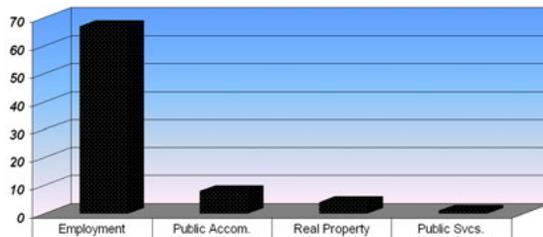
The case investigation time is calculated from date the case is assigned to the date of the case summary or closure. Current law, Sec. 183.20(e), requires a final administrative disposition within 365 days of receipt of charge.

We are proud to report that the Saint Paul Human Rights Division's investigation time period of 248 days is the shortest investigation time period in the state for 2010.

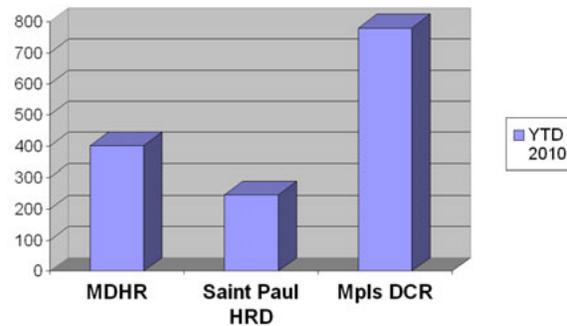
Cases by Basis



Cases by Area



Case Investigation Time



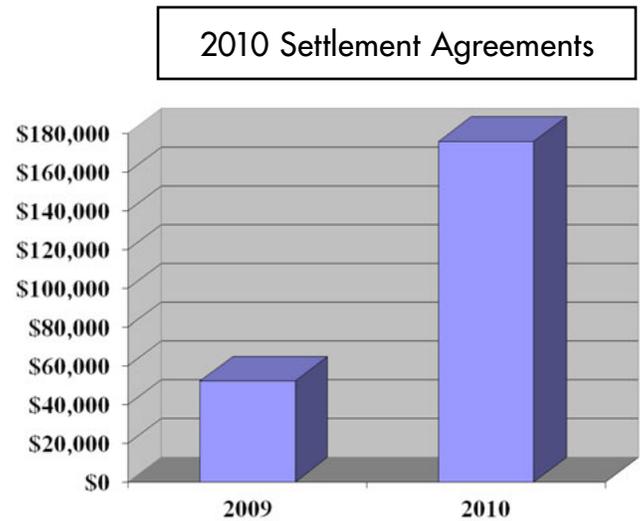
MDHR refers to the Minnesota Department of Human Rights; Saint Paul HRD refers to Saint Paul Human Rights Division; and Mpls DCR refers to Minneapolis Department of Civil Rights.

Settlement Agreements

The Human Rights Division provides conciliation services as a function of the process. Settlement agreements are reached in conciliation following a Probable Cause finding on a discrimination charge or a settlement made before the determination as a part of the Pre-Determination Settlement Agreement process.

We are excited to report that a record total of \$175,783.02 was secured on behalf of Charging Parties in 2010 as a result of settlement agreements made through the Human Rights Division. Prior to the restructuring of the Department, settlement amounts were significantly lower. The 2010 figure represents a 337% increase over the 2009 settlement total.

While employment related cases represent the majority of cases, the Division also provides services in non-employment related cases such as: housing, public accommodation, education, public services, business, credit, and other prohibited practices. Human Rights Specialists have worked tirelessly over the past twelve months. In fact, the Division posted a 20% increase in its caseload over last year. For more information about the Human Rights Division, please visit www.stpaul.gov/humanrights



Other Human Rights Division 2010 Activities

Human Rights & Equal Economic Opportunity Commission

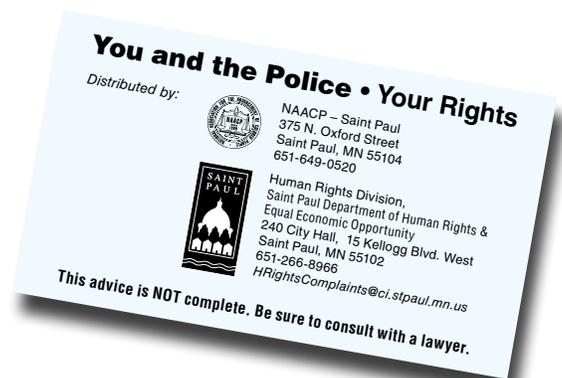
The HREEO Commission is a body of members made up by a majority of Saint Paul residents appointed by the Mayor to serve three year terms in an advisory capacity to the Director of Human Rights and Equal Economic Opportunity. In 2010, we saw the departure of our long-standing Chair, A.L. Brown and the appointment of JaPaul Harris as the current Chair of the HREEO Commission. Highlights of the 2010 Commission include:

