

# BINDEX Phase I Response

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City of Berkeley Race and Equity Committee

May 7, 2024



# Creating Sustainable Solutions

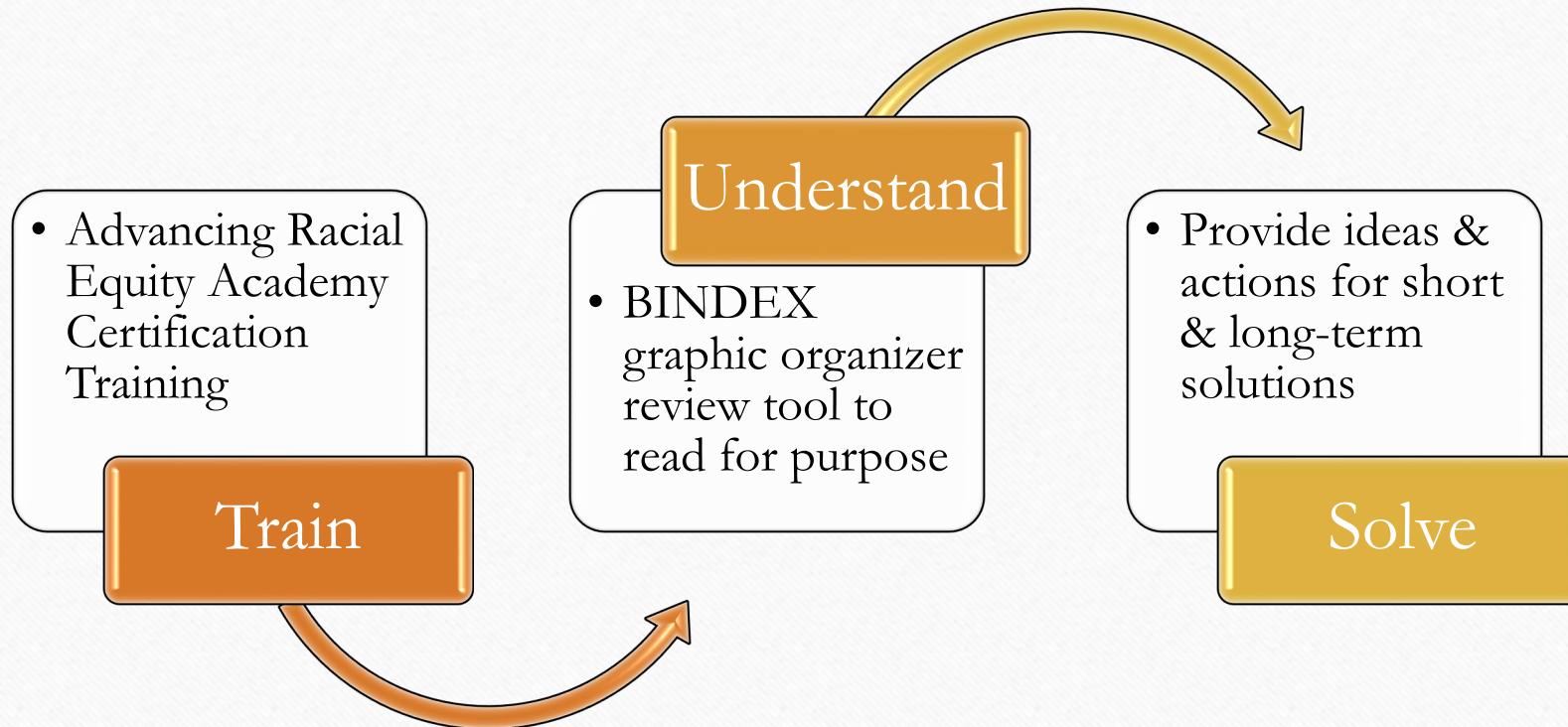
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- The City of Berkeley Race and Equity Committee contributed pragmatic and sustainable solutions to address the disparities identified in the Berkeley Inclusion in Opportunity Index Study (BINDEX).

