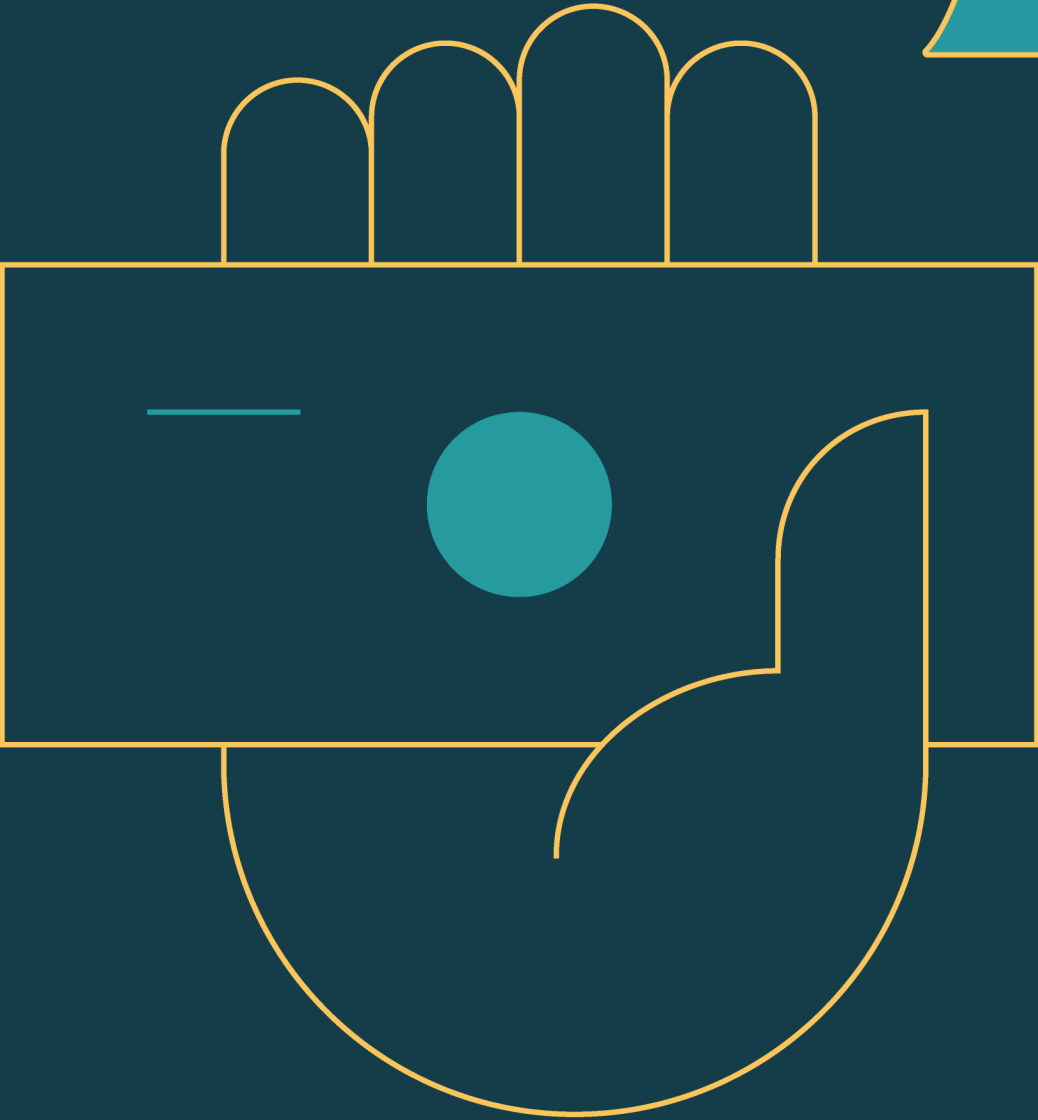
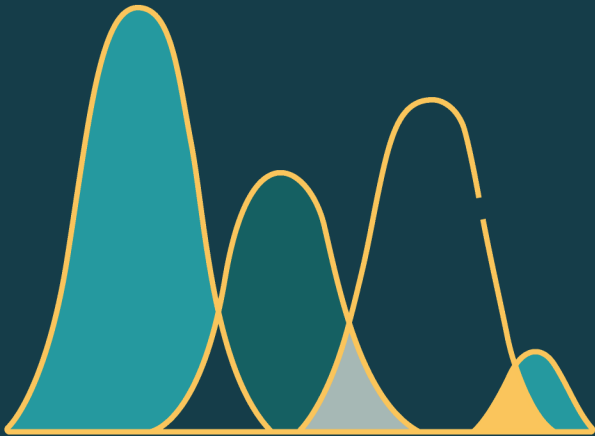
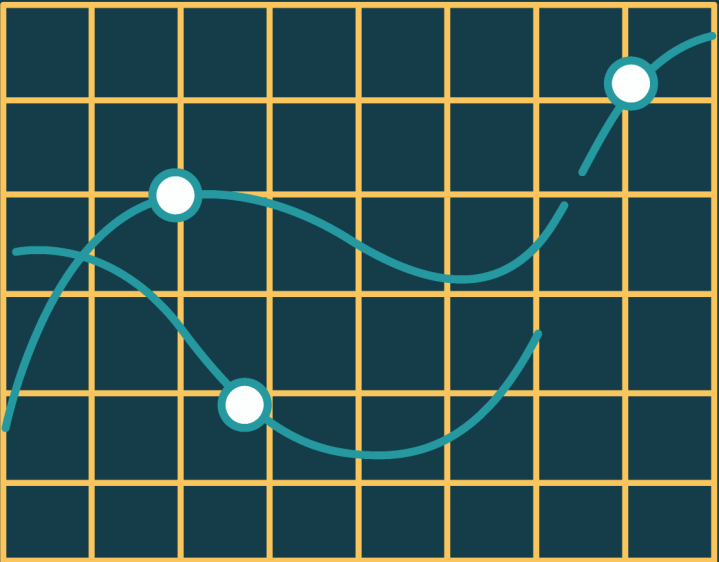


