

Economic Opportunity Review Committee
September 11, 2017

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ECONOMIC OPPORTUNITY REVIEW
COMMITTEE

Room 400, City Hall
Philadelphia, Pennsylvania
Monday, September 11, 2017
10:00 a.m.

PRESENT:

IOLA HARPER, Executive Director, Office of
Economic Opportunity, Chair
STEVEN SCOTT BRADLEY, Chairman,
African-American Chamber of Commerce
ETHELIND BAYLOR, Vice President, AFSCME
District Council 47
JENNIFER RODRIGUEZ, President and CEO,
Philadelphia Hispanic Chamber of
Commerce

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2 CHAIRWOMAN HARPER: We are
3 going to get started. It is 10:01, and
4 so we are one minute behind, but we're
5 going to recoup.

6 I want to call this meeting to
7 order and start with just a brief
8 introduction. My name is Iola Harper and
9 I am the Deputy Commerce Director for the
10 City of Philadelphia, and in that role I
11 lead the Office of Economic Opportunity.
12 And I'd like to offer some brief context
13 for those of you who have not been to
14 this meeting before to give you a brief
15 overview of the history and purpose of
16 the Economic Opportunity Review Committee
17 meeting.

18 In 2012, City Council
19 introduced an ordinance which called for
20 the creation of this committee, the EORC,
21 17-1607 of The Philadelphia Code. The
22 work of this Committee includes a number
23 of things. One of them is to oversee and
24 facilitate a public review of the
25 implementation, effectiveness, and

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2 enforcement of Equal Opportunity Plans.

3 Another is taking public testimony

4 related to diversity, inclusion in the

5 City and being responsive to that

6 testimony. A third is facilitating

7 public access to key information that

8 will enhance and enable minority, women,

9 and disabled-owned businesses to

10 successfully do business in the City of

11 Philadelphia. And, finally, this is the

12 committee that will make recommendations

13 to City Council for the adoption of

14 resolutions calling for appropriate

15 remedial and legal remedies when and

16 where we see flagrant violations to the

17 inclusion commitments made by contractors

18 and subcontractors on City contracts.

19 These meetings are held

20 quarterly, and the dates for 2017 are

21 available in your meeting packets, but

22 they are also available on the OEO

23 website.

24 I would like to acknowledge

25 members of the Committee and ask them to

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2 introduce themselves at this time.

3 MS. RODRIGUEZ: Good morning.

4 Jennifer Rodriguez, President and CEO of
5 the Greater Philadelphia Hispanic Chamber
6 of Commerce. Good morning.

7 MR. BRADLEY: Good morning. My
8 name is Steven Scott Bradley. I'm
9 Chairman of the African American Chamber
10 of Commerce of Pennsylvania, New Jersey,
11 and Delaware.

12 CHAIRWOMAN HARPER: And as of
13 right now, we have two members missing,
14 and they may in fact join us at some
15 point, and that is Sherman Harris of
16 District Council 33 and Ethelind Baylor
17 of District Council 47.

18 So at this time, you can see we
19 have a very full agenda, and I'd like to
20 say that if your name is not on the
21 formal agenda and you would like to offer
22 testimony, that you can simply come up
23 and give your name to Michelle to my
24 right, and if we have time, we will give
25 you an opportunity to address the

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2 Committee.

3 So we are going to start with
4 our agenda and we're going to actually
5 skip down to our second presenter, which
6 is Heloise Jettison, and she is going
7 to -- she's from the Philadelphia
8 Commerce Department and she is going to
9 talk about the Fair Chance Hiring
10 Initiative. She's going to join us to
11 talk about that.

12 (Witness approached witness
13 table.)

14 MS. JETTISON: Good morning,
15 everyone.

16 (Good morning.)

17 MS. JETTISON: Good morning.
18 So I'm here today just to brief you and
19 update you on the Fair Chance Hiring
20 Initiative, which we actually launched
21 formally through a press release on June
22 21st. I have copies of that if you don't
23 have it, just in case you need it for
24 your own records.

25 So the purpose of this

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2 incentive is to provide a realtime wage
3 reimbursement to employers that are open
4 to hiring our returning citizens. The
5 plan is for this initiative to be much
6 more flexible and accessible to more
7 employers and businesses, particularly
8 small and mid-sized businesses here in
9 Philadelphia that didn't or couldn't
10 really take advantage of the PREP tax
11 credit.

12 So I will say that while this
13 pilot -- it's a pilot at this point for
14 the Fair Chance Hiring Initiative. The
15 PREP tax credit program is still in play,
16 but you can only do one. If you choose
17 to do the PREP tax credit, that's fine,
18 but you cannot do both at the same time.
19 So this is involving a whole new
20 application process, if any businesses
21 are interested.

22 Employers can apply for this
23 reimbursement. We have the application
24 online already. It's on our Commerce
25 website. And they are making a

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2 commitment to hiring returning citizens
3 that have been recently released from
4 incarceration and also meet the criteria
5 that RISE had set, very similar to the
6 criteria that was set for the PREP tax
7 credit making returning citizens eligible
8 to be working.

9 To qualify for this incentive,
10 the employer must provide a position that
11 works a minimum of 21 hours per week,
12 maximum 40, and have to be paying them at
13 least 12.10 per hour. And the wage
14 reimbursement for this is a \$5 per hour
15 reimbursement for the first year up to
16 100 hours per participant.

17 Applicants, meaning the
18 business, will fill out a very simple
19 form, provide basic details such as their
20 hiring plan, the number of positions that
21 they are requesting.

