

Economic Opportunity Review Committee
March 2, 2015

ECONOMIC OPPORTUNITY REVIEW COMMITTEE

Room 400, City Hall
Philadelphia, Pennsylvania
Monday, March 2, 2015
10:11 a.m.

PRESENT:

ANGELA DOWD-BURTON - CHAIR
STEVEN SCOTT BRADLEY
VARSOVIA FERNANDEZ

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1 Review Committee, also known as EORC --
2 every committee has an acronym -- was
3 established by City Council with Bill
4 120013. The purpose of the Committee is
5 twofold.

6 First, to review the implementation,
7 effectiveness and the enforcement of Chapter
8 17-1600 of the Philadelphia Code as it
9 relates to economic opportunity plans and to
10 make recommendations to City Council
11 regarding the adoption of resolutions
12 calling for the debarment of certain
13 contractors and recipients of City Financial
14 Assistance under 17-606 as it relates to
15 violators.

16 The EORC conducts public hearings on a
17 quarterly basis to capture the state of the
18 marketplace from the perspective of project
19 owners, developers, contractors,
20 subcontractors, union leaders, perspective
21 employees and consultants. We also take the
22 opportunity to update the community on the
23 inner workings of the Office of Economic
24 Opportunity. The business of this Committee

1 will be transcribed and published in City
2 Council transcripts and posted on the Office
3 of Economic Opportunity's website under
4 Governance.

5 For the record, I just want to
6 acknowledge -- Varsovia, I will just ask you
7 to introduce yourself and give us a little
8 bit of background on your organization. I
9 know we will be hearing from you in more
10 detail about the study that you conducted
11 recently a little bit later in the program.

12 MS. FERNANDEZ: Sure. Good morning,
13 everyone and thanks for taking time to be
14 here. I am Varsovia Fernandez. And I am
15 the CEO of the Greater Philadelphia Hispanic
16 Chamber of Commerce. And we work to develop
17 promoting advocates for Hispanic business by
18 providing education four markets: Small
19 Latino businesses in the retail and
20 entrepreneurial sector.

21 Can you hear me?

22 No?

23 MS. DOWD-BURTON: I know there's a
24 humming.

1 MS. FERNANDEZ: Is that better? I am
2 Varsovia Fernandez, CEO of Greater
3 Philadelphia Hispanic Chamber of Commerce.
4 Thank you all for making time to be here
5 today.

6 And what we do is we help develop
7 promoting advocates for Hispanic business in
8 the eleven-county region. We do that by
9 providing educational programming that
10 serves fourr markets: Corporations, Latino
11 professionals under 40, Latino businesses
12 and services and who are well educated and
13 understand American systems, and in the
14 newly established retailers that have
15 language barriers and need a lot of
16 education in helping understand how American
17 does business.

18 We do advocacy. You see us in City
19 Hall, all three level of governments every
20 once in a while advocating for the same
21 issue that all business advocate for taxes,
22 paid sick and so forth. It is important for
23 us to do this because it helps us help
24 corporations and small minority businesses

1 align so that there is a fair share of the
2 work as we help them become more educated
3 and launch them as larger, perhaps, prime
4 contractors.

5 I think that covers it.

6 MS. DOWD-BURTON: Okay. Thank you -- I
7 just want to acknowledge Varsovia. And soon
8 her colleague will be joining us, Steven
9 Scott Bradley.

10 Varsovia is President and CEO of the
11 Greater Philadelphia Hispanic Chamber of
12 Commerce and Steven Scott Bradley, Chair of
13 the African-American Chamber also sit on the
14 OEO Advisory Board. And that board was
15 appointed in 2010 by Mayor Michael Nutter.
16 And I just want to acknowledge them for all
17 of the advice and counsel that has really
18 challenged and encouraged the Office of
19 Economic Opportunity and really contributed
20 to the success that we have experienced thus
21 far. I just want to say thank you publicly
22 for that.

23 I also want to acknowledge Angelo
24 Perryman. He chairs the Mayor Advisory

1 Commission on Mayor's Construction Industry
2 Diversity. We call that organization
3 MACCID. That organization is very much, has
4 its hands on the pulse of what's going on in
5 the construction industry. And so, a lot of
6 the testimony that we receive during these
7 review committee meetings help to contribute
8 to the upgrading and the development of a
9 MACCID II Report which will be published
10 this year. So, I want to thank MACCID and
11 their contributors for that, as well.

12 (Committee Member Bradley joins Panel.)

13 Thank you, Steven. Catch your breath.
14 This is Steven Scott Bradley who has joined
15 us. And, Steven, I know you're going to be
16 talking a little bit later. I'll let you
17 bring down your blood pressure a bit. And
18 we're going to get into the agenda. I know
19 you'll be talking about some of the
20 highlights of the African-American Chamber a
21 little bit later, okay. All right. Thank
22 you.

23 So, we're going to take about two
24 minutes to go through the packages that you

1 have here because one of the most important
2 part of this meeting is not only sharing
3 information, it's really gathering
4 information from the experts who have come
5 to testify here today.

6 And so, I just wanted to highlight for
7 Fiscal Year 2015, our first six months which
8 began July 1, 2014, that you have in your
9 packages the Public Works Summary. And in
10 Public Works we were able to successfully
11 generate almost 28 percent participation.
12 We have the details of all of the companies.
13 And this information is going to be a part
14 of the transcript that will be out on our
15 website as soon as we get the transcripts
16 posted in about a week or so.

17 It has the names of all the prime
18 contractors, minority/women-owned businesses
19 who have teamed with them on projects. We
20 awarded \$133 million in Public Works
21 contracts for the first six months of Fiscal
22 Year 2015. The participation on
23 \$133 million totaled three -- let's see,
24 about \$38 million of which minorities

1 receive 22.4 million. That's 16 percent
2 participation, 16.3. And women received
3 \$15.7 million. And that's 11.4 percent
4 participation there.

5 The greatest contributor for
6 participation the first six months of the
7 year was the Water Department who achieved
8 27 percent participation on 93 million in
9 contracts.

10 So, I just wanted to share that. I want
11 to keep you apprised of how we are doing in
12 the area of Public Works. We have three
13 companies that were minority and women-owned
14 businesses who were on contracts as prime.
15 Of course, we want to continue to grow that
16 number. We will be hearing a little bit
17 later on from William Clark, Director of
18 Special Projects for the Office of Economic
19 Opportunity, who will talk about economic
20 opportunity plans.

21 So with that, I'm just going to move
22 right into our agenda. And we actually have
23 a few speakers today, and I have a list in
24 front of me. We are going to start with

1 Barbara Stanford-Allen. And, Barbara, if
2 you would join us. And while you are coming
3 to the table, I will just tell everyone a
4 little bit about the importance of you being
5 here. Timothy, if you'd like to join her,
6 please do so.

7 (Speakers approach Witness Table)

8 MS. DOWD-BURTON: Recently, there was
9 legislation introduced and passed by Council
10 that speaks to the sourcing of For Source
11 Philadelphia. And what we're looking at is
12 workforce development. Of course, it's a
13 critical component to our economic
14 opportunity plans in terms of making sure
15 there's a diverse workforce that is
16 prepared, ready, willing and able to work on
17 contracts with companies that do business
18 with the City.

