



Reuniting
Raleigh



EQUITY AND INCLUSION

MWBE Program Annual Report

FY2023-2024

raleighnc.gov



Raleigh

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Greetings,

It is my pleasure to present the Minority and Women-Owned Business Enterprise (MWBE) Program Annual Report for Fiscal Year 2023-2024.

The Minority and Women-Owned Business Enterprise (MWBE) Program advocates on behalf of historically underutilized businesses to promote diversity and inclusion in City of Raleigh contracting.

The City of Raleigh Minority and Women-Owned Business Enterprise (MWBE) Program aims to connect underrepresented businesses with opportunities, resources, and technical assistance.

Following the completion of the disparity study in April 2023, the City of Raleigh has demonstrated its continued commitment to implementing the recommendations identified in the study, and further promoting equity and inclusion in its procurement processes. Various initiatives have since been established to support the implementation of the study's recommendations and enhance the City of Raleigh MWBE Program.

Some program accomplishments throughout the fiscal year include:

- Establishing a **Goal Setting Committee** to review and advise on MWBE participation goals.
- Leveraging the **Strategic Plan Economic Development and Innovation Initiative Team** to support the development of progressive strategies for MWBE outreach and matchmaking efforts.
- Establishing a **Policy and Data Working Committee** to facilitate post-study discussions and council updates.
- Selecting **Miller3 Consulting as the post-study** implementation consultant based on their expertise in disparity studies and inclusive policy initiatives.
- Holding **soft benchmarking discussions** with peer jurisdictions around inclusion goals, policies, and ordinances.
- **Identifying opportunities** to strengthen and promote the MWBE Program through community engagement and awareness initiatives.

What's Next?

Over the next two years, the City of Raleigh will work to deploy the strategies of the implementation plan to reduce gaps determined by the study. Immediate plans include, but are not limited to:

- Establishing race and gender-conscious goals to be applied across procurement types, consistent with the disparity study findings
- Enhancing MWBE Program administration and operations
- Enhancing race and gender-neutral initiatives
- Enhancing data collection and data management
- Fostering a more inclusive procurement environment

The following report describes the City of Raleigh's efforts to ensure minority and women-owned businesses have greater access to public contracting opportunities, and summarizes program activity, prime contract, and subcontract utilization data for certified minority and women-owned businesses.

We would like to thank the Mayor, Council, City Leadership, department staff, and our external partners for their continued commitment to ensuring growth and success with the MWBE community.

Lekesha R. Shaw

MWBE Program Manager, Department of Equity & Inclusion



Testimonial: Pinam Construction

As a female, minority-owned business, we at PINAM Construction rely on strong relationships with our clients and business partners. Working with the City of Raleigh has given us the opportunity to expand and grow our business to another level. Raleigh not only provides good bidding guidance, they make it easy to navigate their bidding process, allowing us to have a better outcome with our bids.

PINAM Construction is grateful for the opportunities the City of Raleigh has offered us. Working on projects such as the Dobbs Building, Raleigh Parks, Recreation, and Cultural Resources, Fire stations, and the Raleigh Art Museum is what we thrive on to continue to grow and strengthen our working relationship with the City of Raleigh for years to come.



Get Connected

City of Raleigh MWBE Program

raleighnc.gov

Search: MWBE

Doing Business with The City

Raleigh Supplier Connect

raleighnc.gov

Search: Supplier Connect

MYRALEIGH Subscription

raleighnc.gov

Search: Subscriptions

Economic Development Small Business Support

raleighnc.gov/housing-and-neighborhoods/service-unit/small-business

MWBE Certification

NC Department of Administration (HUB)

ncadmin.nc.gov/businesses/hub

NC Department of Transportation (DBE)

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

Stay Connected



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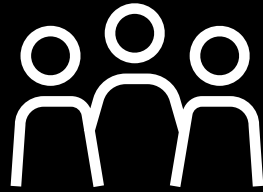
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Our Strategic Plan

The City of Raleigh 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



Looking Back at FY23-24

MWBE Work Group Meetings

This internal work group consists of staff across various City of Raleigh departments. The work group focuses on collecting data in a standardized manner, simplifying current processes, and implementing new processes.



4 Meetings

Construction Bid Meetings

MWBE Program staff maintains positive working relationships with all City departments and work collectively to promote the program at pre-bid, bid opening, and pre-construction meetings. These meetings were held both virtually and in-person.



45 Meetings

Project Management Training Sessions

The MWBE Program staff conducted two Project Management Staff Trainings. The purpose of these trainings is to provide an in-depth review of MWBE Affidavits and Forms, project submissions, and MWBE reporting procedures.