- Adopted new by-laws;
- Organized standing committees to address strategic interests;
- Held public meetings at numerous locations throughout Saint Paul in an effort to reach out to the community;
- Participated in events such as the Regional Human Rights Forum; and
- Maintained an active role within the League of Minnesota Human Rights Commissions.

“You and the Police – Your Rights” Cards

HREEO worked closely with Saint Paul Police and the Saint Paul chapter of the N.A.A.C.P. to update the “You and the Police – Your Rights” cards. These cards were designed as wallet-sized and easy to carry along with your ID, in a pocket or purse.

The purpose of these cards is to help Saint Paul youth and residents better understand what their rights and responsibilities are when they are stopped or questioned by police. It is our expectation that this information will assist in improved communications and interactions among our residents and police, furthering the goals of community oriented policing. These cards have been distributed at area high schools, community events, and outreach activities.



Americans with Disabilities Act (A.D.A.) Coordinator

HREEO assigned Alyssa Wetzel-Moore, Human Rights Investigator, to serve as the A.D.A. Coordinator for the City of Saint Paul.

As an A.D.A. Coordinator, Alyssa:

- Coordinates city-wide efforts across 15 departments to comply with Title II requirements *
- Serves as the contact person for any inquiries and/or A.D.A. related complaints for non-employment related cases
- Refers complaints to appropriate city department(s)
- Conducts investigations of any non-employment complaints
- Convenes regularly scheduled meetings with Functional City Team to ensure compliance with Title II
- Serves as the representative for the Mayor's Advisory Committee for People with Disabilities
 - ✦ Advising and making recommendations to the Mayor and City Council regarding problems, issues, and opportunities facing people with disabilities
 - ✦ Focusing specifically on issues related to employment, public education, and accessibility

For more information, please visit: www.stpaul.gov/index.aspx?nid=3949

** Title II prohibits state and municipal governments from denying access to public facilities.*



Contract & Analysis Services

The Contract and Analysis Services Division (CAS) of HREEO provides buying, contracting, and surplus disposal services to the City of Saint Paul, Ramsey County, Saint Paul Regional Water Services, the Saint Paul Port Authority, and other entities.

Our Buyers had a busy year in 2010; playing a key role in the design and testing of the purchasing module of the City's COMET project, participating in the training and implementation of the County's Aspen upgrade, and continuing their daily procurement activities which included:

- 301 Advertised Bids
- 765 Quotes
- 295 Master Contract Renewals
- Managing over 1,200 Master Contracts



Innovations in Purchasing

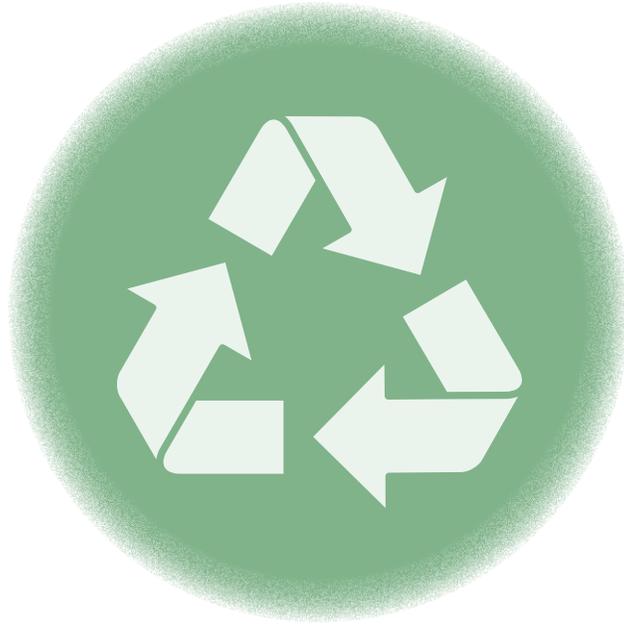
To further support citywide sustainable building and development initiatives, CAS hired a new buyer who is a LEED Accredited Professional with a specialty in building design and construction. The LEED AP buyer is available to work with other city and county departments on obtaining LEED certification for construction projects. The City now employs seven LEED Accredited Professionals.