22 I'm sorry. I neglected to say
23 that during the pilot, we have 100
24 positions, 100 slots available for
25 employers just to try this out. So we

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2 will need to spread those out across all
3 the applicants that become eligible, all
4 the businesses that become eligible.

5 The number of positions, number
6 of hours, and their hourly wage that
7 they're going to charge.

8 Once their application is
9 approved by the Department of Commerce,
10 we have staff designated to review the
11 applications and give them feedback or
12 help them to become eligible if they're
13 missing any information. That will be
14 Jonathan Todd. He will go through the
15 process of then looking across the
16 landscape of our applicants to determine
17 how many positions per employer that we
18 will assign. We don't want to spread it
19 too thin, but we also don't want to give
20 one business 50 or 60 positions. We want
21 to give more businesses this opportunity.

22 Participants will be required
23 to submit their documentation biannually,
24 so every six months, on the citizens that
25 they hire, which they hire through RISE.

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2 And then we will review their wage
3 statements to ensure that they're meeting
4 the minimum requirements, and then we
5 will be able to in turn provide them with
6 their wage subsidy reimbursement.

7 I think that's the general
8 process. We have nine applicants already
9 that are in some process. Five of those
10 businesses have been deemed eligible.
11 The other four are still providing more
12 information so that they can become
13 eligible. So, of course, the business
14 must be in compliance with all their
15 taxes, be operating legally in
16 Philadelphia, and have to be up to speed
17 on all of their general business
18 expectations.

19 MR. BRADLEY: Can you share the
20 nine businesses, what type of operations?

21 MS. JETTISON: So far we have a
22 home healthcare -- I asked my colleague
23 to send me this. Home healthcare, we
24 have an automotive business, mobile car
25 wash, coffee shop, and a veterinary

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2 program. Mostly entry-level and
3 mid-level positions, but that's kind of
4 the array of businesses that have put in
5 applications so far.

6 MR. BRADLEY: My question is,
7 is there any type of mentorship? That
8 transition of being incarcerated and
9 coming into the workforce, is there any
10 kind of soft skills as part of this
11 program to make it successful?

12 MS. JETTISON: Yes. Every
13 employee that is deemed part of the
14 program has to come through RISE. So the
15 employer, once they state what they want
16 to do, the applicants will come through
17 RISE services. So they are going to
18 continually provide all of this, the case
19 management, soft skills, follow-up,
20 including making a visit to the workforce
21 and making sure they're an intermediary
22 between the employer and the employee
23 throughout this process, yes.

24 MR. BRADLEY: Much success.

25 MS. JETTISON: Thank you. We

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2 think it's going to be well. It's been
3 received very well.

4 CHAIRWOMAN HARPER: Can you
5 share a little bit about your outreach
6 plan and how you plan to get information
7 about this program out to the small
8 business community?

9 MS. JETTISON: So far we've met
10 with some organizations, PIDC and some of
11 our partner stakeholders, but we have
12 begun to have listening sessions and
13 recruitment sessions, information
14 sessions in some of our corridors. We're
15 actually going out this week, meeting
16 with some of our colleagues in the
17 Commerce Department who work in the
18 different areas, as well as we have a
19 newsletter that our unit, Town
20 Development, puts out. We've also
21 advertised on the newsletter. And just
22 every time we're out, we are encouraging
23 new businesses to give it a shot and ask
24 questions.

25 MR. BRADLEY: I hope you would

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2 take advantage of the Hispanic Chamber
3 and African American Chamber, to reach
4 out to those networks, because we have a
5 unique database that might be beneficial.

6 MS. JETTISON: Yes. The next
7 level is, we are in the process of doing
8 a communication to go specifically to our
9 other chambers, yes.

10 CHAIRWOMAN HARPER: Any other
11 questions?

12 (No response.)

13 CHAIRWOMAN HARPER: Thank you
14 so much.

15 MS. JETTISON: You are welcome.

16 CHAIRWOMAN HARPER: I'd like to
17 acknowledge our Committee member that
18 joined us, Ethelind Baylor from District
19 Council 47, and I'd also like to
20 acknowledge Councilwoman Jannie Blackwell
21 who has joined the meeting as well.

22 Okay. I'd like to welcome up
23 the Philadelphia Procurement Department,
24 and they're going to talk about the
25 rollout of the Best Value Initiative.

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2 (Witness approached witness
3 table.)

4 MS. DeJESUS: Good morning,
5 everyone.

6 (Good morning.)

7 MS. DeJESUS: My name is
8 Jessica DeJesus. I work for the
9 Philadelphia Procurement Department. I
10 am the Director of Public Works and
11 Special Services, and I am here to
12 testify about where we are with Best
13 Value.

14 The Philadelphia City Council
15 unanimously approved legislation to put
16 the question of change in the
17 Philadelphia Home Rule Charter to allow
18 for Best Value on the municipal primary
19 election ballot May 2017. On May 2016,
20 the question was posed and the vendors
21 approved.

22 Incorporating Best Value
23 criteria into the Philadelphia public
24 works procurement projects will improve
25 efficiency and effectiveness for our City

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2 government by modernizing the system,
3 creating efficiency, and opening the
4 marketplace to more local businesses and
5 M/W/DSBEs than ever before.

6 The goal of any procurement
7 project is to receive highest value for
8 every taxpayer dollar spent. Value is
9 the combination of what has the most
10 worth balanced with the cost.

11 Best Value allows public
12 entities to review competitive sealed
13 proposals or conduct competitive sealed
14 negotiations to ensure competency and
15 value.