19 So, we asked Barbara Stanford-Allen and
20 Timothy Smith if he would join us today and
21 provide testimony in terms of what you're
22 doing to help support economic development.
23 So, thank you for being here.

24 MS. STANFORD-ALLEN: Well, good morning

1 and thank you for having me. So, we are
2 very happy to be here.

3 MR. SMITH: Good morning.

4 MS. STANFORD-ALLEN: I am, as Angela
5 said, with the Philadelphia Works. Our
6 organization oversees the employment and
7 training dollars that come into the City of
8 Philadelphia. And approximately two years
9 ago, we went through a strategic planning
10 process to align our services more closely
11 with those of our economic development
12 partners and also our community-based
13 partners.

14 Some of you actually participated in
15 that strategic planning process with us. As
16 a result of that, we came out of that
17 identifying many priorities but five in
18 particular that we wanted to concentrate on.
19 Under the leadership of Mr. Mark Edwards,
20 who is the President of Philadelphia Works,
21 we came away looking at five strategic
22 priorities. And those were to strengthen
23 our collaboration between our workforce
24 system and our economic development efforts

1 of the City, to prioritize the hardest to
2 serve population, those most vulnerable who
3 seek access to services and employment and
4 to make a commitment to serve smaller
5 employers where a lot of job creation is
6 actually happening, and to adopt what we
7 call some common employer-driven standards.
8 In other words, coming up with a common
9 definition of what it means for an
10 individual to be work ready. And we've also
11 implemented what was known or what is known
12 as a No Wrong Door approach.

13 Previously, we had two systems to serve
14 the clients of Philadelphia. One known as
15 our EARN System, which serviced our tanith
16 population; and the other known as a Career
17 Link System, which serviced the rest of the
18 general population. Under the new -- the
19 most significant change that we are going
20 through right now is the No Wrong Door
21 approach. And under that No Wrong Door
22 approach, we have created four integrated
23 centers which will provide not only job
24 seekers but employers with all of the

1 resources and services that they are going
2 to need to make them job ready and for
3 employers to be able to find competent
4 employees.

5 We just announced, I believe it was last
6 week or the week before, those new center
7 locations. And those new centers will be
8 located at 3901 Market Street, which will
9 serve West Philadelphia and Southwest
10 Philadelphia residents; 5847 Germantown
11 Avenue, which will serve Northwest,
12 individuals in the Northwest; and 4261 North
13 5th Street which will serve upper north,
14 near Northeast and upper Northeast areas of
15 Philadelphia; and then our location where we
16 are located at 1617 JFK on the second floor,
17 which will serve Center City and lower North
18 and South Philadelphia areas.

19 These centers will be a lot different
20 than previous centers. There will also be
21 co-location of what's known as cross-center
22 services. And the cross-center service
23 provider will be responsible for connecting
24 those employment opportunities with those

1 job seekers. We are very excited about the
2 model. And the first one, this will be a
3 graduated rollout. Because as we are
4 closing centers that were previously there,
5 we need to open up new centers and we need
6 to do that in a way that makes sure that no
7 one falls through the cracks.

8 As a result of that, the first center we
9 are having -- the first center that's going
10 to open on April 1 and then the others will
11 be staggered at approximately three month
12 intervals.

13 We've also put in place a new model with
14 our business engagement team which works
15 primarily with the Commerce Department
16 regarding business engagement or economic
17 opportunities that are coming into the City.
18 And as Ms. Burton referenced earlier, we are
19 also working in tangent with the City of
20 Philadelphia on the First Source Legislation
21 making sure that author letters are provided
22 to employers who are willing to source their
23 candidates through our system to make sure
24 that we can fulfil those job opportunities

1 that are being created through the economic
2 opportunity efforts of the City.

3 And that's basically it. I take any
4 questions if you have them.

5 MS. DOWD-BURTON: Questions? Steve?

6 MR. BRADLEY: I'm good.

7 MS. DOWD-BURTON: So let me ask you a
8 question. Just in terms of your database, I
9 know you -- people will know Philadelphia
10 Works through Career Links as one. Can you
11 describe the number of jobs that are in that
12 database and how people can access the new
13 database?

14 MS. STANFORD-ALLEN: Well, the number of
15 jobs is varied. We have several teams
16 presently right now in the old design of the
17 system that work with business. So, we
18 have -- that are sourced out of Career
19 Links, we have what's known as our business
20 service representatives. And they work with
21 local businesses in the communities to
22 create job opportunities to match the talent
23 pool that has come into the center with
24 those job opportunities that may be

1 available.

2 Internally, we have what's known as a
3 business engagement team whose
4 responsibility is to go out and to work and
5 engage businesses with the system. One of
6 the things that we find is that not everyone
7 knows who we are. Not everyone knows about
8 the services that are available to them.
9 And for employers, sometimes they don't
10 understand. They think that it's a more
11 complicated process than it is.

12 So our business engagement team, of
13 which Tim is the lead on that team, goes out
14 and basically engages businesses and tried
15 to give them an education -- I say educate
16 and inform them -- about the services that
17 Philadelphia Works can offer and basically
18 ease them through that process.

19 Just to restate it, we have two clients.
20 We have the job seekers who is coming in and
21 then we also have employers. We need to be
22 able to serve both of them equally. For --
23 most folks are familiar with our job seeker
24 services. Individuals can come into a

1 Career Link. They can go through an
2 assessment process. We will do an
3 evaluation as to where or if there is a
4 skills gap. If there is one, we can provide
5 training services. If there isn't, we can
6 provide job placement services based on the
7 bank of employers that we have who are
8 looking to recruit talent.

9 On the employment side -- on the
10 employer side, what we have for them are
11 also what we call Incentives to Hire. Our
12 system is designed to give first time job
13 seekers an opportunity. So, all of these
14 incentives that we have in place are there
15 to help businesses use their folks in our
16 system, to be quite frankly with you.

17 So what happens is, we provide that in
18 the form of what we call OJT or on-the-job
19 training dollars whereby an employer can
20 with reimbursed up to 50 percent of an
21 individual's wage for the first six months
22 that they are willing to provide training.
23 This will vary, of course, depending on the
24 job, the skill gap that is involved and the

1 nature of the work or training that needs to
2 be done. But it is something that is there
3 and available for every employer provided
4 they're willing to hire someone who is
5 unemployed.

6 And when I say hire someone unemployed,
7 I really want to stress that we're not
8 talking about hiring someone who does not
9 have the talent or capacity. We're talking
10 about -- we're asking employers, we do this
11 as an investment in that individual and in
12 the employer to give them incentive to hire.
13 But again, we are going to recruit for the
14 employer based on the criteria that they
15 have sent to us for that individual -- for
16 that position, I should say.

17 MR. BRADLEY: By any chance, did you get
18 to read the article over the weekend on
19 poverty? One of the big takeaways from the
20 article says there are a lot of services in
21 the Philadelphia area, and people are
22 misinformed and not taking advantage of
23 those service. That's something I think we
24 have to do a better job is the outreach.

1 MS. STANFORD-ALLEN: And I agree
2 completely. And we have a team, like I say,
3 that's out on the street that's trying to
4 get that word out. One of the big things
5 about the strategic priority, I said one of
6 the main ones is for us to engage smaller
7 businesses to make them aware of the
8 services. That's an area where we are
9 really concentrating our efforts so that we
10 can get the word out.

