

MWBE

Minority and Women-Owned
Business Enterprise

MWBE Program Annual Report

FY2019–2020



Raleigh

Table Of Contents

A LETTER FROM OUR DIRECTOR	03
TESTIMONIAL: D&L PLUMBING	04
GET CONNECTED	05
STAY CONNECTED	05
OUR STRATEGIC PLAN	06
ENGAGEMENT	07
EDUCATION	13
COMPLIANCE	21
ACKNOWLEDGMENTS	27



A LETTER FROM OUR DIRECTOR

The City of Raleigh is committed to promoting economic growth and development by ensuring minority and women-owned businesses have equal opportunities to participate in all aspects of the City's contracting process.

The City's Minority and Women-Owned Business Enterprise (MWBE) program was established several decades ago to help meet that commitment. Today the program is administered by the Minority and Women-Owned Business Unit of the Housing & Neighborhoods Department.

Since its inception, the MWBE Unit has tripled in size and has worked to create an awareness of the benefits of having a robust business environment inclusive of minority and women-owned businesses.

In order to fulfill the MWBE program's mission, the City's team works to provide businesses with the tools to help them become successful when opportunities arise. These tools include but are not limited to: connecting minority businesses to internal and external resources; organizing workshops and seminars; providing technical assistance; participating in outreach events; and conducting monthly certification trainings sessions.

The City of Raleigh has historically used a 15% goal for participation by minority and women-owned businesses in City-sponsored construction and repair contracts of \$300,000 and above. For the past three years, the City has met that 15% goal every year. That goal includes minority primes and subcontractors.

The City of Raleigh's MWBE program has made great strides in increasing contracting opportunities for minority and women-owned businesses. Going forward the team will continue to increase awareness of the program through education, engagement, and promotion. Additionally, the team will continue to focus on the compliance of the program to ensure that the City of Raleigh is a great place for everyone to conduct business.

Larry M. Jarvis, AICP
Director, Housing and Neighborhoods Department

Testimonial: D&L PLUMBING

D & L Plumbing, Inc. has worked with the City of Raleigh on four projects over the past year through various General Contractors. Our company has found the process of bidding and obtaining work, getting the contracts and handling change orders during the construction to be easy to understand and navigate what needs to be completed. We are happy that the City of Raleigh takes the time to ensure that small businesses have a fair and equal shot at doing business with them. We look forward to many more projects with all our General Contractors and especially with the City of Raleigh.



**Danilo Ordonez, Owner/President
D&L Plumbing Company**

Has been serving customers since 2013.

Get Connected

City Of Raleigh MWBE Program

raleighnc.gov

Search: Minority

Doing Business With The City

RALEIGH SUPPLIER CONNECT

raleighnc.gov

Search: City Business

MYRALEIGH SUBSCRIPTION

raleighnc.gov

Search: Subscriptions

Economic Development Small Business Support

raleighnc.gov/economic-development

MWBE Certification

NC DEPARTMENT OF ADMINISTRATION

ncadmin.nc.gov/businesses/hub

NC DEPARTMENT OF TRANSPORTATION

connect.ncdot.gov/business/Pages/default.aspx

Stay Connected



@RaleighGov



@RaleighGov



@CityofRaleigh

Our Strategic Plan

The City of Raleigh's MWBE Program works to facilitate increased education and outreach to minority businesses. The strategic plan for the program includes internal and external priorities that aim to fulfill the mission through engagement, education, and compliance.



Engagement



Education



Compliance



61 MEETINGS

Construction Bid Meetings

The MWBE Program works to maintain positive relationships with all City departments and divisions to assist in obtaining specified minority participation goals for contracts let by the City. We have worked to promote the program at pre-bid, bid opening, and pre-construction meetings.



11 MEETINGS

MWBE Work Group Meeting

In 2018, the City of Raleigh created an internal work group. The focus of the work group is the emphasis in collecting data in a consistent manner, internal project manager trainings, and streamlining processes. This emphasis has resulted in more comprehensive data around construction contracts, more informed project managers city-wide, and a more predictable MWBE data collection and reporting process.



