



**MINORITY, WOMEN, DISADVANTAGED & EVANSTON BUSINESS ENTERPRISE
DEVELOPMENT COMMITTEE**

**Wednesday, May 17, 2023 6:00 P.M.
Lorraine H. Morton Civic Center, 2100 Ridge Avenue, Room 2402**

AGENDA

Page

1. CALL TO ORDER/DECLARATION OF A QUORUM

2. APPROVAL OF MINUTES

- A. Approval of the April 19, 2023 Minutes 3 - 5
[Draft MWEBE MINS 04-19-23.docx](#)edits

3. GUEST INTRODUCTIONS

- A. Wissam Akra (Tough Leaf)
B. RiseKit Platform Representative

4. STAFF REPORTS

- A. M/W/D/EBE and LEP Tracking Report – HOLD June 21, 2023

5. NEW BUSINESS

- A. Tough Leaf – Presentation 6 - 21

[Tough Leaf Evanston](#)

- B. **RiseKit Platform – Presentation** 22 - 35
[RiseKit CoE Community Information Session 4.2023](#)

6. OLD BUSINESS

- A. **M/W/D/EBE Certification for Local business, Certification Process - Discussion**
- B. **Anchor Procurement NLC Update**
- C. **M/W/D/EBE Committee Work Plan Updates** 36 - 41
[MWEBE Committee 2023 WorkPlan April 2023](#)

7. OTHER BUSINESS

8. ADJOURNMENT

Order & Agenda Items are subject to change. Information about the Minority, Women & Evanston Business Enterprise Development Committee (M/W/EBE) is available at: www.cityofevanston.org/mwebecommittee. Questions can be directed to Tammi Nunez at 847-866-2935.

The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact the Facilities Management Office at 847-866-2916 (Voice) or 847-448-8064 (TTY)



MINORITY, WOMEN, DISADVANTAGED & EVANSTON BUSINESS ENTERPRISE (M/W/D/EBE) DEVELOPMENT COMMITTEE

Wednesday, April 19, 2023
6:00 P.M.
Meeting Minutes

MEMBERS PRESENT: Councilmember Bobby Burns, Councilmember Kristian Harris, Councilmember Devon Reid, Kemone Hendricks, Jared Davis, Bonaventure Fandohan, Angela Pennisi, Ernest Noy, Rachel Williams

MEMBERS ABSENT: Michael McLean

STAFF PRESENT: Hitesh Desai, Chief Financial Officer, Treasurer; Tammi Nunez, Purchasing Manager; John Gonzalez, Purchasing Specialist; Nathan Norman, Workforce Development Manager

GUEST: Aina Gutierrez, Executive Director of the Rebuilding Exchange

PRESIDING MEMBER: Councilmember Bobby Burns

1. Declaration of a Quorum

With a quorum present, Councilmember (CM) Burns called the meeting to order.

2. Approval of Minutes

Councilmember Harris motioned to approve the February 15, 2023 minutes and March 15, 2023 minutes. Seconded by B. Fandohan. All voted in favor of approving minutes unanimously.

3. Guest Introduction

Aina Gutierrez, Executive Director of the Rebuilding Exchange discussed their December 2022 proposal to Northwestern University regarding construction of the new Ryan Field Stadium and creating a partnership with Rebuilding Exchange to allow them to become the local recruitment and training pipeline for those in the building trades, workforce development and Evanston. A. Gutierrez stated as of this meeting, they had not received a response from the university.

4. Staff Reports

A. M/W/EBE and LEP Tracking Report

RFP 23-04 Engineering Services Related to the Evanston Service Center North Fuel Island Replacement, \$212,946. Awarded to Greeley and Hansen, LLC. MBE subcontractor CCJM Engineers, Ltd., 23.90% towards goal. WBE subcontractor O'Brien & Associates, Inc, 3.4% towards goal.

Bid 23-03 Evanston Skate Park at Twiggs Park, \$1,757,266.00. Awarded to Hacienda Landscaping, Inc. No subcontractors. Hacienda is MBE.

Bid 23-14 Green Bay Road Water Main Improvements, \$1,269,508.95. Awarded to MBE firm Pan Oceanic Engineering Co., Inc., 85.95% towards goal. WBE subcontractor J.A.C.K. Contractor Services, Inc 0.7% toward goal. WBE subcontractor City Lights, Ltd. 1.2% towards goal.

2023 Facility Envelope Repairs, \$389,727. Awarded to Garland/DBS Inc. EBE subcontractor, KG Roofing, Inc., 84% towards goal.

RFP 23-13 2023 Great Merchant Grant Planters and Landscape Maintenance, \$77,368.00. Awarded to EBE firm Herrera Landscape & Snow Removal, Inc.

Bid 23-09 Oakton Street Corridor Improvement Project, \$4,156,960.10. Awarded to Landmark Contractors, Inc. DBE subcontractor Elmud & Nelson Co., 31.3% towards goal.

BID 23-08 Dredging of the Church Street Boat Ramp, \$65,000. Awarded Kovilic Construction Company, Inc. MWDEBE waiver requested due to self-performing all work.

LEP Penalty Fund balance as of April 14, 2023, \$77,596.75.

B. LEP Forecast Report

Eighteen eligible LEP projects through March 2023 with a 2023 budget total of \$22,122,054 and current contract award total of \$12,518,371. Nathan Norman and his team are working with LEP participants to cultivate their resumes and develop workplace skills. This will allow the Workforce Division to be used as a resource for qualified candidates and contractors.