16 Under the current process, the
17 Procurement Department evaluates bids
18 based on price alone. The City's hands
19 are tied when it came to using any other
20 criteria such as past performance. The
21 Procurement Department can now negotiate
22 with top qualified vendors to ensure bids
23 are complete and compared on an
24 apples-to-apples basis. Example, best
25 and good faith -- I'm sorry; best and

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2 final offers. This initiative allows the
3 City to evaluate vendors on factors other
4 than place, including how a vendor
5 delivered on time, on budget, as well as
6 meeting or exceeding M/W/DSBE goals.

7 The City of Philadelphia
8 Procurement Department will lead the Best
9 Value process on a consistent and
10 transparent manner. Regulations were
11 developed and posted publicly on the
12 Department of Records' Office of
13 Administrative Officer and Procurement
14 Department websites. These regulations
15 include guidelines for the selection
16 committee and demonstrate a transparent
17 and consistent approach for using Best
18 Value across the City.

19 Bid evaluations will be
20 transparent with evaluation criteria and
21 weigh-ins up front with the bid
22 opportunity. Bid evaluation will include
23 a committee of stakeholders and
24 departmental technical experts throughout
25 the City. The winning bid decision will

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2 be released when the opportunity is
3 finalized, including scores, thereby
4 creating a greater transparency.

5 We are currently reviewing
6 opportunities for Best Value and expect
7 to post at least two to three before the
8 end of this year.

9 This change in procurement
10 practice will allow the City to better
11 align its EOP and M/W/DSBE goals,
12 furthering our commitment to diversity
13 and inclusion. Best Value allows the
14 City to get the most for every dollar
15 spent and include more local and minority
16 businesses that contribute so much to our
17 regional economy and the hard-working
18 people who make up the fabric of our
19 City.

20 When cost is the only factor
21 for awarding a bid, smaller firms are
22 hesitant to compete with larger firms who
23 are able to underbid on contracts. Best
24 Value will help ensure a more level
25 playing field. Best Value will allow the

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2 City to consider vendors' performance,
3 including how they delivered on time and
4 on budget.

5 With the ability to negotiate
6 contracts, the City anticipates an
7 increase in the number of responses to
8 procurement solicitations, barring the
9 scope of the business participation and
10 leading to the potential of lower project
11 costs to the City. The marketplace will
12 be open to more qualified businesses and
13 vendors than ever before, creating more
14 opportunity and competition on public
15 works contracts.

16 The Procurement Department is
17 rolling out a vendor performance contract
18 management module as part of the
19 eProcurement software solution we
20 currently use, which is called
21 PHLContracts. It is the City's first
22 enterprise vendor performance tool ever.
23 This is huge. We will now be able to
24 begin loading this information that will
25 be used for scoring our Best Value

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2 opportunities.

3 I'd like to thank you for
4 listening to my testimony and open for
5 any questions.

6 MS. RODRIGUEZ: What types of
7 opportunities would this Best Value
8 Initiative encompass?

9 MS. DeJESUS: So the
10 opportunities that it would potentially
11 be used on would be any complex purchases
12 such as software, any large construction
13 projects, and some commodities where
14 we're getting poor competition on.

15 MR. BRADLEY: Have you gotten
16 any reaction from the marketplace yet?

17 MS. DeJESUS: Everyone is
18 extremely excited. And 18 of the 20
19 largest cities are currently using Best
20 Value and have been for quite some time.
21 We're a little behind.

22 CHAIRWOMAN HARPER: I know you
23 guys plan to roll this out in phases. So
24 can you talk about the number of projects
25 that you anticipate, give or take, will

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2 be evaluated using this Best Value method
3 for this fiscal year versus the FY19
4 fiscal year?

5 MS. DeJESUS: Sure. So the
6 Best Value is expected to be used on 5
7 percent of our contract portfolio. Just
8 in evaluating projects for this calendar
9 year, we're expecting two to three
10 opportunities to be posted.

11 CHAIRWOMAN HARPER: Okay.

12 MS. RODRIGUEZ: So you
13 mentioned that the process would be
14 consistent and transparent and you did
15 described some elements, but the
16 transparency, if I recall correctly,
17 those attributes or qualifications that
18 are going to be rating vendors, they're
19 going to be published with the RFP in
20 advance?

21 MS. DeJESUS: Yes. Correct.
22 So the proposal will include the scoring
23 criteria in advance so that everyone is
24 aware of what you're going to be scored
25 on, and then there will be a committee

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2 who will release their scoring once the
3 contract is conformed and as well as a
4 de-scope opportunity for the vendors that
5 aren't approved or awarded the contract.

6 MS. RODRIGUEZ: Will the
7 committee member names be published?

8 MS. DeJESUS: They will be part
9 of what's called a justification.
10 They're using department heads to provide
11 a justification to the Procurement
12 Commissioner stating why we should move
13 with Best Value rather than low
14 responsive responsible, and that will
15 include the suggested committee members.

16 MR. BRADLEY: And the committee
17 will be diverse?

18 MS. DeJESUS: Yes.

19 MR. BRADLEY: Not based on
20 seniority, but a diverse group of
21 individuals?

22 MS. DeJESUS: It will be on
23 technical experience. So we're expecting
24 if it's a public works opportunity, I'm
25 the Director of Public Works, so it would

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2 be someone such as me or someone on my
3 team. The Office of Economic
4 Opportunity, they will be part of the
5 evaluation, and there will be the experts
6 in the type of scope that's put out.

7 MS. RODRIGUEZ: When you
8 mention that the committee will be made
9 up of individuals within government and
10 stakeholders, what do you mean by
11 "stakeholders"?