11 Also, not to get the word out but to be
12 able to provide technical assistance.
13 Because it's one thing for you to know about
14 it, but most time when people -- I mean,
15 leave us face it, we are administering
16 federal dollars and dollars that come from
17 the Commonwealth. And as the first reaction
18 most people have, oh, it's going to be
19 complicated.

20 It's actually not. It's not as
21 complicated. I have to say when Mr. Edwards
22 came on board, he did a lot internally to
23 try to streamline our process, to reduce
24 that contracting, to get rid of some -- I'm

1 not going to say it was unnecessary, but to
2 streamline a process to get us to a point
3 where it wasn't overwhelming. Where most
4 people would say, this is more trouble than
5 it's worth. So, we want to provide a
6 system, we want to make it easy to use.
7 User friendly.

8 MR. BRADLEY: I would hope that you
9 would reach out to the Chambers because we
10 have a strong network I think could benefit
11 from your services. And then some of our
12 corporations and small businesses could be a
13 great source of leads, also.

14 MS. STANFORD-ALLEN: And that's why
15 we're here today.

16 MS. FERNANDEZ: If I can just make a
17 comment. I'm sorry, Tim. Two things.

18 One is, it's good to be engaged. It's
19 always good to be engaged. And we have a
20 direct link to Philadelphia Works, of
21 course. All the chambers do. The
22 African-American, the Hispanic Chamber, the
23 Asian Chamber and the Greater Philadelphia
24 Chamber of Commerce. That is very helpful.

1 One of the things from my experience in
2 working in the City is the stigma. We
3 constantly have to fight the stigma on the
4 part of the businesses thinking that it is
5 complicated to work with government agency
6 or quasi government for that matter. That
7 it is too much paperwork or too much money.
8 That is something where I think we can help
9 more than just connecting with the small
10 businesses is educating those small
11 businesses to allow them to understand that
12 it's a resource. That it's a good resource,
13 not a complicated resource.

14 That being said, has the amount of
15 paperwork when you hire somebody been
16 reduced since, like, five years ago?

17 MS. STANFORD-ALLEN: Yes.

18 MS. FERNANDEZ: That was one of the
19 issues.

20 MS. STANFORD-ALLEN: Yes. You want to
21 speak to that?

22 MR. SMITH: Two years ago our
23 training --

24 MS. DOWD-BURTON: Can you state your

1 name for the record.

2 MR. SMITH: I'm sorry. My name is Tim
3 Smith. I'm the manager of our business
4 engagement team at Philadelphia Works.

5 Yeah. Two years ago when we started the
6 on-the-job training program, paperwork for
7 that program was -- contract was, like, 72
8 pages. We've been able to streamline that
9 down to about 6 pages now. That was one of
10 the concerns, big concern for most
11 employers, that too much paperwork. The
12 process is cumbersome. But we were able to
13 streamline the paperwork. It's down to 6
14 pages.

15 Over the past year, we have written
16 maybe 80 on-the-job training contracts. We
17 put about 150 people, Philadelphians, into
18 jobs. And our on-the-job training funds are
19 for unemployed Philadelphia residents, so.

20 MR. BRADLEY: I just highly recommend
21 that you do a better job getting the word
22 out. Because good news like that, the
23 public needs to know. You should use our
24 avenues as a good way to publicize the great

1 work you're doing.

2 MS. STANFORD-ALLEN: As I said, I
3 have -- I have recently taken over the
4 business engagement team. And one of the
5 charges is for us to connect more closely
6 and work more closely with our Chambers.
7 I'm going to say, be careful what you wish
8 for because I'm going to be coming your way.

9 One of the things that we'd like to do,
10 we know that you do have your fingers on the
11 pulse and that you do reach more employers
12 or businesses, especially small businesses
13 than we do. And one of the goals and
14 objectives that we would like to do is
15 cosponsor events with you in terms of making
16 where we would be able to get information
17 where. But not just doing an event for the
18 sake of doing an event, but doing an event
19 that provides a value added to your
20 employers while at the same time being able
21 to get them, make them aware of the public
22 workforce system and get them more engaged
23 in it.

24 We are looking at a model that we have

1 used with manufacturing, which is known as
2 the Industry Partnership which has been a
3 model that's very effective. So in our
4 business service department, each of our
5 business engagement specialist are set up
6 via industry. So, we have a representative
7 for each individual industry who has an
8 understanding of those industry needs that
9 can better connect with those individuals.

10 But I will be touching basis with you.
11 It's one of my goals to get done.

12 MS. DOWD-BURTON: Excellent. Thank you
13 so much. We appreciate you being here. And
14 hopefully, you'll be able to stay and
15 exchange business cards right after the
16 meeting. Thank you.

17 Okay. The next person -- before I go
18 further, I want to acknowledge Sadique Akbar
19 who is chief of staff for Councilman Wilson
20 Goode. We appreciate you being here. And I
21 know I saw Bill Carter a little bit earlier.
22 He is chief of staff for President's office.
23 And so, President Clarke, we thank you for
24 having him here, as well.

1 Okay. So now, I'd like to call JD Bravo
2 company. Mr. James Davie President.

3 (Speaker approaches table.)

4 MS. DOWD-BURTON: Good morning. Could
5 you state your name for the record.

6 MR. DAVIE: Sure. Absolutely. James
7 Davie. I'm the President and Founder of the
8 JD Bravo Company.

9 MS. DOWD-BURTON: Thank you. And I ran
10 into Mr. Davie last week during a meeting
11 with Comcast at an outreach for their
12 innovation tower. And so, Mr. Davie was
13 there, expressed an interest in doing
14 business with the City and a concern, a real
15 concern. So I said, what better place to
16 share that concern than here in City Council
17 in front of the Economic Opportunity Review
18 Committee.

19 So, please proceed.

20 MR. DAVIE: Okay. Thank you for that.
21 Like I said, my name is James Davie. I'm
22 the founder and President of the JD Bravo
23 Company. Bravo provides a full range of
24 general contracting and construction

1 management services.

2 I founded Bravo in 2011 and obtained
3 certification as a service disabled veteran
4 owned business. I believe I am one of the
5 very few service disabled Veterans to obtain
6 a DBE from the Commonwealth and the only
7 service disabled Veteran to be registered as
8 a DSBE that provides construction and
9 construction management services.

10 My key staff -- the key staff of my firm
11 possesses over a hundred years of experience
12 as successfully completed projects having
13 aggregate value that exceeds \$4 billion now.
14 My team is ready, willing and able to
15 perform. I have actively marketed my firm
16 and its services. I am here today to ask
17 for your assistance.

18 Historic utilization rates and the
19 availability of DSBE construction firms have
20 resulted in equal opportunity plans being
21 approved that do not include participation
22 ranges for firms registered as DSBEs. As a
23 disabled veteran, I seek to request the
24 active advocacy of the OEO for all DSBE

1 firms.

