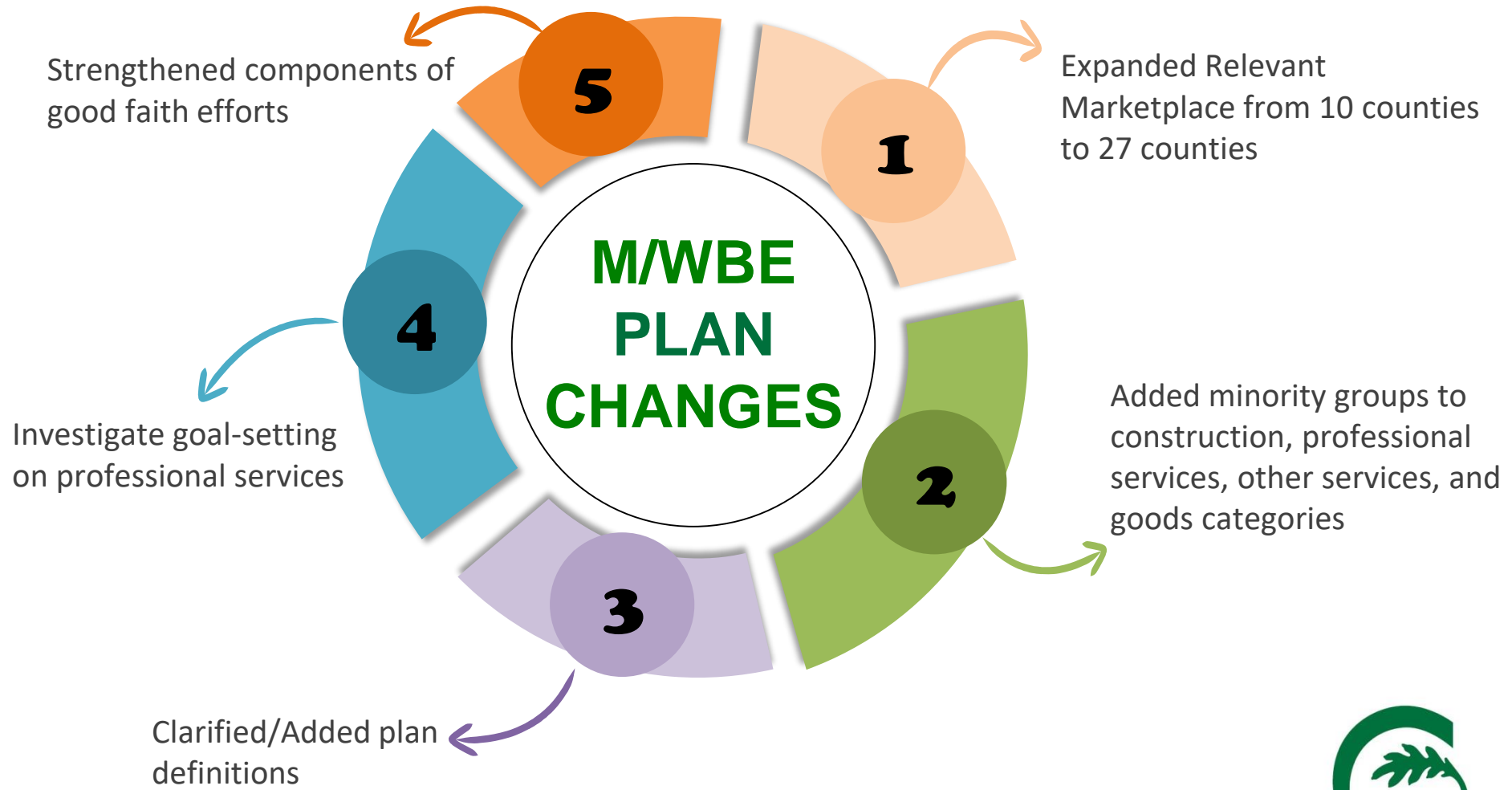


# Revised M/WBE Program Plan Update



City Council Work Session  
November 2, 2020

# M/WBE Program Plan Changes



# Disparity Study Recommendations



City of Greensboro 2018 Disparity Study

**GS** GRIFFIN &  
STRONG P.C.



# Construction Comparison

Business Ownership Classification	Construction	
	Disparity Study	2019
African American	2.74%	10.10%
Asian American	0.00%	0.00%
Hispanic American	0.59%	3.20%
Native American	0.05%	0.02%
Total Minority	3.38%	13.32%
Nonminority Female	8.02%	14.10%
Total M/WBE	11.40%	27.42%



