

## EWR REDEVELOPMENT COMMUNITY OUTREACH OFFICES – 2022 REPORT

In 2022 the Outreach Team provided and engaged with the communities surrounding Newark International Airport with insightful programs curated based on the community’s needs as well as hosting forums as it relates to the redevelopment project. During the year, the New Terminal A (NTA) remained at the forefront of essential initiative as the opening was highly anticipated and announced for end of year. Due to most of the COVID-19 pandemic guidelines and restrictions coming to an end or, changing throughout the year, the team worked strategically to continue to meet and engage with the community at every capacity by hosting virtual events, hybrid events and, on occasion, transitioned into in-person events.

### **Constituent Engagement:**

The statistics below capture an aggregate of the EWR Redevelopment Community Outreach Team’s overall targeted engagement with local MWBEs, Job Seekers, and External Stakeholders. More specifically, the statistics illustrate the number of “touches” -- emails, phone calls, and/or meetings with the specific category of “clients”. External stakeholders include elected officials at the federal, state, county, and local level; community-based organizations and advocates; chambers of commerce; nonprofit or other business-related organizations.

<b>Aggregate</b> 139,097	<b>MWBE</b> 22,480	<b>Job Seekers</b> 107,224	<b>External Stakeholders</b> 9,393
<b>Events Held</b> 65		<b>Total Attendees</b> 3,596	

### **Workforce Initiatives:**

#### **LOCAL HIRES**

The agency experienced an uptick in local hiring since the inception of the outreach offices in 2019; with a significant increase attributed to the initiation of the *Salesforce Platform* and enhancement to our existing Workforce Development Programming. Content and events were made possible with the collaboration amongst the agency’s Employee Resource Groups (EBRGs), Port Authority’s Human Resources Department (HRD), the Council for Airport Opportunity (CAO) and local Community Based Organizations (CBO)

In 2019, those hired from the footprint cities of Newark and Elizabeth for Newark Liberty International Airport (EWR) were 19%. To date 40% of badged employees at EWR are from these local cities with over 56% being from the local counties of Union and Essex that support the airport. In 2022, **18 events** were held with CAO and PA HRD, with close to 2,300 attendees. Below are examples of programming curated and enhanced to support local talent in the community.

## SALESFORCE IMPLEMENTATION

Due to the high volume of engagement and communications within our database, the team incorporated Salesforce Marketing Cloud platform to better deliver communications, flyers, events, and programs with jobseekers, local firms, Elected Officials and Community Based Organizations. The integration of Salesforce allowed the team to have templates prepared for multiple phases of the Redevelopment Projects making the content more accessible and user-friendly. Most importantly, the platform allowed us to collect data and pull reports that reflected metrics on clicks, opens, registrants, bounces, and delivery of correspondence. **The current database has over 2,800 contacts.** The team continues to grow the database as we host more events and leverage our partners. The latest integration has been to prepare for the AirTrain Newark; with other 1,000 firms added to the cloud as the project includes multiple phases.

## VOICE OF THE CUSTOMER: AVIATION AND CSO

One of the most crucial pieces of literature distributed via Salesforce was the [Port Authority Airport Badging Resource](#) document, an interactive document designed both in English and Spanish to service all 3 airports. The EWR Outreach Team and Council for Airport Opportunity were included in this initiative to ensure pertinent information as well as frequently asked questions were addressed. The final document includes accessible QR codes and a step-by-step guide on obtaining a SIDA badge. With the assistance of CAO's Office of Second Chance (OSCE) it also includes disqualifying crimes and further resources.

### OSCE Metrics

#### January – December 2022

Enrollments	82
Referrals	78
Placements	10

## NEW TERMINAL A JOB FAIRS

With the anticipation of the NTA opening, operator Munich International Airport, in conjunction with Council for Airport Opportunity, held the first New Terminal A Job Fair which was held within the City of Elizabeth at the Hilton Hotel, 906 local members of the community attended the event.

