

**OUTREACH AND RESOURCES**



# COMMUNITY CONNECTIONS

Produced by the New Terminal A Redevelopment Community Outreach Offices of Elizabeth and Newark

## EWR REDEVELOPMENT COMMUNITY OUTREACH OFFICES - 2023 REPORT

In 2023 the Outreach Team provided the communities surrounding Newark Liberty International Airport with insightful programs tailored to the community’s needs and hosted forums on the redevelopment project. In early 2023, the highly anticipated opening of New Terminal A (NTA) remained an essential initiative and exciting announcement for the community. Despite the challenges of changing COVID-19 pandemic guidelines throughout the year, the team worked strategically to continue to meet and engage with the community at every capacity by hosting virtual, hybrid, and eventually, in-person events.



Annual book reading celebrating Black History Month, Hispanic Heritage Month, Women History Month, National Aviation Day, Paper Airplane Day and more!

### Constituent Engagement:

The statistics below capture the EWR Redevelopment Community Outreach Team’s overall targeted engagement with local MWBEs, job seekers, and external stakeholders. 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 levels; community-based organizations and advocates; chambers of commerce; nonprofit or other business-related organizations.



AGGREGATE

149,243



MWBE

63,365



JOB SEEKERS

105,694



EXTERNAL STAKEHOLDERS

5,644



TOTAL ATTENDEES

4,956

## DID YOU KNOW?

The Outreach Team has personnel available to assist in filling out the certification application free of charge. For available appointments, please contact us @ [anewewr@panynj.gov](mailto:anewewr@panynj.gov).

### Workforce Initiatives:

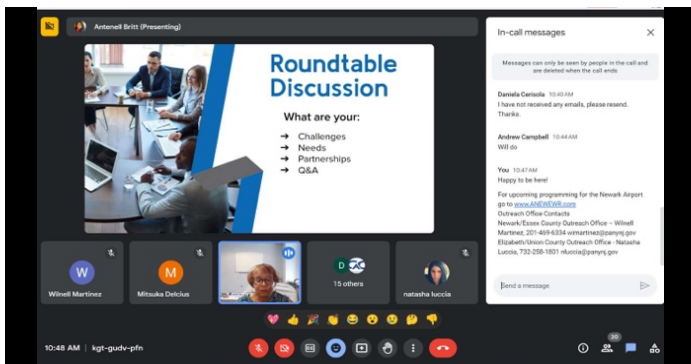
#### Local Hires

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 the enhancement of our existing Workforce Development Programming. Content and events were made possible with the collaboration of 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, 19% of those hired at Newark Liberty International Airport (EWR) were from the footprint cities of Newark and Elizabeth. To date 27% of badged employees at EWR are from hyper local cities, Elizabeth and Newark and over 60% are from the local counties of Union Essex and Hudson County that support the airport - a 5% increase from 2022. In 2023, 18 events were held with Council for Airport Opportunity and the Human Resource Department, with nearly 2,300 attendees. Historically, the Outreach Team has worked collaboratively with the following local networks to mobilize their job seeking experience; Latinos, Veterans, Special Needs, Women, Minority Groups, School Community, Senior Citizens, Faith Organizations, Second-Chance populations. Below are examples of programming curated and enhanced to support local talent in the community.

#### Voice of the Customer: Aviation And CSO

One of the most crucial pieces of literature distributed via Salesforce this year was the Port Authority Airport Badging Resource document, an interactive document designed both in English and Spanish to service all three 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.



CAO continues to be our strongest partner in all thing's workforce development. We attended quarterly Coalition Meetings with airport tenant HR reps, local community-based organizations, stakeholders, and community leaders to streamline opportunities, efforts and strengthen partnerships.

#### New Terminal A Job Fairs

Following the grand opening of NTA, operator Munich Airport NJ LLC the Council for Airport Opportunity held job fairs at the Terminal to help grow the workforce. Over 987 local members of the community participated. In a subsequent Airport-wide job fair at Terminal A, over 1,050 local attendees from Essex and Union Counties attended.

The Community Outreach Team held a series of job informational, *Resume Building, You Attended A Job Fair – What Next, Badging and Security Informational* in English and Spanish and additional local career fairs in effort to support the new terminal's hiring needs.



Annual Job Fair held at the New Terminal A.