5. New Business

A. Rebuilding Exchange – Letter of Support

CM Reid motioned to move, seconded by CM Harris. All voted unanimously in favor of approving the Letter of Support.

6. Old Business

A. MBE Data and Draft MWEBE Compliance Form

All voted unanimously to changes to the MWEBE Compliance Form.

B. Anchor Procurement NLC Update

NLC has awarded the City of Evanston the grant of \$15,000. Once the memoranda of understanding is signed and returned, disbursement of the funds are expected within 14 to 20 days. The next cohort meeting is scheduled for April 25, 2023.

C. MWEBE Committee Work Plan Updates

Goal #1: Position Evanston's MWEBE Committee as a leader in MWEBE advocacy in Evanston.

K. Hendricks shared that they are interested in hosting a large event to collect necessary data, introduce different initiatives that the committee is working on and present it to the community.

A. Pennisi shared the top priority is to develop and maintain the directory and how the information is aggregated from the businesses, registration process and seek input from other potential partners.

Goal #2: Increase local firms that provide goods and services the city needs.

F. Bonaventure shared that creating an assessment to know what the city needs in terms of services and work should be the foundation and it gives a sense of what is happening.

Councilmember Harris agreed that it is critical to understanding what the assessment looks like and that creating the event mentioned earlier brings everyone to the table.

Goal #3: Increase local contractors that work as general contractors and subcontractors on major projects in Evanston.

No updates provided.

7. Other Business

8. Adjournment

Councilmember Burns motioned the meeting be adjourned, motion carried unanimously. Meeting ended at 8:02 P.M.





Over **80,000** Diverse Firm Profiles listed on Tough Leaf
100s of Certification Types



A pressing problem that is growing...

A nationwide crackdown on Diverse Firm compliance

“Out of \$30.4 billion in contracts awarded by the City in FY 2021, only \$1.166 billion (3.8 percent) was awarded to M/WBEs” – New York City Comptroller Scott M. Stringer



“The City of Boston shall establish an overall annual aspirational goal of **25% minority-and woman-owned business enterprise utilization on discretionary contract and procurement spending**” – City of Boston Mayor Walsh



NY Governor Hochul Passes: Legislation (A.9259-A/S.3390-A)
Aimed at preventing fraud and abuse in the MWBE program while also creating a framework for a fund to investigate and audit fraud”



Problem... Current Process

- Information:
 1. Outdated Information
 2. Limited information on qualifications
- Communication
 1. Manual Outreach
 2. No Centralized Project Database
 3. Lack of Trust
- Capacity
 1. Insurance
 2. Bonding
 3. Staffing
 4. Business Development

Failure to meet Compliance Requirements



Financial Penalties



Disqualification

From future bidding opportunities



Sanctions

Withholding Progress Payments

Solution

Meet Goals with our AI-powered Compliance Platform

1 Customized Database

Contact Information
Location Tagging
Qualifications

2 Automated Outreach Process

Outreach to DF based on their Qualifications
Match Requirements with Qualifications
Centralized Project Database

3 Capacity Building Services

Capital
Insurance
Bonding
Staffing

- ✓ Over \$110M Awarded to Tough Leaf Firms in 2022-2023
- ✓ 100% Procurement Success Rate Using Tough Leaf
- ✓ Over 80k Diverse Firm Profiles
- ✓ Over 10 Capacity Building Partners



Benefits

Existing Process vs Tough Leaf Process



Traditional Process

- 1 Outdated Databases
No Ability for Self Certification
- 2 Request Information from DF
Manual Outreach to DF
- 3 Contract with Capacity Building Services
- 4 Manually Monitor Compliance
- 5 Developers/Contractors have to manually vet firms



Tough Leaf Process

- 1 Up-to-Date Data with Diverse Firm Profiles
- 2 Automated Outreach Process
- 3 Capacity Building Services
- 4 Automated Compliance Monitoring



Customized Profiles

ENTECH

EnTech Engineering, P.C. WBE • NY - Rochester
Construction/Engineering Consultants 30 Endorsements

[SHARE PROFILE](#) [CONTACT US](#)

Company Details About Unions Pro-Qualifications Bonding Capacity

Contact Details
Phone Number: (343) 604-0838
Website: <http://www.entechrvy.com>
Email: hr@entechrvy.com

Certified by	Certifications
WBE	12/21/2025
WBE	10/21/2025

Capabilities View all +

- Est. It
- Civil Design
- Site Safety
- Engineering Consulting
- Schedule Management
- Construction Management Services
- Environmental consulting
- Civil engineering services
- Environmental consulting

Endorsements View all [Request Endorsements](#)

Project Name: Reconstruction Of Tiffany Street
Recommendation by: (Title) Project Manager at NYCDOC Completion Date: 08/17/2018

EnTech provided preliminary and final engineering design services, geotechnical engineering and oversight, vault program investigations, sidewalk cellar door inventory, and preparation of the construction staging and maintenance and protection of traffic (MPT) plans.