2 In addition to my direct appeal to the
3 OEO, I reached out to Lee Wong of E-Consult
4 who heads up the effort to write the City's
5 annual disparity report. When my current
6 dilemma was explained to Lee he responded
7 and: "I will instruct my team to make sure
8 that just because DSBE availability on the
9 OEO Directory is so small, doesn't mean
10 there shouldn't be DSBE goals on specific
11 contracts where the industry codes line up
12 with the expertise of the DSBEs registered
13 in the OEO Directory. The lack of a
14 city-wide goal for disabled Veteran owned
15 firms does not justify the lack of awareness
16 for the need for department level and
17 contract specific goals as well as an active
18 advocacy for this relatively small group.
19 Hence, we are reminding OEO of the
20 importance of balancing that approach with a
21 bottom-up approach that looks at specific
22 individual contracts and where the industry
23 codes do, in fact, have DSBE availability on
24 the OEO Directory. That warrants a goal be

1 set for such contracts."

2 I'd also like to -- I sent a letter,
3 Angela, that you are familiar with probably
4 about two or three weeks ago. I'd like to
5 read that letter to enter it into testimony
6 if that's okay.

7 (Begins reading letter)

8 I am writing to request the assistance
9 and advocacy of your office in support of my
10 continuing business development efforts. As
11 you know, my firm the JD Bravo Company was
12 founded in 2011 and was certified as DBE by
13 PennDOT approximately one year later.
14 Subsequent to receiving that certification,
15 our firm completed the necessary
16 applications to become registered with OEO.

17 On March 8, 2013 the JD Bravo Company
18 was registered as a DSBE and OEO registry.
19 Before and since the time of our registry, I
20 have actively undertaken marketing efforts
21 for the firm and have achieved revenues in
22 excess of \$1 million during the past two
23 years. It was always part of my business
24 plan that JD Bravo would achieve success

1 through a healthy mix of conventional
2 private sector opportunities. And once
3 certified as a DSBE -- as a DBE and DSBE,
4 certain public sectors opportunities for
5 which it would be qualified. My efforts
6 have included an outreach to introduce my
7 firm to key organizations and entities who
8 file equal opportunity plans.

9 More notably, contracts -- contacts have
10 been -- have included Drexel, Penn, Temple,
11 LaSalle, Liberty Property Trust, Brandywine
12 Realty, LF Driscoll, Pawna Roberts, Daniel
13 J. Keating, Cobane, Urban Engineering to
14 name a few. Our meetings are cordial and
15 our targets confirm the need to include
16 firms such as mine and cite the efforts of
17 your office for inclusion. Yet over the
18 past two years, my office has not received a
19 single meaningful opportunity to compete or
20 propose on.

21 While I never expected any automatic or
22 given results, I did find it odd that
23 competitors of mine seemed to successfully
24 book the opportunities we were not. In

1 attempt to determine the cause of this
2 phenomenon, I undertook and examined the
3 opportunity plans posted online and to
4 verify the requirements set forth in a
5 authorizing legislation.

6 At first, it wasn't obvious and decided
7 I would ask to meet with your staff to
8 determine what I might be doing wrong and to
9 ask for OEO assistance. In my meeting with
10 your staff, it was confirmed that the City
11 stopped tracking DSBE firms several years
12 ago and was not requiring DSBE participation
13 in the EOPs it was approving. The reason
14 was that there weren't enough DSBEs to
15 justify the tracking effort.

16 When I went back to again review the
17 file plans, it became obvious that at best,
18 plans requires best efforts for DSBE
19 participation and at worst the category was
20 either omitted or marked nonapplicable. It
21 became fairly obvious that I wasn't
22 receiving any calls because there was simply
23 no compelling reason or requirement for
24 anyone to do so. So even though my firm is

1 listed in the OEO Registry, the JD Bravo
2 Company as DSBE is essentially invisible to
3 any firm required to achieve the goal of an
4 inclusive and diverse project team.

5 At one point, I'm sure there were only a
6 few MBEs or WBEs. And deciding not to
7 advocate on their behalf or not draft a
8 participation would be unthinkable. Any
9 DSBE without the benefit of your offices
10 advocacy is placed at a heightened
11 disadvantage when compared to its MBE and
12 WBE competitors, let alone the more
13 traditional challenge of trying to establish
14 itself in a traditional highly competitive
15 marketplace.

16 My firm is competent and responsible and
17 desires the opportunity to compete on a
18 level playing field. And I respectfully
19 request your active assistance and advocacy
20 to do so. I would be pleased to discuss how
21 we might work together to make the necessary
22 adjustments in the administration of
23 Executive Order 312. I look forward to your
24 response and the opportunity to work with

1 your staff.

2 (End of letter.)

3 Based on the foregoing, I would
4 respectfully request the Committee to take
5 action to remedy the current situation and
6 allow me to access the full benefits
7 afforded to all OEO registered firms.

8 I'd be happy to answer any questions.

9 MS. DOWD-BURTON: Thank you, Mr. Davie.

10 Questions?

11 MS. FERNANDEZ: A couple of comments and
12 one question perhaps.

13 I feel for you. I lost my oldest
14 brother in Vietnam, I know what it's like
15 when I have another brother who is a
16 Veteran.

17 Do you belong to some of the local
18 associations? Have you worked with the Vet
19 work and some of the other -- to build some
20 of the relationships? Because, ultimately,
21 it boils down to building those
22 relationships and making sure that you are
23 there preplanning and planning so that you
24 are included. We go through this every day

1 with African-American, Hispanic, Asian
2 women-owned businesses where, you know, they
3 have the same issue, the lack of
4 participation.

5 MR. DAVIE: Yes, I am. I'm a member of
6 the Philadelphia Chamber of Commerce. I'm a
7 board member for the Philadelphia Veterans
8 Multi-Service and Education Center where I
9 try to hire Veterans in need of employment
10 from there. I'm also -- I'm actively
11 involved in many organizations. And I
12 haven't had a problem getting certain work.

13 But my problem is with the OEO, the
14 economic opportunity plans not including
15 DSBEs like legislation says.

16 MS. DOWD-BURTON: Steve?

17 MR. BRADLEY: My recommendation is,
18 again, I've been a chair and actively
19 involved in African-American Chamber for the
20 last ten years. I own my own business. I
21 mean, the key to success is persistence. I
22 mean, you have to be visible. I mean, you
23 are going about it the right way, but it
24 doesn't happen overnight. And that list is

1 just a list. But if you don't have the
2 relationship, your name always just be on
3 the list.

4 My recommendation is to continue to
5 apply your yourself. But the key to success
6 is being out there, you know, connecting
7 flush and being persistent, putting your
8 proposals out. I mean, it's no magic
9 formula. But, I mean, the legislation -- we
10 don't enforce the law. It's just
11 legislation. There is a lot of laws on the
12 books that's not being enforced.

13 But I think coming today is a good
14 beginning. But again, being engaged is
15 definitely the winning formula.

16 MR. DAVIE: Yes. Thank you. I
17 appreciate those comments as I do actively
18 assist. I understand exactly what you're
19 saying.

20 MS. DOWD-BURTON: So, I just want to
21 acknowledge that Mr. Davie is asking the
22 right questions. He's going about it in the
23 right way. He is currently in Goldman Sachs
24 10,000 Small Business Program. And so, he

1 understands the technical side, how do you
2 build this business. The million dollars
3 that you've already earned came from
4 somewhere.