LEED focuses on reducing the impact that buildings have on the environment, both during construction and with everyday use after completion. According to the USGBC, "buildings in the United States are responsible for 39% of CO₂ emissions, 40% of energy consumption, 13% water consumption and 15% of GDP per year, making green building a source of significant economic and environmental opportunity."

Some of the basic areas that LEED measures are site selection, energy and water conservation, indoor environmental quality, material selections, waste reduction, and operations and maintenance.

The City currently has two LEED certified or registered buildings: the Western District Police Station and the new fire department headquarters on West 7th Street, which was built to LEED standards and is currently awaiting certification.

Whether a building is certified as sustainable or not, building to standards such as LEED makes sense for minimizing the impact on the environment and creating spaces that are healthier and more pleasant for people to work and live.



Cost-Saving, Earth-Saving Initiatives

Through the collaborative work of CAS buyers, our Best Practices Officer, and the Mayor's office, all City of Saint Paul departments were directed to start purchasing and using remanufactured toner cartridges effective July 2010. This directive enables the City of Saint Paul to continue its commitment to help the environment while producing cost-savings for residents.

Each year, millions of empty toner cartridges are thrown in the trash, destined for landfills and incinerators. A typical used toner cartridge contains 40% plastic made of engineering-grade polymers, 40% metal and smaller percentages of rubber, paper, foam, and toner. Altogether, a single toner cartridge is estimated to take at least 1,000 years to decompose.

Purchasing and using remanufactured toner cartridges instead of original equipment manufactured (OEM) toner cartridges saves money and energy while minimizing waste.

Remanufactured toner cartridges:

- are depleted cartridges that are refilled and re-used
- can be remanufactured up to four times
- contains up to 20 percent more toner or ink
- saves up to 12 quarts of fuel (3 quarts of oil are burned to produce a single new toner cartridge)
- decreases the amount of plastic, steel, aluminum, and rubber sent to landfills and burned in incinerators
- are 30% to 60% less expensive on a cost per copy basis than OEM cartridges

By making the switch to remanufactured toner cartridges, the City of Saint Paul is set to realize an approximate cost-savings of \$47,601 per year and a reduction in toner cartridge expenses by 46%.





River Print

River Print is the in-house print facility for the City of Saint Paul and Ramsey County. Using state-of-the-art equipment and best practices, River Print serves the City, County and other local governmental jurisdictions with high-quality graphic design and printed products at reasonable rates.

In 2010, we worked to realign the budget and explored cost-saving measures for the print shop. River Print stepped up, met the challenge and exceeded expectations:

- Reduced staff by 25%.
- Successfully completed 3701 orders for printing, mailing, and graphic design.
- Delivered 738 orders for paper in 2010 to City and County departments.
- Several vendor contracts utilized by River Print for repair and maintenance of equipment were updated or adjusted allowing for significant savings to the operation.
- Several pieces of underutilized equipment were removed from service contracts creating further cuts in spending by River Print.
- Revenues from local governments and agencies outside the City of Saint Paul and Ramsey County continued to grow, with several new customers added in 2010.
- Budget gaps were successfully addressed, placing the operation on sound footing for future growth.



Contract Compliance

City of Saint Paul Section 3 Program

Section 3 is a provision of the Housing and Urban Development Act of 1968 that promotes local economic development, neighborhood economic improvement, and self-sufficiency. This measure strives to increase our ability to direct economic opportunities in Saint Paul to low-income individuals and the businesses that employ them—a group that has historically been underrepresented in the marketplace. HREEO is responsible for the City’s capacity building to ensure that residents and workers in Saint Paul have opportunities to develop their skills and enter the workforce successfully, enabling self-sufficiency.

The goals of the Section 3 Program are to create visibility for, and direct economic opportunities to, Section 3 certified businesses and residents (low-income residents and business owners). These efforts facilitate the City’s ability to achieve numerical goals placed on construction projects funded with CDBG, NSP, HOME, and other Section 3 covered funding.

