



Date: August 7, 2023

To: Wanda S. Page, City Manager
Through: Keith Chadwell, Deputy City Manager
From: Sean C. Egan, Director of Transportation
Subject: Consulting Contract with Just Cities Collective, LLC for the Development of a Transportation Equity Action Plan

Executive Summary

The Department of Transportation (Transportation) intends to enter into a contract with a consulting firm to develop a comprehensive Transportation Equity Action Plan (TEAP): a strategy to advance the City's equity goals and to integrate equity throughout transportation services. On April 11, 2023 Transportation issued a Request for Proposal (RFP) to the open competitive market for consultant support to develop the TEAP and to train department staff to implement equity in their daily work. Five professional firms submitted proposals. A selection committee reviewed the submissions and recommended that the contract be awarded to Just Cities Collective, LLC.

Transportation negotiated a scope of work for consultant services to be provided by Just Cities Collective, LLC for a lump sum fee of \$99,523, including project planning, analysis of equity policies and practices, tool development, staff engagement, and implementation of the TEAP. It is requested that City Council authorize the City Manager to execute the final contract with Just Cities Collective, LLC.

Motion

To authorize the City Manager to execute the contract with Just Cities Collective, LLC for the development of a Transportation Equity Action Plan in the amount of \$99,523.

Background

Transportation is dedicated to developing and delivering a transportation system that is affordable, accessible, and innovative for the city of Durham and region. The department recognizes the importance of ensuring equitable access to transportation services for all members of our community, regardless of race, ethnicity, gender, income, or ability. The department approaches its work with a particular focus on improving access to Durham residents from historically disadvantaged, underserved communities who have been harmed by transportation interventions of the past and traditionally left out of decision-making processes. Transportation is committed to expanding services that addresses historical inequities in transportation and ensuring that our services are inclusive and accessible to all.

This procurement process identified consultant support to guide the department in developing and implementing a transportation action plan that will further our commitment to transportation equity and increase participation of community members through better equitable engagement practices. The consultant will analyze the

department's effort to address the City's equity vision, review available resources, and develop a customized equity tool for all department employees to be trained on and use in their daily work.

The intended goals of the TEAP will further the department's effort to integrate equity in all services and equip department staff with the resources to promote equity in their individual decision-making processes. The Transportation Department will partner with the Equity & Inclusion Division to support in guiding and providing resources in line with city policies and approaches to developing this equity framework. Transportation is dedicated to advancing equity, making it standard throughout all transportation policies, practices, and services. The consultant will support and, through training, will help promote understanding of equity concepts through conversations and collaboration with department staff and will facilitate opportunities for learning and strengthening equity standards through the implementation of the TEAP.

Issues and Analysis

Gaps in Equity Understanding. In the past three years, Transportation has made targeted effort and investment to advance and prioritize equity in the development of projects, plans, budgetary decisions, and initiatives to equitably engage with Durham residents. Leadership and professional staff regularly participate in discussions and training on advancing equity in transportation and seek to apply learning in work, particularly through implementing federal Justice-40 and environmental justice standards and guidelines in capital program requests and federal grant applications. Transportation Planning processes were adapted to incorporate newer, robust equity criteria and considerations to revise capital project prioritization processes. In some cases, these plans were presented to government and non-government bodies and upheld as new models for advancing equity in municipal transportation. However, the results of the most recent Equity & Inclusion Survey painted a different picture and indicate that there is a gap in understanding and use of equity consideration in decision-making processes among department staff from professional to frontline divisions.

In 2021, the City Equity & Inclusion Division released their "Employee Equity Survey" to employees citywide and subsequently provided results to the Transportation department. In review of the Transportation's results, leadership was encouraged to find that most department employees agreed or strongly agreed that they understood concepts related to racial equity. Many respondents expressed that felt comfortable interacting with people of other races, and over 60% agreed that they have the personal tools to address racial equity in the workplace. However, when it came to employees understanding if they are "actively involved in advancing racial equity in their work," the results showed that over 40% of employees responded "Neutral" or "Disagree", with 26% saying they would become more active in advancing racial equity if more tools and training were available.

