



Stakeholders			1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	1-Jul	Jul-Dec	2019
Task Name	Task Leader/Owner															
A. Confirm stakeholder participants/commitment																
1 Communication via Mayor's Office	Aaron															
2 Recap project/schedule gatherings	Aaron & Bernadette															
B. Connect to each other & certification increase																
1 Create ongoing touchpoints to share best practices	Nikki															
2 Share data regarding newly certified firms, contracting opportunities and events.	Nikki															
C. Feedback or Survey																
1 Design/methodology/target respondents	Team															
2 Put together feedback mechanism (web/email?)	Aaron & Consultant															
3 Put to stakeholders	Team															
4 Distribute	Consultant															
5 Results & re-calibration if needed/desired	Team & Consultant															
D. Cross-Sector model/connections (ACRE/Shelter Market)																
1																
2																
E. Re-Brand																
1 Use stakeholder input to ID brand needs	Nikki															
2 Contract for brand ideas/marketing plan	Nikki															
3 Roll-out/intro new brand	Team & Mayor & Council															
F. Assessment and evaluation (Quarterly)																
1 Measurable results - stakeholders and input	Aaron & Team															
2 Assess schedule and priority	Team															

Measuring performance:

- Feedback - response rate
- Stakeholder attendance



Increase SBE Certifications with Available Firms			1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	1-Jul	Jul-Dec	2019
Task Name	Task Leader/Owner															
A. Compare list / Certified firms +Target "Gap"																
1	Generate City SBE/LBE lists	Nikki & Rhonda	█													
2	Retrieve data from MPS/MMSD/County/WisDOT	Nikki & Rhonda		█												
3	Cleaning/quality for data	Nikki & Rhonda	█	█	█											
4	Compare list & ID non-included firms	Nikki & Rhonda	█	█	█	█										
B. Master DB via B2GNOW																
1	Upload non-included firms?	Nikki & Rhonda				█	█	█								
2	Add/augment new data: industry, ownership, etc?	Nikki & Rhonda				█	█	█	█							
C. Certification outreach																
1	Contact new firms, invite for bids/certification	Nikki & Ossie						█	█	█	█	█				
2	Peer messaging on SBE certification (see Stakeholders)	Nikki & Ossie						█	█	█	█	█	█			
D. Assessment and evaluation (Quarterly)																
1	Measurable results - certification	Nikki			█			█			█				█	
2	Assess schedule and priority	Team			█			█			█			█	█	

Measuring performance:

- # of new certifications (by industry, race, gender)
- % "gap" between UCP and City lists
- % reduction in gap



Increase(d) Certified Capacity			1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	1-Jul	Jul-Dec	2019
A.	ID Stakeholders & Networks															
1	Solicit contacts and firms from stakeholders and City depts	Team														
2	Connect to stakeholder engagement point of contact (online?)	Team														
B.	Formalize Relationships															
1	Partnerships with local providers: mentoring/funding/etc.	Nikki & Ossie														
2	Anchor Institution Connections	Nikki & Ossie														
3	Generate calendar of events and potential collaborations	Nikki & Ossie														
C.	Assessment and evaluation (Quarterly)															
1	Measurable results - capacity	Rhonda & Nikki														
2	Assess schedule and priority	Team														

Measuring performance:

- # bids by SBEs on selected/targeted procurements (by industry, race, gender)
- # new SBEs bidding (by industry, race, gender)
- Resources deployed/connected to SBEs
- #/% LBE preferences submitted
- #/% new firms seeking LBE preferences
- # new "joint ventures"



Policy/Process			1-Aug	1-Sep	1-Oct	1-Nov	1-Dec	1-Jan	1-Feb	1-Mar	1-Apr	1-May	1-Jun	1-Jul	Jul-Dec	2019
A.	Forecast: Recurring Prof. Services Contracts															
1	Generate data	Rhonda & Bernadette	█	█	█											
2	Initial analysis/draft product	Rhonda & Bernadette & Consultant		█	█	█										
3	Review and revise	Team				█	█	█								
4	Formalize process and timing - "make permanent"	Rhonda & Aaron & Bernadette						█	█	█						
B.	Forecasting/ Info: Add to Budget Process															
1	Engage w/ Budget for 2019 Request Process	Aaron & Rhonda					█	█	█	█						
2	Devise forms/message for Administration	Aaron & Rhonda & Budget					█	█	█							
C.	New entry process for certifications/bids															
1	ID barrier points	Team & Consultant														
2	Process and policy revisions to address	Rhonda & Consultant														
D.	"Re-Script" Selected RFP's - Solicit new opportunities															
1	Identify bids w/ potential for increased cert/awards	Aaron & Rhonda & Depts					█	█	█							
2	Engage w/ departments on timing/schedule	Aaron & Rhonda					█	█	█							
3	Devise outreach/engagement plan	Team						█	█	█						
4	Execute	Team & Consultant								█	█	█	█	█	█	█
E.	Assessment and evaluation (Quarterly)															
1	Measurable results - policy & process	Rhonda & Nikki			█			█			█				█	█
2	Assess schedule and priority	Team			█			█			█				█	█

Measuring performance:

- % contracts included in forecast (18-24 months)
- # re-scripted bids or procurements
- value of contracts identified
- SBE participation in forecast contracts (baseline)
- SBE participation in forecast contracts (post-forecast)