50+ Participants



Outreach & Community Engagement



7 Events

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

MWBE Program staff served on various boards, volunteered on committees, and engaged in community organizations, adding input from a business-impact perspective on diversity and inclusion. Some of the organizations with whom staff engaged this year include:

- American Contract Compliance Association (ACCA)
- Hispanic Contractors Association of the Carolinas (HCAC)
- Hispanic American Chamber of Commerce NC
- North Carolina MWBE Coordinator's Network (NCCN)
- North Carolina Department of Administration's Office for Historically Underutilized Businesses (HUB)
- North Carolina Department of Transportation's Disadvantage Business Enterprise (DBE)
- North Carolina Association of Governmental Purchasing (NCGAP)
- Greater Raleigh Chamber of Commerce
- The Women's Business Center of North Carolina
- Procurement Technical Assistance Center (PTAC)





The MWBE staff participated in multiple external outreach and community engagement events in FY23-24.

Business Development Information Sessions (In Spanish)

Information sessions launched in January 2024. The first session was conducted on January 25, 2024. The MWBE Program collaborated with the Hispanic American Chamber of Commerce and Wayne Community College/Small Business Center to provide business basics, an overview of government contracting, and technical assistance to approximately 60 participants from the Spanish-speaking community.

The MWBE Staff collaborated with the City of Raleigh's Office of Strategy and Innovation on two projects. The first project focused on bringing Latinx entrepreneur support organizations together to better serve Spanish speaking and Latinx business owners that have been in operation for 1-3 years. The goal is to support these businesses by helping them to establish the infrastructure and regulatory compliance necessary to effectively grow their business. This project is supported by the National League of Cities and the Kauffman Foundation. The second project was in partnership with Right to Start, a nonprofit organization who focuses on expanding entrepreneurial opportunity for all. In efforts to support, broaden cultural knowledge, and strengthen relationships with the Spanish-speaking community, the City of Raleigh offered a series of focus groups that were attended by the MWBE staff, other City departments' staff, and City officials. Attending the focus groups provided opportunities for City staff to gain invaluable knowledge of the Hispanic community's culture, specific needs, and interests.

Sowing Unity Among Self-Sufficient Women Conference 2023

In March 2023, MWBE partnered with the Hispanic-Latino Ecosystem partners (General Consulate of Mexico, General Consulate of Guatemala, Small Business Administration, The Women's Business Center of NC, DurhamTech, InStepp Inc., and Mil Mujeres) to lead a panel discussion where women learned about business, employment, immigration, and personal growth. This event celebrated Hispanic-Latinas and connected them with unique resources inside North Carolina. The purpose of this one-stop event was to promote economic development, career development, and social advancement.

MED Week

National Minority Enterprise Development (MED) Week is a special week in October, observed in the United States to recognize and celebrate the achievements and contributions of the MWBE community. The COR MWBE



program successfully hosted the First Annual City MED Week celebration in October 2023. The event featured a proclamation by the Mayor and a panel discussion of City MWBE vendors entitled: "Secrets to their Success." Approximately 50 people were in attendance including MWBE vendors interested in doing business with the City, established vendors, City officials, and partners.

MWBE Business Development Workshop Series

This new workshop series kicked off in January 2024, in partnership with a pilot study led by The Amalgamation, to support the disparity study implementation goals related to increased community engagement efforts (specifically training and workshop development). The Amalgamation is a COR Impact Partner Grant recipient. This workshop series focused on providing MWBE's with resources and one-on-one guidance on how to navigate doing business with the City from start to finish. Each session included approximately 10 MWBE attendees.

Meet the General Contractors Workshop

The MWBE Program partnered with several General Contractors (GC) to educate the MWBE community about ways to engage and share their success stories. These workshops focused on topics including subcontractor and pre-qualification processes. Approximately 30 minority firms participated at each event.

Focus Groups

The City of Raleigh Minority and Women-Owned Business Enterprise (MWBE) Program recently completed its first round of focus groups with local small business owners. A total of seven focus groups were conducted throughout the month of May 2024. The purpose of the focus groups centered on:

- Sharing experiences navigating the market landscape and working with the City.
- Evaluating the effectiveness of the City's marketing and communication to reach business owners.
- Gaining a clearer understanding of the Minority and Women-Owned Business Enterprise (MWBE) Program and participation in City of Raleigh contracting.

Participants shared individual perspectives of the current and future local small business landscape.

Over the next two years, Raleigh will concentrate on implementing recommendations to address disparities identified in the disparity study. The City will keep stakeholders informed and provide feedback on how focus group input influenced the implementation phase.