Departmental/Divisional Meetings

We work to engage departments and project managers through one-on-one departmental and divisional meetings and through the Business Partner model.

These meetings have helped to build collaborative internal relationships with departments. The meetings have been instrumental in providing an opportunity for the MWBE team to discuss reporting requirements and establish primary points of contact for various data request.

HOUSING & NEIGHBORHOODS

- Community Development
 - Neighborhood Revitalization
 - Construction Loans
 - Human Relations
- Community Engagement
- Code Enforcement

RALEIGH WATER

- Capital Improvement Projects

ENGINEERING SERVICES

- Construction Management
- Stormwater Management
- Roadway Design & Construction
- Integrated Facility Services

PARKS, RECREATIONAL AND CULTURAL RESOURCES DEPARTMENT

- Park Development and Communication Division

TRANSPORTATION

- Transportation Services
- Traffic - Planning
- Traffic – Engineering
- Transit
- Parking

Our continued goal is to meet with the departments and divisions quarterly to provide updates on project information received by the MWBE office and to answer questions related to reporting requirements.



16 MEETINGS



24 EVENTS

Outreach & Community Engagement

During the year, the MWBE Program staff actively engaged with MWBE businesses through outreach events, educational workshops, statewide and local conferences, referrals, and one on one counseling sessions.

The MWBE Program staff members served on boards, volunteered with committees, and engaged with community organizations to add a business perspective on diversity and inclusion. Some of the organizations that we have ongoing relationships with, are as follows:

- Capital City MED Week Committee
- Catholic Charities of the Diocese of Raleigh
- Diversity, Equity, and Inclusivity Alliance (Raleigh Chamber of Commerce)
- Hispanic Contractors Association of the Carolinas (HCAC)
- North Carolina MWBE Coordinator's Network (NCCN)
- North Carolina State University HUB Advisory Board
- North Carolina State Construction Advisory Board
- North Carolina Hispanic Chamber of Commerce
- North Carolina State Office of Historically Underutilized Businesses (HUB)
- North Carolina Department of Transportation's Disadvantage Business Enterprise (DBE)
- United Minority Contractors of North Carolina (UMCNC)

The MWBE team has participated in numerous external outreach and community engagement events. Some of those events included the NC Veterans Business Association Event, Capitol Area Minority Enterprise Development Minority Enterprise Development (MED) Week, Governor's HUB Advisory Council Networking Event, Hispanic Chamber Presentation and Conference, Carolinas Association of Governmental Purchasing Piedmont Regional Training hosted by Town of Cary, NC State University Capitol Project Management HUB Information Session and United Minority Contractors of NC Industry Day.



External Workshops

BONDING WORKSHOP

On October 18, 2019, in partnership with the Raleigh Chamber of Commerce, United Minority Contractors of North Carolina, Hispanic Contractors of the Carolina, and NC DOTs Office of Civil Rights, the MWBE team held the following workshop: **Bonding 101: What and Why?**

Presenter, Dan Quarella, President of Vigilant, provided information to minority businesses on how to maximize their ability to secure surety bonding positively impacts opportunities for growth, prosperity, and obtaining contracts. A diverse group of contractors were engaged in conversation and networking throughout the evening. Fifteen people attended to include minority businesses and representatives from partnering agencies.





**16 HISPANIC
BUSINESSES
ATTENDED**

CERTIFICATION WORKSHOP

The MWBE Team partnered with the NC Hispanic Chamber of Commerce to conduct a **HUB Certification Workshop** on Monday, November 25, 2019. The workshop served to educate businesses about the NC Office of Historically Underutilized Businesses (HUB) certification and provided information to the attendees about doing business with City. This certification workshop was conducted in Spanish and sixteen Hispanic businesses attended the certification information session.





