

City of Milwaukee
Department of Administration
Business Operations Division
Emerging Business Enterprise Program

Presentation of Chapter 370
Implementation of the
Disparity Study Recommendations

October 3, 2011

Overview of Chapter 370

- Implements the Disparity Study Recommendations
- Redesigns the EBE program as a MBE, WBE and SBE program
- Creates an Office of Small Business Development
- Establishes minimal requirements for the utilization MBE, WBE and SBE firms on various City contracts.

Disparity Study Recommendations

In light of the Disparity Study findings, D. Wilson Consulting Group provided the following recommendations to the City of Milwaukee:

- I. Changes in Procedures and Practices**
- II. Implementation of a Compliance Monitoring Tracking System**
- III. Development and Implementation of race/gender-conscious program**
- IV. Monitoring expectations for M/W/SBE program**
- V. Enhancements to the proposed M/W/SBE program**



Development of Chapter 370

Internal Transition Team

The Internal Transition Team consisted of City Leadership and Departmental Staff, who worked to insure that the City's contracting processes encourage and provide increased opportunity for participation by a more diverse group of vendors and contractors.

Department	Team Member
Administration	Kimberly Montgomery
Common Council	Ald. Ashanti Hamilton
CA Office	Linda Burke, Kathy Block
DCD	Sandra Rotar, Scott Stange
DOA	Rhonda Kelsey
DPW	Ghassan Korban

M/W/SBE Advisory Committee

The M/W/SBE Committee shall act as an Advisory Committee, working with City staff to review the proposed M/W/SBE program, and provide recommendations in support of program changes.

Organization	Representative
AACC	Curtiss Harris
HCCW	David Aragon
Milw. Co. DBE	Freida Webb
MMSD	Pete Coffaro
MPS	Renee Taylor
Nutshell Enterprises	Tina Beckett



Proposed M/W/SBE Certification Requirements

Minority Business Enterprise

Proposed Certification Requirements

- Firm must be at least 51% owned, managed and controlled by one or more ethnic minorities. Ethnic minorities include the following groups:
 - African American
 - Asian-American
 - Hispanic
 - Native American
- Firm must be operational for at least one (1) year
- Firm must have a physical business address located within the limits of Milwaukee, Ozaukee, Washington and Waukesha counties for at least one (1) year
- Owner controls the day-to-day critical operations of the firm
- Owner(s) is/are a citizen or permanent, legal resident of the United States.

Woman Business Enterprise

Proposed Certification Requirements

- Firm must be at least 51% owned, managed and controlled by one or more females
- Firm must be operational for at least one (1) year
- Firm must have a physical business address located within the limits of Milwaukee, Ozaukee, Washington and Waukesha counties for at least one (1) year
- Owner controls the day-to-day critical operations of the firm
- Owner(s) is/are a citizen or permanent, legal resident of the United States

Small Business Enterprise Proposed Certification Requirements

- Firm must be operational for at least one (1) year
- Firm must have a physical business address located within the limits of Milwaukee, Ozaukee, Washington and Waukesha counties for at least one (1) year
- Owner controls the day-to-day critical operations of the firm
- Owner(s) is/are a citizen or permanent, legal resident of the United States.

Additional criteria that ALL businesses must meet:

- A United States business which is independently owned and operated, and which is not dominant in its field of operation or an affiliate or subsidiary of a business dominant in its field of operation;
- Either has no more than the following number of employees or has no more than the following annual sales volume for the applicable industry (Per SBA size standards & respective NAICS Codes);
- Has demonstrated capability to perform independently or as a subcontractor relative to its field of operation;
- Not be owned, controlled, or directed by individuals or groups of individuals who own, control, or direct a large business involved in the same category of work as the business for which M/W/SBE status is sought.



Proposed M/W/SBE Participation Goals/Requirements

Proposed M/W/SBE Program Goals/Requirements

- **Construction Services**

• <u>Race/Gender-conscious</u>		<u>12.95%</u>
• African-American Firms	5.57%	
• Asian-American Firms	.07%	
• WBE	7.31%	
• <u>Race/Gender-neutral</u>		<u>12.05%</u>
• SBE	12.05%	

Construction = 25% Annual Participation Requirement

Proposed M/W/SBE Program Goals/Requirements

- **Goods & Services**

• <u>Race/Gender-conscious</u>		<u>20.49%</u>
• Hispanic	3.23%	
• Native-American	.17%	
• WBE	17.09%	
• <u>Race/Gender-neutral</u>		<u>4.51%</u>
• SBE	4.51%	

Goods & Services= 25% Annual Participation Requirement

Proposed M/W/SBE Program Goals/Requirements

- **Professional Services**

- Race-neutral 18%
- SBE 18%

Professional Services = 18% Annual Participation Requirement

Outreach Efforts

- Annual Conference
- Networking Events
- Technical Assistance
 - SBDA
 - MMSD/DPW/DOA Collaboration
 - Minority Business Center
- Financing Programs
 - Revolving Loan Program
 - Performance Bond Program
- Start-up Business Assistance Training Program

Next Steps

- Implementation of Contract Compliance Monitoring Software (10/11)
- Collaborative Seminar @ Manpower (10/28/11)
- Transition to MBE, WBE and SBE programming (1/12)
- Online Certification Application Process (3/12)



Questions