



# Minority, Women and Small Business Enterprise Program Management Oversight Report 2020-2021



## History and Overview

- Since 1993, the MWSBE Office has proactively worked to increase the participation of minority, women and small businesses through inclusive procurement activities.
- In 2004, CMS conducted a disparity study that resulted in 21 recommendations.
- In 2005, the Board of Education adopted a new policy and a MWSBE regulation was created, leading to the enhancement of Lawson to track our spend, establishment of MWSBE aspirational goals, expansion of outreach and the revision of the MWSBE procedures manual and database.
- In 2005-2006, the first full year of implementation of all the changes, there was a focused effort to increase CMS utilization of MWSBE firms. The changes resulted in a period of growth until the economic downturn.



## History and Overview

Success is measured using the following program objectives:

- Marketing and Outreach
- Certification
- Utilization
- Monitoring and Reporting
- Training and Technical Assistance

# Driving Governance

- **CMS Policy DJA**

Minority-owned, women-owned, and small business enterprises (collectively “M/W/SBE”) as well as other responsible vendors shall have a fair and reasonable opportunity to participate in CMS business opportunities

- **General Statutes 143-48**

Purchase and Contract: cooperation in promoting the use of small contractors, minority contractors, physically handicapped contractors, and women contractors

- **General Statutes 143-48.4**

Statewide uniform certification of historically underutilized businesses

- **General Statutes 143-128.2**

Minority Business Participation Goals (defines good faith efforts and the full scope of the law)

- **General Statutes 143-128.3**

Administration (Public Entity Responsibilities)

- **General Statutes 143-128.4**

Historically Underutilized Business (2007 Amendment Definition)

- **General Statutes 143-131**

Informal Bidding: scope of applicable law for construction projects less than \$500,000 (increased from \$300,000 in 2007 legislation)

- **Senate Bill 914, Session Law 2001-496 December, 2001**

To enhance and improve good faith efforts to recruit and select minority businesses for participation in public construction contracts

- **NC Administrative Code – 301 Minority Business Participation Goal**

Rules governing minority participation goals and responsibilities of owners, Historically Underutilized Business (HUB) office, designers, contractors, HUB contractors, and State Construction Office

# Aspirational Goals

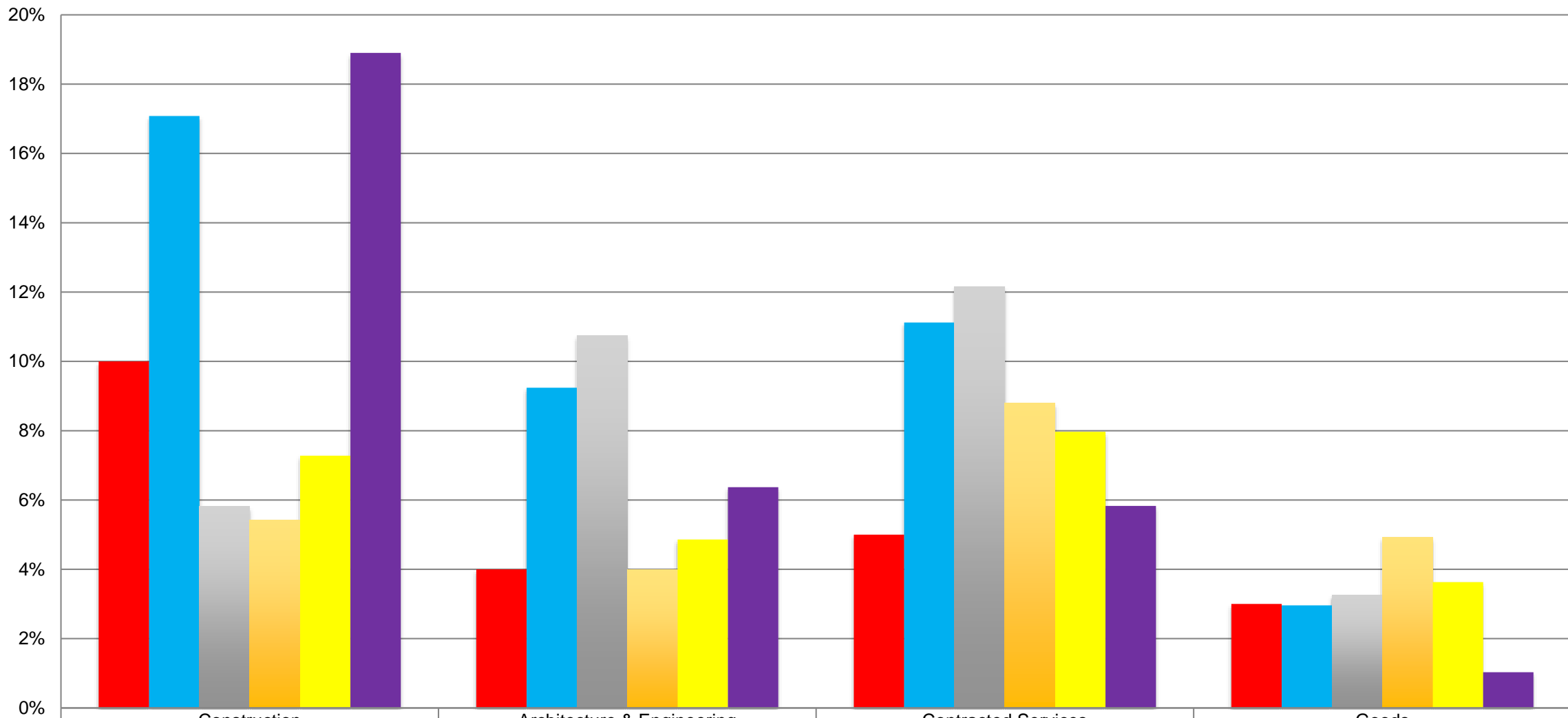
Category	MBE Goal	WBE Goal	SBE Goal	MWSBE Goal
Construction	10%	6%	5%	21%
Architecture, engineering and surveying	4%	7%	5%	16%
Contracted services (other than construction)	5%	4%	5%	14%
Goods	3%	3%	5%	11%

# How are we performing?

# Results (2020-2021)

Category	Analyzed	MWSBE Firms
Total eligible expenditures	\$447.7 million	\$137.5 million
Construction	\$200.4 million	\$86.3 million
Architecture and Engineering	\$8.4 million	\$857,000
Contracted Services	\$104.7 million	\$18.5 million
Goods	\$134.2 million	\$31.9 million