JANITORIAL WORKSHOP

The MWBE Team partnered with Integrated Facilities Service (formerly Facilities and Operations) to conduct a **Janitorial Workshop** on Tuesday, February 18, 2020. The evening workshop served as a precursor to the City-wide Janitorial Services RFP scheduled for release in the Spring. The City of Raleigh Integrated Facility Services staff discussed the RFP and provided handouts with information on the square footage, number of buildings, and MWBE participation for City projects. Starsky Martin, from the NC Department of Labor, provided information on the development of hazardous communication programs, samples of hazard assessment guidelines, job hazard analysis, hand hygiene, and personal protective equipment. Twenty people attended to include minority businesses and City of Raleigh staff.



20
PEOPLE ATTENDED





Project Manager Trainings

The MWBE Program staff worked to provide pertinent information to Project Managers who provide data to the MWBE program. We did this by educating staff via trainings that provided essential guidelines and standards for the MWBE program.

Project Manager Training Attendance: FY19–20

10

MARCH 25, 2020

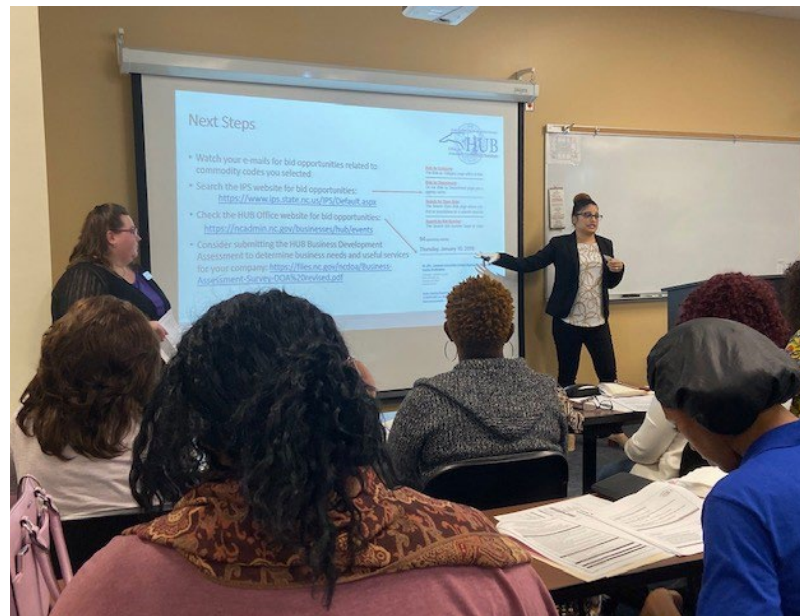
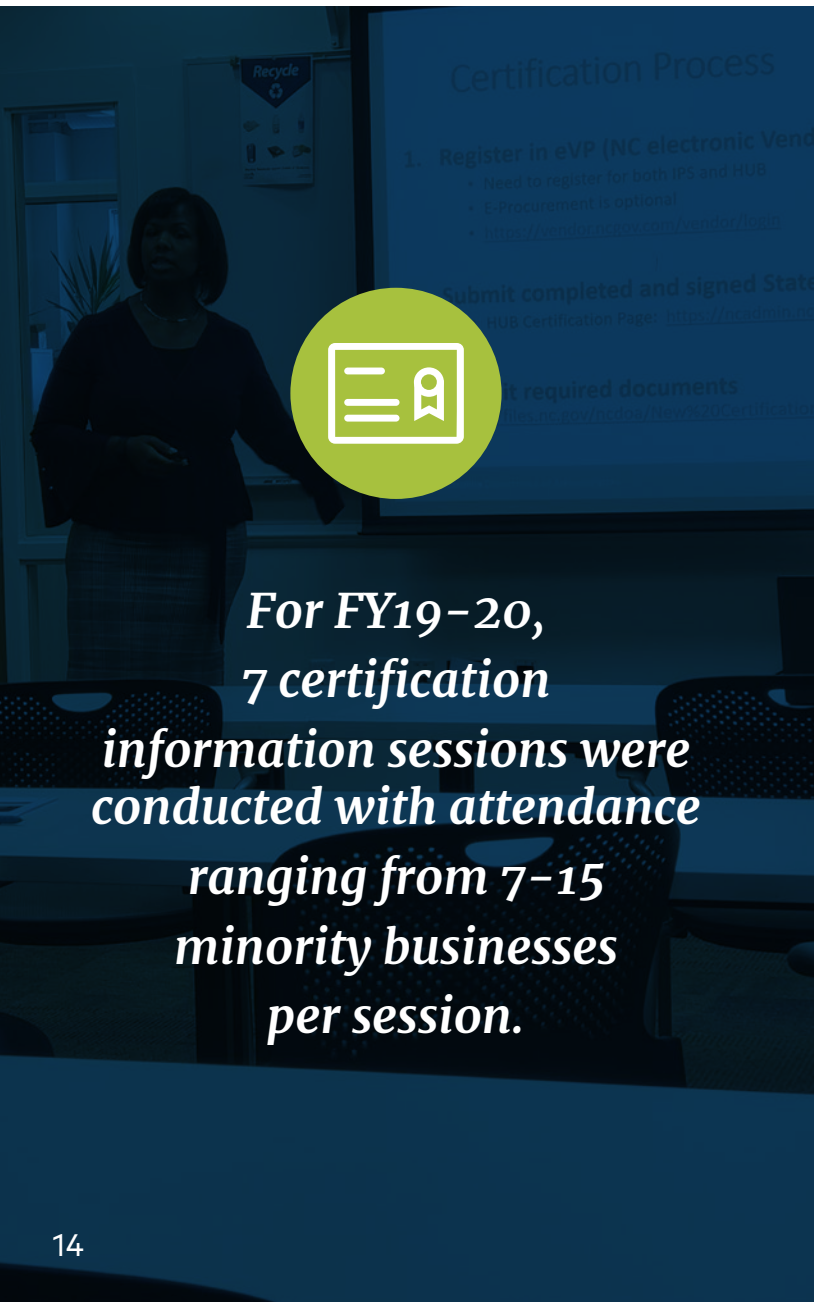
12