# Professional Services Comparison

Business Ownership Classification	Professional Services	
	Disparity Study	2019
African American	5.07%	16.20%
Asian American	0.49%	0.00%
Hispanic American	0.03%	1.60%
Native American	0.14%	0.00%
Total Minority	5.73%	17.80%
Nonminority Female	3.01%	4.10%
Total M/WBE	8.74%	21.90%



# Other Services Comparison

Business Ownership Classification	Other Services	
	Disparity Study	2019
African American	5.64%	7.80%
Asian American	0.00%	0.00%
Hispanic American	0.44%	0.00%
Native American	0.00%	0.30%
Total Minority	6.08%	8.10%
Nonminority Female	1.28%	0.77%
Total M/WBE	7.36%	8.87%



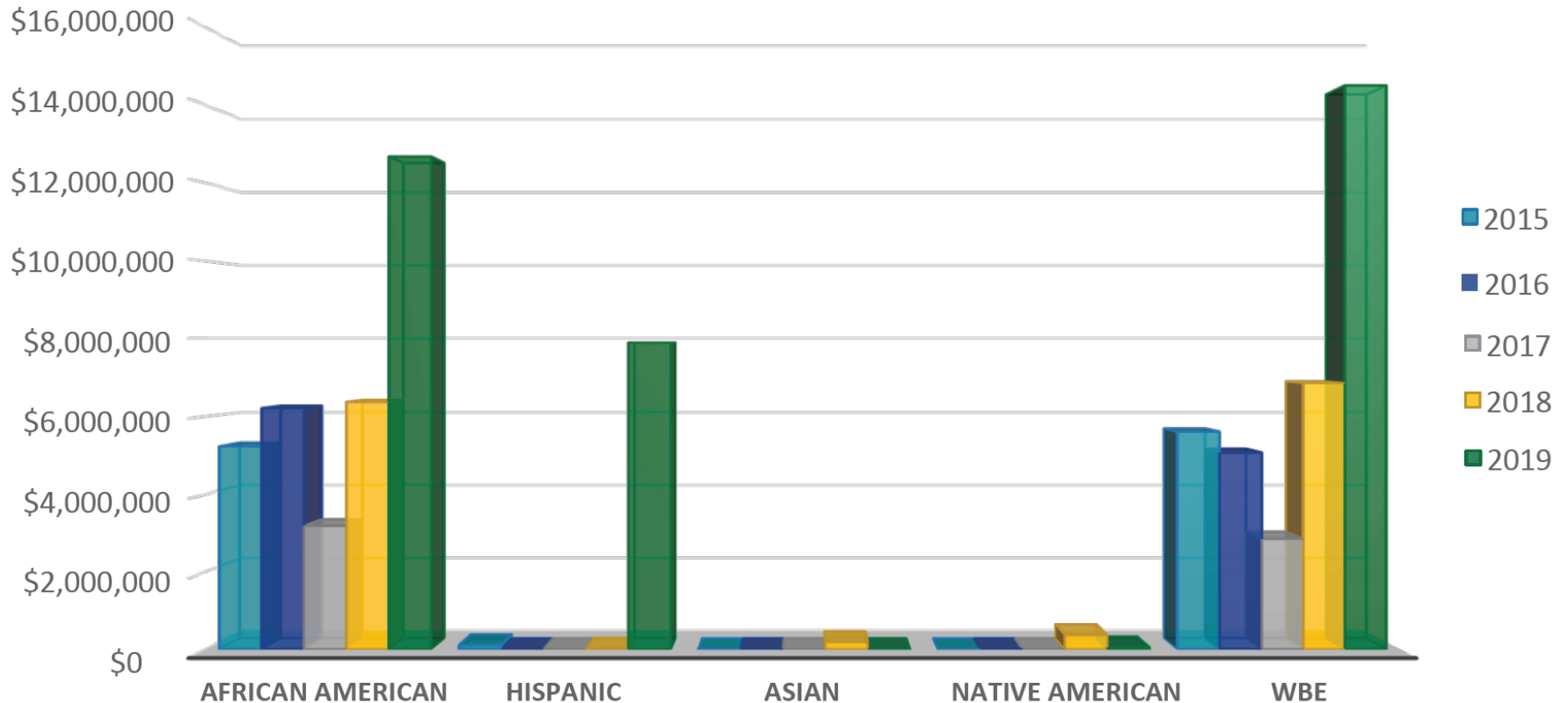
# Goods Comparison

Business Ownership Classification	Goods	
	Disparity Study	2019
African American	0.29%	0.003%
Asian American	0.00%	0.000%
Hispanic American	0.00%	0.000%
Native American	0.00%	0.000%
Total Minority	0.29%	0.003%
Nonminority Female	0.89%	0,000%
Total M/WBE	1.18%	0.003%