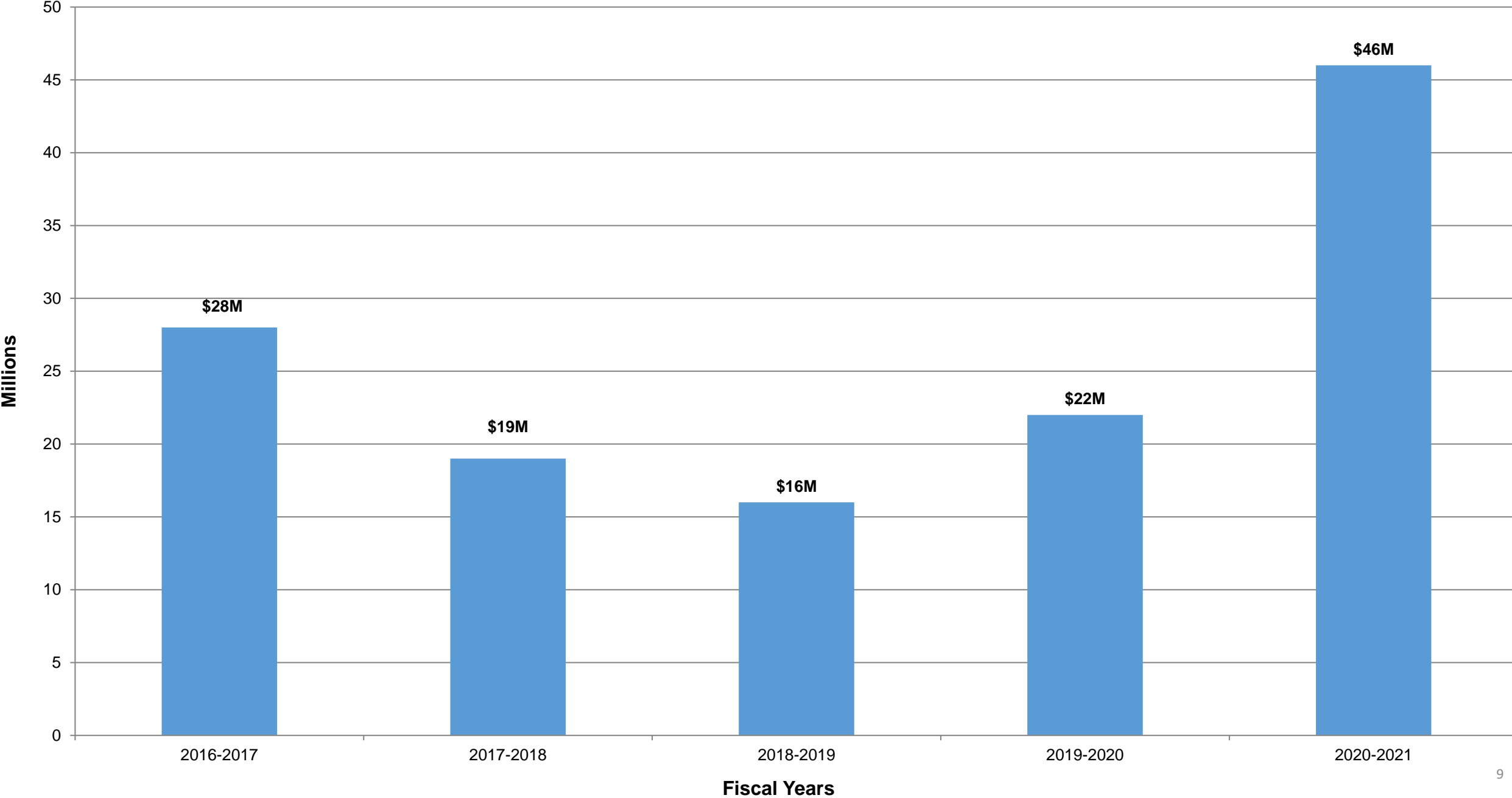
# Overall Minority Business Enterprise Utilization FY 2020-2021



Overall MBE Goal	10%	4%	5%	3%
Annual % Total 16-17	17.08%	9.24%	11.12%	2.96%
Annual % Total 17-18	5.81%	10.75%	12.15%	3.26%
Annual % Total 18-19	5.42%	4.00%	8.79%	4.93%
Annual % Total 19-20	7.28%	4.86%	7.97%	3.63%
Annual % Total 20-21	18.90%	6.37%	5.83%	1.03%