MAY 27, 2020



HUB/DBE Certification Information Sessions

The MWBE Program staff worked to educate businesses through a collaboration with NC Department of Transportation Disadvantaged Business Enterprise (DBE) and NC Office of Historically Underutilized Businesses (HUB) to present monthly information sessions on certification. Through this partnership, sessions were held monthly on the 4th Thursday to provide MWBE businesses with information on certification. Our partners presented benefits of certification and explained the process. The MWBE team spent time discussing the City of Raleigh MWBE program and Doing Business with the City. Additional information was also provided related to how all partners work collaboratively to advocate for certification and minority business success.





MWBE Program Certification Technical Assistance

PULLEN BOY HAULING, LLC

Ms. Pullen of Pullen Boy Hauling, LLC initially contacted the MWBE office on September 23, 2019 requesting certification information. The MWBE team member discussed the HUB and DBE certification with Ms. Pullen and provided contact information for NC DOT. Ms. Pullen contacted NC DOT to pursue the DBE certification. The MWBE team member followed up with the client over the next several months and on February 3, 2020, Ms. Pullen informed the MWBE office that she had received her DBE certification. Upon additional follow up, Ms. Pullen indicated that she had received several contracting opportunities since becoming a certified MWBE.

CJC & CO.

Ms. Clifton of CJC & Co. initially contacted the MWBE office on January 30, 2020 requesting certification technical assistance and information related to doing business with the City of Raleigh. Ms. Clifton is the owner of a newly created trucking company, CJC & Co. The MWBE team conducted a phone consultation on February 14, 2020 to discuss the HUB certification application and required forms. Ms. Clifton worked directly with an MWBE team member who answered additional questions as they arose over the next thirty days. On April 21, 2020, Ms. Clifton informed the MWBE team member that she had received her certification approval from the HUB office. Ms. Clifton ultimately registered as a City supplier and anticipates being able to participate on City construction and repair projects by providing hauling services.