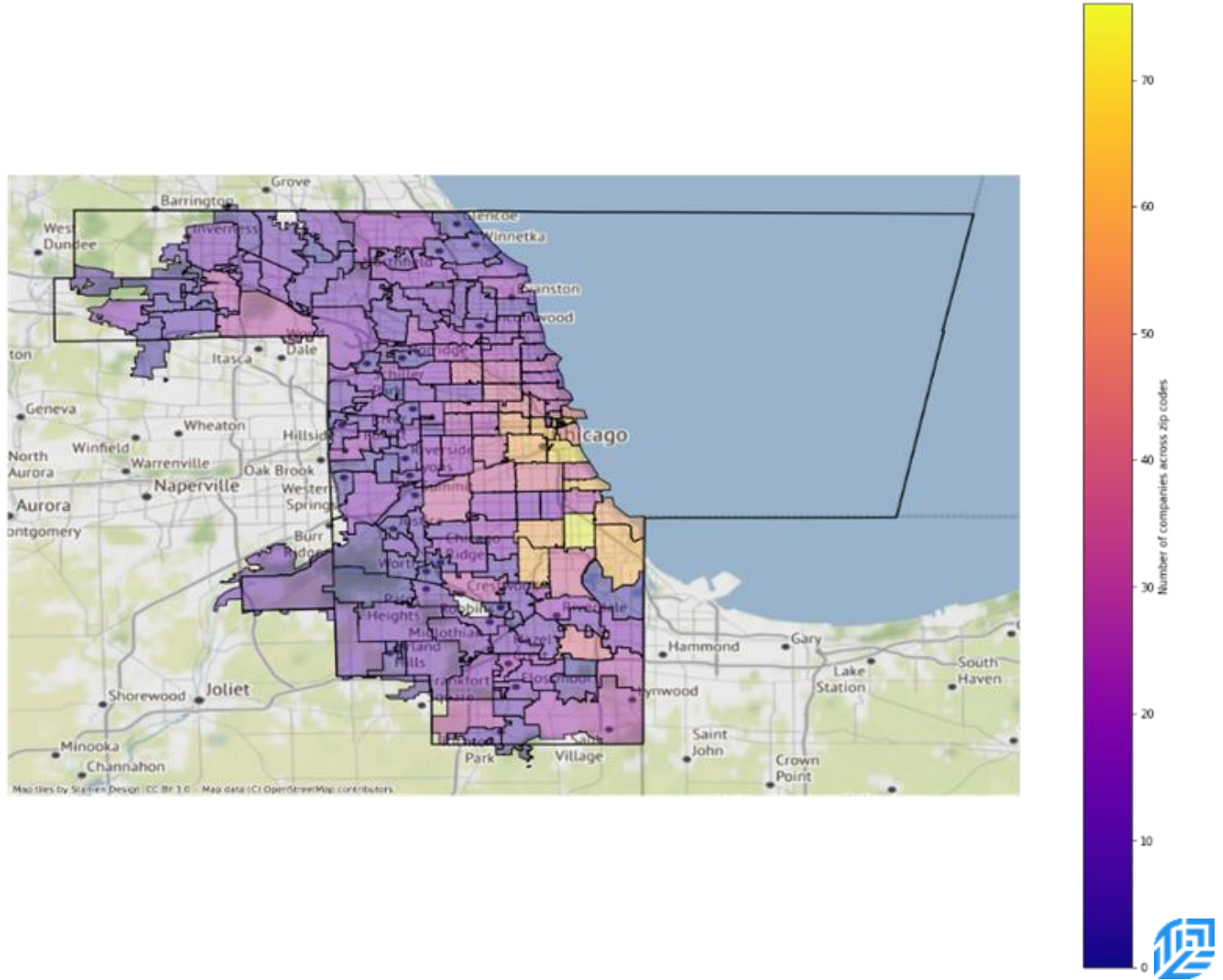
- Responsive
- Submits Required Documents
- Performs Quality Work
- Meets schedule

Work View all

100-200 Work Items
19+ Years in Business
55+ Projects
\$M+ Hourly Revenue



Location Mapping



Project Database

Available Projects

Sign in to see our full project list



JPMORGAN CHASE BUILDING (270 PARK AVE) / MANHATTAN, NY

Due on: June 5th, 2023

JRM Construction

•\$3B•

Light Fixtures

HVAC

Decorative Stairs

Office Fronts



BRONX ANIMAL CARE CENTER / BRONX, NY

Due on: June 8th, 2023

EW Howell

•\$70M•

Carpentry

Tiling

Signage

Painting



BATTERY PARK CITY PIER A PLAZA / MANHATTAN, NY

Due on: June 15th, 2023

Restani Construction

•\$80M•

Landscape

Bike Rocks

Signage

Arch Finishes





Matching Platform

TOUGH LEAF Home Partners About Contact Joe Somebody ▾

POST A PROJECT

We simply connect you with Diverse Firms

Project Name *

City *

State *

Client *

Make the Project Public ⓘ

GET STARTED



FOUNDING TEAM



Wissam Akra

CEO
MBA - Columbia

Professional Engineer with 10+ years managing major projects. He has managed procurement of \$600M+ of XBE contracts.

Wissam was voted Top 100 leaders in Construction & Real Estate nationwide.

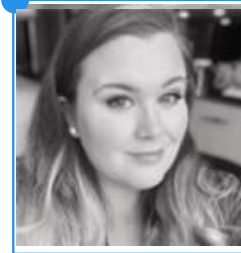


Shaunna Randolph

Head of BD
MS in Communication

Marketing experience and product launch expertise . Ability to be adept at articulating complex concepts into streamlined content for effective sales enablement, training, and business impact.

Experience with Coordinating with Diverse Firms



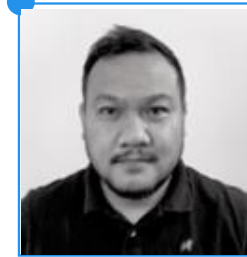
Neah Brooks

Head of Sales
BS in Leadership

Neah facilitates solving client challenges by providing a solution that meets their requirements

Neah has deep expertise in preconstruction solutions with over 5 years of experience in the space

Neah is the chair for D&I for NAWIC



John Cui

Head of Engineering
BS in CS

Self-taught, academia enhanced, and professionally milled, software artisan with a passion for crafting ideas into purposeful and usable products.

