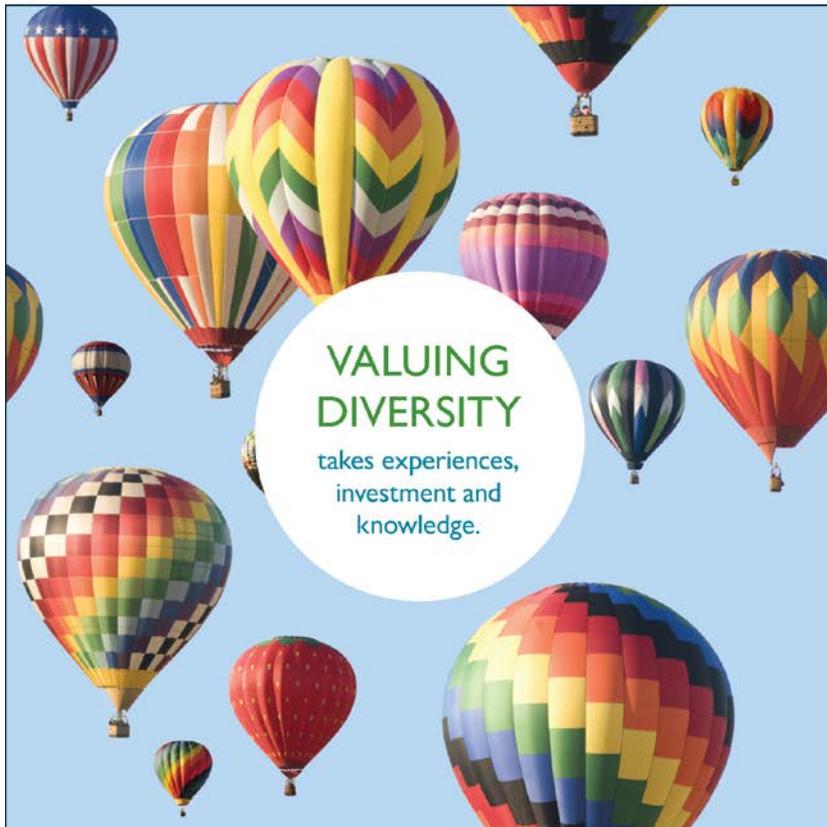




Mid-Ohio Regional  
Planning Commission

# Diversity & Inclusion

## 2014 Work Plan

A collection of colorful hot air balloons of various patterns and colors (including stripes, checks, and solid colors) floating against a clear blue sky. The balloons are scattered across the frame, with some larger and more prominent than others.

**VALUING  
DIVERSITY**  
takes experiences,  
investment and  
knowledge.

In an increasingly diverse Central Ohio population, MORPC has developed programs in housing improvement, energy efficiency, land use, transportation planning and economic prosperity to build a better community for all.

We're proving every day that valuing diversity puts forth more creative and successful results to the challenges of today.



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## Background

The Mid-Ohio Regional Planning Commission (MORPC), a voluntary association of local governments and a non-profit 501 (c) (3), began in 1943 as the Franklin County Planning Commission. In 1969 the planning commission's area was expanded, resulting in the creation of MORPC. Since then MORPC has grown to a membership of over 50 political subdivisions in and around Franklin, Delaware, Fairfield, Licking, Madison, Morrow, Pickaway, Ross and Union Counties. MORPC's area of interest also includes Fayette, Marion, and Knox Counties.

In 2009 MORPC formed the Diversity & Inclusion Committee to investigate the agency's approach to diversity. The committee inventoried each department's policies in serving diverse populations. The committee also hired a consultant, Multiethnic Advocates for Cultural Competence (MACC), to help MORPC enhance its diversity efforts.

In 2013, MORPC created the first MORPC Diversity & Inclusion Work Plan. The plan utilized the suggestions from MACC based on surveys and focus group interviews with staff and board members, as well as information provided from a MORPC self-assessment for cultural competence in the workplace completed for United Way.

*"Cultural competence is understanding people of different ethnicities and acknowledging that people come from different backgrounds. We are all human, but we should respect and understand each other's differences." Senator Charleta Tavares*

The goal of the yearly work plans is to cultivate a work environment that is welcoming and inclusive; provide services and programs to the Central Ohio community creating a special place, to live, work, and raise a family; and create a place for businesses to want to locate. The work plans assist MORPC in its planning and decision-making, establishing priorities, providing relevancy to the MORPC region, building capacity, maintaining accountability, allocating resources and improving services to the Central Ohio community.