5 The challenge for the Office of Economic
6 Opportunity is this, which we have talked
7 about. When you look at our registry, which
8 is comprised of over 2300 companies now, 9
9 of them are disabled-owned businesses. And
10 yes, the legislation in Philadelphia Code
11 speaks to disabled-owned businesses. The
12 City of Philadelphia used to certify
13 companies. That's how the 9 were put in to
14 our registry.

15 With the discontinuation of our
16 certification process and no approval to
17 accept any other certification as it relates
18 to disabled, we are cut off in effect from
19 the segment of the marketplace in terms of
20 our ability to set goal. I mentioned when
21 you look at the construction industry and
22 you say, yes, you are the only one that has
23 construction management as a business
24 strategy, that's you're business, we would

1 have to shelter a market for you, in effect,
2 in construction to say we're going to set a
3 goal, 1 percent or less, in construction for
4 disabled-owned business and you're the only
5 one in that category. So, that is paramount
6 to a sheltered market which I shared was
7 eliminated by Judge Bechtel in 1990 as a
8 part of our protocol.

9 MR. DAVIE: I did go back and review
10 Judge Bechtel's decision after we had spoke,
11 Angela. And I don't believe that's accurate
12 because --

13 MS. DOWD-BURTON: Okay.

14 MR. DAVIE: -- the decision said you can
15 not set aside work. Judge Bechtel's
16 decision said nothing about participation
17 ranges. It's about setting aside work only
18 for DSBE and that's what Judge Bechtel said.

19 So there's -- the sheltered market only
20 is involved if you are setting aside a
21 project or a contract just for that. So, I
22 disagree with your respectfully on that.

23 MS. DOWD-BURTON: Okay. Well, I
24 appreciate your position. I just think in

1 the area where we are constrained, that we
2 do have our challenges. And I appreciate
3 you for coming in and describing them so
4 eloquently. We will work with Council. We
5 will see what we can do.

6 MR. DAVIE: Great. Thank you for your
7 time, everyone.

8 MS. DOWD-BURTON: Thank you so much.

9 So the next person that we actually have
10 on the agenda -- yes, please -- our
11 colleague is going to take a seat at the
12 table. And what we have asked, while she's
13 getting into position, Varsovia Fernandez,
14 President and CEO of the Greater
15 Philadelphia Hispanic chamber to do is to
16 share with us a recent study of the Latino
17 and Hispanic American business community.

18 MS. FERNANDEZ: Good morning, everyone.
19 And thank you, Madam Chair, for inviting us
20 to come and speak briefly about the state of
21 Hispanic business report. Also, I thank
22 other guests for being here this morning and
23 the Members of Council for supporting
24 minority work in the efforts of this

1 Committee.

2 As a leading organization for Hispanic
3 business in the region, it only made sense
4 for us to commission a report that for the
5 first time would kind of give us a sense as
6 to what is it that we have in the region and
7 in form of Latino business and what the
8 opportunities are as well as challenges.
9 So, in October we released a report that
10 actually for the first time in the region
11 contained primary data. We did survey of
12 memberships and stakeholders that was also
13 able to give us a snapshot of the consumer
14 market.

15 We did the report in combination with
16 Temple University Fox School MBA program.
17 And we worked with community marketing
18 concepts to help us design it and hash out
19 the data and edit the report. They did
20 great work, by the way. The objective for
21 the report was to actually provide insights
22 and to give us a better foundation to
23 address the challenges. I would just give
24 you some snapshots for the sake of time.

1 So, there are roughly about 420,000
2 Latinos, which have grown at twice the rate
3 of the known Latinos in the region.
4 Nonetheless, for the DMA in the
5 eleven-county region that we cover outside
6 of Philadelphia in the Pennsylvania
7 Counties, there is over 700,000. There is
8 about 750,000 Latinos.

9 What we've learned is it's a very
10 diverse population, you know, mostly
11 Caribbean, peoples from Puerto Rico,
12 Dominican Republic representing 21
13 nationalities. The largest population being
14 Puerto Rican, Dominican, Colombian, Mexican.
15 And that sheer values of hard work, that is
16 why they are here is to do hard work. They
17 are very vibrant. We do not all eat the
18 same thing. And they are very family
19 oriented. And a lot of what the Latino
20 businesses and families do is surrounding
21 the family unit joined by common language
22 with the exception of Brazilians.

23 So, they are mostly formed by retail
24 stores, grocery stores, the corner store,

1 the yard store, the cultural Latino
2 different national countries cultural pieces
3 store; followed by services of which the
4 highest is healthcare and social services,
5 of course; followed by construction,
6 technical and professional services totaling
7 18,787 Latino businesses in our region.

8 One of the most interesting findings is
9 their use of media and technology. Latinos
10 top the charts in using social media. Our
11 region resembles the growth of and use of
12 the national population, as well. It is a
13 very young population. On average, 26 years
14 old. And more than 25 percent of Latinos
15 spent six hours a day in social media sites.

16 And this is probably -- one of the
17 things that we also learn is that they
18 prefer to use their wireless devices to do
19 stuff to learn, to access the internet than
20 they do a computer. That doesn't mean that
21 they are computer savvy and it doesn't means
22 that they all have internet access either.

23 It's very interesting data.

24 They are early adopters of technology at

1 very high rates. And our market has an
2 above average usage from the national
3 actually, which is pretty interesting.
4 24 percent of Latinos in the region are more
5 likely to buy a smartphone, and 6 percent
6 are more likely to be the first to purchase
7 a Tablet than the average mainstream market.
8 So, we see technology as an equalizer for
9 Latinos where they will be able to become
10 more educated and also take advantage of any
11 opportunities in anything that goes through
12 the wiring technology particularly for
13 consumers.

14 When we look at the consumers, what we
15 with learn is that 46 percent of Latinos buy
16 more groceries than the average US grocery
17 shopper in general. The acculturation level
18 plays a large role in where Hispanics shop.
19 They are looking for more retainment, than
20 they are looking to just buy something.
21 Latinos are very good -- well, they just go
22 shopping with their families. So the
23 grandma, the uncle, the child, they all go
24 shopping. It's not just the woman or the

1 man picking something up on the way home.

2 And they also scan for culture hooks
3 where they are welcome and they can see
4 where there is a Goya product or whether it
5 is the music or something like that. They
6 look for signals where they can connect
7 culturally with the particular store. They
8 are meaningful to specific products and
9 brands are very important to Latino. There
10 is a high degree of loyalty in their
11 shopping. The loyalty varies among
12 nationalities and particularly in
13 employment.

14 If you are hiring or placing Latinos,
15 it's important to get to know them. I'll
16 give you an example. Dominicans are loyal
17 to the boss. So, if the boss -- I am sorry.
18 They are loyal to the companies. If they
19 boss leaves, they stay with the company
20 regardless. The Mexicans are loyal to the
21 boss. If the boss leaves, the Mexican is
22 likely to leave the job when the boss is
23 switched. That is very interesting data
24 because it changes how we do things in

1 placements.

2 We consider Hispanic a marketeers dream.
3 That is what we learn. They are digitally
4 savvy. They are young and they are socially
5 connected. So one of the companies that we
6 work with, the Hershey company which is
7 outside of our region but has a large sales
8 presence in our region, launched an
9 initiative called the Urban Initiative that
10 specifically targets African-Americans and
11 Latinos.

