

Build Back Better Regional Challenge: Equity Plan

Submitted by:



Introduction

Given the region's historical economic dependence on hospitality and gaming industries, Southern Nevada seeks to diversify its portfolio through needed infrastructure improvements via an investment in advanced manufacturing training, education, and development. Generally, Nevada is struggling to meet the workforce demand within STEM related fields ([Las Vegas Global Economic Alliance. \(2019\). Workforce Blueprint 2.0.](#)). Further, data from the National Science Foundation enforces that [underserved populations are disproportionately underrepresented in STEM fields nationally](#), so regionally, we can deduce that this will have direct implications on the availability of underserved populations currently ready for workforce and procurement opportunities in advanced manufacturing. We recognize that efforts to bring parity to underserved populations in Southern Nevada will require a concerted effort at all stages of proposed development and continue throughout operational stages. With stated commitments from all project component leads, it is our belief that the proposed regional plan - which offers pathways for the next generation of underserved students, workforce, and entrepreneurs through education, certification, training, and capital investments, as well as real opportunities within the development process - means a real opportunity for the region's leaders to work together to eliminate inequities. With the proper tracking and accountability of these efforts, we believe the results will build on themselves as completed infrastructure projects create additional pathways to equitably support Southern Nevada's diverse population.

Following the proposal outlined in Phase I, this equity plan is grounded on recommendations from key stakeholders engaged by the southern region's leading economic development entities representing underserved populations: the [Latin Chamber of Commerce](#), the [Asian Chamber of Commerce](#), and the [Urban Chamber of Commerce \(Tri-Chambers\)](#). Methodologies, partnerships, and strategies enacted to collect feedback were at the complete discretion of each Chamber. Invitations to participate were distributed to the community at large and feedback was welcomed by any who chose to participate. Input was gathered from 120 stakeholders across seven focus groups and informed the equity and financial commitments outlined below.

LVGEA: Equity Commitment

The LVGEA is fully committed to honoring the feedback received through diverse community focus group activities. As grant lead for the Build Back Better Regional Challenge for Southern Nevada, we will follow the Tri-Chambers' recommendation to, 1) support the creation of an Equity Advisory Board which includes representatives from the Tri-Chambers to monitor progress and provide accountability for equity components related to the overarching grant with subcommittees aligned to each project component, and 2) will create a public facing website with available translation to Spanish, Filipino, Korean, Chinese, and Vietnamese to share key project updates and provide a resource directory for Regional Challenge initiatives.

Tri-Chambers: Equity Commitment

Recognizing that the region is embarking on a new market, it is imperative that an investment is made in the Tri-Chambers who provide economic development support to underserved business communities.



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To adequately prepare the Tri-Chambers for the regional push in advanced manufacturing, staff of the Chambers will participate in professional development activities to promote the Tri-Chambers' ability to provide technical support and guidance for businesses seeking assistance in this field.

Additionally, the Tri-Chambers will be responsible for working with Project Component Leads to coordinate informational sessions, making a concentrated effort to notify underserved business owners of project details, including anticipated timelines, projected budgets, and bidding expectations for interested contractors pursuing subawards. These outreach activities will be coordinated by the Tri-Chambers with involvement of community partners who were identified during focus group activities, as appropriate. Efforts may require support from vendors, recruiters, media outlets, and translators whose specialties focus on diverse populations. Sessions will be hosted in accessible event spaces and will be accompanied by localized materials (i.e., Spanish, Filipino, Korean, Chinese, Vietnamese), as determined necessary by the Tri-Chambers.

Annual funding will be contingent on a successful annual evaluation of Tri-Chamber activity. Metrics will include the number of staff who have participated in development activities, the number of businesses assisted with topics related to advanced manufacturing initiatives, and a summary of outreach activities related to the Regional Challenge grant.

Project Component Leads: Equity Commitment

Project Component Leads will be responsible for ensuring equity-based contract language is included in all sub-awardee contracts issued as a result of successful funding under this grant. This agreement will include a non-discrimination policy as well as expectations for efforts related to workforce and supplier diversity. A bi-annual reporting requirement will be enforced through language that includes requirements to submit related quantitative data to the Equity Advisory Board Subcommittee and Project Component Leads to promote transparency and accountability of all workforce diversity, supplier diversity, outreach, and community engagement activities of the selected prime contractor.

In addition, project component leads will assess Chamber recommendations for additional workforce, supplier diversity, and community engagement requirements for inclusion, as appropriate, in all sub-award agreements. A sampling of those recommendations can be found in *Attachment A*.

Estimated Budget

To adequately cover the cost of initiatives not already budgeted under individual project costs, the equity plan requires a budget of \$565,000. This projection includes \$25,000 for development and maintenance of a dedicated multi-lingual website, as well as \$60,000 annually for each Chamber to cover staff development in the area of advanced manufacturing, marketing, outreach, informational sessions, translation services, small business support in the area of advanced manufacturing, and administrative support with Project Component Lead communication.

Sub-awardee budgets are expected to include all costs associated with their assigned equity responsibilities as outlined by their agreement.



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Attachment A: Sub-Awardee(s): Recommended Equity and Financial Responsibilities

Workforce

- Submit a comprehensive workforce diversity outreach and marketing plan
- Host targeted hiring activities for AAPI, Latino/Hispanic, and African American/Black community members with localized materials in Spanish, Filipino, Korean, Chinese, Vietnamese, as requested
- Utilize AAPI, Latino/Hispanic, Urban Media channels in workforce advertising and grassroots marketing efforts
- Provide job descriptions for all available opportunities as they arise, including all necessary qualifications for eligibility
- Conduct best effort to provide internship and apprenticeship opportunities for full contract duration
- Engage with local educational providers that provide training in fields related to open opportunities

Subcontracting

- Submit a comprehensive supplier diversity outreach and marketing plan
- Host outreach events and informational sessions across the length of construction/program pre-development and development for diverse suppliers notifying them of upcoming opportunities and expected qualifications
- Enlist help from culturally competent coordination staff, recruiters, translators, for all outreach activity, with consultation around appropriate event spaces
- Utilize AAPI, Latino/Hispanic, Urban Media channels in supplier advertising and grassroots marketing efforts
- Provide Spanish, Filipino, Korean, Chinese, and Vietnamese translation options for legal documents, bid packets, and marketing (e.g., print, video, social media, podcasts), as appropriate
- Utilize existing minority supplier databases to seek opportunities for contracting and mentorship
- Modify payment terms that promote cashflow for small businesses (e.g., signing deposit, 10-day net payments)
- Offer prequalification workshops, where appropriate