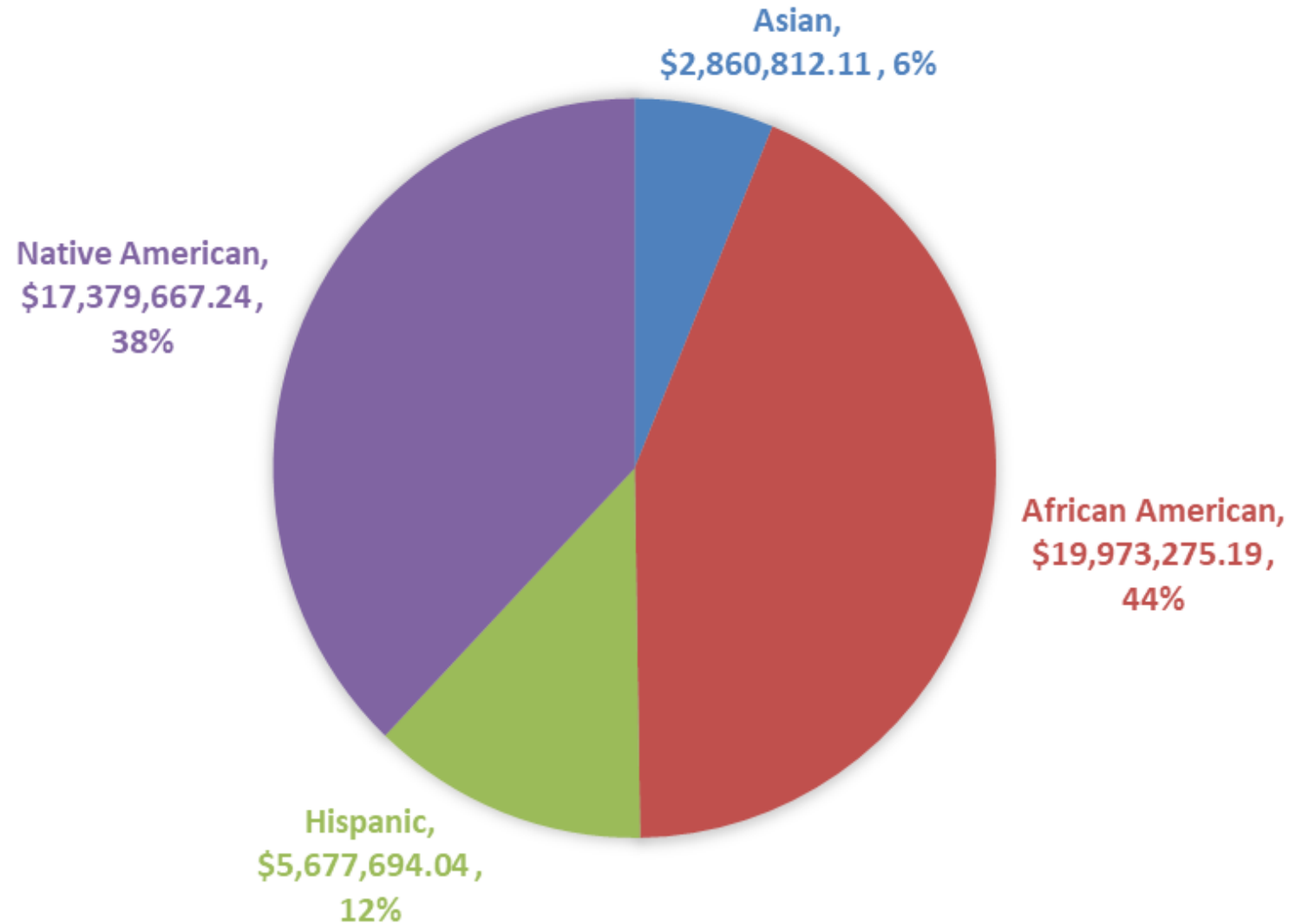


# Overall Minority Business Enterprise Spend



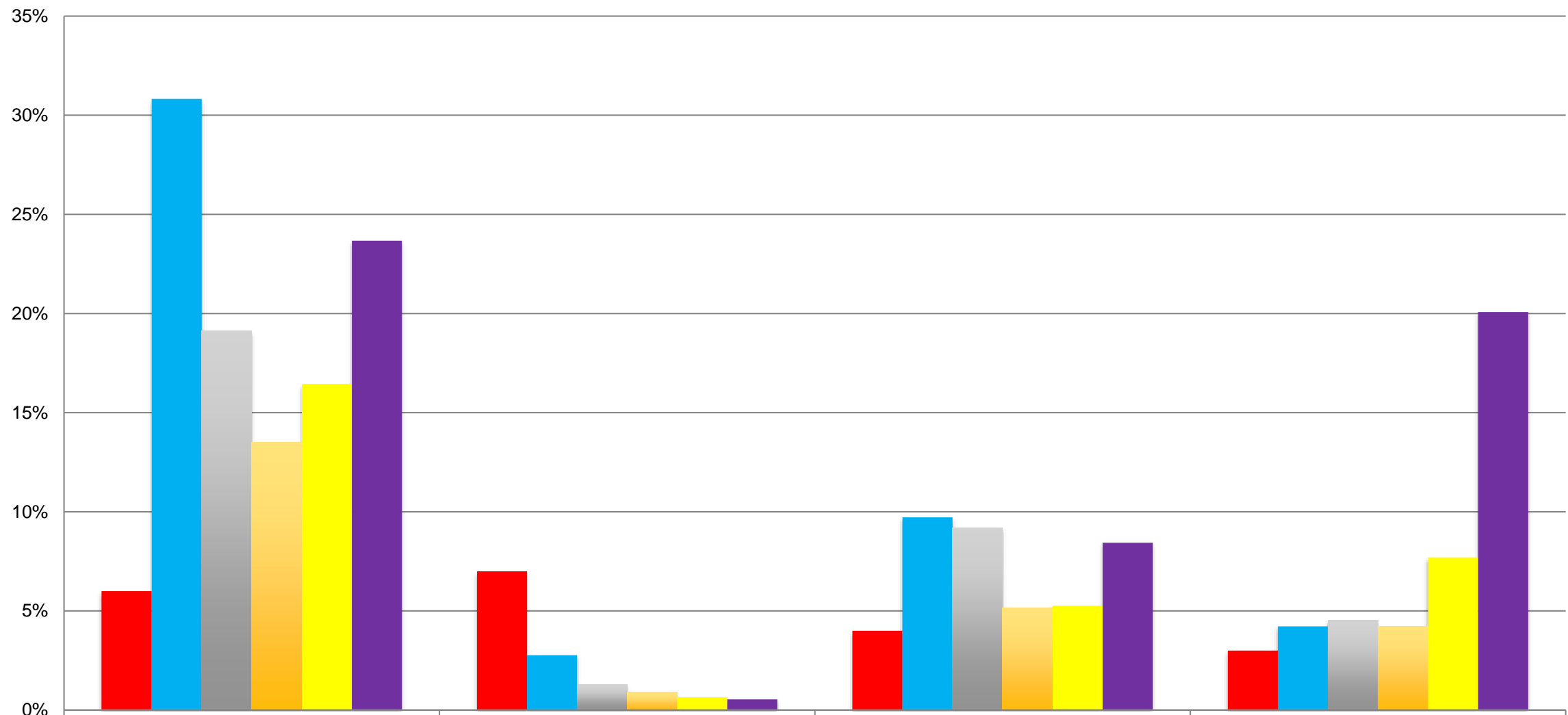
# Minority Business Enterprise Spend

## TOTAL SPEND BY RACE



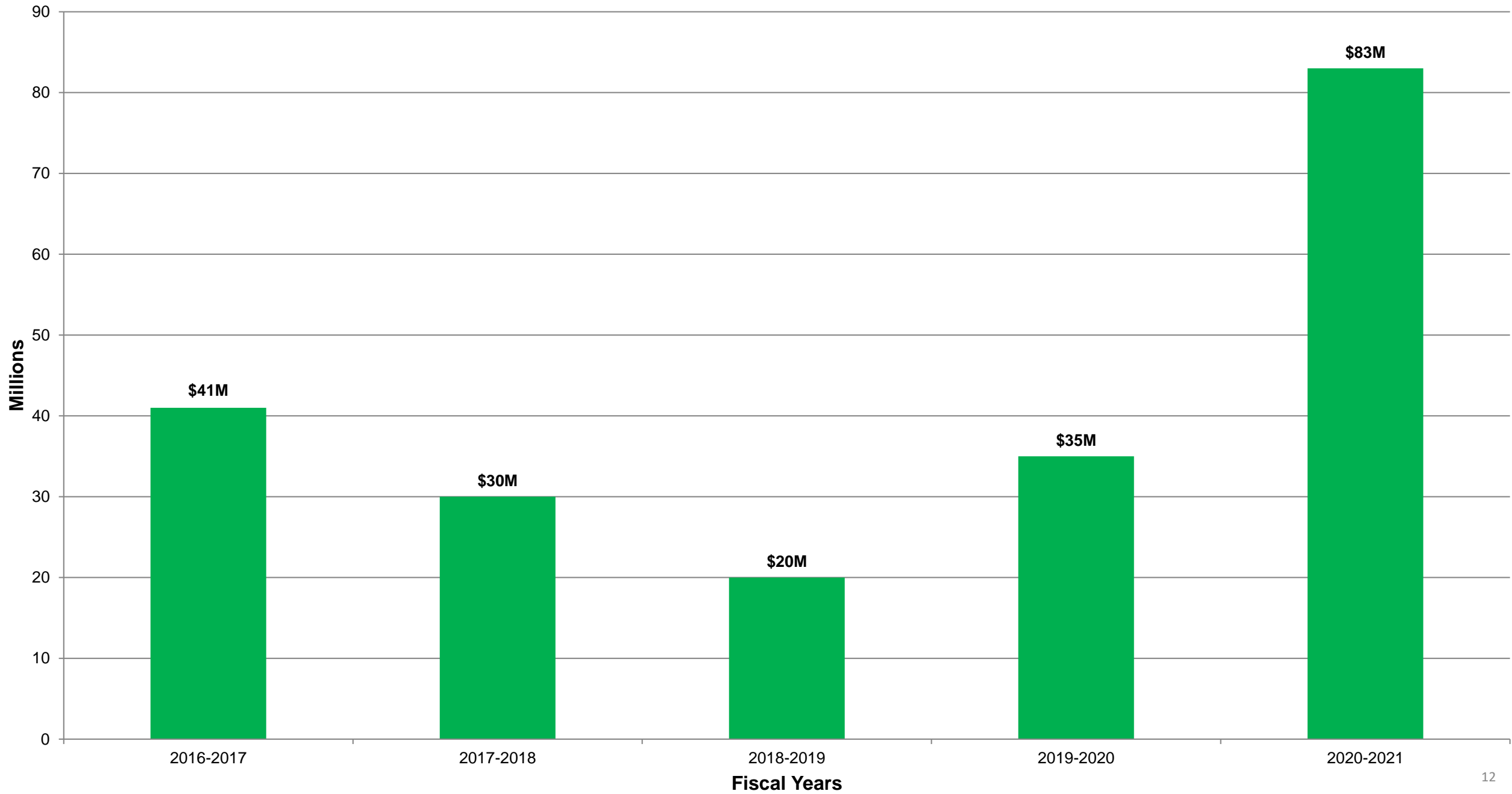
We turned over ~250 new classrooms and over 550,000 square feet