12 One of the reasons is because that is
13 their largest market. And so, for them the
14 brand loyalty and the digitally savvy stuff
15 is very important because that's, you know,
16 it hits home and it's a consumer market.
17 They find it to be a clear digital
18 advantage.

19 The same thing goes for Santander who is
20 one of the sponsors of the report. So when
21 Hispanic business -- one of the things that
22 we learn is when Hispanic leaders trust a
23 bank, then Latinos trust a bank. So, they
24 see the bank to offer a competitive in its

1 use of products and services particularly in
2 the digital age. And they are encouraged to
3 use such services by the company's
4 executives and agencies.

5 One of the challenges that we found and
6 the major challenge is the access to capital
7 where the lack of credit, the lack of
8 systems understanding, the lack of
9 understanding for banking and for their
10 ability to pay month to month to build a
11 credit versus just pay cash. They borrow
12 \$10,000, they want to go and pay the \$10,000
13 cash as soon as they have it versus showing
14 the history of payment, which is one of the
15 things that matters in building credit.
16 We -- that's something that we address at
17 the Hispanic Chambers worth mentioning.

18 The lack of financial statements is a
19 great example. Most of the Latino
20 businesses do a sole proprietorship filing
21 or register as a sole proprietorship. We
22 are working with them to address that.

23 Another challenge is dealing with
24 language barriers, cultural norms. In

1 28 percent of Latinos in that region speak
2 Spanish but many of the business owners face
3 difficulty addressing consumer issues.
4 Despite of the challenges, in the current
5 business climate, Hispanic-owned business
6 are the drivers of the regional economy
7 providing job and employment opportunities
8 for thousands of local residents.

9 Some interesting data is we were able in
10 2014 through one of our new programs called
11 the Latino Innovation and Growth, we were
12 able to create 7 jobs and retain, I think it
13 was, 47 or 49 jobs just among servicing 19
14 businesses through these classes. And to us
15 that's a big deal because that's something
16 that nobody has been tracking or targeting.

17 If anybody has any questions, I am here.
18 There are some copies of the report, as
19 well. I thank you again for the opportunity
20 to be here.

21 MS. DOWD-BURTON: So, Varsovia, first of
22 all, I want to acknowledge the work that you
23 are doing in the business community. I
24 think you are doing some extraordinary

1 things. And I know you are helping
2 companies who want to be certified putting
3 their packages together, getting them
4 through that process so they can register to
5 do business with the City and the private
6 and nonprofit sectors, as well.

7 In the Fiscal Year 2014 Annual Report,
8 we reported that the Hispanic and Latino
9 business community represented 9 percent of
10 our registry. That Registry again is 2,300
11 companies. You're 9 percent of it. In
12 terms of contracts awarded, your community
13 represented 13 percent of the dollars that
14 were awarded to minorities and women. That
15 was about 23 million for this City
16 departments only, okay.

17 And so, I just want to acknowledge that
18 and the work that you're doing.

19 MS. FERNANDEZ: We actually are very
20 happy with those numbers. We get an earful
21 every where we go about not enough Hispanic
22 businesses, not enough minority businesses.
23 But the fact is, the region does not have
24 that many Latino businesses that are

1 prepared or certified to pick up contracts.
2 So as you know, we have a good list of about
3 40 Latino businesses that can be sent to
4 Comcast for construction or further project,
5 that can be sent for professional services
6 and so forth. So, they are quickly emerging
7 and they are growing but is not a large
8 market.

9 Philadelphia is the 16th largest
10 Hispanic market in the country in the DMA
11 and the 25th largest Latino market. Okay.
12 Yet, we are the 5th city. So, people have
13 this huge perception of the Latino market in
14 Philadelphia. Must be because we are very
15 loud, vibrant people. But in reality, it's
16 a small market. And for the last seven,
17 eight years, that is the highest we have had
18 in Latino business accomplishment with the
19 City of Philadelphia.

20 MS. DOWD-BURTON: Right.

21 MS. FERNANDEZ: We have given them
22 consistent services. In part, we owe that
23 to the collaboration with the Department of
24 Commerce, with OEO, with the Enterprise

1 Center, with African-American/Asian Greater
2 Philly Chambers because we don't want to do
3 everything. We want to be able to send them
4 where they receive that type of services.

5 Steve, you had comment?

6 MR. BRADLEY: I just wanted to make a
7 comment that the Urban League did a similar
8 report like ten years ago, but because of
9 funding, they haven't been able to do it. I
10 just wanted to commend you. I know how much
11 research and the data and then getting
12 someone to print it is a challenge.

13 Congratulations. I thought the
14 information is very insightful. Keep going
15 the good work because we are a little
16 jealous, but we're happy.

17 MS. FERNANDEZ: Thanks very much. So
18 because of that reason, because of the
19 funding, one of the things we are using to
20 challenge this portion for is to go and
21 raise money to make sure that it gets
22 updated every so often.

23 MR. BRADLEY: Fabulous.

24 MS. FERNANDEZ: One of the things we

1 have committed to doing strategically every
2 year is to run the survey and actually let
3 everybody know what the results of the
4 surveys were so that we continue to get to
5 know the market better because we still
6 don't know the Hispanic market well enough
7 here.

8 MR. BRADLEY: I mean, in comparison to
9 what you are saying earlier, when you meet
10 with these companies, you have to have the
11 data and the research. It just makes your
12 argument very strong. You have to have the
13 data and the research to make a compelling
14 argument. So, great job.

15 MS. FERNANDEZ: One of the things that
16 the report has done is it put us on a
17 national map as a city that is Latino
18 business friendly. We've been on interviews
19 and other national magazines and stuff which
20 is kind of cool.

21 Thanks again.

22 MS. DOWD-BURTON: Thank you. Okay. So,
23 Steven, give us a brief update. Want to
24 switch gears here. Thank you very much,

1 Varsovia.

2 Mr. Steven Scott Bradley, Chair
3 African-American Chamber of Commerce and
4 President and CEO of Bradley and Bradley.

5 MR. BRADLEY: Good afternoon. My name
6 is Steven Scott Bradley. I'm the Chairman
7 of African-American Chamber of Commerce. I
8 wanted to highlight some of our achievements
9 over the last quarter. We are extremely
10 excited that our membership can speak to
11 over 400 paid members, so that's the
12 highlight for our membership. The chamber
13 has been around 22 years. And under their
14 leadership of Shalimar Thomas our Executive
15 Director, we have just finished a membership
16 drive where we have 400 paid members. We
17 are extremely excited about that.

18 Since the start of the fiscal year, the
19 Chamber has hosted monthly informational
20 sessions aimed at helping small businesses.
21 Some of the topics listed included access to
22 capital, navigating the RFP process,
23 marketing, branding and public relation,
24 succession planning, scaling your business

1 and preventing and addressing code
2 violations and financial literacy. These
3 event included small business series on
4 marketing and branding, small business
5 series on scaling your business and
6 partnering with other ethnic groups -- other
7 ethnic chambers including the Hispanic
8 Chamber. We were very instrumental in doing
9 MED Week, which is very successful this year
10 working with all the different Chamber of
11 Commerce.