12 MS. DeJESUS: The stakeholders
13 are the using agency. So if it's a Water
14 Department opportunity, it will be
15 someone in the Water Department.

16 MS. RODRIGUEZ: You also
17 mentioned a tool that will be scoring
18 vendors on performance. Can you
19 elaborate on that?

20 MS. DeJESUS: Sure. So
21 currently the City of Philadelphia rolled
22 out an eProcurement system back in
23 September of 2016. In November of 2016,
24 we went live with public works
25 opportunities, and then currently we're

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2 live with all opportunities in the
3 system. As part of that system, there's
4 a module called a vendor performance
5 module where we will be -- we're
6 currently in the beginning phases. We'll
7 be able to create scoring criteria for
8 vendor performance, and then we will also
9 go through a phase where we're going to
10 be training departments on how to
11 properly complete the evaluations on each
12 bid or contract that is put out through
13 the Procurement Department. We will also
14 be able to use that data as scoring
15 criteria on future Best Value
16 opportunities as well.

17 CHAIRWOMAN HARPER: Will you
18 have somewhere a list of the vendors and
19 their performance that will be available
20 for the public to see separate and apart
21 from a specific opportunity?

22 MS. DeJESUS: We haven't
23 thought about it, but it's a good
24 suggestion and we'll be noting. The
25 scoring will be made public to the

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2 vendor, of course, that is involved in
3 the project, but it will also be made as
4 a public record for each contract
5 opportunity.

6 CHAIRWOMAN HARPER: Okay.
7 That's something maybe we can work
8 together on.

9 MS. DeJESUS: We should.

10 CHAIRWOMAN HARPER: Any other
11 questions?

12 (No response.)

13 CHAIRWOMAN HARPER: Thank you.

14 MS. DeJESUS: Thank you.

15 CHAIRWOMAN HARPER: Okay. I'd
16 like to call up the team that will report
17 out on the Fashion District to please
18 join us.

19 (Witnesses approached witness
20 table.)

21 CHAIRWOMAN HARPER: Since there
22 are multiple speakers, if you could just
23 state your names for the record and then
24 get started, that would be great.

25 MR. HARRISON: John Harrison,

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2 Macerich.

3 MS. MATLOCK-TURNER: Sharmain

4 Matlock-Turner, Urban Affairs Coalition.

5 MS. HESDON: Maura Hesdon,

6 Shoemaker Construction.

7 MS. MATLOCK-TURNER: I'll start

8 off.

9 We are here to give an overview

10 and an update of the Fashion District of

11 Philadelphia at Market East project. The

12 Urban Affairs Coalition, I think as many

13 know, has been working with major

14 development projects in the City of

15 Philadelphia for over 30 years. We are

16 pleased to be here to provide testimony

17 and just to give everyone a little

18 overview of what we do and how we do it.

19 The Urban Affairs Coalition is

20 in our 38th year, and our history is

21 about fighting for civil rights and

22 organizing in order to drive down

23 economic disparities.

24 The construction industry,

25 especially commercial construction, has

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2 been one of the most visible industries
3 in our city. We all notice when a
4 hospital is being built, a recreation
5 center rises in our community or a new
6 office tower is built downtown.

7 In 1978, the landmark U.S.
8 Supreme Court decision Regents of the
9 University of California versus Bakke
10 upheld affirmative action but outlawed
11 specific quotas. The Bakke decision had
12 an indirect impact on the construction
13 industry, setting off a decade of
14 systemic challenges to affirmative action
15 as a practice. UAC started its inclusion
16 practice in the construction industry in
17 1982. Ernie Jones, my predecessor,
18 formed the Economic Development Projects
19 group, or EDP, to work with Temple
20 University and the Turner Construction
21 Company in the building of Temple
22 University Hospital. Up to that point,
23 there had been no major construction
24 projects in the City with an affirmative
25 action plan.

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2 At UAC, we developed a plan in
3 conjunction with Temple University
4 officials to monitor contracting
5 opportunities and workforce
6 participation. In 1986, EDP wrote the
7 affirmative action plan for another
8 significant project, the Pennsylvania
9 Convention Center. Philadelphia, like
10 many cities, had racial quotas and
11 percentage-based set-asides for awarding
12 government contracts. These were hotly
13 contested across the country. As such,
14 the plan for the Convention Center was
15 challenged in federal court and was one
16 of the few which withstood legal
17 challenge.

18 However, the 1989 Supreme Court
19 ruling in City of Richmond versus Croson
20 impacted our work. The Supreme Court
21 ruled that quotas and set-asides in the
22 City of Richmond were not justified by
23 general statistical evidence of
24 inequality. The court found neither did
25 the City of Richmond investigate any

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2 race-neutral methods or correct the
3 imbalance, nor did its 30 percent
4 minority business enterprise set-aside
5 goal correspond to any actual measured
6 industry and lacked strict scrutiny. The
7 ruling led to a shift from mandated to a
8 voluntary system, and the development of,
9 I think all of you know, the annual
10 disparity studies that are conducted by
11 the City of Philadelphia for driving
12 inclusion, including in the construction
13 industry.

14 UAC, in close collaboration
15 with former Council President Street and
16 the late Lucien Blackwell, Councilman
17 Lucien Blackwell, designed a diversity
18 and inclusion program in collaboration
19 with developers, project owners,
20 disadvantaged businesses, and the
21 community.