# Overall Women Business Enterprise Utilization FY 2020-2021

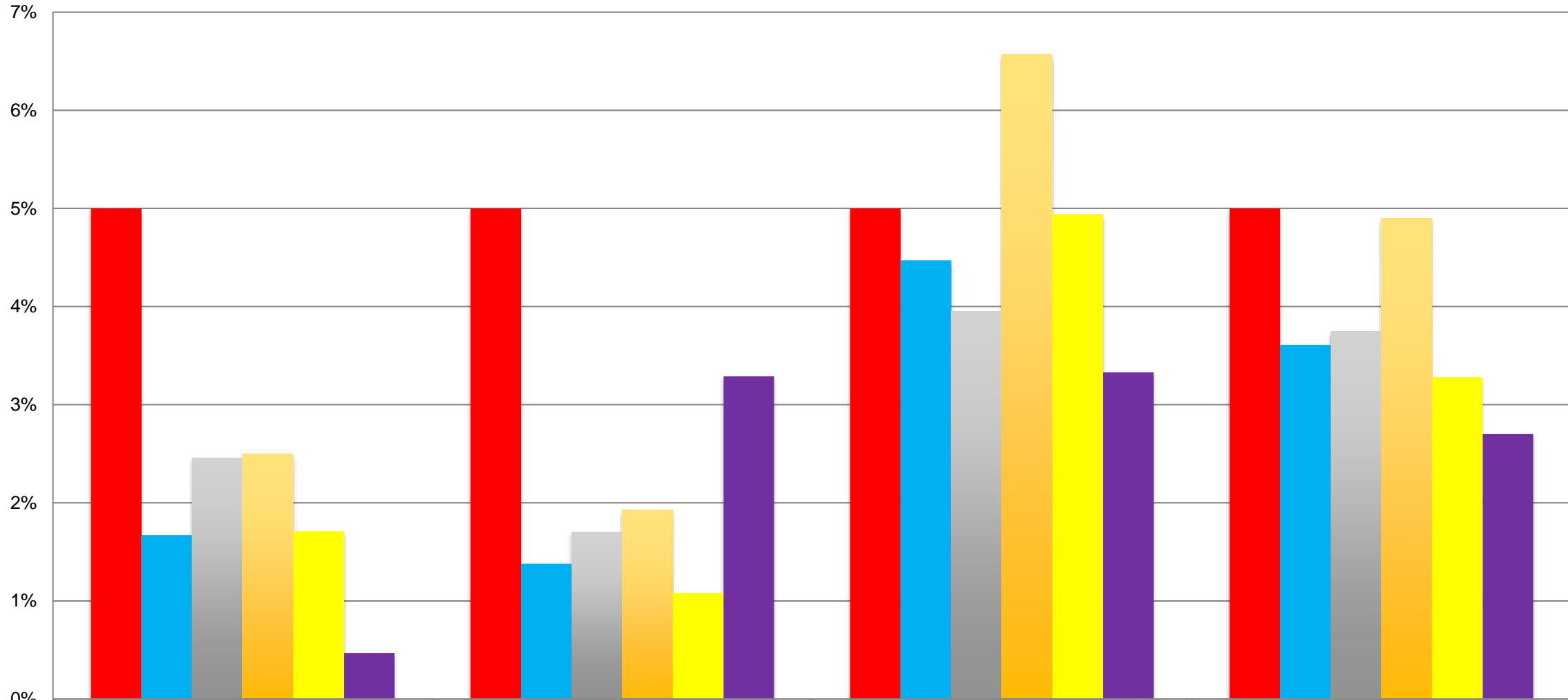


Overall WBE Goal	6%	7%	4%	3%
Annual % Total 16-17	30.82%	2.77%	9.72%	4.22%
Annual % Total 17-18	19.13%	1.28%	9.20%	4.53%
Annual % Total 18-19	13.50%	0.90%	5.14%	4.23%
Annual % Total 19-20	16.45%	0.65%	5.26%	7.70%
Annual % Total 20-21	23.67%	0.54%	8.44%	20.07%