MORPC's commitment to diversity is evident in its Diversity Statement:

***"Diversity refers to the differences that make us unique. MORPC recognizes, values, embraces and celebrates diversity by respecting and utilizing all of our differences to enhance our lives and our society."***

## Introduction

Changing demographics and economic prosperity are placing the Central Ohio region in the same league as the nation's top cultural centers. In order to be competitive and relevant in the global marketplace, MORPC must participate and collaborate with diverse groups. Diversity is an important issue that affects the agency's performance. MORPC customers are diverse; the population of the Central Ohio region is becoming more diverse, and MORPC's promotion and support of diverse vendors and small businesses should reflect the diversity in the region.



For the 2014 Diversity Work Plan, an outside firm will be consulted for training, coaching and technical advice to assist the MORPC team in implementing several components of the focus areas.

The 2014 Diversity Work Plan intends to enhance and improve upon the six focus areas identified in the 2013 plan. Each focus area includes demographics or references to relevant data as well as any MACC or United Way Assessment recommendations appropriate for that area.



The matrices sorted by focus area, identifies: the process in which to achieve desired outcomes (Infrastructure); the capability to implement the processes (Competency); and the MORPC Team Member(s) responsible for the specific infrastructure (Staff). The matrix provides an area for reporting results (Outcome). A Glossary of Terms is included at the end for acronyms used throughout this document.

The 2014 Work Plan will continue in the six focus areas identified in the 2013 plan with changes to the goals in some areas.

- **Workforce** (WF) – Commit to the preparation of a culturally competent workforce.
- **Workplace** (WP) – Improve accessibility and accommodations for minorities, people with disabilities and GBLT.
- **Diversity Spend** (DS) – Increase diverse vendors spend to 10 percent.
- **Service to Diverse Populations** (SD) – Increase/enhance service to diverse populations.
- **Diversity Requirements** (DR) – Continue to meet the federal requirements for DBE and Section 3 HUD monitoring and reporting.
- **Diversity Communications** (DC) – Increase the promotion of MORPC's services and programs to diverse audiences, and increase the awareness of MORPC's Diversity & Inclusion efforts.

# Diversity Work Plan 2014

Focus Area: **Workforce**

**Goal:** Commit to the preparation of a culturally competent workforce.

Infrastructure	Competency	Staff	Outcome
Diversity Training for Staff	Provide mandatory and voluntary training	HR	
Diversity Training for Volunteers (working group members, etc.), Board Members	Provide voluntary training	HR	
Board & Volunteer Diversity	Determine & implement appropriate tracking & identification	Diversity Officer	
New Staff Orientation	Continue to provide presentation on Diversity	HR & Diversity Officer	
New Board Member Orientation	Continue to provide presentation on Diversity	Member Services Coordinator	
Employee Resource Group	Evaluate & implement method for obtaining employee input on Diversity & Inclusion efforts	Diversity Officer	
Staff Awareness	Regular reporting to staff of Diversity & Inclusion Work Plan status	Diversity Officer	

MORPC currently has a staff of 78 employees. The table below depicts the diversity of its staff.

African-American	10%
Asian	3.8%
Caucasian	82%
Latino	3.8%
Female	53%
Male	47%

**Diversity Training** - MACC recommended that MORPC provide training to staff in cultural competency and diversity. Training since 2011 includes MACC cultural competency training; “COSI’s Race Exhibit” featured the global migration of different races and the treatment of different cultures in the United States; “Cultural Diversity Begins With you” focused on the differences unique to each employee; and the “Cost of Poverty Simulation” provided an opportunity for staff to experience the difficulties faced by those living in poverty.



Generational training has been scheduled in 2014 for MORPC staff. Additional training will be considered.

United Way recommended a priority to include cultural competence/diversity training as part of MORPC Board activities where possible. Board members and working group volunteers will be invited to participate in future trainings.

**New Staff and Board Orientations** - MORPC's Diversity Program is presented to new staff and board members during orientations. New employees are given a copy of the Diversity & Inclusion Work Plan and are required to view a diversity video. New Board Members are introduced to MORPC's Diversity effort during a new member orientation.