PAIGE MOORE

An MWBE team member reached out to Paige Moore on April 3, 2020 to offer technical assistance in pursuing her HUB certification. Paige Moore is a research professional who works to examine and identify innovative solutions to social problems through research, analysis and practice. Moore's extensive experience in program evaluation, teaching, research, as well as evidence-based policy writing, and implementation has allowed her to lead research projects to success while serving the needs of diverse populations. The MWBE team member worked closely with Ms. Moore to get her application completed and submitted to the HUB office. On April 15, 2020, Ms. Moore informed the MWBE team member that she had received her HUB certification. Ms. Moore is currently serving as a Research and Planning Analyst/Special Projects Consultant in the Raleigh Police Department (RPD). Her work with RPD includes using her research and analysis skills to write and assess policy and facilitate interdisciplinary conversations between RPD and community allies to understand the diverse needs of resident populations.





Annual Business Expo

The **22nd Annual Raleigh Business Expo** was once again a huge success. The MWBE team, in partnership with Wake County Public School System Office of Equity Affairs, held this event on January 22, 2020. Over 180 businesses attended to directly engage with multiple organizations in a single space to learn of procurement opportunities, business development resources, upcoming projects, and for business to business networking. The two business development workshops and the selection of a 'Subcontractor of the Year' added to this year's event and will continue as Expo highlights.





Business Development Workshops



KRISTOF PASTERNAK,
CYBER INSPEKT
Cyber Security for Small Business



KAELA BHALAI, INDIGO BHALAI
FITNESS & WELLNESS
Wellness & Financial Health





City Of Raleigh's FY19-20 Subcontractor Of The Year

The City of Raleigh and Wake County Public School System each selected a Subcontractor of the Year to showcase during the Expo. The COR selected, Asphalt on Demand, Inc., and WCPSS selected, RDU Paving, Inc. Each firm was selected based on quality of performance, number of contracts, number of primes that subcontracted with them, and input from project managers regarding level of responsiveness.

AMBER DANIELS

President, Asphalt Services on Demand, Inc.

Amber Daniels is the President of Asphalt Services on Demand, Inc., a HUB and DBE certified firm providing quality commercial, industrial, residential, and DOT asphalt services across North Carolina. While asphalt paving, patching and milling are specialties, the firm also provides hauling services to complete its repertoire.

Asphalt Services on Demand, Inc. has completed numerous projects for the City of Raleigh. Some of those projects include Ramblewood Drainage, White Oak Lake Reconstruction, Lower Poplar Creek and others. The company started as a homebased business with only one company truck, one asphalt paver, one asphalt roller, one skidsteer and two employees. Six years later, ASD has over 20 employees, a fleet of company vehicles and, as Amber states, "more paving and milling equipment than I "never" could have imagined!" Amber further stated, "the opportunities made available to us by the City of Raleigh, along with our loyal, faithful, and hardworking employees, have helped to ensure the long-term success of the company".



The opportunities made available to us by the City of Raleigh, along with our loyal, faithful, and hard-working employees, have helped to ensure the long-term success of the company.





FY19-20 Distinguished Coordinator Award

PRESENTED BY: NC MWBE COORDINATORS' NETWORK

Congratulations to Maria Torres, City of Raleigh MWBE Coordinator! Maria received the award for the Distinguished Coordinator Award for the NC MWBE Coordinators' Network.

This award goes to individuals who have made outstanding achievements in the area of Compliance, Outreach and Education, or Advocacy in support of supplier diversity and MWBE/HUB/DBE programs across the state of North Carolina.

In FY19-20, statewide elections were held for the Executive Board of the NC MWBE Coordinators' Network. Lekesha Shaw, City of Raleigh MWBE Coordinator was appointed to Secretary of the NC MWBE Coordinators' Network. The Network, as we call it, is our industry "think tank" and support group. We meet to share best practices, strategies, and updates on the ways to enhance opportunities for minority businesses and how to better administer minority business programs. Each fall we gather to attend our Annual Professional Development Conference. We know Lekesha will represent the City of Raleigh very well.