The numerical goals for the Section 3 Program are:

- 30% of new hires must be Section 3 residents,
- 10% of the total dollar amount of covered construction contracts awarded must be directed to Section 3 businesses, and
- 3% of the total dollar amount of covered professional service contracts linked to construction must be awarded to Section 3 business concerns

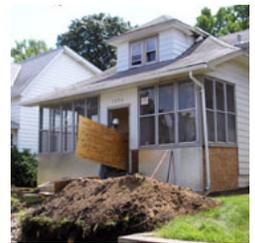
Our Section 3 Program has grown over the past year, both in size, and in success. We hired a Section 3 Program Administrator, a Section 3 Coordinator, and utilized many interns over the year to enhance our registration and outreach efforts.

2010 Section 3 Certifications

The City of Saint Paul’s Section 3 Program has made great strides in its first year of implementation. We have the largest database of certified Section 3 businesses and the largest database of Section 3 residents in the State of Minnesota. As a result, contractors working on City of Saint Paul projects have a large pool of qualified Section 3 businesses and residents to choose from.

With our increased Section 3 business and resident certifications, we were able to partner with the City of Saint Paul’s Planning and Economic Development on their HUD funded projects to exceed many of their goals:

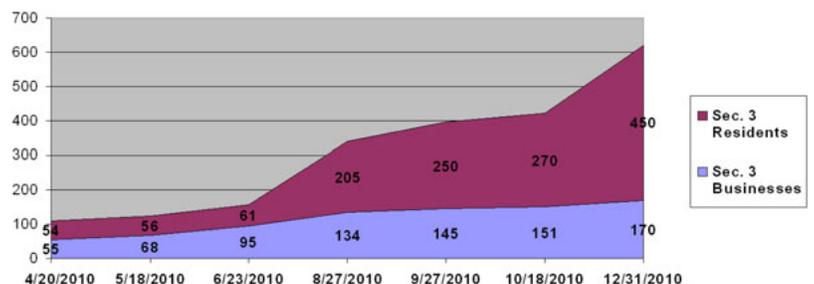
- PED exceeded all first tier subcontracting Section 3 goals for large housing and economic development projects (i.e. Frogtown Square).
- PED awarded 100% of Neighborhood Stabilization Program (NSP) residential rehabilitation projects to Section 3 certified general contractors.
- Approximately \$1.5 million in NSP funds were awarded to Section 3 general contractors.
- 26 Section 3 businesses received work related to NSP projects.



As we meet with community groups and external stakeholders, we gather ideas on ways to simplify the way we do business. During a meeting with a community partner, a request was made to publish a timeline of upcoming development projects.

Our Section 3 Administrator worked diligently across city departments to gather the various timelines and created a simplified document that contains the projects. The document is too large for this report. Please visit our website under Section 3, or the following link: www.stpaul.gov/DocumentView.aspx?DID=15667

2010 Section 3 Certifications



Section 3 Project Highlight – Frogtown Square



The Frogtown Square Project, a mixed-use development located on the corner of University and Dale, broke ground in 2010. Frogtown Square is an example of how HREEO's increased efforts in certifying Section 3 businesses and residents created an extensive list of Section 3 certified subcontractors, thereby creating employment opportunities greatly exceeding our Section 3 goals. As shown below, we nearly tripled the amount of dollars to Section 3 subcontractors for labor and nearly quadrupled the amount of subcontracting dollars awarded for professional services, substantially exceeding all goals.

	Section 3 Goal %	Actual	Section 3 Goal \$	Actual
Section 3 Subcontractors / Businesses	10%	27.87%	\$492,320	\$1,372,107
Professional Services *	3%	11.35%	\$ 29,083	\$ 110,000

* Professional services such as legal, design, consulting, etc.

Vendor Outreach Program (VOP)

The Vendor Outreach Program seeks to improve access in the marketplace for small businesses, minority-owned businesses, and woman-owned businesses. Our annual utilization goal for all City procurement activities is 25% for small business participation, comprised of:

- Small Business Enterprise (SBE) - 10%
- Woman-Owned Business Enterprise (WBE) - 10%
- Minority-Owned Business Enterprise (MBE) - 5%

The Vendor Outreach Program has experienced success this year, especially in the City's economic development projects. Notably:

- \$61.5 million worth of prime contracts or subcontracts were awarded to SBEs, WBEs, and MBEs.
- 11% awarded to small businesses in total for a total of \$23.5 million
- 7% awarded to minority-owned businesses, for a total of \$14.9 million.
- 10% awarded to women-owned businesses, for a total of \$23.1 million