portland
means
progress.



2019 - 2021
**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>



38,000+

employees represented locally

90%

of businesses recommitted to the initiative for 2022

20,000 views

The Culture Change Roadmap was viewed more than 20,000 times by people in more than 90 countries from March 2020 – March 2022

600 interns

at Portland Means Progress Businesses over three years of the initiative

\$200M+

cumulative spent at BIPOC-owned businesses by Portland Means Progress Businesses in 2019–2021

2,000+ attendees

More than 2,000 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.

Of the 111 businesses surveyed, 41 are women-owned and 18 are BIPOC-owned.

38,451

employees represented by surveyed Portland Means Progress businesses



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 five-part series on *How to be an Effective and Inclusive Manager*.

Partnerships

Started a partnership with [SINE](#), a membership network of Oregon professionals committed to leading in their vocation, building wealth, and changing the world for good.

Portland Means Progress Businesses

600 interns

In the first three years, Portland Means Progress businesses hired a total of 600 interns through programs that prioritize underrepresented youth and young professionals of color.

Participation

A slight majority of businesses participated in workplace experience programs including [Emerging Leaders](#) 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 2021, more than half of businesses with interns beyond Emerging Leaders and SummerWorks tracked the demographics of their interns by race and ethnicity.

In 2020 & 2021, Work Experience businesses most often implemented formal onboarding processes and exit interviews.

Mentorship programs designed for people of color were the least implemented action since the start of the initiative in 2019.



Of the Portland Means Progress businesses engaged in Work Experience in 2021:

88%

implemented formal onboarding for all new employees

49%

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

32%

offered mentorship programs for employees of color

48%

embedded transparent, strategic processes for hiring people of color

What was the impact?



"Participating in Emerging Leaders was one of our biggest accomplishments as it relates to our 2021 goals. Integrating an emerging BIPOC leader into our small team for the summer was so meaningful, and hard. The construct of a temporary employee created circumstances that highlighted how we were ready and not ready to attract and retain more BIPOC individuals in the future."

- Portland Means Progress business, 2021

Our partners at Emerging Leaders found overall:

- Companies (97%) and Interns (96%) are very satisfied with their ELI Experience
- Interns felt welcomed and supported (95%) and part of the team (82%). ELI sees these elements as important to a quality internship experience.
- Read the full 2021 Emerging Leaders Impact Report at emergingleaderspdx.org/impact-report-2021

"[Our intern] added so much value and insight to our company! I also appreciated the opportunity to mentor and offer feedback to a talented leader early in [their] career."

- Portland Means Progress business, 2020

What's next?



What We Learned

1

Businesses predominantly requested resources for:

- Resources and trainings with other Portland Means Progress businesses
- Formalizing policies and procedures to support and retain employees of color
- Support for internship opportunities, specifically flexibility around timing of placements

2

Mentoring programs for people of color lag behind other actions

What's Next for Work Experience in 2022

1

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

2

Building our partnership with the Inspiring Diversity Grant to provide more connections for businesses to host work experience opportunities



Intentional Purchasing

What did we do?

\$201,382,671



Portland Means Progress Business percentage of total spend in 2021 from businesses that are owned by people of color.



Portland Means Progress Initiative

- We launched the Intentional Purchasing Toolkit to help businesses improve their tracking.
- We partnered with Mercatus to launch the Mercatus Connect Board to facilitate B2B connections at scale.

Portland Means Progress Businesses

- In the first three years of the program, member businesses confirmed more than \$200M in spending at POC-owned firms.
- Spending at POC-businesses was high in 2021, 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 companies owned by people of color was a smaller percentage.