Highly motivated to work with a team of professionals and experts. Well-versed in several programming languages with solid skills in development.



BOARD



TANYA POPE

**AVP Supplier Diversity - Columbia
Ascend Tristate & CU Grow**

Tanya manages Diversity procurement at Columbia University.

Founder of the CU Grow: Vendor Development Program

Founder of Ascend Tri-state: Small Business Development Program.

She has managed supplier diversity for Fortune 500 companies.



TIM MCMANUS

**Former VP McKinsey
Former SVP AECOM
Former Director EY**

Tim consults with governments & companies around development and delivery of major infrastructure, urban development and capital programs.

Tim sits on the Board of Directors of Turner & Townsend, Parsons Corporation

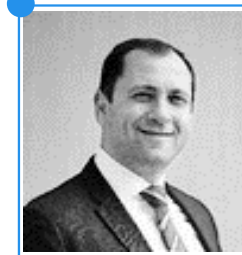


BARBARA ROBERTS

**Chief Growth Officer
MS Comp Sci - NYU**

Barbara founded Columbia Harlem Community Business program, Bronx/Brooklyn Women Business Centers, Black Women Entrepreneurs' Program and many other Diverse Firm business groups.

She was also awarded the Business Enterprise Award by President Clinton.



Dr. IBRAHIM ODEH

**Founder of Global Leaders in
Construction Management**

Dr. Odeh is a consultant and advisor for several construction companies and agencies such as Skanska, EnTech (WBE), Group PMX (MBE) and Dentons.

He serves on advisory boards and committees of the World Economic Forum, CG/LA infrastructure, and Smart City Works.