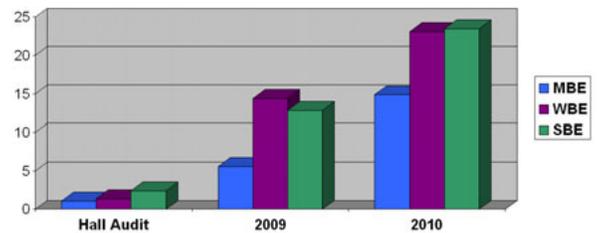
City spending on purchases and contracts, excluding development projects, was \$117 million. The majority of that amount, 68%, was on construction. Of the nearly \$80 million spent on construction:

- \$21.5 million went to SBEs, WBEs, and MBEs
- 17.31% awarded to small business enterprises
- 4.97% awarded to woman-owned businesses
- 4.63% awarded to minority-owned businesses

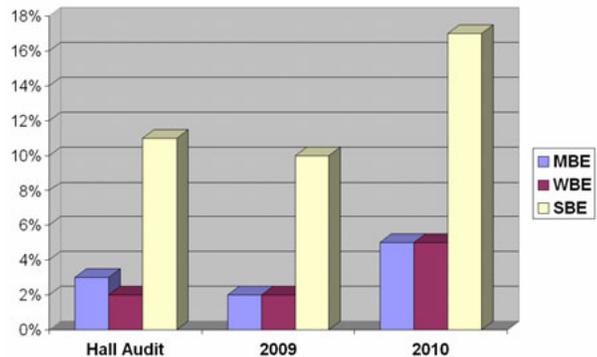
In addition to setting VOP goals on development projects and City construction projects, the VOP Coordinator also set VOP goals on many Neighborhood STAR and Cultural STAR projects for PED, represented the City and the CERT Program at workshops and conferences, and worked to connect certified contractors and certified subcontractors.

While gains have been made for our VOP targeted businesses in the area of construction, our department lacks a tool that captures the amount of business opportunities for non-construction transactions such as goods and services. The City has invested in a software module which will be implemented in 2012 that will allow us to track all purchasing transactions including goods and services. At that time, we will have the capacity to report the amount of business opportunities that were realized by our VOP targeted businesses. It is our expectation that investments to our VOP targeted businesses will also increase substantially in those areas.

PED/HRA Vendor Outreach Awards
(in millions)



City Construction VOP Awards



Federal Labor Standards

In spring 2010, our Contract Compliance Division added a Federal Labor Standards Compliance Officer position to ensure that laborers working on federally-funded construction projects were paid prevailing wages, that contractors comply with Davis-Bacon Act requirements, and complaints of underpayment of prevailing wages were investigated. In addition, the Federal Labor Standards Unit offers Davis-Bacon and Related Acts statutory interpretation and opinions, contractor and union training on prevailing wage laws, and fulfills public data requests related to federal labor standards.

To aid in labor standard compliance, the City of Saint Paul purchased a new software application for contractors to submit certified payrolls electronically, known as LCPtracker. Contractors no longer submit hard copy versions of their certified payrolls, but instead submit payrolls electronically through the internet.

LCPtracker is a free service for contractors, which has greatly improved the efficiency of submitting payrolls as well as helping to prevent the underpayment of laborers. Our aim is to work proactively, monitoring all payments; rather than responding solely to complaints, protecting the workers on City projects from under-payment. This system has brought a high level of transparency to federal labor standards monitoring, which in turn, significantly reduced complaints from prior years.

Federal Labor Standards Highlights:

- Implementation of LCPtracker offered broader monitoring across City departments. In 2010 we added 3 new departments to LCPtracker to ensure compliance on their departments' projects.
- Monitored prevailing wage compliance on projects totaling over \$51 million.
- Federal Davis-Bacon Compliance staff has increased efforts to conduct on-site employee interviews to better ensure compliance on federally funded construction projects.

Affirmative Action / Equal Employment Opportunity Compliance

The City requires all employers who have accumulated contract awards by the City of Saint Paul that meet or exceed \$50,000 within the preceding twelve month period to file Affirmative Action Plans for construction projects. The developer and general contractor have the contractual responsibility to ensure that City assisted construction projects achieve an employment utilization goal of 6% females and 11% minorities. Each subcontractor hired to work on the project must also demonstrate good faith efforts to achieve the project goals.