# Disparity Study Recommendations

## M/WBE Contract Award Summary | All Business Categories • 2015-2019





# M/WBE Program Support: Finance Department

## Annual External Audit

- City's Independent Auditor, Cherry Bekaert, subcontracts a portion (10.3%) of the annual financial audit to a MBE firm
- Mildred Esua, CPA, Greensboro, \$8,000 FY19-20 Audit

## Debt Finance – Investment Banking

- MBE Co-Investment Banker included on debt financing team
- Loop Capital Markets, Philadelphia/New York City, \$13,500 FY19-20
- Minority investment banking services not available in MWBE 27 county marketplace
- Use of this investment banker not reflected in City's MWBE reporting

## Debt Finance – Bond Counsel

- MBE Co-counsel included on debt financing team
- McKenzie & Associates, Washington, DC (20%), \$67,500 FY19-20
- Minority bond counsel services not available in MWBE 27 county marketplace
- Use of the co-counsel not reflected in City's MWBE reporting

# M/WBE Program Support: Finance Department

## Minority-Owned Bank Deposits

- City maintains \$2 million on deposit at Mechanics and Farmers Bank
- Only minority owned bank within the MWBE 27 county marketplace
- Funds on deposit allows bank to provide capital and earn income
- Funds on deposit do not constitute “purchase of services” and therefore are not reflected in City’s M/WBE reporting

## National Association of Black Accountants

- City is a corporate sponsor of the local chapter
- Named “Corporate Sponsor of the Year” in FY 2019
- Advertise job openings through the local chapter, with 2017 new hire
- Initiated internship opportunity that transitioned into the Campus Greensboro internship program – hired minority student past three years

## Annual Lien Advertising

- Carolina Peacemaker, Greensboro, \$1,000 FY19-20

# Disparity Study Recommendations

## Recommendation #1: Increase M/WBE Goals

- Provided goal-setting training for staff and the M/WBE Coordinating Committee
- Held comprehensive M/WBE training for City staff with contracting responsibilities
- Representative from CMO attends pre-bid meetings to emphasize the importance of meeting goals
- Collaborate with Chamber of Commerce's Minority Business Accelerator to identify opportunities for M/WBEs



# Disparity Study Recommendations

## Recommendation #1: Increase M/WBE Goals

- Hosted quarterly trainings/mixers to build relationships between M/WBEs/prime contractors/City staff
  - **Conducted HUB certification workshop**
    - New Light Baptist Church – July 25, 2020
  - **Overview of Forecasted City Projects**
    - Union Square Campus – August 29, 2019 & August 27, 2020
  - **Intro to Bonding and Insurance Workshops**
    - Nussbaum Center for Entrepreneurship (Piedmont Business Capital & SBTDC) – October 16, 2019
  - **Information Technology Mixer**
    - HQ Greensboro – November 29th