**Board Diversity** – To understand and effectively serve the needs of a diverse population, an organization's board needs to have the perspective of diverse voices at the table. MORPC will work with a consultant to determine and identify the best methods to assess Board membership.

**Employee Resource Group (ERG)** – An employee resource group will be developed to provide input into proposed Diversity and Inclusion efforts.

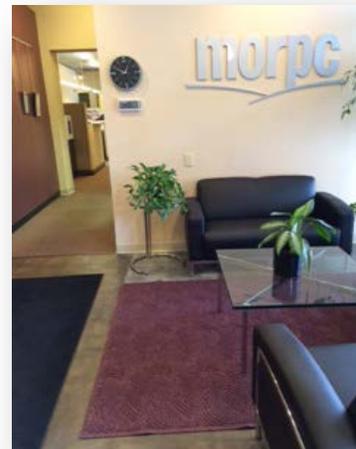
**Focus Area: Workplace**

**Goal:** Improve accessibility and accommodations for minorities, people with disabilities and GBLT.

Infrastructure	Competency	Staff	Outcome
Facilities	Ongoing Assessment	HR & Administrative Services	
Public Notices	Ensure ongoing compliance	Diversity Officer	

**Facilities** - The United Way assessment identified several deficiencies with MORPC's building regarding accessibility and accommodations internally and externally for people with disabilities. In 2013, MORPC installed handicap push buttons at public entrances and restrooms. The agency also replaced rugs in public places with rugs with tapered edges and added three additional handicap parking spaces. The ERG will be consulted to identify additional opportunities to improve our current facility.

**Public Notices** – Notices in English and Spanish notifying the public of their Rights under Title VI is prominently located in MORPC's lobby. In an effort to accommodate, MORPC will place a public notice on the screen in the foyer in different languages asking the public to contact MORPC if they need special assistance. MORPC will also entertain placing factoids on the back of restroom stall doors similar to those at COSI.



## Focus Area: Diversity Spend

**Goal:** – Increase diverse vendors spend to 10 percent.

Infrastructure	Competency	Staff	Outcome
Diverse vendors, including DBEs	Monitor & Report	Finance	
Diverse vendors	Develop & implement plan to increase diverse vendor spending	Diversity Officer	
Vendors List	Assess & Monitor	Diversity Officer	
RFPs & RFQs	Implement process to complete and compile response and selection summary forms for all RFPs & RFQs issued in 2014	Chief of Staff	
RFPs & RFQs	Monitor & Report	Chief of Staff	

**Diverse Vendors** - According to Community Research Partners' *Benchmarking 2013*, in 2007, 13.1 percent of Columbus metro businesses were owned by racial minorities or Hispanics. Businesses owned by women represented 30.8 percent of all businesses in the metro area. A small business firm has fewer than 20 employees.

In early 2014, Bill LaFayette, owner of Regionomics, in his 15th annual Blue Chip Economic Forecast discussed the importance of and gave an appeal to support small businesses. United Way recommended that MORPC develop a process for women- and minority-owned business procurement.

MORPC staff is required to complete the Notice of Purchase and Contract Routing Forms which designates if a vendor is an MBE, WBE, DBE, SBE or Section 3. While this form helps track primary vendors, it doesn't capture any sub-contractors that may also be a diverse vendor.

In 2012, the Diversity Spend was 4.13 percent and in 2013 it was 9.11 percent. A plan will be developed and implemented to specifically address increasing diverse vendor spending.

**Vendors' List** - Four diverse vendor lists are available to MORPC staff on the agency intranet: the State of Ohio MBE Certified Service Providers Database; the State of Ohio EDGE Certified Service Providers Database; the Columbus Chamber Diversity Bridge Database; and the City of Columbus MBE Certified Service Providers Database. The Ohio Department of Transportation DBE vendor list is also available to staff. An online form will be developed that Diverse vendors can complete to be considered for purchases and receipt of RFPs and RFQs. The process employees will use to locate vendors will also be monitored for improvements.

**RFPs & RFQs** - Information pertaining to "What MORPC Buys" is posted online along with MORPC's commitment to utilize diverse vendors. In order to further accommodate and/or attract diverse vendors, team members reviewed, assessed, and improved the language in the RFPs and RFQs templates. As well, staff seeking proposals, must complete a form on the number of diverse vendors RFP/RFQs were distributed to, how many responded and the rationale for choosing the winning vendor.