# Overall Women Business Enterprise Spend

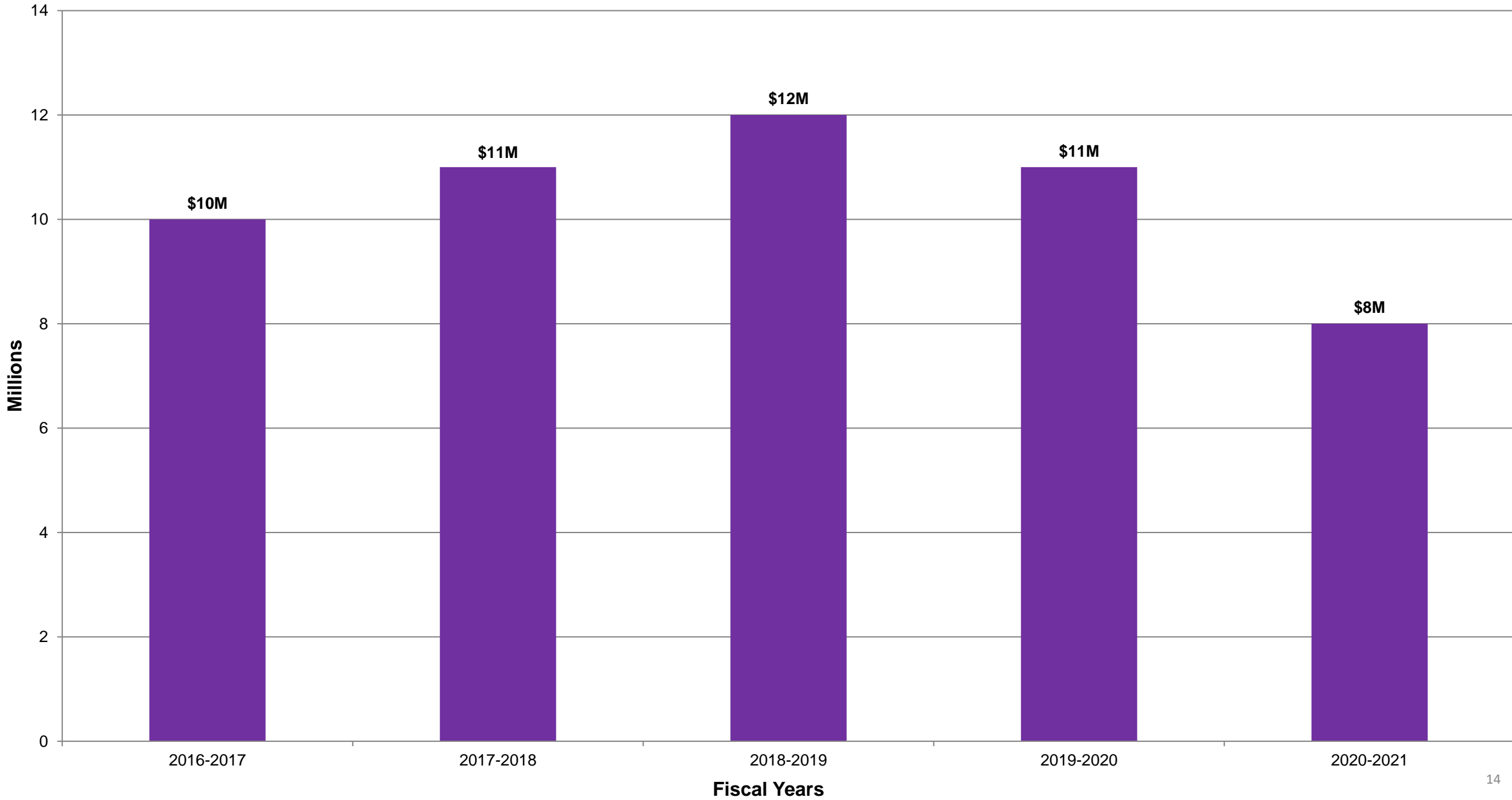


# Overall Small Business Enterprise Utilization FY 2020-2021



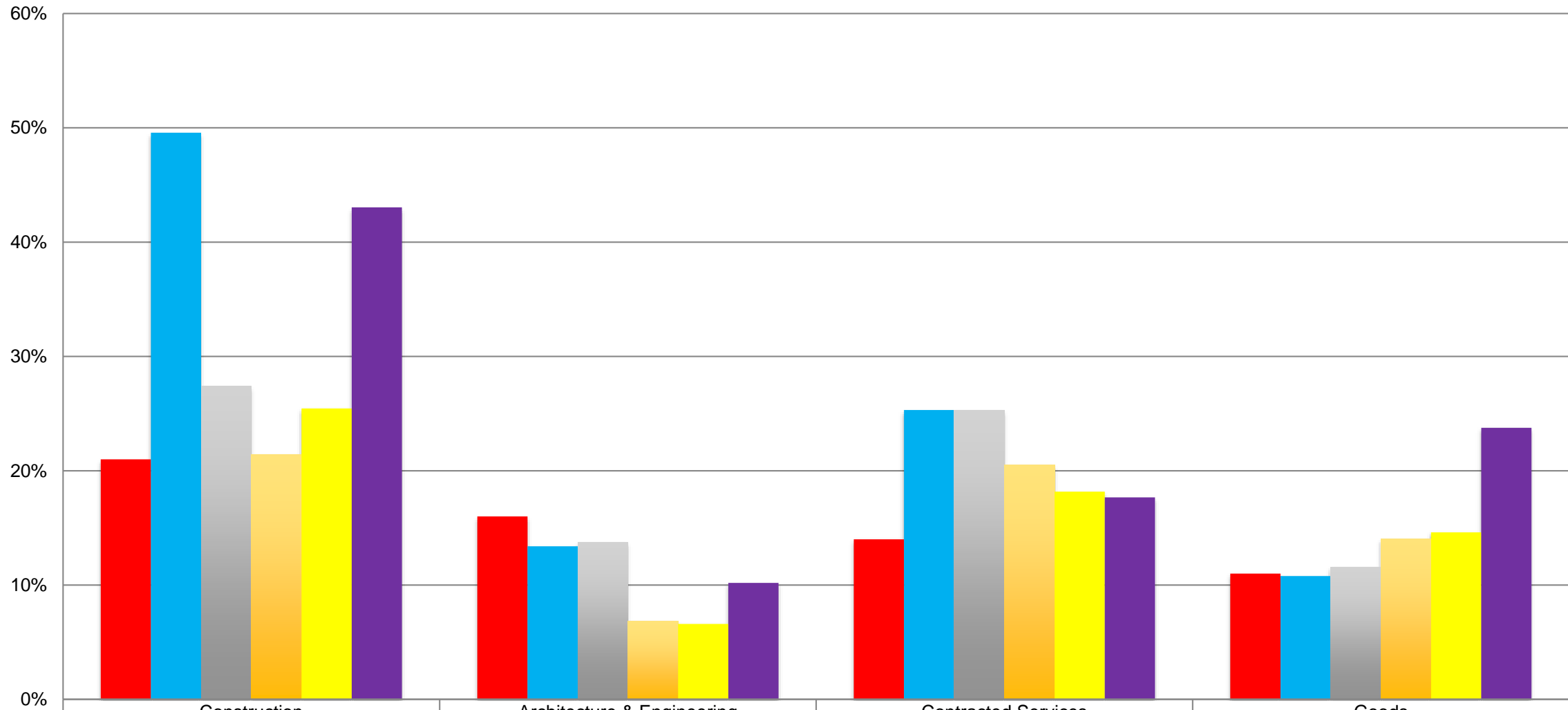
■ Overall SBE Goal	5%	5%	5%	5%
■ Annual % Total 16-17	1.67%	1.38%	4.47%	3.61%
■ Annual % Total 17-18	2.46%	1.70%	3.95%	3.75%
■ Annual % Total 18-19	2.50%	1.93%	6.57%	4.90%
■ Annual % Total 19-20	1.71%	1.08%	4.94%	3.28%
■ Annual % Total 20-21	0.47%	3.29%	3.33%	2.70%