Clients & Projects



Owner

Contract Value Size

JP Morgan Chase Project at 270 Park Avenue
MWBE Requirements: 25%

\$3B

550 Madison Ave
MWBE Requirements: 25%

\$4M

Bronx Animal Veterinary Clinic
MWBE Requirements: 30%

\$75M

ROADWAY IMPROVEMENTS AT THE
VERRAZZANO-NARROWS BRIDGE
MWBE/SDVOB Requirements: 36%

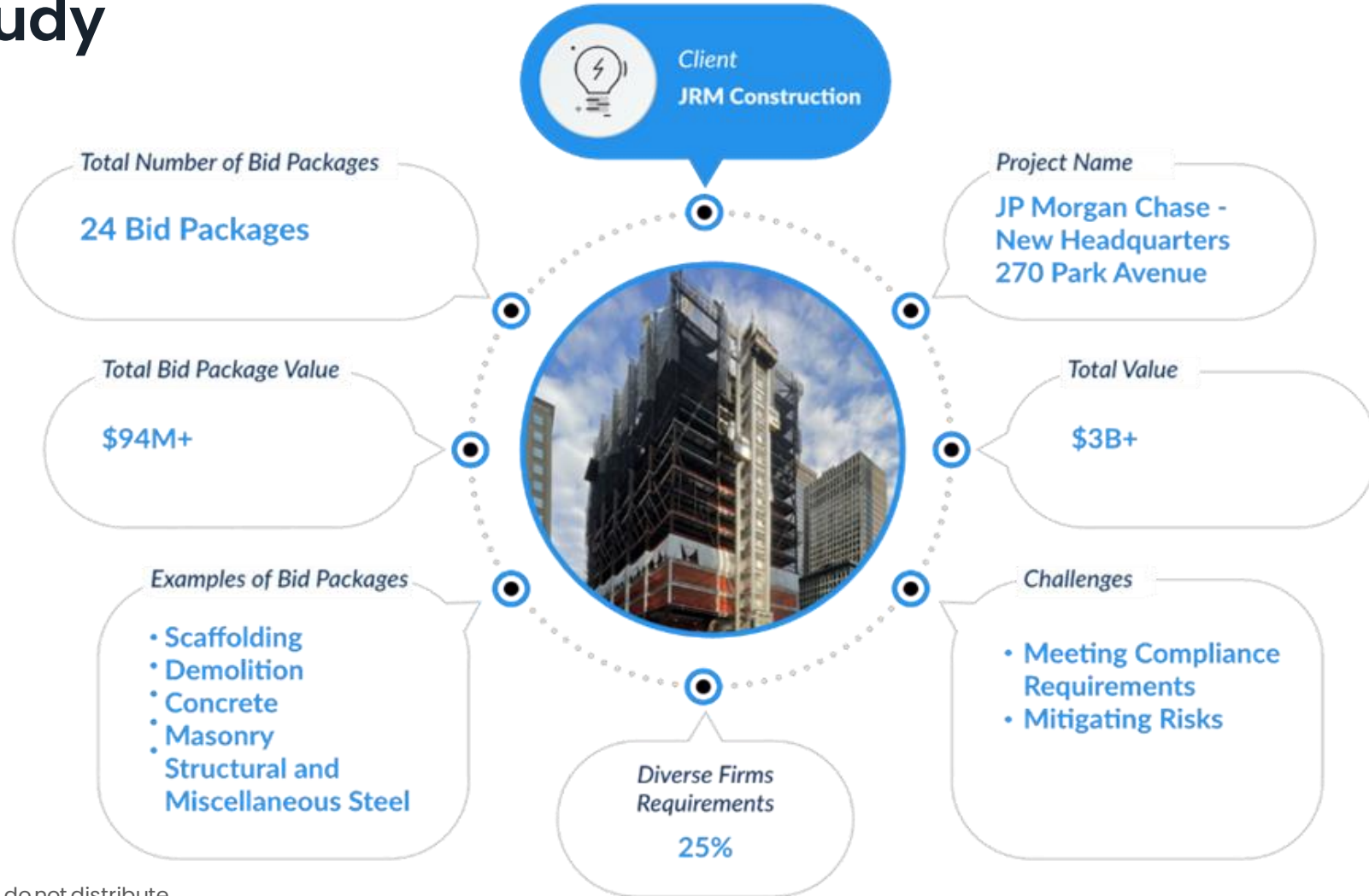
\$91M

Four Bridges Rehab in Westchester County
DBE Requirements: 20%

\$36M



Case Study



Case Study



100% Success Rate

Finding 3+ *vett*ed Diverse Firms per Bid Package

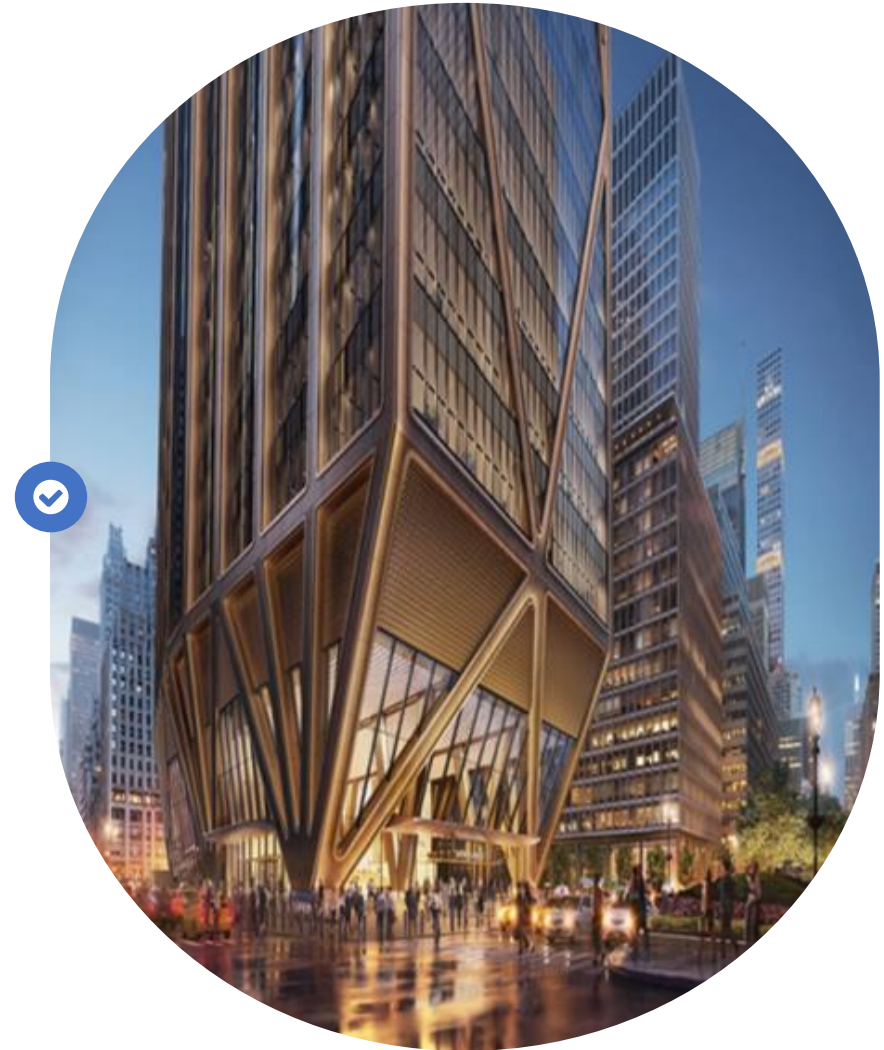
1. Meeting Project Specifications
2. Certification Requirements
3. Bond Capacities

Tough Leaf's AI-Powered Solution

Met delivery expectations with a comprehensive report **in 10 days, ahead of schedule.**

Testimonial

'This would have taken us 2 people for a month - we received necessary info in a week' Sachin Bhide, Senior Estimator





TOUGH LEAF

THANK YOU



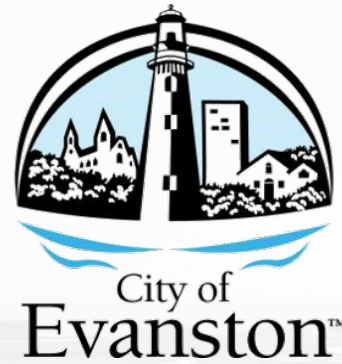
Connecting the City of Evanston's Workforce System

Playbook for building integrated pathways
into better employment opportunities



What we'll cover today:

- Why are you here
- Who's RiseKit & What's next
- Getting started, together



Workforce Development Program *Workforce Network Launch*

Evanston leaders recommended to the City of Evanston a technology platform to improve how the workforce ecosystem coordinates their efforts to develop and hire overlooked talent from underserved populations.

RiseKit was chosen because its technology connects workforce ecosystems to streamline how employers source overlooked and diverse talent - who are working with community partners to overcome barriers to employment, strengthen soft skills, and acquire new in demand skills.

Hiring partners and organizations serving overlooked talent will have [FREE](#) access to RiseKit.