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

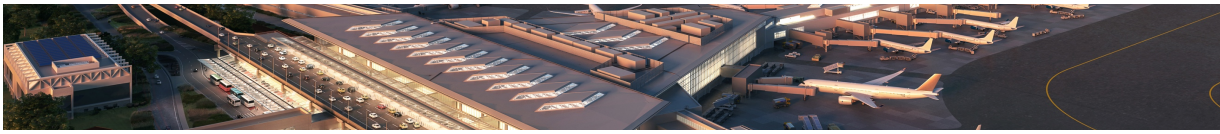
In August 2021, Congress passed a resolution categorizing the month of September as National Workforce Development Month. As a result, the team executed their annual #September S.T.R.O.N.G. – Successful Training Resources for Our New Generation. In 2023, the month-long job readiness training supported over 624 attendees. Efforts included: Email Campaigns for Airport Security and Badging (offered in both English and Spanish), and Airport-wide Job Fairs held at NTA.

#### LATINO ENGAGEMENT

In effort to further support the local Latino community, the outreach team 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. Outreach staff led the engagement for the Port Authority Hispanic Society Annual Breakfast where local Newark artists and musicians headlined the entertainment segment. Latin Connection from Newark danced to their national dance, Salsa, and led a lively, interactive presentation with staff.

This year we had significant engagement with and participation from the Latino population, with a series of 5 events held throughout Hispanic Heritage Month. This series supported a total of 98 local participants.

FOR MORE INFORMATION ABOUT THE NEW TERMINAL A REDEVELOPMENT PROGRAM, PLEASE VISIT [WWW.EWRREDEVELOPMENT.COM](http://WWW.EWRREDEVELOPMENT.COM)



**Office of Second Chance**

The Office of Second Chance (OSCE) made great advancements this year after a series of employment opportunities were made available within the agency. OSCE and Port Authority Human Resource department worked collaboratively to ensure the process and expectations were met and local CBOs were involved from start to finish with the identified candidates. In 2023, 20 individuals were hired at the Port Authority through this valuable program. The program experienced the highest employment rate for this population within the agency and local airport facility since the inception of the office. Below are metrics, inclusive of this accomplishment.

**OSCE Metrics New Jersey**

January - December 2023	
Enrollments	753
Referrals	591
Placements	71

*Notable workforce topics in 2023 were:*

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

**Women Crush Wednesdays #WCW**

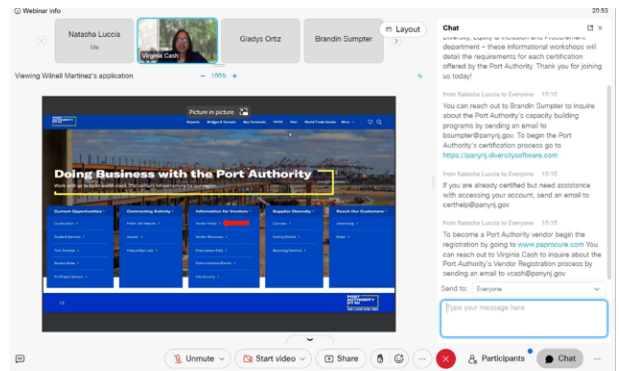
In celebration of Women’s History Month the team hosts an annual Women Crush Wednesday #WCW to offer an array of programming to celebrate and support women in our community.

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

**Diversity, Equity & Inclusion:**

**Salesforce Implementation**

Due to the high volume of engagement and communication within our database, the team incorporated the Salesforce Marketing Cloud platform to better deliver communications, flyers, events, and programs to jobseekers, local firms, elected officials and Community Based Organizations. The integration of Salesforce allows 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 allows us to collect data and pull reports that reflect 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 will help prepare for the multi-phased AirTrain Newark Replacement Program allowing communication with an additional 1,000 local tier firms.



*Doing Business with the Port Authority remains a staple programming that includes an overview of our Certification Process and helps business navigate the Supplier Diversity Website*

**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:

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

**AIRTRAIN NEWARK REPLACEMENT PROGRAM**

With the introduction of the Airtrain Replacement Program, the Outreach Team with the oversight of the Airtrain Replacement Program team and Procurement launched a Multi-Day Technical Assistance Workshop. This was led by Brownie Johnson of Structure Concepts, and internal departments including Procurement, ODEI, Airtrain Project Team, and Risk.

**LOCAL LANGUAGE IMPLEMENTATION**

As part of the agency’s commitment to local representation, the implementation of [Local Business Enterprise](#) as a designation was integrated into the Airtrain Replacement Program. Although this innovation is ever evolving, the team works to design tiers that support local economic development. Cities that fit the criteria fall under the appropriate zones. The following is the language provided publicly to increase our local pool of firms.