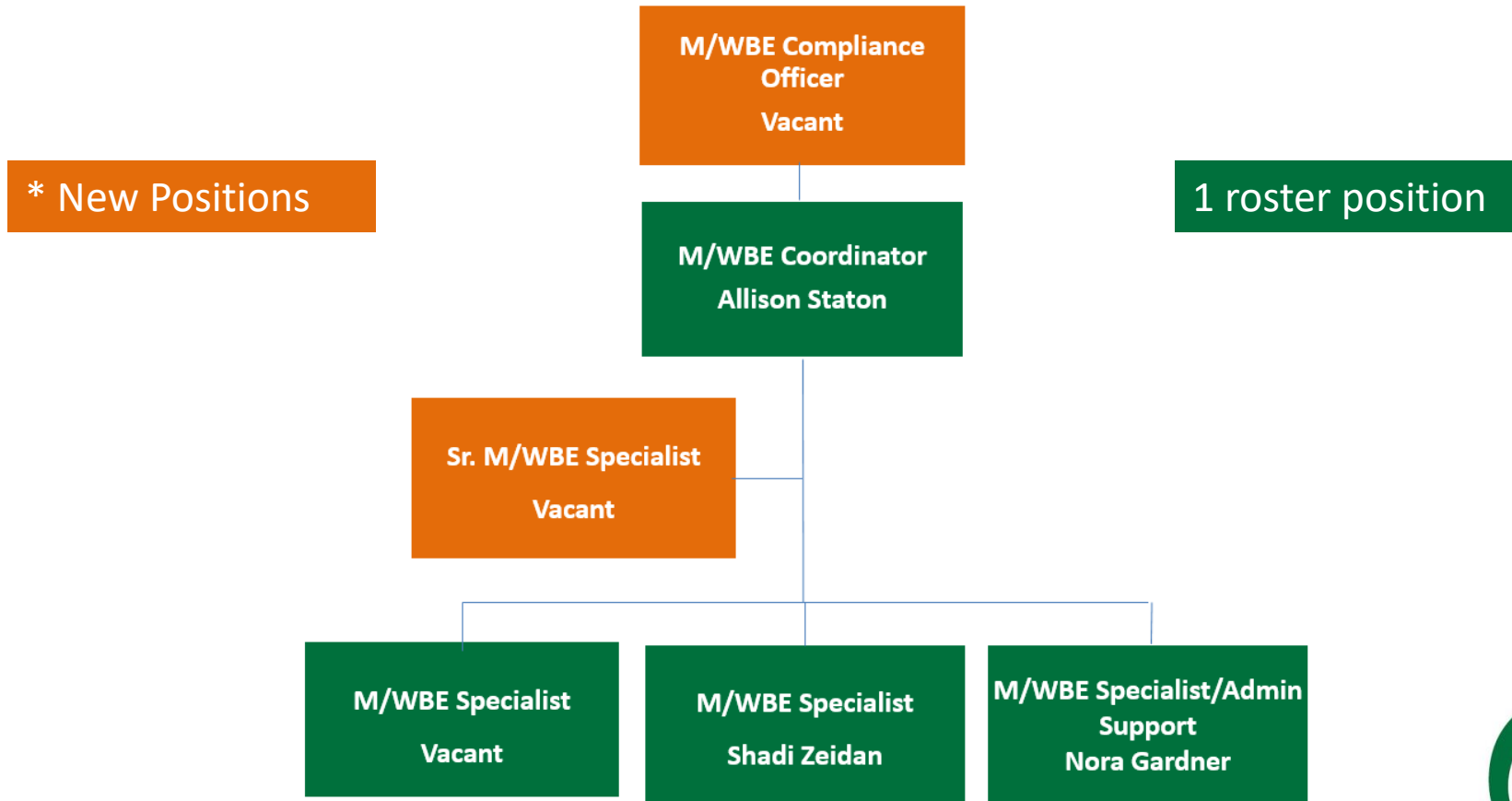
# Disparity Study Recommendations

## Recommendation #2: Develop Forecasting Plan

- Each department determined projects/services needed for fiscal year and identified scopes of work/estimated costs
- Overview of Forecasted City Projects
  - August 29, 2019 (**Appr. 85 attendees**)
  - August 27, 2020 (**Appr. 50 attendees**)
- Post list of forecasted projects (including debundled trades) on City website

# Disparity Study Recommendations

## Recommendation #3: Greater Oversight by M/WBE Office



# Disparity Study Recommendations

## Recommendation #3: Greater Oversight by M/WBE Office

- Require M/WBE Office approval of all construction and service requests prior to solicitation
- Developed online portal for M/WBE staff to receive requests for construction and service projects prior to solicitation
- Require M/WBE review of all expense contracts routed through the organization
- Monthly departmental reporting of M/WBE utilization



# Disparity Study Recommendations

## Recommendation #4: On-Call Contracts

- Limit on call contracts to 3-year terms
- Ensure solicitation of M/WBEs in Requests for Qualification process
- Require M/WBE Office approval of language in all on call contract Requests for Qualification
- Require M/WBE Office participation in scoring and selection of on call contract vendors



# Disparity Study Recommendations

## Recommendation #5: Bonding and Insurance Issues

- Partner with community agencies to provide bonding/insurance assistance to M/WBEs
- Require contractors to outline how bonding assistance will be provided
- Bonding & Insurance Workshop - Piedmont Business Capital and GTCC Small Business & Technology Development Center
- Eliminate and/or minimize bonding requirements on City projects (where applicable)



# Disparity Study Recommendations

## Recommendation #6: Small Business Reserve Program

- Requested state legislative approval to implement Small Business Enterprise Program (request made prior to July 1, 2019)

## Recommendation #7: Reform Data Infrastructure

- Established implementation team to fully implement B2GNow software
- Analyzed data mapping requirements and for IT to create interface to import data from other systems (Lawson and CARS) into B2GNow

# Disparity Study Recommendations

## Recommendation #8: Investigate Possible Discrimination

- Working with Office of Equity & Inclusion to create process for investigating possible discrimination

## Recommendation #9: Economic Development Projects

- Developed process for private economic development projects to go through Goal-Setting committee
- M/WBE Compliance Officer attends monthly discussions about potential ED projects

## Recommendation #10: Vendor Rotation

- Work with each department individually to determine the method for vendor rotation for specific contracts

# What's Next?

- Concentrate on increasing M/WBE utilization in goods and commodities
- Develop and implement goal-setting protocol for professional services
- Devise and implement a strategy to monitor contract compliance in B2GNow
- Create online M/WBE Directory

# QUESTIONS?