

CITY ACCELERATOR

PROGRESS REPORT – JULY 3 2018



#accelerateMKE
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PROJECT GOALS

- Project timeline: **July 2017 – November 2018**
- Increase the number of **AVAILABLE** (SBE Certified) **professional service** businesses
- Increase **CAPACITY** of SBE Certified professional service businesses
- **RE-BRAND**/re-orient Milwaukee's SBE and business inclusion programs
- Develop **POLICY** and **PROCESS** changes that make inclusion easier

INNOVATION FRAMEWORK

- The City Accelerator asks cities to **innovate** the way they do business
- Key lessons from previous Accelerator participants:
 - **Be people-oriented** and design for users, not process
 - **Start small** and grow successful experiments into system change
 - **Accept risk** as part of changing how we work
 - **Celebrate success** to set up the next set of accomplishments

PROGRESS

- Stakeholder group: 4 meetings (July, September, December 2017, June-July 2018)
- Data analysis of city businesses in all local certification programs
- Survey of over 100 local businesses on their experiences doing business with the City of Milwaukee
- Working with Living Cities, Griffin & Strong PC, and staff from other cities to identify points of innovation for Milwaukee
- Re-branding contract to be executed soon (w/ City SBE firm)

FINDINGS & ACTION STEPS

Goal	Action	Why?
Availability	Certify 30 <u>new</u> SBEs & target professional services	Professional services are <i>under-</i> represented in SBE firms and city spending.
Capacity	Engage with SBEs who have not worked with the city recently	Only 28% of surveyed SBEs had plans to bid with the City in the future.
Policy & Process	Create a “Buying Plan” to share upcoming contract opportunities & department contacts	The two most common reasons for not bidding were: • Not aware of opportunities • Don’t know how to access bid info
Policy & Process	Promote innovation and new inclusion strategies in contracting	Businesses and city staff should test new ideas and share successes that might be expanded.
Visibility	Re-brand and unify marketing around contracting inclusion	Stakeholders want to see proof of success and clarify the certification and contracting process.

NEXT STEPS

- **Publish and promote** our Buying Plan
 - Put contracts in front of diverse business groups early [Lunch N Learn in July, stakeholders]
 - Provide point of contact in the department for questions
- Identify opportunities to **pilot new & innovative strategies**
 - “Un-bundling” of contracts
 - Liability and risk review
 - Small purchases
 - Try it out small and grow what works
- **Report card** – who are we doing business with, and how much?
 - Basis for goals and measured progress
 - Measure the city on results
 - Go beyond ordinances and look at new opportunities

“Procurement is a technical expression of the culture of city government”

- Marlon Williams
Living Cities

What kind of culture does the City of Milwaukee want to have?

How do we match our business practices with that culture’s expectations?



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