The results of the survey further indicated that over half of employee respondents expressed that they have not used a Racial Equity Tool to make policy, program, or budget decisions. And while two-thirds of respondents would agree that the department is taking action to increase racial equity for Durham residents through decision-making processes, 77% of staff respondents were unfamiliar or did not know that the department utilizes a Racial Equity Tool for departmental decisions. Leadership was further alarmed to find that nearly half of respondents believed that the department does not provide

resources necessary to address racial disparities and advance racial equity. These results indicate a real urgency to develop standard tools and frameworks to help bring all staff along in the department’s journey and commitment to advancing equity in Transportation services.

Alternatives

The Durham City Council could decide to:

- Authorize the City Manager to execute a Contract with Just Cities Collective, LLC for the Transportation Equity Action Plan
- Send the item back to staff for further review; or,
- Not authorize the City Manager to execute the contract.

Financial Impact

Funding for this project is available in the following account:

| Fund | Organization Code | Object Code | Amount |
|------------|-------------------|-------------|-------------|
| Operations | 0U020100 | 728600 | \$49,761.50 |
| Transit | 5310U051 | 728600 | \$49,761.50 |

Equal Business Opportunity Summary

During the procurement process, the City’s Equal Business Opportunity Program in the Finance Department advised:

The goals are 0% MUBE and 0% WUBE. When goals are indicated, all proposers are required to provide information requested in the Professional Services Form package included with this request. Proposals that do not contain the appropriate, completed Professional Services Forms may be deemed non-responsive and ineligible for consideration. The UBE Participation Documentation and the Letter of Intent to Perform as a Sub-consultant documents are required of all proposers. The “Request to Change UBE Participation” and “UBE Goals Not Met/Documentation of Good Faith Efforts” forms are not applicable at this time. This is a zero goal project but we do encourage MWUBE participation. If participation is gained, complete the appropriate forms.

The selected vendor, Just Cities Collective, LLC is HUB-certified, Minority Owned Business; and sub-consultant, Triangle Solutions Consulting, LLC is HUB-Certified, Woman-Owned Business

Contractor Workforce Diversity & Hiring Practices

Please see Just Cities Collective, LLC. Workforce Statistics below.

Total Workforce

| Employment Category | Total Employees | Total Males | Total Females |
|----------------------------|------------------------|--------------------|----------------------|
| Project Manager | 1 | 0 | 1 |
| Professional | 2 | 1 | 1 |
| Technical | 0 | 0 | 0 |
| Clerical | 0 | 0 | 0 |
| Totals | 3 | 1 | 2 |

Males

| Employment Category | White | Black | Hispanic | Asian or Pacific Islander | Indian or Alaskan Native |
|----------------------------|--------------|--------------|-----------------|----------------------------------|---------------------------------|
| Project Manager | 0 | 0 | 0 | 0 | 0 |
| Professional | 0 | 1 | 0 | 0 | 0 |
| Technical | 0 | 0 | 0 | 0 | 0 |
| Clerical | 0 | 0 | 0 | 0 | 0 |
| Totals | 0 | 1 | 0 | 0 | 0 |

Females

| Employment Category | White | Black | Hispanic | Asian or Pacific Islander | Indian or Alaskan Native |
|----------------------------|--------------|--------------|-----------------|----------------------------------|---------------------------------|
| Project Manager | 0 | 1 | 0 | 0 | 0 |
| Professional | 1 | 0 | 0 | 0 | 0 |
| Technical | 0 | 0 | 0 | 0 | 0 |
| Clerical | 0 | 0 | 0 | 0 | 0 |
| Totals | 1 | 1 | 0 | 0 | 0 |

Attachments

Exhibit A: Durham Transportation Equity Action Plan Scope

Exhibit B: Transportation Equity Action Plan Budget Plan