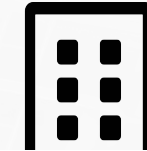
Disconnected Workforce Network



Overlooked talent



Training Developers and Social Services



Employers

Struggle to collaborate with partners to help people get job ready and find employment.

Struggle to navigate employment journey without end-to-end support.

Struggle to discover overlooked talent and source from community partners

CoE Workforce Network



Overlooked talent

Easily access support, training, and resources to find a better job.



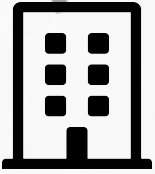
Navigators

Ensure talent get started on the right path.



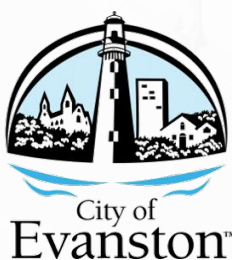
Training Developers and Social Services

Get talent job ready and employed faster



Employers

Source and Retain Job Ready Talent



Best Practices, Community Insights & Analytics

RiseKit

Home
Chat
Candidates
Jobs
Integrations
Settings

Job Postings

[+ Create New](#)

- Material Handler - Hellmann's (Chicago IL)**
Location of Job: Chicago IL
3rd Shift: 10:00 pm - 6:30 am
Overview of Benefits & Perks (union)
These are direct hires, full time position with a full benefits package (Medical, D...
4 Interested Candidates
- Guest Experience Manager, Gift Shop (Chicago, IL)**
Background & Purpose of the Job
The role of the Gift Shop Experience Hospitality Manager is to lead efficient retail and gift shop operations, while showcasing excellent customer service and living the Ben &am...
2 Interested Candidates
- Advocacy and Movement Building Associate**
OVERVIEW
The Advocacy and Movement Building Associate's primary role is to support all aspects of bringing our advocacy campaigns to life including campaign concept development, campaign strategy, and campaign cal...
4 Interested Candidates
- Housekeeper / Room Attendant**
Covid Vaccine Required. \$17-\$18/per hour.



Phase One: Establishing the Network

Public Launch on May 1st

How does it work: For Teams Who Hire Overlooked Talent

What to do (now) on RiseKit

Join the Network

Post your open entry level & skilled positions

Wait for notifications when there is talent interested in your position

The screenshot displays the RiseKit 'Job Postings' dashboard. On the left is a navigation menu with 'Home', 'Chat', 'Candidates', and 'Jobs'. The main content area shows a job listing for 'Material Handler - Hellmann's (Chicago IL)' with details like 'Location of Job: Chicago IL' and '3rd Shift: 10:00 pm - 6:30 am'. To the right of the job listing, three candidate interest counts are shown in red ovals: '3 Interested Candidates', '2 Interested Candidates', and '5 Interested Candidates'. A central notification box reads: 'Congratulations! Abby Johnson is interested in one of your open positions. Click here to sign in and view their resume.' Below this is a 'Sign in' button, the text 'Keep up the good work!', the RiseKit logo with social media icons, and a link for 'Unsubscribe - Unsubscribe Preferences'.

How does it work: For Teams Who Serve Overlooked Talent

The screenshot displays the RiseKit 'Support Services Resources' page. It features a search bar, filters, and a list of resources. Two resources are visible: 'Hillside Food Pantry' and 'Marie Wilkinson Food Pantry'. A chat notification is overlaid on the bottom right, stating: 'Sarah Inspo from Inspiration Corporation has invited you to a group chat with Amanda Ramble. Sign in to view the conversation. View Chat. Keep up the good work! RiseKit. Unsubscribe - Unsubscribe Preferences'.

What to do (now) on RiseKit

Join the Network

Post the programs your organization is recruiting for

Wait for notifications when referrals come from the City of Evanston Navigator



Joining the City of Evanston Workforce Network

For Teams Who Hire Overlooked Talent

Step 1: Complete this short [survey](#) as part of joining the Evanston Workforce Network

Step 2: Join the Evanston Workforce Network (you can find instructions [here](#))

- Click [here](#) to Join the Evanston Workforce Network as a hiring organization

Step 3: Post an entry level of skills job to the Network

- [Post your first Job to the Network](#)

Step 4: Add additional hiring staff to your organization

- Adding [additional hiring staff](#) to the Network also allows them to post entry



Phase Two: Building Untapped Talent Pipelines

Post-Public Launch on May 1st

How does it work: For Teams Who Hire Overlooked Talent

What to do (then) on RiseKit

Actively Recruit “Job Ready” Talent and provide updates on outcomes

Invite current community partners to join the CoE Workforce Network

Explore opportunities to increase untapped talent pipelines

RiseKit Job Postings + Create New

Material Handler - Hellmann's (Chicago IL)
Location of Job: Chicago IL
3rd Shift: 10:00 pm - 6:30 am
Overview of Benefits & Perks (union)
These are direct hires, full time position with a full benefits package (Medical, D...

3 Interested Candidates ⋮

2 Interested Candidates ⋮

5 Interested Candidates ⋮

Congratulations! Abby Johnson is interested in one of your open positions.
Click here to sign in and view their resume.

Sign in

Keep up the good work!