In 2010, over \$149 million in construction projects were monitored for minority and women employment utilization in the City of Saint Paul's construction projects.

2010 Overall Workforce Statistics

	Goal	Achieved
Minority	11%	23.09%
Women	6%	7.52%

Central Certification Collaborative (CERT)

The City of Saint Paul remained the lead agency for the CERT Collaborative in 2010, certifying small-, women-, and minority-owned businesses for the City of Saint Paul, the City of Minneapolis, Ramsey County and Hennepin County. Our CERT database is the most extensive vendor database in the region, holding over 1,200 businesses in the directory.

In 2010, we surpassed 1,000 certified companies for the first time. We currently have 1255 certified companies:

- 33% Small Businesses
- 38% Women-owned Businesses
- 29% Minority-owned Businesses

We experienced our largest yearly increase in the total number of certified companies in 2010- increasing by 422 companies or 66% over 2009.



Commitment to Equal Economic Opportunities ... Outreach Efforts

Lofts at Farmer's Market Networking Event Connecting Contractors with S/W/MBE Firms

The Lofts at Farmer's Market, a five story 58 market rate apartment rental complex with a total development cost of \$7.5 million, is part of Mayor Coleman's Rebuild Saint Paul Initiative.

On November 10, 2010, the City of Saint Paul hosted a networking event for contractors interested in bidding on the Lofts at Farmers' Market project. To facilitate the networking process, over 30 contractors presented basic information on their companies to potential general contractor bidders and other attendees. In addition, the event doubled as a pre-bid conference whereby attendees learned about the project and available subcontracting opportunities.

Numerous City staff, including representatives from Planning and Economic Development, the Vendor Outreach Program, and Contract and Analysis Services organized and attended the event and were available to answer project and compliance related questions. Over one hundred individuals representing a wide variety of contractors attended the networking event.

As a result, a total of 48.31% VOP was achieved on the Lofts at Farmers' Market as follows:

- 8.78% awarded to small business enterprises
- 7.98% awarded to woman-owned businesses (3.4% of which are W/MBEs)
- 31.54% awarded to minority-owned businesses

Shaw-Lundquist, an MBE, is the prime contractor for the Lofts at Farmer's Market project.

To learn more about the Rebuild Saint Paul Initiative, visit www.stpaul.gov/rebuildstpaul.



Minority Business Development & Retention (MBDR)

The City of Saint Paul's Minority Business Development and Retention (MBDR) program aims to increase Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), Small Business Enterprises (SBEs) participation in business and employment opportunities.

In 2010, over 2,422 entrepreneurs interested in becoming business owners and small businesses participated in a variety of capacity building events including classroom and one-on-one business consultation in the areas:

- entrepreneurial startup and business planning;
- financial management, marketing, retention and expansion options;
- estimating and bidding techniques, micro-enterprise training; and
- customer and loan sourcing.

These efforts and outputs were achieved through our department's partnerships with local Community Development Corporations (CDCs) including:

- Neighborhood Development Corporation NDC www.ndc-mn.org
- Metropolitan Economic Development Association MEDA www.meda.net
- Women Venture www.womenventure.org
- Eastside Neighborhood Development Company www.esndc.org
- Riverview Economic Development Association www.districtdelsol.com
- Probid Training Services www.selbyareacdc.org/probid.html

In addition, 300 local youth received construction career consulting, job shadowing and work experience exposure through the Apprenticeship Opportunities Program in conjunction with the High School Under Construction program www.constructioncareers.org.



Projects in 2010

Our Department has worked hard on ensuring that as many projects meet and exceed our commitment to increased opportunities for small-/women-/minority-owned businesses. The following are some additional illustrations of our successes:

	MBE Goal	Actual MBE	WBE Goal	Actual WBE	SBE Goal	Actual SBE	Total Actual
Frogtown Square	5%	21.37%	10%	20.59%	10%	13.26%	55.22%
		\$1,261,257		\$2,215,640		\$782,938	\$3,259,835
Renaissance Box Construction	5%	11.19%	10%	10.13%	10%	12.43%	33.75%
	\$363,123	\$812,462	\$726,467	\$735,426	\$726,467	\$903,072	\$2,450,959
Gillette Children's Specialty – Phase II	5%	24.07%	10%	12.55%	10%	14.76%	51.38%
	\$700,000	\$3,369,246	\$1,400,000	\$1,757,616	\$1,400,000	\$2,066,965	\$7,193,827
Shamrock's Irish Nook	5%	45.74%	5%	4.16% **	5%	6.57% **	56.47%
	\$14,250	\$130,361	\$14,250	\$11,842	\$14,250	\$18,725	\$160,928

** MBE is also S/WBE

Construction Partnership Program (CPP)

The Construction Partnership Program was developed by the City of Saint Paul and the Metropolitan Economic Development Association (MEDA) with assistance from the Association of Women Contractors (AWC). CPP partners developing firms owned by women and people of color with larger, more established firms. The larger firms provide guidance, expertise and industry connections to their smaller partners.