12 The African-American Chamber, as I
13 stated earlier, last year we started a new
14 academy focused on young people. And this
15 is called our Entrepreneurial Academy. This
16 is a twelve-week business planning
17 development course and business competition.
18 A total of 15 students competed -- completed
19 the course, four submitted their business
20 plan for business plan competition. And the
21 winner included a \$1,500 start up fund to
22 get them motivated and started in their new
23 business.

24 In addition to that, they have a

1 five-year membership to the African-American
2 Chamber and a recommendation for the Kiva
3 Zip Program where the application for
4 fundraising was 5,000 recently approved.
5 Because of the popularity of the academy
6 program, 61 individuals are on the waiting
7 list. So, we're excited about that.

8 In addition, African-American Chamber
9 partnered with local organizations that
10 currently work in commercial corridors and
11 take programming into the corridor at least
12 once per quarter. The African-American
13 Chamber continues to provide more than
14 300 million in contract opportunities on our
15 websites to our members. Some of our
16 relations includes Parx Casino, Verizon,
17 Wells Fargo, University of Pennsylvania,
18 Sugar House Casino, the Philadelphia Housing
19 Authority, Walmart. In addition, at least
20 three of our members are now on the
21 suppliers list for the University of
22 Pennsylvania, Parx Casino and Sugar House
23 Casino.

24 The African-American Chamber of Commerce

1 continues to host programming events
2 designed to promote start up and young
3 professionals demographics including
4 opportunities for these business and
5 individuals to obtain mentors. In addition,
6 two of our success stories included we were
7 part of the DNC hosting process. And we
8 participated in some of the meetings.

9 As a result of that, the City recently
10 announced the successful contract to host
11 the DNC. We already started a relationship
12 with their diversity director. We have had
13 a couple email exchange. And we hope that
14 in the near future we are going to have some
15 meaningful conversation.

16 But we have had a great first quarter.
17 And we appreciate the support from your
18 office. Thank you very much.

19 MS. DOWD-BURTON: Okay. Thank you very
20 much, Steven.

21 Varsovia, questions?

22 MS. FERNANDEZ: Congratulations. That's
23 all I have to say.

24 MS. DOWD-BURTON: And I think you are

1 being joined sort of by Shalimar who has
2 just arrived in the audience.

3 MR. BRADLEY: Great.

4 MS. DOWD-BURTON: Thank you for being
5 here Shalimar.

6 Steven, you bring up a topic that I
7 wanted to sort of wrap up our conversation
8 with. And that is around what's on the
9 horizon and the sort of big shining force
10 that's coming over the horizon is the
11 Democratic National Convention.

12 Greg Hinton is the Chief Director --

13 MR. BRADLEY: Correct.

14 MS. DOWD-BURTON: -- of Diversity for
15 the Democratic National Committee. And in
16 presentations to him and going through the
17 process, the City of Philadelphia has had to
18 be very clear about what our commitment will
19 be to ensuring inclusion on the contract in
20 process that supports the Democratic
21 National Convention for being here.

22 I absolutely agree with you. I've been
23 in conversations with him. The Office of
24 Economic Opportunity has had to document our

1 commitment. We look forward to working with
2 you and Varsovia and members of the
3 Hospitality Committee and, of course,
4 members within the OEO Registry that are
5 interested in doing business with this
6 organization in 2016.

7 MR. BRADLEY: In addition, Shalimar and
8 myself are part of the Pope's Committee. We
9 sit on their Volunteer Committee. We are
10 actually engaged in trying to find whether
11 there's going to be opportunities for our
12 membership. But we've been attending
13 several meetings in regard to the Pope's
14 visit to the region. And we hope that there
15 might be some business opportunity for our
16 membership.

17 MS. DOWD-BURTON: Absolutely. Just so
18 you know, I have been working -- the Office
19 of Economic Opportunity and the Department
20 of Human Services has, in fact, been working
21 with the Arch Diocese over the last few
22 years regarding a supplier diversity
23 program. And they include in their contract
24 language companies they do business with

1 requirements for inclusion as a result of
2 what they have observed the City doing as a
3 successful practice.

4 So, the goal line is to really make sure
5 that those companies are aware of your
6 interest. And we'll make sure that the
7 connections of that network is on your
8 radar.

9 MR. BRADLEY: Thanks. We continue to
10 build relationships.

11 MS. DOWD-BURTON: Absolutely.

12 MR. BRADLEY: That's what we try to do
13 to the benefit of our membership.

14 MS. DOWD-BURTON: That's key. All
15 right. Thank you so much.

16 So with that, we are going to move on.
17 I'm going to ask William Clark, Director of
18 Special Projects to join us. He is the
19 Director of Special Projects for the Office
20 of Economic Opportunity. William is going
21 to just do a recap of our Economic
22 Opportunity Plan Portfolio that will be
23 incorporated -- has been incorporated into
24 our Annual Report for Fiscal Year 14.

1 MR. CLARK: Good morning. My name is
2 William Clark. I'm the Director of Special
3 projects. In the Office of Economic
4 Opportunity for the City of Philadelphia.
5 As director, I'm responsible for EOPs,
6 that's the Economic Opportunity Plans, for
7 private and nonprofit projects throughout
8 the city. I also provide oversight and
9 leadership for the annual reporting of the
10 status of all EOPs and the development
11 supplier diversity initiatives.

12 Today, I'm here to provide an update on
13 several key initiatives regarding EOPs and
14 they include they EOP Report Summary, new
15 EOP changes and the EOP dashboard.
16 Regarding the EOP Report, in 2014, we
17 released or prepared the EOP Report Summary.
18 And it categorizes EPO activity for three
19 major markets, that includes city
20 departments, quasi public agencies and
21 private nonprofit organizations. And this
22 is the record of activity over the past
23 twelve months. The report concludes with
24 the clear strategy that describes how OEO

1 will continue to enhance the effectiveness
2 of EOPs to create equitable opportunities
3 that include all MW/DSBs and ensure economic
4 equality remains top priority.

5 The 2000 report notes the following
6 cumulative results from 2009 through 2014
7 for projects with EOPs. There are 642 EOPs,
8 \$981 million have been paid to MW/DSBs.
9 EOPs have generated 28 percent
10 participation, 54 percent of active projects
11 are meeting or exceeding EOP goals and
12 60 percent of closed projects have met or
13 exceeded their EOP goals.

14 More broadly, 87 percent of active
15 projects came within 10 percent of meeting
16 EOP goals while 90 percent of closed projects
17 came within 10 percent of meeting their EOP
18 goals. We are pleased the culture within
19 the City of Philadelphia is developing
20 around the ideals of participation, economic
21 fairness and small business growth. But we
22 recognize that there is more work to do.
23 The EOP Report proposes three strategies to
24 increase participation.

1 Number one, pursue unregistered
2 companies or encourage the formation of
3 joint ventures of companies that are
4 operating at maximum capacity to fill the
5 diverse needs of our stakeholders.