RiseKit
f t i in

[Unsubscribe - Unsubscribe Preferences](#)

How does it work: For Teams Who Serve Overlooked Talent

What to do (then) on RiseKit

Employment Specialist can join to make direct referrals to jobs

Invite current partners to join the CoE Workforce Network

Explore opportunities to increase untapped talent pipelines

The screenshot displays the RiseKit platform interface. At the top, there are navigation tabs for 'Support Services', 'Training Programs', 'Job Opportunities', and 'Events'. The main content area is titled 'Support Services Resources' and includes a search bar, sort options, and filters. Two resource cards are visible: 'Hillside Food Pantry' and 'Marie Wilkinson Food Pantry'. Each card provides details such as pantry hours and location. A 'View Details' button is present on each card. Below the resource cards, a chat invitation is shown: 'Sarah Inspo from Inspiration Corporation has invited you to a group chat with Amanda Ramble.' A 'View Chat' button is provided to accept the invitation. At the bottom of the chat invitation, there is a 'Keep up the good work!' message, the RiseKit logo, social media icons for Facebook, Twitter, Instagram, and LinkedIn, and a link to 'Unsubscribe - Unsubscribe Preferences'.

This block shows a detailed job listing for 'Hillside Food Pantry'. It features a heart icon and the text 'Job Hillside Food Pantry'. Below this, there is a 'Resource Description' section. The listing includes the following information:

- Associated Organization:** Hillside Pantry
- Neighborhood:** 2727 Crawford Avenue, Evanston, IL, USA
- Remote:** N/A
- Fee:** Free
- Description:** Pantry Hours: Wednesdays 4PM - 6PM, Saturdays 2PM- 4PM. Hillside Pantry: 2727 Crawford Ave. Evanston, IL (north side of church parking lot)

At the bottom of the listing, there are two buttons: a green 'Interested' button and a red 'Not Interested' button.

Let's get started, together!



Sarah Hayek | Community Success Manager

Email: sarah@risekit.co



Travis Centers | VP Community Development

Email: travis@risekit.co

MWEBE COMMITTEE 2023 WORK PLAN

Purpose of this document: To provide previously discussed goals, example strategies, working group assignments and definitions for “**Strategies & Objectives.**”

Definitions: A **strategy** is the approach you take to achieve a goal. An **objective** is a measurable step you take to achieve a strategy. A **tactic** is a tool you use in pursuing an objective associated with a strategy.

Forbes article on the topic:

<https://www.forbes.com/sites/mikalbelicove/2013/09/27/understanding-goals-strategies-objectives-and-tactics-in-the-age-of-social/?sh=7bc83d404c79>

Assignment due by **November 16th, 6PM:** Meet with your working group partner to identify strategies and objectives that are most important to fulfill the selected goal.

Goal #1: Position Evanston’s MWEBE Committee as a leader in MWEBE advocacy in Evanston

Working Group Members: Angela & Jared & Kemone

Example Strategies (Bold items should be prioritized)

- Website with information about the purpose of the committee, past successes, current priorities and long term plans.
- Host in-person and virtual events connecting businesses with programs and opportunities to support their efforts.
- **Develop and maintain a MW/EBE directory**
- **Prepare status reports and an annual economic presentation to the Mayor and City Council that’s based upon actual and proposed MW/EBE participation and related cost factors.**
- **Identify and assess the needs of the MW/EBE community on a regular basis**
- **Review the economic development committee agenda, provide recommendations or send items to both committees**

Group #1 Progress Goals April 2023

Identifying all the mwdebe businesses, first identify the organizations that have lists. And reach out to them. And then, additionally, just come up with a system. that we would need to put in place to properly maintain this type of list and identify any, you know, resources or anything that’s needed to maintain it and to get an idea of You know who will maintain it is it, you know, purchasing is it? Or will work with you on that, is it the

committee, purchasing, another city division or community partner? The workforce development coordinator just came up with a whole system, how it would operate in any resources that we need to be effective or put something like that together.

Group #1 Output (March, 2023)

Goal 1: Position Evanston's MWEBE Committee as a leader in MWEBE advocacy in Evanston.

Strategy:

1. In collaboration with community partners, develop and maintain a MWEBE directory that is accessible to the public.
 - a. Prepare and distribute an email form to gather directory information for MWEBE businesses
 - b. Aggregate available business registration information on MWEBE businesses
 - c. Seek input from and / or collaboration with the Black Business Consortium, Evanston Chamber of Commerce and other potential partners.

\$\$ - This strategy will require budget for staff or contractor time to aggregate the data and collate the directory.

2. Identify and assess the needs of the MWEBE community through a minimum of quarterly initiatives and outreach efforts
 - a. Survey businesses that identify as MWEBE through the business registration process
 - b. Host in-person and virtual listening events, including ward meeting attendance

\$ - This strategy may require limited budget to attract attendees, such as a guest speaker or refreshments.

3. Collaborate with the Economic Development Committee to facilitate discussion of their agenda items, allowing the MWEBE Committee to provide an assessment of impact on the MWEBE community.

Free

4. Seek opportunities to collaborate with community partners to provide networking and supportive programming for the MWEBE community.
 - a. Provide an MWEBE Committee presence at existing and planned networking events.

5. Prepare an annual report to the Mayor and City Council, summarizing actual versus proposed MWEBE participation in city budget items and related cost factors, as well as the assessed needs of the MWEBE community and supportive activities of the MWEBE committee.

Group #1 Output (February 2023)

Goal 1: Position Evanston's MWEBE Committee as a leader in MWEBE advocacy in Evanston.

Strategies

1. In collaboration with community partners, develop and maintain a MWEBE directory that is accessible to the public.

Objectives:

Aggregate the business registration information on MWEBE businesses

Seek input from and / or collaboration with the Black Business Consortium, Evanston Chamber of Commerce, and other potential partners.

