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**as of 11-18-2022**

**From:** [Mass Transit](#)  
**To:** [Board \(@samtrans.com\)](mailto:Board (@samtrans.com))  
**Subject:** How can transportation agencies open up more opportunities for DBE participation?  
**Date:** Wednesday, November 16, 2022 2:25:09 PM

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# MASS TRANSIT

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## Using Vendor Diversity initiatives to drive bid competition in transportation

**Date: December 5, 2022**

**Time: 1:00 PM EST / 10:00 AM PST**

Transportation agency procurement teams are tasked with spending public funds in the best way possible. This can be challenging.

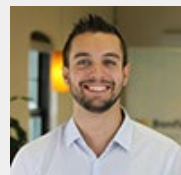
IIJA funding components has a strong emphasis on supporting disadvantaged communities and vendor diversity, proactively creating a strategy to engage and promote participation from historically disadvantaged business enterprises (DBEs) is a great way to meet those requirements. Not only that, a successful program drives sharper competition in your RFPs all while pumping money into your local economy.

So how can transportation agencies open up more opportunities for DBE participation?

[Join Bonfire and MassTransit for this webinar to learn:](#)

- The social and economic benefits of vendor diversity initiatives

### Presented by:



**Julien Nelson**  
*Solutions Consultant*  
**Bonfire**



**Moderator: Emily Guill**  
*Publisher*  
**Mass Transit**

- How to remove barriers to DBE participation
- Steps to create a vendor engagement strategy and how to measure success
- How to get your colleagues and other stakeholders on board
- How to leverage tech to reach your goals

**Hope to see you there!**

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