The program's original objective was to develop competitive, self-sufficient general contractors owned by women and ethnic minorities. The scope of the program has been expanded to include subcontractors and other construction-related businesses. Another goal of the program is to teach the partnered firms how to work together with other companies as a regular part of their construction business.

In 2010 there were 11 meetings of the CPP partners that included 289 businesses. Minority- and Woman-owned partners in the CPP report that they generally perform between 15% and 25% of their annual work (in terms of gross revenue) with their partner. Their experience in the CPP enables them to undertake larger projects on their own, and often enables them to structure partnerships with larger firms. MEDA and AWC works with representatives of governments and with private developers to promote the involvement of CPP partnerships on new projects. These are some of the CPP projects worked on as a partnership in 2010:

- Children's Hospital – St. Paul
- Gillette Children's
- HCMC Family Clinic
- Minneapolis Children's
- Ramsey County Library
- Shubert Theater
- U of M CMRR
- Mystic Lake Casino
- United Children's Hospital
- U of M Amplatz Children's Hospital
- UW Madison – WID/MIR
- UW Madison IRC
- City of Minneapolis Ramp B
- City of Minneapolis Ramps A, C
- HealthPartners
- Humphrey Terminal Skyway
- McDonough Homes
- Thompson Reuters
- USPS – Eagan
- UW Madison – Sterling Hall



An Honor for HREEO

Each year the Minneapolis/St. Paul Business Journal honors the area's top minority business owners, corporate executives, and advocates by giving them a Minority Business Award. This year, HREEO Deputy Director Readus Fletcher was one of the award recipients. Of course, it would prove difficult to get Fletcher to speak about his award and about all the ways in which he has contributed to bettering the City of St. Paul. Thankfully, Fletcher has friends, and his friends do not mind speaking for him.

One such friend, Richard Aguilar, nominated Fletcher for the 2010 Minority Business Award. Aguilar has known Fletcher for 20 years, he first met Fletcher back when Fletcher was in business for himself; they met again later when Fletcher began working for the City. Aguilar noted, "He [Fletcher] has always been involved with helping minority businesses and now that there is finally a program [HREEO] put together, I figured it was a great time to give praise to Readus."

Bruce Corrie, dean of Concordia University's College of Business and Organizational Leadership, has worked

with Fletcher in constructing a process that provides small and diverse businesses advance notice of large municipal construction projects in order for those businesses to prepare to bid on contracts. According to Corrie, Fletcher is



"a new voice of how we should grow minority business in Minnesota. It's kind of a proactive new vision that has gained traction and has shown that it's doable and possible. But I don't think until now he was recognized for those kinds of works that he's done."

Readus Fletcher has had many accomplishments in his lifetime, yet they seem to go largely unnoticed. Hopefully, Fletcher's 2010 Minority Business Award will shed a little more light on the vastness of his efforts.

Architectural & Engineering Partnership

The City of Saint Paul's Architectural and Engineering Partnership Program held an open house on April 19, 2010 at the University of Minnesota Urban Research and Outreach Center. Over 90 individuals representing many businesses throughout the Twin Cities attended the open house. Those in attendance received an introduction to the A/E Partnership Program by HREEO Director Luz María Frías, had the opportunity to network with other architectural and engineering firms, and learned about the City of Saint Paul's Section 3 and Vendor Outreach programs. The Open House is a continuation of the City's efforts to increase the participation of Section 3 certified firms and small-, women-, and minority-owned businesses (S/W/MBEs) in the architectural and engineering industries.

An innovative method of networking, the Open House was designed to maximize the number of contacts made and the quality of information passed between participants. To increase effectiveness, a survey was subsequently prepared and distributed to all attendees. Based on the responses to the survey, a smaller group of companies was invited to a follow-up meeting. That meeting was held on August 3, 2010 at the Rondo Community Outreach Library in St. Paul. Twenty-seven people attended this event, and from this group, seven potential matches have been identified. MEDA communicated with these firms throughout the autumn of 2010 to foster the relationships.