## Focus Area: **Service to Diverse Populations**

**Goal:** Increase/enhance service to diverse populations.

Infrastructure	Competency	Staff	Outcome
Applications	Increase marketing to diverse populations	Diversity Officer	
Applications	Monitor & Report	Intake Staff	
Accommodate walk- ins	Assess & implement needed improvements to process	Diversity Officer	
Accommodate call- ins	Assess & implement needed improvements to process	Diversity Officer	
End of Service	Enhance communications to Limited English Proficiency populations and people with disabilities	Diversity Officer	

**Applications** – In 2013 MORPC began monitoring intake applications to determine a benchmark for diverse populations utilizing its various services and programs; Residential Energy & Efficiency (REE), Housing Rehabilitation, Housing Counseling Programs and RideSolutions. The benchmarks were compared against the percentage of diverse populations in our service areas. The purpose was to ascertain if diverse populations were utilizing our services and programs. The results depicted in the table below show that the percentage of African-Americans utilizing MORPC services in the three programs shown are higher than the State, County and CSA population. However, the Latino/Hispanic and Asian usage is lower than the actual populations shown by State, County and CSA. MORPC will increase marketing to these populations in an effort to increase usage. RideSolutions demographic data continues to be gathered. The applications and their demographic components will continue to be monitored and reported.

Total population in the CSA 17-county area is 2,111,966.

In the Combined Statistical Area (CSA) located in the MORPC 17-county region, the percentage of race and ethnic populations is shown below.

Source: ACS 2012 1 Year Estimate Data

Diverse Populations	MORPC Programs - 2013						
	CSA	Franklin County	State of Ohio	REE	Housing Rehab	Housing Counseling	RideSolutions
Latino/Hispanic	3.6%	4.98%	3.3%	2%	1.3%	1.71%	3%
African-American	13.5%	21.0%	12.5%	52%	17.59%	28%	45%
Asian	3%	4.15%	1.8%	1%	0%	1.14%	6%
Other combined	.3%	.43%		1%	.98%	1.14%	7%

While the percentage of poverty in the State of Ohio is 14.8 percent, Office of Research, Ohio Development Services Agency, February 2013, report entitled, *Ohio Poverty Report*, identified the percentage of poverty in each Ohio County, source the 2007-2011 American Community Survey. This has significance to our programs because eligibility of the housing rehabilitation services,

housing counseling and the residential energy efficiency services are based on poverty guidelines and income.

Percentage of Population in Poverty by County			
Delaware County	4.5	Madison County	10.5
Fairfield County	11.5	Marion County	18.5
Fayette County	18.5	Morrow County	11.9
Franklin County	17.4	Pickaway County	13.1
Knox County	13.0	Ross County	17.5
Licking County	11.6	Union County	6.6

2007-2011 American Community Survey

MORPC currently provide service for housing rehabilitation in the following counties:

Counties	Percentage of Populations in Poverty		
	African-American	Latino/Hispanic	Asian
Franklin	34.1	28.8	14.2
Pickaway	51.8	25.1	0.0
Licking	21.9	19.1	8.1
Union	17.8	5.7	0.0

Source: ACS 2012 3 Year Estimate Data

**Linguistically Competent (Accommodate call-ins/walk-ins/End of Service)** - Providing service to diverse populations with limited English speaking skills is addressed in three situations: if a person calls in (receptionist or directly to a staff member), if a person walks in, and/or at a specific site or location (home/work). It is important that the client/customer is served from the moment they contact MORPC to the end of service. Collateral material provided as outreach must also reflect the appropriate language. MORPC will work with the ERG to test and finalize the process to ensure service in all three scenarios.

A cost will be associated with any translation and/or interpretation services provided MORPC. The mechanics of if and how we provide the services is dependent upon the results of who is using our services, what is available in the marketplace, and the frequency necessary for our agency.

MORPC programs and services that provide assistance with basic needs such as utilities, shelter and transportation, not only provide much needed help to low-income families, but also serve as economic stimuli to the Central Ohio region.