22 Today we work in a variety of
23 ways. We are currently working with the
24 project owners at PREIT who want to
25 provide contracting opportunities for

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2 businesses owned by minorities, women,
3 and the disabled. We work to support
4 project owners, also to make sure that
5 employment opportunities are also
6 available in the construction trades.

7 Over the last 35 years, we have
8 worked on more than 100 projects valued
9 at over \$8 and a half billion, and more
10 than \$2.6 billion was spent on
11 minority-owned and women-owned
12 businesses. These projects paid laborers
13 and skilled trades workers over 659
14 million in wages. We work to try to
15 create win-win opportunities for
16 everyone, including project owners,
17 disadvantaged businesses, and those in
18 our communities who are looking for work.

19 Our clients are a list of some
20 of the major projects in the City of
21 Philadelphia. We are committed to this
22 work and will do what is appropriate and
23 what is fair and transparent to ensure
24 that we maximize participation.

25 Thank you.

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2 MR. HARRISON: I guess we're
3 here to answer your questions about the
4 project.

5 CHAIRWOMAN HARPER: So if you
6 could give us an update on your outcomes
7 thus far and share with us your plans
8 going forward, that will be tremendously
9 helpful.

10 MR. HARRISON: Sure. So as of
11 our last report, we have a project budget
12 of \$145,691,554, about \$12.7 million of
13 non-opportunity deducts from the project
14 budget, and those are items that are
15 reviewed and certified by UAC as part of
16 the administration process, and total
17 awards to date of about \$133 million. Of
18 that amount, 17.9 million is awarded to
19 MBE contractors, 21 million is awarded to
20 WBE contractors, and 1.3 million is
21 awarded to disabled contractors, for a
22 total of 40.15 million, or 30.19 percent.

23 Our plans going forward, right
24 now we have about -- we have a small
25 package of work that's probably around a

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2 million dollars that we expect to award
3 to an MBE contractor, and then we have a
4 large package that we're working on right
5 now which is upwards of \$30 million and
6 we are in the process of awarding that to
7 a group and we are very hopeful that it's
8 going to be awarded also to an MBE
9 contractor.

10 MR. BRADLEY: I know you
11 mentioned contracts. Do you have
12 statistics on employment opportunities in
13 zip codes around the City to make sure
14 certain zip codes are being employed?

15 MS. HESDON: Sure. So our
16 numbers are as recent as June for the
17 workforce. Right now the total local
18 residents that we have -- our EOP is City
19 of Philadelphia residents, not particular
20 zip codes. So I don't have the breakdown
21 by zip code. Our goal is 35 percent, and
22 as of the end of June, we were just shy
23 of 40 percent for local residents.

24 If you'd also like to know
25 about the breakdown diversity-wise, I can

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2 give you that as well.

3 MR. BRADLEY: Yes.

4 MS. HESDON: The minority

5 skilled workers is at 22 percent. That

6 includes both women and minorities.

7 Minority alone is just under 21 percent.

8 The laborer hours, however, we are at 72

9 and a half percent of minority laborer

10 hours. When we combine them together,

11 we're at a total of 37 percent of total

12 minority skilled and laborer hours on the

13 project.

14 Actual worker impact, we've had

15 a total of 564 non-minority craftsmen on

16 the job and a total of 205 minority

17 craftsmen, along with 13 women.

18 MR. BRADLEY: Now, are there

19 any statistics or information on

20 apprentices working on the project,

21 apprentice opportunities?

22 MS. HESDON: Give me a moment.

23 You have it there?

24 MS. MATLOCK-TURNER: Yes.

25 There are apprentice hours.

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2 The goal for the City is 50 percent
3 minority, 7 percent female, which is a
4 total of 57 percent. The total number of
5 non-minority apprentice is 73 percent,
6 total minority is 24 percent, and total
7 female is 3. So if you combine female
8 and minority, that's 27 percent.

9 MS. RODRIGUEZ: So while the
10 overall goal for minority participation
11 at 40 percent, it's above the threshold,
12 the skill level in terms of the low skill
13 and high skill is significantly lower
14 than the 35 percent, if I'm --

15 MS. HESDON: 32.

16 MS. RODRIGUEZ: 32 percent.

17 What do you attribute that to?

18 MS. HESDON: We're continuing
19 to outreach with the building trades.
20 Part of the problem that we've been
21 facing is the success of the City in
22 developing. So there's so many projects
23 right now that are in the same place that
24 we are. We really started two years ago
25 working with the building trades in

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2 trying to get a more diverse
3 apprenticeship group into the trades. So
4 we meet with them about every six months,
5 both the main building trades business
6 managers as well as with the
7 apprenticeship coordinators so that we
8 can make sure that we have a voice in how
9 they start to build those classes since
10 we have that opportunity right now.

11 MS. RODRIGUEZ: What do they
12 say?

13 MS. HESDON: They are doing
14 that. I mean, it's a little bit of a
15 slow process because the building
16 industry was so slow in Philadelphia for
17 many years. However, the classes are
18 much larger than they had ever been, as
19 well as some of the trades are opening up
20 two classes a year instead of just one.
21 So we are seeing an impact. It's just
22 slow to come to the job site.

23 We expect that these numbers
24 will get better. We have about a year
25 left in the project.

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2 MS. MATLOCK-TURNER: And I

3 would also just call your attention to
4 the City's disparity study. One of the
5 things that we have started, though -- it
6 was not a part of the EOP for the City
7 for this project -- we have really
8 started looking at the City's disparity
9 numbers on the employment side to make
10 sure that we understand what are the
11 sub-numbers under those, so we have some
12 sense about where we should be. And so
13 if we look at African American males, the
14 disparity study says we should be around
15 18 percent. We are about at 16 percent.
16 We're quite low, though, on Hispanic
17 American males. The disparity study says
18 that we should be somewhere closer to 10.
19 We're somewhere a little bit south of 4.