The second job fair for New Terminal A was held in the City of Newark at the Technical Recreation and Education Center (TREC). In conjunction with the Council of Airport Opportunity and NTA operator Munich. Attendance consisted of 405 local talent.

The Community Outreach Team also held a series of job informationals, supporting resources such as *Resume Building, You Attended A Job Fair – What Next, Badging and Security Informational* in English and Spanish and vendors participation in additional local *Career Job Fairs* were included in the team's programming in effort to support the new terminal's hiring needs. Moreover, through the Voice of the Customer Experience, Aviation and Outreach Team

## SEPTEMBER S.T.R.O.N.G.

In August 2021, Congress passed a resolution categorizing the month of September as National Workforce Development Month. As a result, the team executed our annual #September S.T.R.O.N.G. – Successful Training Resources for *Our New Generation*. In 2022, the month-long job readiness training covered topics such as: Airport Security and Badging (held virtually in both English and Spanish), New Terminal A Munich Job Fair at Newark TREC, United Airlines Customer Service forum and building soft skills tips. These trainings were held every Wednesday and **in total there were 624 attendees.**

## LATINO ENGAGEMENT

In effort to further support the local Latino Community, the outreach team collaborated and partnered with the Agency’s Employee Business Resource Group (EBRG) Port Authority Hispanic Society (PAHS), Newark Public Library, Elizabeth Public Library, United Airlines, Council for Airport Opportunity, and New Jersey Legislative District 20 and 29 for English, Spanish and Portuguese engagement.

This year we had the highest engagement of participation with the Latino population, with a series of 5 events held throughout Hispanic Heritage Month for which **there was a total of 98 local participants.**

Notable workforce topics in 2022 were:

- Resume Building
- Hybrid Resume Building
- Careers in Aviation
- Navigating a Job Fair
- Badging and Security Credentialing
- Interview Skills
- Council for Airport Opportunity Orientation

## VETERANS ENGAGEMENT

Similarly to the efforts for the Latino community, the Outreach Team worked collaboratively with the agency’s EBRG Port Authority Veterans Association (PAVA) to streamline engaging programming to support the Veteran individuals and their families. Workforce and Job Readiness continue to be a main focus of engaging with our Community Based Organizations and Veterans Network. The team curated strategic content such as *Resume Building*, *How to Transition your Skills*, which brought in the highest number of attendees from the Veterans Community to date with a **total participation of 41 attendees.**

## INDIVIDUALS WITH SPECIAL NEEDS/ACCOMODATIONS ENGAGEMENT

Additionally, the team worked with EBRG, Port Authority Abilities Network (PAAN) to explore content and programming for the Special Needs demographics. Our footprint counties of Essex and Union Counties were invited to attend the Abilities Job Fair where members of the Port Authority Human Resource Department and PAAN attended to recruit and guide jobseekers from this community. **Over 500 residents attended this event.**

## **WOMEN CRUSH WEDNEEDAYS #WCW**

Finally, in celebration of Women History Month the team hosts an annual Women Crush Wednesday #WCW to offer an array of programming to celebrate and support women in our community.

- Resume Building for Women
- Women Business Enterprise Certification Informational
- Interview Skills for Women

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

### **SUPPLIER DIVERSITY POOL**

The EWR Redevelopment Outreach Team continued to host monthly events for local Minority/ Women/ Small/ Disadvantaged / Business Enterprises in collaboration with the Office of Diversity, Equity & Inclusion and the agency's EBRGs. **17 events targeted over 11,000 participants.** Such events were executed to increase the supplier diversity database such as: **189 Newly and Recertified local Firms in 2022.**

Doing Business with the Port Authority  
Certification Workshops  
Procurement Trainings  
1-1 Certification Assistance  
Networking Opportunities  
Strategic Alliance Workshops (SAW)  
Small Business Series  
HOLT Opportunity Friday

### **DIVERSITY WITHIN DIVERSITY**

The philosophy of utilizing diversity within diversity was solidified with local NTA Newark Prime, Holt Construction, who offered monthly virtual events that covered an array of topics that provided resources for those looking to do business with them. Through those efforts, they subbed local Newark PA Certified WBE firm, S&J Electric, who in turn sub-contracted a local Elizabeth MBE firm, Javelin Electric, to diversify the spending pool under a hefty Electrical Contract for multiple fit-outs.