### Focus Area: Diversity Requirements

**Goal:** Continue to meet the federal requirements for DBE and Section 3 HUD monitoring and reporting.

Infrastructure	Competency	Staff	Outcome
DBE	Monitor & Report	Transportation Systems & Funding	
Section 3	Monitor & Report	Housing	

DBE monitoring and participation is a federal requirement for MPOs such as MORPC. The MPO portion of MORPC has had its own DBE program for more than 25 years, with a current goal of 12 percent DBE participation in outside professional service contracting. The program applies to federal transportation funds and is established per the rules, requirements, and guidelines of the U.S. DOT and ODOT. U.S. DOT has long been a leader (among federal agencies) in operating a DBE program and requiring the same of its funding recipients.

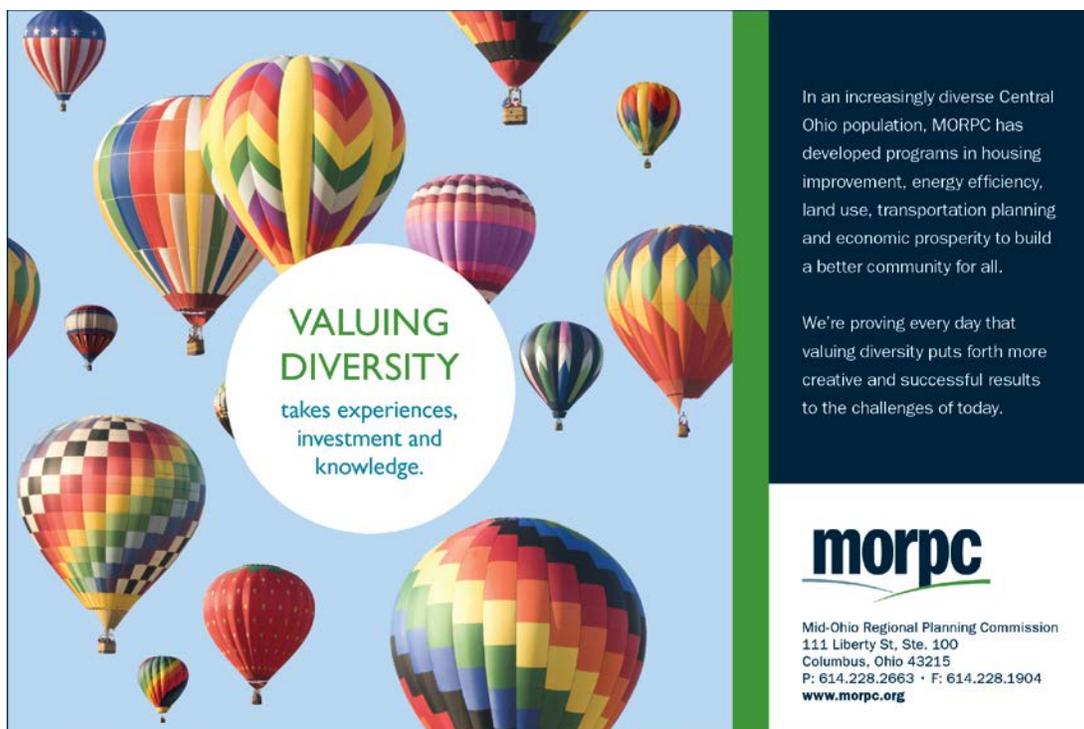
Under Section 3 of the HUD Act of 1968, wherever HUD financial assistance is expended for housing or community development, to the greatest extent feasible, economic opportunities will be given to Section 3 residents and businesses in that area. MORPC is a HUD-approved housing counseling agency and provides a variety of homeownership programs including homebuyer education, foreclosure prevention and housing rehabilitation.

A Section 3 business is a business that is 51 percent or more owned by Section 3 residents or employs Section 3 residents for at least 30 percent of its full-time, permanent staff; or provides evidence of a commitment to subcontract to Section 3 business concerns with 25 percent or more of the dollar amount of the awarded contract.

**Focus Area: Diversity Communications**

**Goal:** Increase the promotion of MORPC’s services and programs to diverse audiences, and increase the awareness of MORPC’s Diversity & Inclusion efforts.