Construction & Repair Projects \$300k and Above

DATA COLLECTION

The MWBE team tracks utilization and operational data that helps improve outreach efforts, assess the program's effectiveness, and helps identify opportunities for improvement. Ultimately, data collection allows the team to become more strategic with outreach efforts, more intentional in connecting businesses to opportunities, and helps to identify and overcome gaps in utilization.

Table 1 describes some of the operational data that the MWBE team has collected over the past 3 years. It is important to note that this data only notes the construction contracting that the MWBE program has tracked because the contracts were above \$300,000. The reader can see that over the past 3 years the City has met the 15% goal for MWBE participation overall. Additionally, the data is broken out to show the difference in MWBE prime contracting and subcontracting.

Considering projects of \$300,000 or more, 97 projects were monitored and reviewed, averaging \$115,000,000 over the past three years. Through continued efforts focused on outreach, educational training (internal and external), and certification sessions, the team feels certain that these trends will continue and increase.





Construction Contract Data & MWBE Utilization (%/\$)

<i>Fiscal Year</i>	<i>Construction Projects \$300,000+</i>	<i>Total Amount Contracted</i>	<i>Total MWBE Prime (\$)</i>	<i>Total MWBE Subs (\$)</i>	<i>Total MWBE Prime & Subs (\$)</i>	<i>Total MWBE Utilization (%) Prime/Subs</i>	<i>Total MWBE Utilization (%) Subs</i>
17-18	27	\$96,491,915.57	\$4,033,403.00	\$14,218,416.37	\$18,251,819.37	18.92%	14.74%
18-19	37	\$100,405,059.73	\$4,717,982.95	\$11,002,694.62	\$15,720,677.57	15.66%	10.96%
19-20	33	\$150,596,261.83	\$4,681,447.64	\$19,688,467.60	\$24,369,915.24	16.18%	13.07%