## **PORT AUTHORITY ODEI DISCRETIONARY FUNDS**

In furtherance of its commitment to advancing opportunities for minority- and woman-owned businesses, the agency amended its policy to allow for the increase of the threshold for the direct solicitation of agency-certified Minority-owned Business Enterprises (MBEs) and Woman-owned Business Enterprises (WBEs) on certain smaller contracts to promote competition and provide for more diverse and inclusive contract opportunities. The new discretionary small contract procurement program is designed to reduce the disparity and under-utilization of certain racial, ethnic and gender groups that meet the qualifications required to deliver certain Port Authority projects, to ensure that they can compete for agency contracts. The new discretionary small contracts procurement program is intended to create additional opportunities for MWBEs to compete for direct contract awards with the Port Authority. The outreach team worked with ODEI to identify local MWBEs who matched the opportunity for two potential contracts for Verbal Translations and Written Translations. Two hyper local firms were awarded the contracts Stateside Affairs and Atabey Consulting LLC who have both played a vital role in the Community Outreach Team's programming and messaging.

### **Community Engagement:**

The Community Outreach Offices carried out the agency's commitment to diversity, equity and inclusion via engagement with the local Latino, African American, Veterans, LGBTQIA, Portuguese, and Special Needs communities.

## **OFFICE OF CONTINUOUS IMPROVEMENT, CUSTOMER EXPERIENCE**

Since early 2021, a cross-departmental team has been working together on improving the customer experience for MWSDBE and SDVOB firms. The team was asked to better understand the touchpoints and pain points of our MWSDBE & SDVOB community, including challenges with certification, in order to improve their experience with the agency and achieve our diversity goals. The team is comprised of members from ODEI, Procurement, GOCOR, and Engineering, with project management support from OCI. The team, in collaboration with ODEI, Procurement and Stateside Affairs and Atabey Consulting constructed a [Starter Pack](#) as part of the Quick Wins Effort. This resource is available in English and Spanish so that the Agency can offer it to those interested in exploring the Certification and Registration Process.

## **NEW TERMINAL A OPENING**

### **NTA 6 SPECIALIZED SPACES**

The agency invested \$3 million to build out retail space within the new Terminal A to accommodate the inclusion of local businesses from the cities of Elizabeth and Newark. Located in the terminal's main hall, these locally owned and operated stores – The Black Home, Tonnie's Minis, Artist Pop Shop, GWER Gelato, and Bold Newark Black Owned Local Designs – will offer souvenirs, artwork, baked goods and other treats for weary travelers.

### **ORAT**

Required by the FAA; a series of Passenger Trials were offered to internal and external individuals who would provide feedback to the operations and landscape of the New Terminal A. The Outreach Team curated a once in a lifetime educational experience with the local Vocational Technical Schools sharing the experience with over 90 curious STEM students exploring careers in Planning, Engineering, Architecture, Transportation, Business Management and Public Policy. Additionally, the Outreach Team utilized Salesforce and leveraged their relationships with Local Community Organizations (CBOs) to meet and exceed the aspirational goal of 1,200 passengers for a weekend external Passenger Trails Event.

### **LOCAL ART PROGRAM:**

As part of the \$2.7 billion redevelopment program at Newark Liberty International Airport, the new Terminal A will showcase the work of 29 local artists with unique art installations that support the Port Authority's vision for a transformative customer experience offering a distinctive New Jersey sense of place.

The innovative public art program supports the Port Authority's overall vision and plan to transform the customer experience across all its facilities, including Newark Liberty, through inspirational public art, operational excellence, 21st century technology and world-class functionality. The goal of the art program is to transform the terminal into a civic space and artistic center that reflects the creativity, innovation, and diversity of New Jersey and the region.