Infrastructure	Competency	Staff	Outcome
Media	Ads & Press Releases	Diversity Officer	
Web Page	Prepare and/or keep current the following: Toolkit of vendors Written Statement of Support from E.D. What We Buy Work Plan Graphics	Diversity Officer Social Media Coordinator	
Collateral Materials	Graphics Language	Diversity Officer	
Sponsorships	Determine 2014 criteria and select sponsorships	Diversity Officer	



**Media** - One component that top companies in the area of Diversity and Inclusion share is that they promote their diversity efforts. Diversity is evident in their outreach, their website and in notices to the media. The populations they serve are stated consistently and emphatically. MORPC promotes that it values Diversity and Inclusion through its media releases. In 2013, MORPC created a new diversity ad that was used with sponsorship opportunities. A new ad for 2014 will be developed and promoted.

**Web Page** - MORPC will use every opportunity to promote being diverse and inclusive through the website, social media and its collateral materials. Items added to MORPC's web page in 2013 include: Toolkit of Vendors, the Work Plan, and information on MORPC's Diversity Spending.

**Sponsorships** - In 2013, MORPC was the proud sponsor of four diverse activities; the Ohio Diversity Latino & Leadership Conference, the Columbus International Festival, Sister Cities and the Champions of Diversity Awards Luncheon. Due to the number of requests to sponsor activities, functions and events, MORPC will establish guidelines and/or criteria it will use in determining the best use of the sponsorship funds.

## 2014 Diversity Budget

The total budget for 2014 is \$21,000. The breakdown of expected expenditures is:

Training & Conferences	\$5000
Interpretation/Translation Services	\$5000
Sponsorships	\$5000
Labor	\$6000
<b>Total</b>	<b>\$21,000</b>

## What We Buy

Audio Visual	Graphic Design & Publication	Office Space	Telecommunications
Appraisals	Hardware	Office Supplies	Training
Auditor Services	Inspections	Photography	Vehicle Purchase
Clothing	Insurance	Printing	Vehicle Rental
Consultation services	Legal services	Promotional Items	Vehicle Service
Consumables	Maintenance Supplies	Records Retention	Vending
Contracting services	Materials	REE Equipment	Web Design
Diesel Retrofit	Media Buys	Services	
Environmental Inventory for Sale	Meeting Space	Software	
Refreshments	Off-Site Warehouse	Speakers	

### Glossary of Terms

CSA - Combined Statistical Area – 17-county area including Delaware, Fairfield, Fayette, Franklin, Guernsey, Hocking, Knox, Licking, Logan, Marion, Morrow, Madison, Muskingum, Perry, Pickaway, Ross, and Union Counties.

Culture – shared set of values, beliefs, customs, and celebrations, practices of a racial, ethnic or self-identified group.

Cultural competence – integration and transformation of knowledge about individuals and groups of people into specific standards, policies, practices, and attitudes, and used in appropriate cultural settings to increase the quality of services, thereby producing better outcomes.

D&I – Diversity and Inclusion

DBE – Disadvantaged Business Enterprise – applies to federal transportation funds and is established per the rules of the United States Department of Transportation.

ERG - Employee Resource Groups - employee networks that support everything from recruiting and retention efforts to marketing products and services.

ESL – English as a Second Language is the use or study of English by speakers with different native languages.

GBLT – Gay, bisexual, lesbian, transgender

LEP – Limited English Proficiency - persons who are unable to communicate effectively in English because their primary language is not English and they have not developed fluency in the English language.

MACC - Multiethnic Advocates for Cultural Competence

MBE – Minority Business Enterprise is for-profit enterprise which is owned, operated and controlled on a daily basis by minority group members.

MPO – Metropolitan Planning Organization

ODOT – Ohio Department of Transportation

REE – Resident Energy Efficiency Program – a weatherization program that improves home energy efficiency for qualified homeowners in Franklin County.

SBE – Small Business Enterprise is owned and operated by a qualifying person, who is under-represented in an industry and meets the definition of “small business” according to the SBA’s standards. The term “person” used throughout the regulations includes an individual, entity, or business concern. § 121.103(c)(1).

Section 3 of the Housing and Urban Development Act of 1968 - Wherever HUD financial assistance is expended for housing or community development, to the greatest extent feasible, economic opportunities will be given to Section 3 residents and businesses in that area.

TBD – To be determined.

U.S. DOT – United States Department of Transportation (Federal Highway Administration and Federal Transit Administration).

WBE – Women Business Enterprise is an independent business concern that is at least 51 percent owned and controlled by one or more women who are U.S. citizens or Legal Resident Aliens, and whose management and daily operation are controlled by one or more of the female owners.

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