2. Identify and assess the needs of the MWEBE community through a minimum of quarterly initiatives and outreach efforts.

Objectives:

Survey businesses that identify as MWEBE through the business registration process.

Host in-person and virtual listening events, including ward meeting attendance

3. Collaborate with the Economic Development Committee to facilitate discussion of their agenda items, allowing the MWEBE Committee to provide an assessment of impact on the MWEBE community.

4. Seek opportunities to collaborate with community partners to provide networking and supportive programming for the MWEBE community.

Objectives:

Provide an MWEBE Committee presence at existing and planned networking events.

5. Prepare an annual report to the Mayor and City Council, summarizing actual versus proposed MWEBE participation in city budget items and related cost factors, as well as the assessed needs of the MWEBE community and supportive activities of the MWEBE committee.
-

Goal #2: Increase local firms that provide goods and services the City needs

Working Group Members: Bonaventure & Krissie & Devon

Example Strategies:

- Create a Supplier Diversity Program at the City that may include designing a training program for the purpose of increasing the capacity of local firms to provide the goods and services the City needs.
- Review and evaluate the City of Evanston's procurement and competitive bidding practices in order to maximize opportunities for MW/EBE businesses.

Group #2 Progress Goals April 2023

Create a survey. Hold in person 10 to 15 people mwdebe businesses and they speak to them about the procurement and specifically people that have experience to procurement process Doing business with the City of Evanston (have worked and experienced / haven't experienced). At least to start if they talk specifically to people that have gone through our procurement process and find evidence and whether they were approved, you know, whether they were awarded or not.

Put together a focus group. Design focus group questions, identified venue, a timeline when they want to complete the focus group and to understand how they want to use event (Group # 1) is planning in May or June; identify people for the focus group or the for the market, the opportunity But that was their next step.

Group #2 Output

Goal: Increase local firms that provide goods and services the City needs

Objectives:

1. WMEBE posting 10 days earlier to these vendors (similar to internal posting at other jobs) **based on the knowledge of the businesses in advance**
2. Create an assessment to know the city needs in term of services and work
3. Actively share opportunities with MWEBE businesses city procurement and

All of these can happen simultaneously

Target women and minority businesses through a bi-annual meeting to discuss their constraints and challenges in being able to participate in the city's procurements process.

Partner with workforce development organizations (schools, consultants, nonprofits) to provide training for M/W/EBE growth in Evanston.

Host open house programs that allows different vendors access to the procurement process with Q&A
Reassess the procurement system that might allow businesses that have MWEBE requirements to have points towards the bidding system.

Set aside a certain percentage of work/bids to go to MWEBE (possible time frame)
Encourage bigger companies to partner/sub contract with MWEBE for higher points in bid process.

Goal #3: Increase local contractors that work as general contractors and subcontractors on major projects in Evanston

Working Group Members: Michael & Ernest

Example Strategies:

- Work on connecting Local MW/EBE contractors, consultants, and vendors to training and business opportunities with NU's \$800 million dollar new stadium project
- Help to launch a training center that will address the labor shortage by creating a pipeline for laborers into the trades

Group #3 Progress Goals April 2023

Continue to have recurring meetings. Create a list of organizations that we want them to reach out to meet with.

Based on the urgency (from NU's Team) try to make the end of May work for the event. Maybe base it off what we've done before. We don't have to completely reinvent the wheel and just kind of add on things that are easy to do but we will talk about that at next meeting and finalize, planning event. Identify Different groups. Groups/ individuals that we want to introduce to NU and GC's Turner-Walsh team.

Group #3 Output

Goal #3: Increase local contractors that work as general contractors and subcontractors on major projects in Evanston

Challenges:

- 1) Lack of formally qualified and/or certified contractors which reside in Evanston.

- 2) No centralized system to keep active lists of qualified contractors.
- 3) Limited access to available training and education programs for those interested in forming or growing small businesses into qualified ones.
- 4) Cost of doing business in Evanston is higher than other communities. The “Evanston Mark-Up” is a real thing and limits our City’s ability to host contractors.
- 5) Municipal contracts may be out of reach for the current level of local small businesses.

Potential Strategies:

- 1) Increase access to existing resources to help small businesses grow.
- 2) Provide new resources to local small businesses that created greater access to education and training resources.
- 3) Consider the SBA 8A Mentor/Protégé program as a foundation for creating a regenerative business environment where local businesses mentor small businesses to gain access to greater opportunities within the government and other work.
- 4) Consider a permanent home for small business assistance program for Evanston based businesses aimed at clearing obstacles to growth and opportunities.
- 5) Increase work opportunities within Evanston for local small businesses by reevaluating our hiring criteria. (We might need Legal opinion on what can and can’t be done.)
- 6) Increase incentives for Real Estate owners to utilize local small businesses. Perhaps a tax incentive?
- 7) Continue to support the Rebuilder’s Warehouse as they expand their work in training a skilled labor force for local businesses to tap into.
- 8) Engage the High School to educate and promote small businesses and entrepreneurship, including training in the 8A program requirements.

Potential Goals

- 1) Launch a training center that will address the training shortage for tradespeople to transition from individual to business entity.
- 2) Increase employment options for individuals looking to take the next step.
- 3) Breakdown municipal contracts to smaller sizes to help small businesses qualify.
- 4) Create tax incentives for home owners and commercial property owners to utilize local businesses.
- 5) Work on connecting Local MWEBE contractors, consultants, and vendors to training and business opportunities with NU’s \$800 million dollar new stadium project.