20 So we're also looking at the
21 disparity numbers as it relates to how
22 the population of the City is and how
23 that reporting process is working and how
24 we're looking at subgroups as well.

25 MS. RODRIGUEZ: Thank you.

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2 And so in terms of subgroups,
3 what are the current outcomes for
4 Hispanic contracts?

5 MS. HESDON: I don't know the
6 answer to that question right now. I
7 know we do have a Hispanic design firm
8 that's involved in the project. As far
9 as contract-owned companies, I don't know
10 the answer to that. We can get back to
11 you, though, Jennifer.

12 MS. MATLOCK-TURNER: We can get
13 back to you on that. The way that we
14 report the numbers are MBEs, which are
15 minority businesses, are all combined
16 into one number and then women-owned
17 businesses and then disabled-owned
18 businesses.

19 CHAIRWOMAN HARPER: Just a
20 final question from me. You were kind
21 enough to compare the EOP goals for
22 workforce. Could you help us understand
23 the EOP goals and where you stand for
24 your MBE, WBE, DSBE. You did give us the
25 spend, but how does that compare to the

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2 goal that was set in the EOP document?

3 MR. HARRISON: So our committed
4 MBE is presently 13.7 compared to a goal
5 of 25 to 30 percent. WBE is at 15.59
6 compared to a goal of 5 to 10 percent.
7 And disabled is at 1.4, and that's best
8 efforts.

9 MS. MATLOCK-TURNER: So the
10 total for the group is between 30 and 40.

11 CHAIRWOMAN HARPER: Got it.
12 And so it's my understanding from this
13 meeting and previous meetings, that
14 you're expecting to kind of get caught up
15 with this \$30 million package for the new
16 part of the project; is that right?

17 MR. HARRISON: That's correct.

18 CHAIRWOMAN HARPER: Okay. Very
19 good.

20 Are there other questions?

21 (No response.)

22 CHAIRWOMAN HARPER: One final
23 question. Opportunities for MBE, WBE,
24 DSBE firms to get involved at this point,
25 is there a point of connection or contact

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2 for this project and who would they reach
3 out to if they are interested in hearing
4 about opportunities that may be
5 available?

6 MR. HARRISON: Maura has been
7 doing that outreach for us.

8 MS. HESDON: You can give them
9 my information.

10 CHAIRWOMAN HARPER: Okay.
11 Perfect.

12 MR. BRADLEY: So will you share
13 that information?

14 CHAIRWOMAN HARPER: I will. I
15 will share the information with the
16 Committee and will make sure it gets in
17 the transcripts as well.

18 MS. HESDON: Thank you.

19 CHAIRWOMAN HARPER: Thank you
20 so much.

21 MR. BRADLEY: Thank you.

22 CHAIRWOMAN HARPER: Appreciate
23 it.

24 MR. HARRISON: Thank you.

25 CHAIRWOMAN HARPER: All right.

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2 There was an omission from our agenda,
3 and I would like to welcome up Broderick
4 Byers, who is here to talk about a new
5 supplier diversity initiative that is
6 rooted in the Maggie's List movement.

7 So I want to welcome Broderick
8 up and give you a chance to share with us
9 what's new and what you have going on.

10 (Witness approached witness
11 table.)

12 MR. BYERS: Good morning. Let
13 me first state that I'll just be real,
14 that I am -- this is my first rodeo with
15 an event like this. So if I'm maybe a
16 little politically incorrect, forgive me.
17 I'm learning how these kind of events
18 work.

19 That being said, my name is
20 Broderick Byers. I'm going to read from
21 a script, but I have plenty of questions.
22 This will get us down to five minutes of
23 my eight.

24 So, again, my name is Broderick
25 Byers. I am CEO/founder of actually a

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2 digital media firm called iSwop. ISwop
3 is an acronym for I Shop With Our People.
4 What we do is, we develop multicultural
5 commerce applications that includes
6 customized business directories for
7 professional, civic, and alumni
8 associations. I am also the managing
9 partner of the black business resource
10 application called Maggie's List.
11 Maggie's List is a black commerce network
12 that supports the growth of black-owned
13 businesses and especially black MBE
14 enterprises who in turn are committed to
15 training and hiring people from the black
16 community, thus reducing unemployment in
17 the community while showing our children
18 positive role models.

19 Maggie's List's mission is to
20 increase black consumer spending with
21 black-owned businesses from the current
22 2.3 percent to 10 percent, which will
23 create one million jobs within our
24 community.

25 I'll talk about Maggie if we

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2 have time, but I want to go to what we're
3 doing.

4 We have recently launched
5 Maggie's List. It's a new endeavor. And
6 we've launched it soft launch here in
7 Philadelphia, but we are doing launches
8 in major markets in the end of the year
9 and in 2018. The idea is, again, to
10 stimulate commerce and circulation of
11 money within our community, which again
12 hopefully will generate businesses to
13 hire those hires, reduce unemployment,
14 and it gives, again, our people role
15 models and people to look towards for
16 goals and aspirations.

