

## EWR REDEVELOPMENT COMMUNITY OUTREACH OFFICES – 2021 REPORT

In 2021 the EWR Redevelopment Community Outreach Team continued to provide the communities surrounding Newark International Airport with information and programming related to both ongoing and new redevelopment projects at the airport. During the year, the project name was changed from “Terminal One” to the “new Terminal A”. With the project name change and the introduction of the Airtrain Newark project to the community, the team’s name was adjusted to include all redevelopment projects at EWR. Due to the continuation of the impacts of the COVID-19 pandemic including social distancing guidelines, trainings, workshops, and informational sessions remained mostly virtual.

### Constituent Engagement:

The statistics below capture an aggregate of the EWR Redevelopment Community Outreach Team’s overall targeted engagement with local MWBEs, Jobseekers, and External Stakeholders. More specifically, the statistics illustrate the number of “touches” -- emails, phone calls, and/or meetings. External Stakeholders include elected officials at the federal, state, county, and local level; Community-based Organizations and Advocates; Chambers of Commerce; nonprofits or other business-related organizations.

<b>Aggregate</b>	<b>MWBE</b>	<b>Jobseekers</b>	<b>External Stakeholders</b>
125,902	46,049	66,717	13,136

### Workforce Initiatives:

Every year, the Outreach Team partners with the Port Authority’s Human Resources department and the Council for Airport Opportunity to host workforce related trainings and informationals. In 2021, **24 events** were held with close to **2000 attendees**.

In August 2021, Congress passed a resolution categorizing the month of September as National Workforce Development Month. As a result, we created our 1<sup>st</sup> annual #September S.T.R.O.N.G. – Successful Training Resources for Our New Generation. The month-long job readiness training informational sessions covered topics such as:

- Security and Badging Requirements for Aviation Employment
- Culinary and Retail Requirements
- Customer Service Expectations
- Building Soft Skills Tips
- Networking Do’s and Don’ts
- Resume Building Masterclass: Green Jobs Initiative
- Careers in Aviation & The Port Authority for Veterans
- Navigating a Job Fair
- Interview Skills and Resume Building, *En Español*

These trainings were held every Wednesday and in total there were **159 attendees**. From this initiative the CAO has reported that **88** of those attendees registered with their office to seek employment opportunities at EWR.

### **Diversity, Equity & Inclusion:**

The EWR Redevelopment Outreach Team hosts monthly events for local Minority/ Women/ Small/ Disadvantaged/ Business Enterprises in collaboration with the Office of Diversity, Equity & Inclusion. Due to the uncertainties of COVID in 2021 all events hosted by the Outreach Team remained virtual. Community-based organizations introduced in-person events for which the Outreach Team supported. **30 targeted events** were held with over **2,000 participants**. Topics covered in these events include:

- Doing Business with the Port Authority
- Certification Workshops/Appointments
- Procurement Informationals
- Bid Response Training
- Success in Construction Trainings
- 1-1 Certification Assistance
- 1-1 Networking Meetings and Programming led by Primes and 1<sup>st</sup> tier General Contractors to support the Office of Diversity, Equity & Inclusion in increasing its supplier diversity database.

This resulted in **77** new firms from Essex and Union County to become certified with the Port Authority of New York and New Jersey.

As a follow up to these events, the EWR Outreach Team connects firms with MWBE/ACDBE consultants Brownie Johnson of Structured Concepts, LLC and Cindy Olivares of ACC Consulting, LLC who assisted firms with bid proposals for concession or construction contracts. The new Terminal A project has awarded over **165 subcontracts** with **121 MWBE firms** totaling over \$87M and **36 local firms**, totaling over \$137M. This indicates a year-to-date increase in subcontract award amounts by \$44M to MWBEs.

In Q4 2021, the Outreach Team began working with the Master Concessionaires and their General Contractors to directly connect firms per scope of work for opportunities. Due to the complexity of several Master Concessionaires venturing with competing Construction Management firms, the Outreach Team, Office of Diversity, Equity & Inclusion in collaboration with consultant Brownie Johnson worked regularly with the local firms to address business and workforce talent that was ready willing and capable. The team supported and advocated for the inclusion of these firms on commercial fit-outs and ancillary projects.

### **Community Engagement:**

The EWR Redevelopment Program Community Outreach Team carried out the agency's commitment to diversity and inclusion through engagement with local African American, Latino, Veterans, LGBTQIA+, and Special Needs communities.

**Engaging with the Latino Community:** To continue to connect with the Latino communities in Newark and Elizabeth as well as to further the Port Authority's commitment to Diversity, Equity & Inclusion for EWR Redevelopment projects the Outreach Team partnered with the following entities tailored to the Latino population which were held in both English and *En Español*:

- **External** – Essex/Union Latino American Chambers of Commerce, North Ward Councilman Anibal Ramos, Statewide Hispanic Chamber of Commerce of New Jersey, NJ Assemblywoman Annette Quijano
- **Internal** – PA Human Resources, Office of Diversity, Equity & Inclusion, Procurement department, Port Authority Hispanic Society (ERBG)
- **Success Story:** In partnership with Human Resources, Office of Diversity, Equity & Inclusion, Procurement department, Port Authority Hispanic Society (ERBG), the Outreach Team held multiple Resume Building and Certification & Procurement Informational sessions with over **85** attendees for **4** events. The workshops were successfully recorded for future use.