*In order to be eligible for LBE participation credit, a firm must have its principal place of business located within the “Local Zones” for at least one year. “Local Zones” are defined as the following: the municipalities of Newark and Elizabeth (“Zone 1”); as an extension of zone 1, priority zone 1A (“Zone 1A”) includes all municipalities within a 5-mile radius of the outside border of the Airport (see Figure 1 below)\*\*; as a second priority, (“Zone 2”) the remaining cities in Essex, Union and Hudson counties that are not inclusive of priority zone 1 or 1A. “Local” or “Local Zones” shall mean from the localities included in “Zone 1,” “Zone 1A,” and “Zone 2” as defined above and in that order of prioritization. A principal place of business is the firm’s main office or headquarters for at least one year, where high-level officers direct, control and coordinate the firm’s activities.*

### 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, Veteran, LGBTQIA, Portuguese, and Special Needs communities. Furthermore, the Federal Aviation Administration (FAA) issued a request to Title VI/ADA Compliance to be included in all out outreach. The team continues to make a good faith effort to gather demographic information on our public meetings.

#### 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.

#### SUSTAINABILITY

The Outreach Team, in collaboration with Office of Diversity Inclusion, held its first Sustainability Symposium in the City of Newark. Over 100 local firms participated in the event, which had the intention of enhancing the agency's pool of firms with enterprises that can support the agency's Net Zero Roadmap announcement. The announcement of the agency's Net-Zero Roadmap, a comprehensive plan comprised of more than 40 actions intended to achieve both its near-term emission reduction goals and its 2050 goal of net-zero carbon emissions, took place at Newark Liberty International Airport's historic Building One. Building One will be retrofitted as the first fossil fuel-free building in the agency and is intended to be the prototype for the rollout across the agency's building stock. Additionally, the team holds annual Earth Month and Climate Week related programming for local High School students to prepare them for workforce in the sustainability field and expose them to interactive hands-on activities and field troops that highlight technologies and approaches that are both environmental conscious and work to propel the transportation industry.

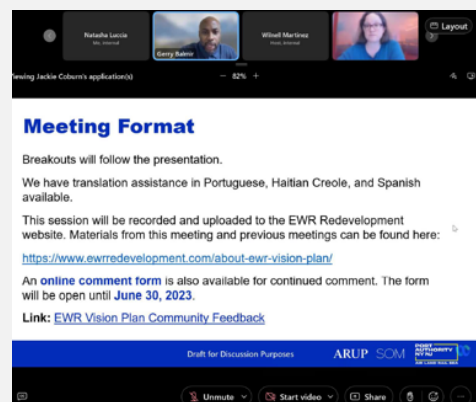
#### EWR VISION PLAN

The Outreach Team supported ARUP, a leading aviation planning and design firm, with developing an ambitious vision plan for future EWR. Over a dozen Listening Sessions were held locally in the cities of Elizabeth and Newark, including a hybrid option and fully virtual option. Additional sessions were held specifically for elected officials and stakeholders. The goal was to capture feedback from the community to assist ARUP in curating options for EWR that accommodate future growth and demand, improve the travel experience and identify opportunities for enhancing the sustainability and resiliency of the facility.

The planners will be looking beyond the airport proper, seeking ways to increase the economic value of the airport to the region by maximizing job creation and economic opportunities in Newark, Elizabeth, and throughout the Port District. Partnering with local residents, local businesses, community-based organizations and elected officials will be key to ensuring the successful outline of a plan.



*As Port Authority launches NET ZERO ROAD MAP, our collaboration with local community-based organizations that focus on Sustainability remains integral part of our programming. Outreach Team holds annual Earth Month events with local high school students that expose them to Earth Science, Sustainability, and technologies that support the transportation agency with environmental conscious approaches.*



*EWR Vision Plan Listening Sessions, audience included elected officials, stakeholders, community leaders and residents. Sessions were held in person within the community, hybrid and exclusively in virtual to allow for all accommodations.*

### ENGAGE WITH US

The New Terminal A Redevelopment Outreach Team continues to evaluate and assess best practices in programming and outreach surrounding the New Terminal A Redevelopment and overall aviation opportunities.

Should you know anyone who should be included on our email listserv, should you have ideas of events or opportunities that may be of interest, or should you represent a business or community who would like to engage with us, please do not hesitate to reach out.

#### Email us at:

[anewewr@panynj.gov](mailto:anewewr@panynj.gov)

#### Call us at:

Newark Community Office: 201-469-6334  
Elizabeth Community Office: 732-258-1801