Table 1

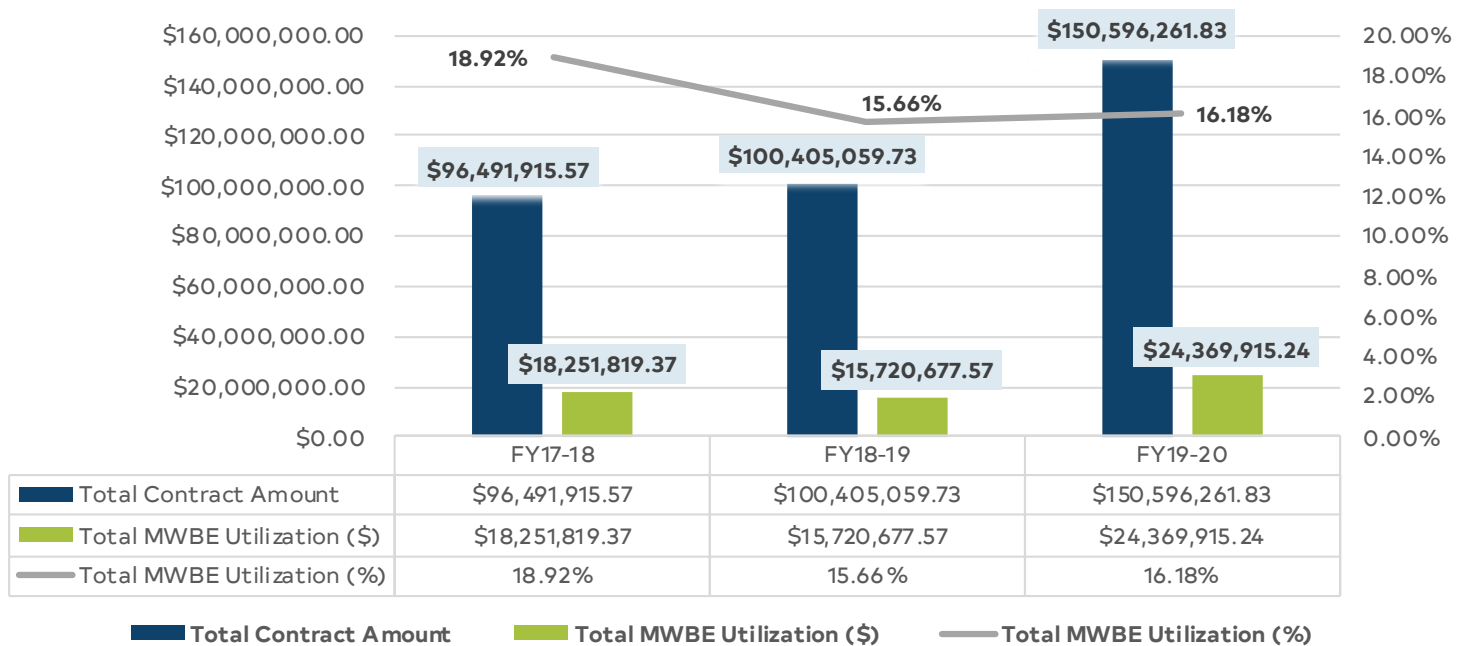
33

CONSTRUCTION
PROJECTS
\$300,000+
FY19-20



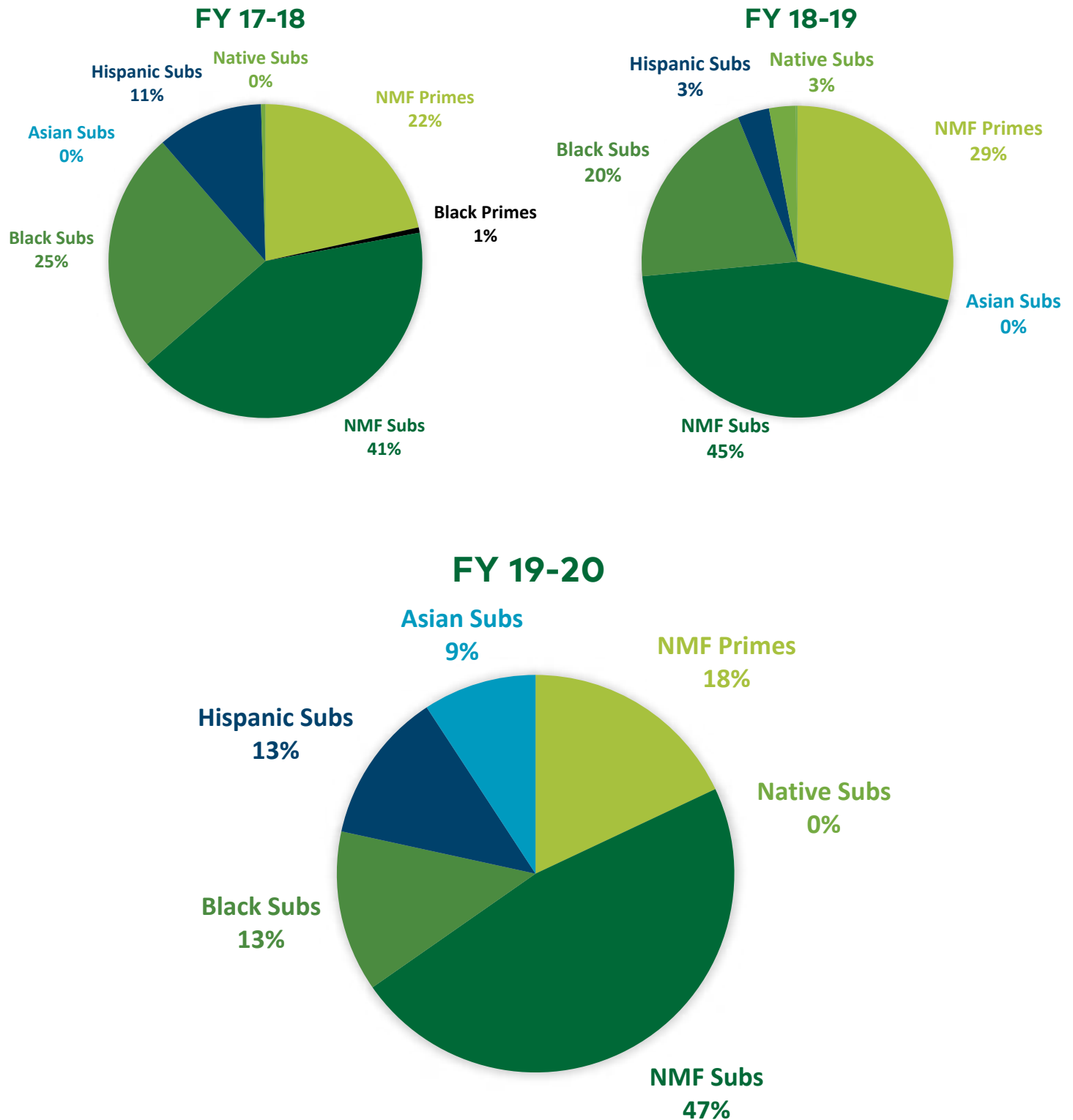


Construction Contract Data & MWBE Utilization (%/\$)





MWBE Participation by Category





Professional Services Contracts

The MWBE team has collected and analyzed data related to the City of Raleigh's spend and MWBE utilization for all Professional Services contracts. The collection and analyzation of this data will guide the team in developing and implementing a more strategic outreach plan and identifying opportunities to increase MWBE utilization for these contracts.

The data on the next page represents MWBE utilization for Professional Services contracts provided by the Big 4 departments: Raleigh Water, Engineering Services, Parks & Recreation, Transportation.





BY THE NUMBERS: FY19-20

<i>Engineering Services</i>	<i>Construction Management</i>	<i>Roadway Design</i>	<i>Stormwater</i>	<i>Integrated Facility Services (IFS)</i>
Total Contracted Amount (\$)	\$15,489,998.00	\$12,503,478.31	\$206,745.00	\$309,600.00
Total MWBE Utilization (\$)	\$2,561,232.00	\$771,233.92	\$56,950.00	\$0
Total MWBE Utilization (%)	16.53%	6.17%	27.55%	0%
Total # Contracts	15	17	4	4