How well did we do?

Portland Means Progress Initiative

- Only 20% of businesses tracked spending with BIPOC-owned vendors; results suggest tracking was done inconsistently or incompletely.
- In 2021, Portland Means Progress released the *Measuring Intentional Purchasing Toolkit* to provide more guidance to businesses on ethical data tracking and building capacity to disaggregate spend by racial identity of business ownership.

Portland Means Progress Businesses

- In 2020, businesses that implemented at least three intentional spending policies were more likely to spend a higher percentage of total expenditures at businesses owned by people of color.
- In 2021, businesses that took intentional purchasing actions most often developed lasting relationships with BIPOC-owned businesses and policies to prioritize them.



Of the Portland Means Progress businesses engaged in Intentional Purchasing in 2022:

60% 45%

Built relationships that resulted in ongoing purchasing with businesses owned by people of color

Implemented policies that give preference to local businesses owned by people of color

27% 24%

Increased spending with local businesses owned by people of color from 2020 to 2021

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.

One hurdle to understanding the impact of intentional Purchasing commitments is the need for accounting systems and tools to meaningfully and accurately capture demographics of vendors and spend.

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

- Portland Means Progress business, 2020

"Every time we explore engaging a vendor, we consider BIPOC-owned businesses first"

- Portland Means Progress business, 2021

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 and measuring purchasing
- Expanding the Mercatus Directory
- Opportunities to connect with BIPOC-owned businesses

2

Larger businesses with significant spending have different challenges than smaller businesses in advancing intentional purchasing goals

1

Create access to a racial equity practitioner who can provide technical reviews of purchasing policies, RFPs and procurement practices for Portland Means Progress businesses

2

Provide a Mercatus Liaison to support introductions between purchasing businesses and local BIPOC-owned businesses

3

Participate in Greet & Grow, an event to connect small business owners with service providers who can support and elevate their business

4

Host a Supplier Diversity Forum for large employers

What's Next for Intentional Purchasing in 2022



Culture Change



What did we do?

Portland Means Progress Initiative

- Hosted the Community Conversation Series to build community and shared learning among Portland Means Progress businesses in a remote environment.
- Offered the POWER UP SERIES, a racial equity workshop designed for staff at all levels within Portland Means Progress businesses
- Offered Return to the Office Equitably Training in partnership with TechTown.



20,000 views

Since its release in March 2020, the [Culture Change Roadmap](#) has been viewed more than 20,000 times by people from more than 90 countries

2,000 attendees

More than 2,000 people attended racial equity trainings and workshops hosted by Portland Means Progress in 2020 & 2021

How well did we do?

Portland Means Progress Businesses

- Consistent with our findings in 2020, businesses with more than 100 employees were especially likely to implement culture change policies, practices, and actions in 2021 reporting.
- BIPOC-owned businesses committed to culture change reported a higher percentage of their employees as Black than white-owned businesses.
- Culture change businesses most often had supportive leadership, staff responsible for DEI efforts, flexible schedules and remote work, and trainings on DEI topics.



Of the Portland Means Progress businesses engaged in Culture Change:

79%

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

81%

Designated an individual or team as responsible for DEI efforts

53%

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

43%


Offered employee resource or affinity groups

What was the impact?

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

– Attendee, Measuring Culture Change session

More than half of Portland Means Progress businesses connected with other members about their 2021 commitments.



Leadership and management support (93%), having a DEI team or lead (82%) and offering flexible schedules (80%) remain highly utilized by Culture Change businesses. Areas of growth include analysis of work experiences by race (35%) and analysis of parity by race (34%).

"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, 2019

What's next?



What We Learned

- 1 Portland Means Progress Businesses most commonly requested:
 - More opportunities to network with other Portland Means Progress businesses
 - Support in implementing specific culture change efforts, trainings, and networking.
- 2 Businesses will benefit from visibility on their annual reporting to support accountability and reflection on engagement.
- 3 Early Adopter businesses are interested in learning spaces that go beyond early DEI strategies.

What's Next for Culture Change in 2022

- 1 Launching a Members Area for businesses to have access to Portland Means Progress resources
- 2 Hosting the Equity Commons, a resource to make connections between businesses and racial equity practitioners at scale
- 3 Continuing the POWER UP Series, a learning space for racial equity strategies
- 4 Providing a Five-Week Intensive Course for Strategic DEI Implementation, with one series for Executives and another for Internal Champions

Looking Forward

**Almost all Portland Means Progress
businesses recommitted for 2022.**

100

businesses of 111

Of the Portland Means Progress businesses that recommitted to the initiative in 2022, businesses most frequently asked for:

73%

Programming and trainings related to their commitments

66%

Access to platforms and connections to support local businesses owned by people of color

58%

Communications about opportunities to engage related to their commitments

55%

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

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

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