# Overall Small Business Enterprise Spend



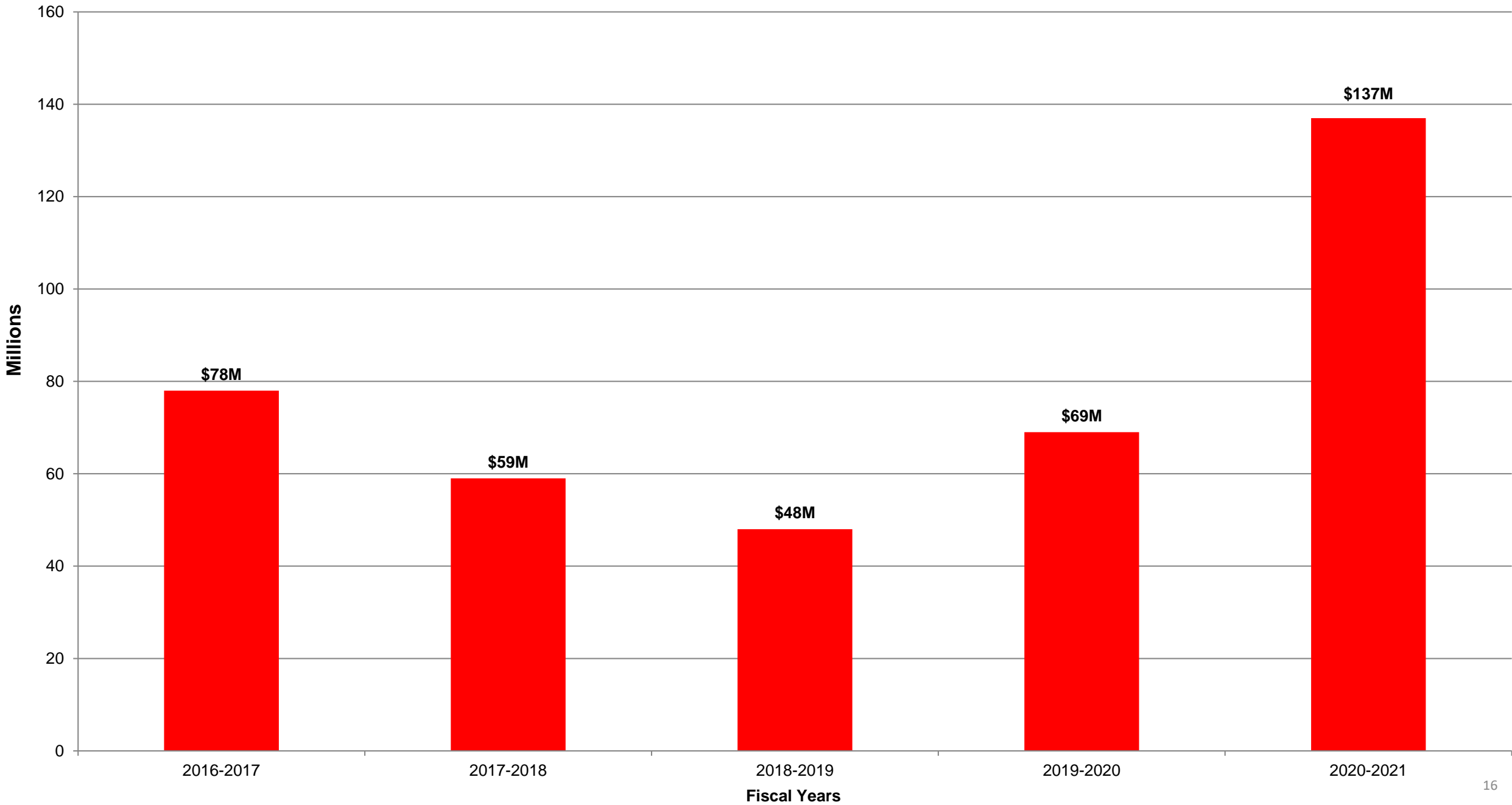


# Overall MWSBE Utilization FY 2020-2021



	Construction	Architecture & Engineering	Contracted Services	Goods
Overall M/W/SBE Goal	21%	16%	14%	11%
Annual % Total 16-17	49.57%	13.39%	25.31%	10.79%
Annual % Total 17-18	27.40%	13.73%	25.31%	11.54%
Annual % Total 18-19	21.41%	6.83%	20.51%	14.06%
Annual % Total 19-20	25.45%	6.60%	18.17%	14.61%
Annual % Total 20-21	43.04%	10.19%	17.67%	23.76%

