



*Business Engagement & Compliance*



# **Gaining Internal and External Support for Civil Rights Programs:**

Benefits of Customer and Stakeholder  
Partnerships

Dr. Vivien Lattibeaudiere

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# Isolated or Integrated?



**Which image better represents your DOT's Civil Rights Office?**



**An isolated island?**

**OR**



**An integrated part of your organization – supported by the entire agency?**

# Perception



## How is your office perceived?



**Are groups in your DOT unaware of your office and the work it does?**

**Are you collaborating with other groups in your DOT or are you working in spite of them?**

**Do groups in your DOT avoid contacting your office?**

**Are external organizations aware of your office's work and collaborate with you to resolve issues and accomplish your goals?**

# Perception



## Imagine the alternative....

There is a general awareness of your office's objectives and support for its efforts.

Outside organizations work with your office to resolve issues.

Groups within your agency contact your office to ensure their processes are compliant.

You collaborate with internal and external customers and they help you develop solutions.

## COLLABORATION





## Identify your customers so you can...

- Focus
- Infiltrate
- Communicate
- Collaborate



*Message: We are here to help. How can we work together*



# Identify your Customers



## Identify who your office needs to work with?



### **Internal Customers**

~Within your agency

### **External Customers**

~Outside your agency

### **Stakeholders**

~Those with an interest in  
what you do

# Internal Customers

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- ▶ **Engineering Consultants Section**
- ▶ **Contracts & Specifications Section**
- ▶ **Field Reports**
- ▶ **Procurement Group**
- ▶ **Local Government Section**
- ▶ **Construction Districts**
- ▶ **MPD-Transit/Aviation**
- ▶ **Partnering Office**
- ▶ **Civil Rights Office**

# External Customers

- ▶ **DBEs**
- ▶ **Small Business Concerns**
- ▶ **Consultants**
- ▶ **Contractors**
- ▶ **Vendors**
- ▶ **LPAs/MPOs/COGs**
- ▶ **Transit Agencies**
- ▶ **Human Service Agencies**





# Stakeholders

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- ▶ **U.S. DOT - FHWA, FTA & FAA**
- ▶ **AZ Attorney General's Office**
- ▶ **ADOT Director's Office**
- ▶ **AGC and ACEC**
- ▶ **B2GNow**
- ▶ **Other DOTs**
- ▶ **Department of Labor**
- ▶ **Small Business Administration**

# Infiltrate



- ▶ **Roadshow – Initiate and promote an information exchange with various groups in your agency**
- ▶ **Training - Provide learning opportunities**
- ▶ **Visibility - Create visibility at agency events**
- ▶ **Meetings - Quarterly Task Force Meetings**
  - **Construction**
  - **Professional Services**
  - **Small Business Providers Network**

# Communicate



- ▶ **Share the Vision and Mission of your office**
- ▶ **Educate everyone about your programs requirements and the responsibility of the agency to comply**
- ▶ **Implement events that will help groups learn more about your office and what it does**
- ▶ **Identify opportunities to encourage collaboration**
- ▶ **Engage everyone to become part of the solution**
- ▶ **Create credibility and trust for your office**
- ▶ **Reporting regularly to Director's Office (creates credibility)**

# Collaborate



- ▶ **Create Agency wide ownership of Civil Rights program goals**
- ▶ **Open the lines of communication and collaborate with internal and external groups to better meet goals**
- ▶ **Identify barriers and find WIN-WIN solutions to overcome them**
- ▶ **Seek input from Customers and Stakeholders to better meet objectives**
- ▶ **Engage everyone to find solutions to meet or better satisfy program and department goals**

**Speaker**



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# **Lenyne Hickson**

## **Manager Field Reports**

### **Arizona Department of Transportation**

**Speaker**



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**Sara Allred**  
**Transit Program Manager**  
**Arizona Department of Transportation**



**Speaker**



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**Amanda McGennis**  
**Vice President**  
**Associated General Contractors**

# Speaker



## Patti Tellez

CEO  
Kuniklo

# Speaker



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## **Lisa Neie**

### **Civil Rights Specialist**

### **FHWA**

# Results



- ▶ **ADOT has more than doubled its CR related staff in the past 18-months**
- ▶ **ADOT has met its DBE goal for the first time in 4 years**
- ▶ **ADOT has updated Contract Boiler Plates with the proper CR-related language**
- ▶ **ADOT has established processes to work with customers and stakeholders level the playing field for DBE firms**



# Results



- ▶ **Staff in the field conducting reviews and working with ADOT staff and contractors**
- ▶ **Construction field staff are aware of contract requirements and implementing program in the field**
- ▶ **AZ Local Public Agencies are trained on program requirements**
- ▶ **Working with customers and stakeholders to improve programs**



# Is the Process Over?



**Absolutely Not!**



***We're just getting started***

***There are more bridges to build***

***More miles to travel***

***Destination is within reach***



# Questions and Answers

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