17 The way we're doing that is
18 introducing mobile technology, social
19 media, and digital commerce to minority
20 businesses to equal the playing field.
21 We're also networking, encouraging
22 collaboration between MBE businesses;
23 providing marketing tools, research, and
24 RFP listings to help businesses grow;
25 help corporations find certified

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2 qualified MBEs that they say that they
3 cannot find; serve as an independent
4 voice for MBEs to corporations and
5 elected officials who, if informed, will
6 be pressed to apply pressure on
7 businesses that get government contracts
8 that do not meet their minority
9 subcontractor commitments; inform and
10 mobilize -- and I think this is the most
11 important. Inform and mobilize
12 conscientious consumers, be they black,
13 white, Latino, to make them aware of
14 manufactured products sold in general
15 market retail stores.

16 Perfect example, Ed Hipps,
17 local manufacturer of turkey bacon and
18 sausages. I go to Shop Rite. They're
19 there. You talk to some consumers,
20 African American consumers. And I make
21 no apologies about that. Many are not
22 aware, and when they are aware, they'll
23 make a decision between Oscar Mayer and
24 Ed Hipps. We want them to know that Ed
25 Hipps hires people within our community,

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2 and all we're asking folks to do is to be
3 aware and to try it. And if they try it
4 and they buy it, they like it, that's
5 fine, but that's our goal.

6 Oftentimes the MBEs are in
7 these major retail stores, be they
8 designers, be they manufacturers of
9 meats, clothing, what-have-you, and our
10 consumers do not know that they're there,
11 because nobody is wearing a badge or have
12 a sign on their packaging that says we're
13 black. And they're not supposed to do
14 that, but we need to have our
15 community -- and I make no apologies. We
16 need to have our black consumers know
17 that those businesses are there, and we
18 make it available to them using mobile
19 technology.

20 Another example is providing
21 consumers with information about
22 businesses that we buy from, but who in
23 turn do not do business with us. Another
24 prime example is L'Oreal cosmetics. We
25 spend tens of millions of dollars on

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2 cosmetics with L'Oreal and yet they have
3 no African American vendors or suppliers.
4 Think about that. And all we want to do
5 is, again, show data, show facts to our
6 consumer base that here's where we're
7 spending our money, and we make people
8 make their own decision. Information is
9 king.

10 How do we think we can help
11 this committee in the City businesses?
12 Well, we think we can do that by, one,
13 conducting focus groups with local MBEs,
14 which we've already started, and
15 assessing what they feel their needs are
16 locally as well as nationally, making
17 Maggie's List directory of MBEs available
18 to national corporate procurement
19 officers. And, again, Maggie Anderson,
20 if we have time to talk about, she is a
21 leading voice and she has access to the
22 C sweeps and she can speak to this issue,
23 and with the idea of moving folks and
24 being more sensitive to our plight.
25 Because it's good business for these

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2 corporations to do business with African
3 Americans and Latinos.

4 Also encouraging collaboration
5 between local MBEs -- we talked about
6 that -- in order for them to collaborate
7 and to bid on contracts. Also to be a
8 conduit for this Committee and the
9 agencies that I've been listening to for
10 information and resources. So we can be
11 that advertising arm, that marketing arm
12 to get the word out to businesses who
13 often don't have the time to look up and
14 see that there are these resources all
15 around them.

16 In 2018, my company hopes to
17 launch a general market citywide version
18 of Maggie's List called Shop Philly
19 First. Shop Philly First will be a B to
20 B and a B to C directory of all
21 businesses located in the Philadelphia
22 corridors. And, again, our vision is to
23 have -- and we already started -- 52nd
24 Street corridor, building out a directory
25 for them that will then be distributed to

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2 consumers throughout the City. And so
3 though those businesses may not be MBEs,
4 they are businesses in the community, and
5 the vision is to before businesses or
6 consumers go outside of Philadelphia to
7 do a B to B transaction or B to C
8 transaction; i.e., spend money in
9 Montgomery County, for example, that they
10 would first look within our community,
11 within our community being Philadelphia.
12 That's the vision.

13 I'll stop now and take any
14 questions and, again, we welcome the
15 opportunity to work with you.

16 MS. RODRIGUEZ: Good morning.
17 So is the service at any cost for those
18 in the directory? How does a business
19 get included?

20 MR. BYERS: What will happen
21 is -- first and foremost, we are a
22 for-profit entity, and when I say
23 for-profit, I'm just saying that because
24 we want to be self-sustaining. It is not
25 our intent to be hat in hand and asking

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2 corporations to support us. We think
3 that the community, be it business or
4 consumer, should be supportive.

5 Now, Jennifer, to answer your
6 question, we will register businesses in
7 the directory for free. However, if your
8 business wants to have a premium listing,
9 be it a logo or something very specific
10 or a long description of your business,
11 there is a minimal charge. It could be
12 no more than \$300 a year or less,
13 depending on what you're looking for, but
14 the initial registration is free.

15 MS. BAYLOR: Is Maggie's List
16 service going to be similar to I Buy
17 Black?

18 MR. BYERS: Good question. Yes
19 and no. Maggie's List is more than just
20 a directory. What we want to be able to
21 do is to provide information. Again, I
22 talk about marketing tools, RFP requests.
23 There's a big push on financial literacy
24 from the business community, how to
25 structure a deal, how to get their credit

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2 in order, and we're using Maggie's List
3 as a forum for both a directory of
4 listings, which is much like I Buy Black
5 but, more importantly, to provide an easy
6 access, one-stop resource center for
7 businesses to find information to make
8 their businesses better.

9 Now, that being said, I have
10 had several meetings with Michael Rashid
11 at I Buy Black and we are looking at
12 collaboration. I'm not looking to
13 compete. We don't compete. There's no
14 time to compete. And what we want to do
15 is, the folks who are in I Buy Black and
16 PCOL and some of the other organizations,
17 we're going to put them in our directory
18 and we're going to share information.
19 PCOL does not have information about the
20 things like RFPs and things like that.
21 We are going to give them that
22 information, link it to their website.