6 Number two, strengthen our data
7 collection and data management processes.

8 And number three, set realistic stretch
9 goals for each project that has an EOP.

10 Regarding EOP changes. The OEO has
11 taken on new elements of our EOP in an
12 effort to encourage more participation for
13 MW/DSBs. This includes equity ownership and
14 diversity practices. Equity ownership
15 requires about the ownership of the proposed
16 project or asset within the EOP. Project
17 owner provide insight into who the owners of
18 the completed projects will be including
19 minorities and women.

20 Diversity practices offer project owners
21 opportunity to share their strategies for
22 participation of MW/DSB on past and current
23 procurement and development projects. We
24 are in the very early stages of collecting

1 this information from project owners and do
2 not have sufficient data for analysis.
3 However, we anticipate continuing this
4 effort with an expectation of finding new
5 opportunities to increase participation on
6 projects with EOPs.

7 Finally, the EOP Dashboard. The Special
8 Projects Department within the OEO is proud
9 to share with the Committee a significant
10 accomplishment. As a Director of Special
11 Projects starting in 2013, I was faced with
12 several challenges including the
13 consolidation and availability of reliable
14 EOP data. In 2014, my team and I embarked
15 on a journey to make EOP data available to
16 internal and external stakeholders. I'm
17 happy to share that we have completed this
18 effort and our proud to announce the
19 availability of the EOP Dashboard.

20 The EOP Dashboards provides realtime
21 summary data on all EOPs from 2009 to
22 present. In your packet is a copy of the
23 EOP Dashboard. I'd like to highlight its
24 core components.

1 Number one, the current EOP count which
2 is now 712. Number two, the EOP count
3 categorized by status, including active and
4 closed, and by market segment including
5 City, quasi and private. Number three, the
6 contract totals and MWBE payments by
7 dollars. Number four, the participation in
8 EOP variance by market segment. And finally
9 number five, EOP compliance: The percentage
10 of EOPs that have met, exceeded or fell
11 short of their goals.

12 This Dashboard provides the OEO with
13 strategic capacity to fill the strategy
14 outline in 2014 EOP summary report. We
15 believe this Dashboard will prompt the
16 active recruitment of businesses to the OEO
17 Registry. It will communicate the value of
18 accessibility of project data. And it will
19 substantiate how and why goals are set on
20 EOPs. This Dashboard will be available on
21 the EOE website in the coming days. We will
22 continue to manage and improve this database
23 as more data is made available.

24 Finally, I'd like to thank Nick Jann for

1 his work on this database and his support of
2 the various projects that go into making OEO
3 a strong advocate for the growth of MW/DSBs
4 in Philadelphia.

5 This concludes my testimony. And I will
6 be glad to answer any questions.

7 MR. BRADLEY: Mr. Clark, I just want to
8 commend you on this outstanding database
9 board. Again, this is data we always need
10 when we talk to private and public sectors.
11 Well done.

12 MR. CLARK: Thank you.

13 MS. FERNANDEZ: I join Steve in the
14 congratulations. I have a question.

15 Can you speak briefly on some of the
16 challenges faced by those projects that did
17 not meet the EOP goals?

18 MR. CLARK: What we've observed over,
19 let's say, the 18 months is that sometimes
20 the goals were too far out. But the biggest
21 challenge that we're seeing right now, which
22 many of you are aware of, is that there is a
23 lot of construction and activity going on in
24 Philadelphia. With the pick up of activity,

1 there's been a stretch of current resources.
2 And that means that small businesses,
3 minority women and disabled-owned businesses
4 are being stretched beyond capacity. And we
5 don't have the capacity or the number of
6 businesses to meet those increasing demands
7 or needs.

8 That's why when we drafted the report,
9 there was an intention focus on beefing up
10 the registry with intention of businesses
11 that can fill that gap.

12 MS. DOWD-BURTON: Okay. And also, the
13 encouragement of joint ventures,
14 acquisitions, the attraction of companies
15 from outside the region to help supplement
16 our needs.

17 Thank you very much, William. And I
18 want to acknowledge Nicholas who is sitting
19 right behind you. Thank you very much,
20 Nicholas. Okay.

21 Is there anyone else here who came to
22 testify who has not had an opportunity to do
23 so?

24 (No response)

1 All right. So, we are going to wrap up
2 with just a couple of things. The first
3 thing I want to acknowledge is -- and this
4 is just sort of taking liberties here.

5 I want to acknowledge a young man
6 Christopher Gray. I don't know how many of
7 you have heard of him. He is the young
8 Drexel student who went on Shark Tank and
9 blew them away with his scholarship app
10 Scholly. And I just wanted to do a shout
11 out, since this is Economic Development and
12 Opportunity, and say well done to the young
13 people who are engaged in technology. And
14 as you say, Varsovia, they are on the
15 cutting edge.

16 MR. BRADLEY: He's also a fellow Drexel
17 alumnus of yours, right?

18 MS. DOWD-BURTON: Yes. I wasn't going
19 to say that. Thank you for pointing that
20 out. He is a fellow Drexel alum. Actually,
21 I think he's a current student there now.

22 And I also want to acknowledge Stephanie
23 Marsh who is with us who is on the Mayor's
24 Legislative Committee who joins us at every

1 hearing and supports the efforts of the
2 Office of Economic Opportunity.

3 With that I am just going to wrap up and
4 say all of the information that we try to
5 present to the community, to Council to our
6 members here on the Committee, the relevance
7 of information and the timeliness is
8 critical. I thank all of you in the
9 marketplace for being here. And I encourage
10 you and those who are listening to the
11 testimony to also go on our website.

12 We have 10 transcripts that have
13 captured over 60 experts in the market who
14 basically tell their story of what the
15 challenges are and how they have been
16 successful in overcoming many of those
17 challenges. The goal of this body is to
18 make things better by showing how success
19 can be driven in the face of adversity at
20 times.

21 I will also ask those who are registered
22 in the OEO Registry and those in the
23 business community, if you are not on the
24 City of Philadelphia's Bidders List, we need

1 you to get registered on the Bidders List.
2 You can go to the OEO website. Click on the
3 Bid Opportunities, go to the Procurement
4 Website and register. They will
5 electronically alert you to business
6 opportunities as they emerge. And if you
7 are in professional services or consulting,
8 go to eContract Philly for the same kinds of
9 information.

10 So to wrap up, I want to thank the
11 community. I want to thank Mayor Michael
12 Nutter for giving us the opportunity within
13 the Office of Economic Opportunity to expand
14 the scope of our role not only within the
15 public sector but beyond into the private
16 and nonprofit sectors as well in our
17 inclusion work strategy.

18 I want to thank Councilman Wilson Goode
19 as Chair of the Economic Development
20 Committee of Council for providing us with
21 this venue to share with the marketplace and
22 to garner information from the markets. And
23 all members of City Council who see fit to
24 participate in our oversight committee

1 meetings, many of the programs that we run
2 within the business community. I just want
3 to thank everyone for that and certainly for
4 coming out on such a challenging day weather
5 wise. But spring is on its way.

6 And so, thank you all for being here.
7 Safe travels and enjoy the week.

8 (EORC meeting ends at 11:24 a.m.)

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C E R T I F I C A T I O N

I, hereby certify that the proceedings and evidence noted are contained fully and accurately in the stenographic notes taken by me in the foregoing matter, and that this is a correct transcript of the same.

ANGELA M. KING, RPR
Court Reporter - Notary Public

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