# Overall MWSBE Spend



# Accomplishments

- At 30.71% of eligible spend, CMS achieved \$137.5 million in total MWSBE spending – **Highest in CMS history**
- Exceeded aspirational goals in three of the four categories (construction, contracted services and goods)
- Achieved/Exceeded MBE aspirational goals in three of the four categories (construction, architecture/engineering and contracted services) **Highest utilization and spend in CMS history**
- Exceeded WBE aspirational goals in three of the four categories (construction, contracted services and goods) **Highest utilization and spend in goods in CMS history**



# Keys to Success

# CMS: MWSBE Spend Analysis

## 2020-2021 MWSBE Certification Totals

Certification	Nbr of Certifications	On Active Projects	% on Active Projects	% of Total
<a href="#">Minority Owned</a>	304	112	36.84%	52.41%
<a href="#">Small Business</a>	76	22	28.95%	13.10%
<a href="#">Woman Owned</a>	200	104	52.00%	34.48%
<b>Totals</b>	<b>580</b>	<b>238</b>	<b>41.03%</b>	<b>100.00%</b>

# CMS Departments and Schools: MWSBE Spend Analysis

## Goods

### Top Department Spend with MWSBE firms:

1. Information Systems & Support: \$20.9 million
2. Inventory Management: \$2.6 million
3. Plant Maintenance: \$1.3 million
4. Career & Technical Education: \$988,000
5. Food Warehouse: \$738,000

### Largest Areas of Spend:

- Technology
- Inventory (furniture, books, classroom supplies)
- Maintenance/Construction
- CTE

63/75 departments or 84% and 141/176 schools or 80% utilized MWSBE firms to procure goods

## Contracted Services

### Top Department Spend with MWSBE firms:

1. Maintenance: \$14.9 million
2. Information Systems & Technology: \$4.5 million
3. Driver Education: \$2.25 million
4. Transportation: \$2.0 million
5. Information Systems & Support: \$1.1 million

### Largest Areas of Spend:

- Building Services
- Technology
- Drivers Ed
- Transportation

32/61 departments or 52% and 32/104 schools or 30% utilized MWSBE firms to procure contracted services



# Economic Impact: Detailed Impact Channels

## Income Impact:

	Direct Impact	Supply Chain Effect (Indirect Impact)	Community Effect (Induced Impact)	Total Impact
<b>Employment</b>	1,265	226	345	1,836
<b>GDP</b>	\$210,048,657	\$49,789,122	\$55,163,670	\$315,001,449
<b>Income</b>	\$94,913,228	\$18,349,479	\$19,257,759	\$132,520,466

## Total Estimated Tax Impact:

	Direct	Indirect	Induced	Total
<b>Local</b>	\$1,815,697	\$969,555	\$1,250,053	\$4,035,305
<b>State</b>	\$3,662,188	\$1,235,114	\$1,521,098	\$6,418,400
<b>Federal</b>	\$15,898,631	\$3,292,776	\$3,538,965	\$22,730,372
<b>Total</b>	\$21,376,516	\$5,497,445	\$6,310,116	\$33,184,077

\*Economic impact analysis provided by Charlotte Regional Business Alliance

# Detailed Impact Channels



Sharon Elementary School Addition

**355 Jobs**  
**\$25M Income**  
**\$56.3M Gross Domestic Product**  
**Minority-Owned Businesses**

**478 Jobs**  
**\$34.3M Income**  
**\$74.9M Gross Domestic Product**  
**Women-Owned Businesses**

**21 Jobs**  
**\$1.6M Income**  
**\$3.4M Gross Domestic Product**  
**Small Business Enterprise**

**1,836 Jobs**  
**\$132.5M Income**  
**\$315M Gross Domestic Product**  
**Overall**

# Community Impact

# Outreach

- Latin Chamber of Commerce Lunch & Learn
- Charlotte Corporate Community Roundtable Quarterly Meetings
- Hispanic Contractors of North Carolina Meet & Greets
- Carolinas-Virginia Minority Supplier Development Council MBE Summit, Business Opportunity Conference and quarterly Metrolina Quarterly Meetings
- CMS Community Engagement Meetings
- Small Business Month
- Charlotte MED Week

# Best Practice Sharing

- Central Piedmont Community College
- City of Greenville
- Gaston County
- Mecklenburg County Panel
- NC MWSBE Coordinators' Network – Spend Analysis





# Technical Assistance

- How to do business with Charlotte-Mecklenburg Schools and Other Government Entities
- The Value of Advocacy
- Career Fair
- Woman-Owned Small Business Federal Certification Program
- Strategies & Best Practices for Government Prospecting
- Resiliency
- Workplace Safety – Current Trends in Construction Safety
- 8(a) Certification - Leveraging Your Status to Access Federal Contracting
- Joint Venture & Mentor/Protégé Partnerships - What's Best for You?
- Finance Café



# Charlotte Minority Enterprise Development Week Honorees

## Recognition



**United Painting  
Outstanding  
Achievement in  
Construction**



**Cochrane Steel  
Outstanding  
Achievement in Supply  
& Manufacturing**



**James Seals & Stripes  
Winner- General  
Services**



**Access Services  
Outstanding Achievement in  
Professional Services**



**Environmental Holdings Group  
Corporate Advocate**



**Stephanie Kegley  
Diversity Advocate**





**Carolinas-Virginia**  
Minority Supplier  
Development Council

# **2020 Regional Corporation of the Year**



# Workforce Development

# CMS Workforce Development Mayor's Youth Employment Program

## Key Takeaways

1. How to Read & Understand Civil Drawings
  - Meeting with civil engineering firms, architecture firms, construction firms
  - LinkedIn Learning
2. Construction Project process
  - CMS Capital Programs Team
  - Diversity & Inclusion Team
3. Construction is not only new buildings. Schools are being updated & modified.
4. CMS Department of Diversity & Inclusion
  - Department roles
  - Impact of the program
5. Vast opportunities in the civil engineering field
  - Made connections with professionals
  - Learned about multiple career opportunities



Giovany Martinez-Garcia,  
2021 CMS Graduate and  
MYEP Intern



# Summary of Workforce Development Related Activities

**New Hires**

- 2 (Temporary)
- 20 (Permanent)\*

**Internships (Mayor’s Youth Employment Program, CPCC Construction program and CMS college graduates)**

- 13 (High School)
- 21 (College)

**Apprenticeships**

- 4 (HVAC)

**Activities**

- 80 training/job shadow hours
- Site tours for Goodwill students
- Sponsored two CMS students to attend UNC Charlotte Summer Design Academy