HUB/DBE Certification Information Sessions

In collaboration with the NC Department of Administration and the NC Department of Transportation, MWBE Program staff facilitated free public quarterly information sessions to educate businesses on NC Department of Transportation Disadvantaged Business Enterprise (DBE) and NC Office of Historically Underutilized Businesses (HUB) Certifications.

Our partners presented the benefits and processes of their respective certification programs, while the MWBE team concentrated on City of Raleigh's MWBE program elements and how to become registered suppliers with the City. Additionally, information was shared on how all partners work collaboratively to advocate for certification and minority business success.



*For FY23-24,
quarterly Certification Information Sessions were
conducted with 25-30 minority business owners
attending each session.*





MWBE *At Work*





25th Annual Small Business Expo

The City of Raleigh's MWBE Program in partnership with Wake County Public Schools held their 25th Annual Small Business Expo on June 14 at The McKimmon Center. This event celebrated small businesses and featured keynote speaker, James Montague, President of F7 International Development as well as an appreciation luncheon, and an exhibition of over 70 vendors. Businesses connected with local and state procurement agencies and primary contractors looking for minority and women-owned businesses, as well as other resources for business support. Over 300 individuals attended the expo. As a special feature, both the City of Raleigh's MWBE Program and the Wake County Public School System recognized their MWBE Contractors of the Year.

Mr. Luther Williams, who launched the City of Raleigh Annual Small Business Expo in 1999, was bestowed the honor of cutting the ribbon of the 25th Annual Small Business Expo.



“Being able to meet several organizations at one time” and “The ease of being able to interact with vendors” and “The guest speaker, networking, and food.”

“The friendliness of the staff really made the difference. Any questions were quickly answered, and the vendors were found to be very beneficial for a small business to have access to.”

“The event started and ended on time and the event was centrally located.”

“The layout of the tables made it easy to move around and visit with everyone.”

“A lot of vendors and engaging.”





FY23-24 Project Spotlight: City of Raleigh East Civic Tower

The construction of the state-of-the-art City of Raleigh's East Civic Tower, the new City Hall, is underway! The 17-story office tower will include a public service area; City Council Chamber; wellness space for staff; art gallery space; and an active open ground floor. With a focus on security, safety, accessibility, and efficiency, the new building will allow the City to consolidate most of its downtown workforce from multiple office buildings, to offer the public convenient, efficient, customer-focused services in one central location. A groundbreaking celebration for the tower took place on June 11, 2024, and the construction bidding process for the project began in Fall 2023.

With an approved initial Guaranteed Maximum Price (GMP) of \$181,500,000, nearly \$134 million of the construction budget has been bid out to date, with over \$30 million (22.52%) in contracts being awarded to Minority and Women-owned Business Enterprises.

The Construction Management At-Risk (CMAR) for the project is Brasfield & Gorrie in association with Holt Brothers Construction. This CMAR-delivered project utilized a phased bidding approach to mitigate the effects of escalation resulting in avoided cost savings for the project.





MWBE Participation & Compliance

The City of Raleigh is one of the fastest-growing metro areas in the country, with an estimated population of over 462,000 residents. The City is committed to embracing its growth by ensuring proper infrastructure is in place to accommodate the needs of its growing population, new businesses, and inclusive culture.

New construction and Repair projects across the city play a pivotal role in these efforts. The City's Minority and Women-owned Business Enterprise Program (MWBE) tracks MWBE participation across construction and repair projects valued at \$300,000 and above. Staff reviewed a total of 26 Construction and Repair projects during fiscal year 2023-2024, totaling \$69,997,942.50. Of that amount, contracts totaling \$17,067,973.26 (24.38%) were awarded to Certified Minority and Women-owned Business Enterprises, exceeding the City's aspirational goal of 15% by over 9%.

24.38%

**OF CONTRACTS WERE AWARDED TO CERTIFIED MINORITY
AND WOMEN-OWNED BUSINESS ENTERPRISES**

FY23-24





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

Table 1

<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>
21-22	39	\$205,472,913.40	\$7,308,176.46	\$14,295,605.04	\$21,603,781.50	10.51%	6.96%
22-23	35	\$168,394,099.06	\$18,551,775.61	\$18,091,119.36	\$36,642,894.97	11.02%	10.74%
23-24	26	\$69,997,942.50	\$8,135,442	\$8,932,531.26	\$17,067,973.26	24.38%	12.76%

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**CONSTRUCTION
PROJECTS
\$300,000+
FY23-24**



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