EMS Academy – Summer 2010

Since its inception in 2009, HREEO has spearheaded the formation, development, and advancement of the nationally recognized EMS Academy. The third EMS Academy was held from June 2010 through August 2010. The Academy is an intensive 240-hour Emergency Medical Technician (EMT) and firefighter awareness program aimed at building an EMT workforce that is reflective of Saint Paul. Recruitment is targeted to low-income youth (18-24) of diverse ethnicities, women, and bilingual ability. Prior to the creation of the EMS Academy, only one person of color per year in the state received EMT certification. What would otherwise have taken 30 years to accomplish at the previous pace; the EMS Academy accomplished in the course of twelve months by graduating over 30 youth of color, thereby changing history thirty-fold.

Students are hired and paid to attend the ten-week certification and job-competency program by the City of Saint Paul Parks & Recreation YJC program. Other partners in 2010 included, Saint Paul Fire, Saint Paul Police, Saint Paul Human Resources, Shakopee Mdewakanton

Sioux Community, and Inver Hills Community College. At the completion of the program, graduates receive national EMT certification and are eligible to apply for EMT positions. Participants also receive 6 college credits from IHCC for successfully completing the Academy. To date, we have graduated 36 individuals from the EMS Academy with a greater than 73% job or higher education placement.

By the close of 2010, the City of Saint Paul had secured \$20,000 from the Spectrum Trust Multi-Cultural Endowment sponsored by The Saint Paul Foundation and a \$50,000 grant from the Otto Bremer Foundation to assist in funding the 2011 Summer Emergency Medical Services (EMS) Academy which will be held in mid-June 2011.



Special Projects

2010 Census Highlights – It's In Our Hands

United States®
**Census
2010**

Under the direction of Mayor Christopher Coleman and the leadership of HREEO Director, Luz María Frías, Mayor Coleman's 2010 Census Task Force was created to lead the City's 2010 Census

efforts. Comprised of 24 groups representing the diversity of the City, the Task Force collaborated over a one-year period to ensure a complete count in Saint Paul.

Through the concerted efforts of the Task Force, HREEO staff, federal, state, non-profit, business groups and community members successfully worked together to spread the word about the 2010 Census. Outreach efforts were conducted in every Ward and every District Council in the City and over 20,000 Census-related items were distributed to the community. HREEO staff also created articles, public service announcements, Facebook updates, and attended dozens of meetings aimed at spreading the word about participating in the 2010 Census.

Through the extensive outreach efforts of numerous City staff and community partners, the City of Saint Paul reached a 77% participation rate, exceeding the national participation rate of 72% and the City's 2000 census participation rate of 74%. Our efforts greatly contributed to the State of Minnesota's overall second place participation ranking and maintaining our eight Congressional seats.

The City of Saint Paul reached a 77% Census participation rate, exceeding the national participation rate of 72% and the City's 2000 census participation rate of 74%



IT'S IN OUR HANDS

On August 12, 2010, HREEO received an award from the U.S. Census Bureau on behalf of the City of Saint Paul for its leadership and partnership in making the 2010 Census successful.



Limited English Proficiency (LEP) Initiative

Multilingual Website Accessibility

As part of the LEP initiative led by HREEO staff, a single, but very notable feature was added to the City of Saint Paul's website that enables the translation of content into 63 languages on the City of Saint Paul's website.

Located beneath the Print Friendly and Email Page options of each web page is a Google™ Translate drop down box. Visitors to the City's website can now use this tool to translate the City's content to the language of their choice. Visit www.stpaul.gov to try out this new website feature!

HREEO Department Website Redesign

Spanning a course of over six months in 2010, HREEO launched its redesigned website on July 1, 2010.

Visitors to the renovated HREEO website will notice a new look and feel, including calendar features, lists of frequently asked questions, and quick links options, all located on the right hand side of each HREEO webpage. The left hand side of each HREEO webpage provides an organized list of the department's division functions. Highlights of the redesigned website include: HREEO newsletters that are now available to view online; completion of the Contract Compliance and Business Development Division pages; and a dedicated HREEO publications and resources page.

Human Rights & Equal Economic Opportunity

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