**Engaging with the MWSDVOBE Community through Education:** In 2021 the Outreach Team hosted programming to increase business capacity and facilitate direct relationships with Primes or 1<sup>st</sup> Tier Subcontractors on Redevelopment projects to foster contract awards for local firms. Notable programming included:

- Meet & Engage with Prospective Prime Contractors and Subcontractors for the Runway 4R 22L and Terminal A Demolition
- ConRAC Strategic Alliance (SAW) Workshop
- Success in Construction
- Effective Bid Response Training
- Doing Business with EWR Terminal One LLC (now known as Munich Airport NJ)

Overall, there were **570** attendees at **6** workshops.

**Year End Statistical Recap:**

Summarizing (below) the outreach efforts conducted by the EWR Redevelopment Community Outreach Team to promote various initiatives throughout the year, each effort Team engaged internal support from Port Authority’s employee resource groups to encourage the inclusion of diverse groups.

	<b>Total 2020</b>
# Of people & businesses canvassed/ contacted	41,787
Emails Sent	109,949
Calls	8,056
Social Media	245
Job Acquisition Events	23
Job Acquisition Attendees	581
MWBE Events	53
MWBE Attendees	2,634
Events (Hosted + Participated)	82
<b>Total Attendees</b>	<b>3,594</b>

	<b>Total 2021</b>
# Of people & businesses canvassed/ contacted	39,244
Emails Sent	102,369
Calls	1,931
Social Media	0*
Job Acquisition Events	24
Job Acquisition Attendees	1,971**
MWBE Events	22
MWBE Attendees	2,179
Events (Hosted + Participated)	57
<b>Total Attendees</b>	<b>2,206</b>

*\*Internal PA social media was not used because in 2021 there was a cost associated with posting on PA social outlet and due to the nature of projects the Outreach Team conducted hyperlocal marketing through CBOs and engaging directly with certified PA MWBEs.*

*\*\*We believe this is due to the additional month of workforce events held in the month of September.*

The table below outlines the aggregate of internal communications tied to formalizing outreach Initiatives:

- Coordination meetings
- Coordination emails
- Coordination phone calls

<b>Initiative 2020</b>	<b>Events</b>	<b>Internal Communication</b>
Job Readiness	23	138
Business Capacity	53	318
Community Awareness	6	36
<b>Total</b>	82	492

<b>Initiative 2021</b>	<b>Events</b>	<b>Internal Communication</b>
Job Readiness	24	264
Business Capacity	30	450
Community Awareness	2	20
<b>Total</b>	56	734*

*\*An increase in internal communications by 33% since 2020.*

**Success Story:** Following the PA’s Leadership Steering Committee work in 2020, this year to both continue to change Agency culture and increase communications with Port Authority staff on aviation community engagement, GOCOR and Chief Jenny Davis held an Educational Series titled “*The Port Authority in the Community*”. During session one EWR Redevelopment Outreach staff partnered with LGA and JFK community outreach staff to speak on the topic the History of Major Project Outreach Initiatives where we discussed local business engagement successes and challenges. There were **218 PA attendees**.

The following table outlines the aggregate of external engagement communication with the EWR Redevelopment Program stakeholders: **Tutor Perini/ Parson, ConRAC/ Austin VRH, ConRAC Solutions, EWR Terminal One LLC/Munich Airport NJ, United Airlines, Holt Construction and Port Authority Aviation Department**, which include:

- **Coordination meetings**
- **Coordination emails**
- **Coordination phone calls**

Additionally, the EWR Redevelopment Outreach team host informational webinars to connect the community with aviation projects. Webinar sessions were held on:

- Runway 4R 22L Rehabilitation
- Elected Officials Briefing for EWR Redevelopment
- Runway 4R 22L Meet & Engage
- EWR, Airside Utilities & Paving North – Partial Deconstruction of Terminal A
- EWR Airtrain Replacement Program Industry Forum
- Terminal A Demolition Partial Deconstruction

<b>Project Stakeholders</b>	<b>Project Description</b>	<b>Events</b>	<b>External Communication</b>
Tutor Perini/ Parsons	Terminal Designer/ Builder		12
ConRAC/ Austin VRH	Consolidated Rental Car Facility	1	12
EWR Terminal One LLC / Munich Airport NJ	EWR New Terminal A Operator	4	54 (12 mtgs, 12 emails, 15 for events x2)
PA Aviation	Aviation related projects*	6	24
United Airlines, UGE, OTG	Terminal C Recruitment	1	8
Holt Construction	Concession Fit Out Projects	1	15

As an appendix to the above 2020 annual report, the EWR Redevelopment Outreach Team continued to work with and support retail, food, and beverage businesses for the focused specialty retails concession opportunities in the new Terminal A. From this effort, six local (Newark and Elizabeth) businesses, who were initial participants in Outreach Team programs beginning in 2020, will be awarded these spaces.