**Holder, Edison Foard & Leeper  
Workforce Development  
Champion of the Year**



**LS3P  
Workforce Development  
Advocate of the Year**

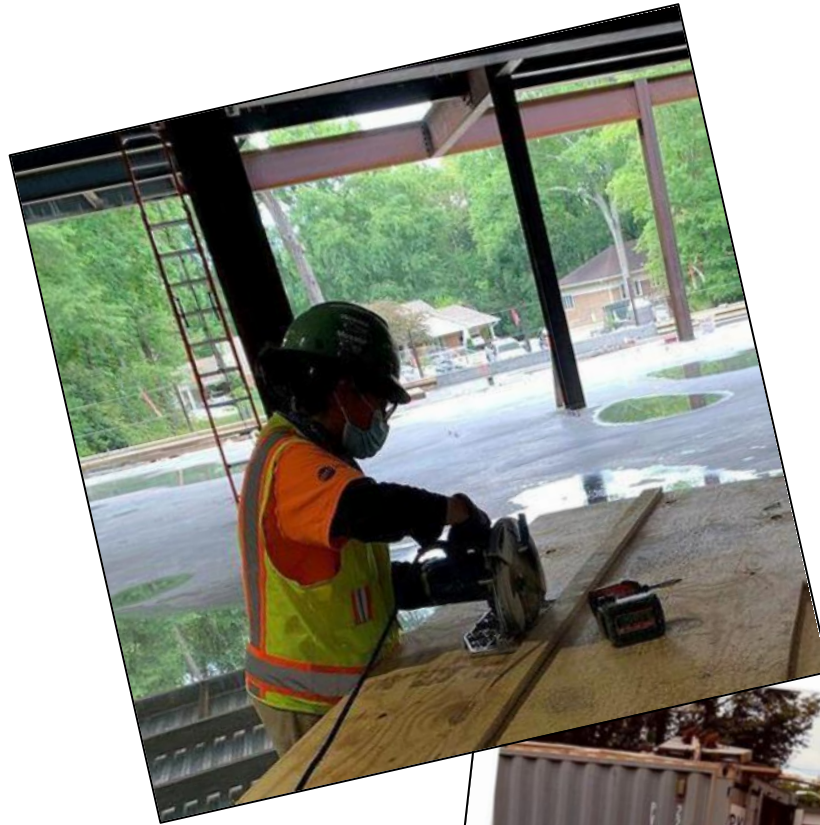


**Goodwill Industries  
Workforce Development  
Community Partner of the Year**

\*Note: 3 new permanent new hires are ROC Graduates



# ROC Permanent New Hires



# Messer

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theroccharlotte ROC Apprentice Spotlight!  
Meet Gyniece.  
Gyniece is a 2021 graduate completing her second paid summer internship, and proud employee of @messerwearebldg. Here's what her supervisor and Craftforce Manager, Josh Bowlin, says, "We are proud to welcome Gyniece to Messer! She's ready to build her career as a construction pro. Gyniece will be starting in our apprenticeship program this fall to

# Samet Corporation: Spark the Future at South Meck

Issue 1 | September 2021 | Volume 1

## Samet Corporation - Community Builders

Diversity and Development Newsletter



**BADEN TAUCHER, SIC INTERN**

*My experience this summer with the wonderful people from Samet and Croson will be a great memory and something I would recommend for anyone interested in being introduced to specific trade skills!*



**ASIM RAJA, SIC INTERN**

*I've met many friendly and interesting people from very different walks of life on the job. Through assisting my superiors and helping out around the site wherever I can, I've had good experiences this summer.*



**KAMILYA STRICKLAND, SIC INTERN**

*My main takeaways are not just from the plumbing aspect, but the teamwork and communication skills as well. I am thankful that I got a chance to have this experience. I love it, 100%.*



**LATOYA FAUSTIN, EXECUTIVE DIRECTOR, SBTC**

*Representation matters, so when students see real life professionals engaging with them, explaining the build to them, a new world opens up to a career or field that may not have been considered before. SBTC is grateful for this partnership and we hope that this is only the beginning of what we can do together.*

### Building the Next Generation in Construction

Samet Corporation is invested in the communities where we live and work through our signature Students in Construction (SIC) program, our Spark the Future partnership, and spirit rock placements at local schools.



This summer, Samet Corporation partnered with Johnson's Modern Electric and JA Cronson Plumbing to offer a paid internship program to rising senior students from South Mecklenburg High School. The student interns were exposed to plumbing, mechanical, and electrical trade work while working on Samet multifamily projects in the Charlotte area.



Our partnership with She Built This City (SBTC) and Mecklenburg County Parks & Recreation, Spark the Future, focused on sparking interest in construction through hands-on trade-skill-building activities for elementary and middle school-aged youth.



Samet utilizes spirit rocks as an additional tool for introducing youth to the construction industry by discussing the equipment and individuals who deliver the rock.





# Best Practice Industry Partners

**PERKINS —  
EASTMAN**

**Messer**  
WeAreBuilding.

**RJL**  
**R.J. LEEPER**  
Construction, LLC

 **NewAtlantic**  
CONTRACTING, INC.

**RODGERS**  
Our Passion is Building®

**Turner**

**adw**architects  
environmentsforlife

  
**LeCHASE**  
CONSTRUCTION

**LS3P**

**La** LIL ASSOCIATES II INC

 **HOLT**  
BROTHERS

  
**EDIFICE**  
GENERAL CONTRACTORS  
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**BROWNSTONE**

**BRANCH**®  
CONSTRUCTION MANAGEMENT ■ DESIGN-BUILD ■ GENERAL CONTRACTING

**LITTLE**  
DIVERSIFIED ARCHITECTURAL CONSULTING

**JACOBS**®

neighboring  
**concepts**

**metcon**  
BUILDINGS ■ INFRASTRUCTURE

**FWA**  
Group

**cms**  
Charlotte-Mecklenburg Schools

# Community Resource Partners



CHARLOTTE  
WORKS



State Chapter of the National  
Association of Minority Contractors



OF CENTRAL CAROLINAS, INC.





# Office of Diversity & Inclusion Team



Skyne Betha, CCA  
Supplier Diversity  
Compliance Specialist



Jason Deans, CCA  
Supplier Diversity  
Compliance Specialist



Stacey Moretti, CCA  
Diversity & Inclusion  
Project Manager

# Next Steps

- Community outreach
- Pre-qualification of bidders
- Charlotte MED Week
- Career fairs
- Finance Café
- Business Connections Expo
- Summer internships
- Host quarterly Workforce Advisory Group Meetings



# Questions

**Minority, Women and Small Business Enterprise Program**