

**Georgia DOT**  
**Kimberly King, EEO Director**

Like many of you, I am generally busy doing the work day to day. I don't always remember to stop and label that work as innovative or new, creative or updated. I should though. Because sometimes, we don't even recognize what we're doing as new or creative or innovative, we're just doing it. Recently, our Commissioner tasked us with ***Creating a Culture of Innovation & Collaboration***. When he communicated that to me, I immediately thought of it as one more thing that I didn't have time to do! However, once I started working on it, I realized that it was something I was already doing. I just hadn't labeled the activity as innovative or collaborative, but it was both of those things!! So that will be my first reminder to all of you and to myself. Take some time to think about the work. Assess your activity. Take a look at what's working, what's not. ***Label, Update, and Improve Deliberately. Make time and record what you're doing. That is make a record of it. Those records may become your SOP going forward. Having that item available for others to review keeps us from reinventing the wheel!***

One of the newer, creative and updated activities we're engaging in is the creation of a goal setting methodology for our professional services engagements. We have received some criticism over the years that we are more attentive to and aware of DBE participation in our construction project activity than in our professional services activity. Our new Policy is intended to change that. Our objective is to attach goals, to individual task orders that lend themselves to goal setting. Those task ordered project activities should include activities that are identified by area class codes. Those area class codes are like work codes/NAICS codes for pre-construction and engineering activities. We are able to identify DBEs and non-DBEs by those codes and provide a formula for creating a numerical goal. On project specific activity, we will provide the Prime contractor an opportunity to submit a narrative in their Statement of Qualifications that describes in detail, how they propose to contribute to the Agency's overall DBE goal on its contract. We will review the submission and award a percentage score to it to be considered along with technical response, firm experience, past performance and price. As this is a brand new initiative we are aware that some tweaking may be necessary. Our objective is to get started with the goal setting and just see how we do. We can amend what doesn't work or that which is more trouble than we'd anticipated.