<i>Transportation</i>	<i>Services</i>	<i>Transit</i>	<i>Traffic Engineering</i>
Total Contracted Amount (\$)	\$970,063.94	\$1,075,955.00	\$363,000.00
Total MWBE Utilization (\$)	\$215,000.00	\$589,955.00	\$153,049.00
Total MWBE Utilization (%)	22.16%	54.83%	42.16%
Total # Contracts	8	6	5

<i>Raleigh Water</i>	<i>CIP</i>
Total Contracted Amount (\$)	\$11,868,232.56
Total MWBE Utilization (\$)	\$882,250.65
Total MWBE Utilization (%)	7.43%
Total # Contracts	87

<i>Parks, Recreation & Cultural Resources Department</i>	<i>CIP</i>
Total Contracted Amount (\$)	\$5,067,235.53
Total MWBE Utilization (\$)	\$727,415.33
Total MWBE Utilization (%)	14.36%
Total # Contracts	49

Acknowledgements

The MWBE team would like to thank our internal and external partners for their contribution to the success of the MWBE Program. These collaborative partnerships are instrumental in helping us to effectively fulfill our mission.

Thank You To Our Partners



Raleigh

RALEIGH WATER
ENGINEERING SERVICES
PARKS & RECREATION
TRANSPORTATION
HOUSING & NEIGHBORHOODS
FINANCE
BUDGET OFFICE
CITY ATTORNEY'S OFFICE
ECONOMIC DEVELOPMENT & INNOVATION

External Partners



MWBE

Minority and Women-Owned
Business Enterprise



Raleigh

raleighnc.gov