23 MS. BAYLOR: Thank you.

24 MR. BYERS: You're welcome.

25 MS. BAYLOR: One more question.

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2 When you talk about some of the black
3 businesses that hire and you mentioned
4 create 1.3 million jobs.

5 MR. BYERS: One million jobs.

6 MS. BAYLOR: One million jobs
7 in the community. How many of those jobs
8 will be offered to reentry, returning
9 citizens into the City of Philadelphia?

10 MR. BYERS: I don't have a
11 number for that, but let me kind of give
12 you another former life of mine. I am --
13 I had a business called the Employment
14 Channel, and the Employment Channel had a
15 service called Second Chance TV. Second
16 Chance Television was for reentry people,
17 and what we found is that those folks
18 coming back from being incarcerated could
19 not in fact get jobs, and oftentimes
20 businesses would say it could be
21 everything from insurance issues and
22 what-have-you. But we found some of the
23 smartest and brightest people, you know,
24 coming out of prison, and so what we did
25 instead of trying to get them hired, what

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2 we did as the Second Chance Television is
3 that we started to take their skills,
4 their hustle skills, and show them how
5 they are in fact entrepreneurs. And not
6 to get shady about it, but we would
7 take -- if you were selling drugs, we're
8 like, Let me tell you about what you're
9 actually doing, and we would just put MBA
10 terms to it. Like you are doing
11 distribution, security, inventory
12 control, you know, in the hope -- and
13 they were like, Whoa.

14 And I was like, Yeah, that's
15 what you're doing. You don't realize it,
16 but you are a business.

17 So we then tried to convert
18 that person from something illegal to
19 something legal and then ask them to come
20 up with something creative that was in
21 fact legal.

22 CHAIRWOMAN HARPER: Excellent.
23 So I want to encourage you to check with
24 Heloise, because there might be some
25 connection with her Fair Chance Hiring

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2 piece, to get information about that on
3 this app somehow. It would be great.

4 MR. BYERS: Sure.

5 CHAIRWOMAN HARPER: So I want
6 to thank you so much for coming.

7 MR. BYERS: Thank you.

8 CHAIRWOMAN HARPER: And then we
9 just have a very quick update from
10 Nicholas Jann and the Office of Economic
11 Opportunity.

12 (Witness approached witness
13 table.)

14 MR. JANN: Good morning.

15 (Good morning.)

16 MR. JANN: Again, my name is
17 Nick Jann. I'm the Director of Data and
18 Policy for the Office of Economic
19 Opportunity. I'm here this morning just
20 to provide a very quick update for some
21 upcoming reports that OEO will be working
22 on and eventually publishing.

23 So we are currently in the
24 final round of edits and confirmations
25 for the fourth quarter cumulative data

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2 for the annual participation report.

3 This is the document that OEO produces

4 each year that details contract

5 commitments to minority, women, and

6 disabled-owned firms on projects owned by

7 the City as well as some other projects

8 over which OEO has goal-setting

9 influence.

10 These projects amount to over a

11 billion dollars in total value and

12 encompass public works and construction,

13 professional services, and supplies and

14 equipment contracts.

15 Once this report is published

16 in the fall, it will become the baseline

17 data for all goal-setting that the office

18 conducts and the 2017 disparity study to

19 be published next year.

20 So starting in this year, in

21 addition to that participation report,

22 OEO will also be producing a quarterly

23 report on the City's diverse contracting

24 for the Mayor's office. So working with

25 the Office of Diversity and Inclusion, we

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2 have developed a template that
3 reorganizes our existing data by cabinet
4 department. We will work with the
5 existing OEO officers in each department
6 to confirm the accuracy of this data, and
7 this report will then be delivered to the
8 Mayor's office shortly after each quarter
9 is over so that their staff can review
10 the performance of each cabinet
11 official's departments and offices and
12 take appropriate measures to ensure the
13 City's participation goals are met.

14 This year we will also be
15 changing the way we report out on EOP
16 performance. OEO has always prepared a
17 separate report on projects with Economic
18 Opportunity Plans because we typically
19 have payment data on these projects that
20 we lack on others. Because of this, we
21 can conduct an analysis of the
22 commitments to M/W/DSBEs versus the
23 actual dollars paid to those firms.

24 In the past, each year we would
25 provide a cumulative report going back to

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2 the inception of our data collection on
3 those projects in 2010, meaning that we
4 would simply stack each new year on top
5 of the previous year's data for a
6 cumulative number. This provides a good
7 comprehensive look at the effectiveness
8 of EOPs overall, but also created a
9 situation wherein the previous data could
10 skew the current year's performance.

11 Starting with this year's
12 report, so FY17, we will break out each
13 year's EOP data and report on only that
14 year. We feel that this will provide a
15 more accurate picture of EOP performance
16 and it will also allow us to conduct
17 year-to-year analysis in subsequent
18 years.

19 Thank you for your time, and
20 I'm happy to answer any questions you
21 might have.

22 CHAIRWOMAN HARPER: Thank you.

23 MR. JANN: Very good. Thanks.

24 CHAIRWOMAN HARPER: All right.

25 Seeing as there are no others here to

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2 offer comment to the Committee, I would
3 like to adjourn this meeting.

4 Thank you so much.

5 (Economic Opportunity Review
6 Committee adjourned at 10:55 a.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
correct transcript of same.

MICHELE L. MURPHY
RPR-Notary Public

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