# Action Steps and Methods

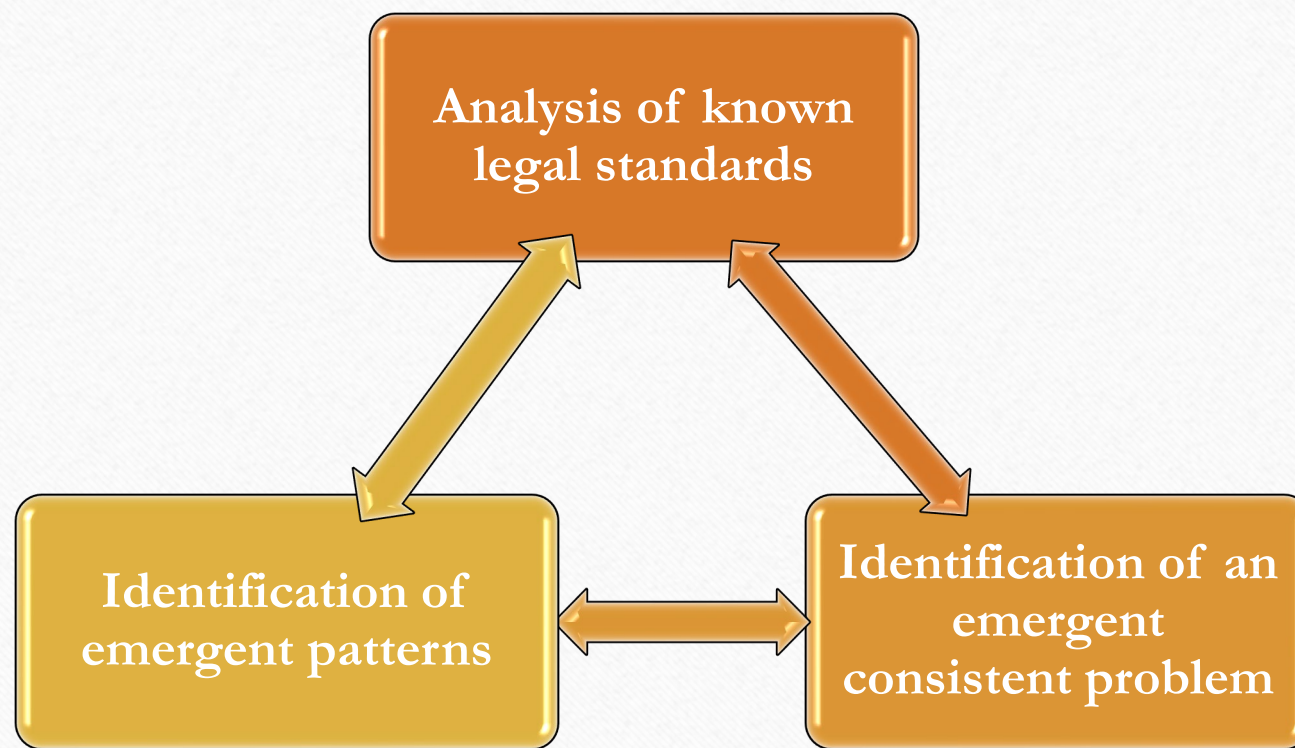
“Provide a clear, transparent, and fair contract awarding process”





# Analysis of the Problem

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# Tasks Completed to Identify Patterns

## HOW WE DO IT



The RE team explored past methods used to address systemic racial and gender discrimination

# Action Steps Taken

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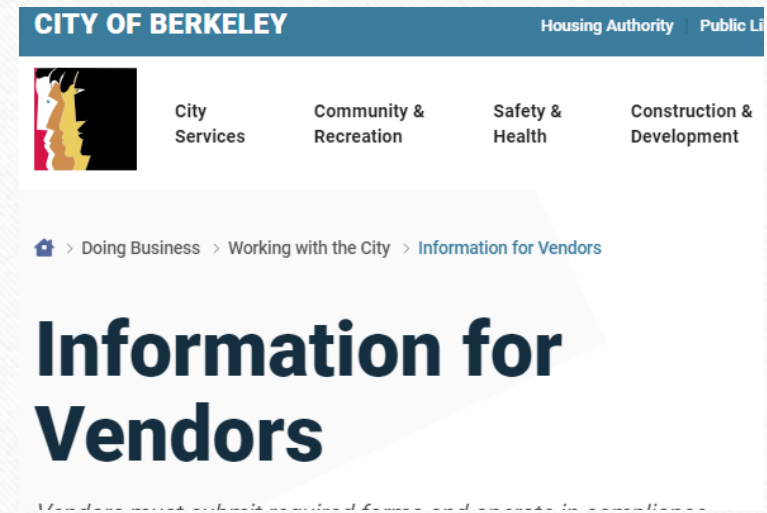
- Created survey to learn more about the City's internal contracting process
- Created Vendor Registration Form to:
  - Increase data collection
  - To better identify M/WBE
  - Improve transparency



## What we have done:

- Created online form capturing location & ownership information
- Outreach to Bay Area Professional Associations representing minority and women-owned firms
- Compiling solicitation, response, award data for analysis

- **NEW Vendor Sign-Up form**
- Collects **additional data** from vendors
- Compared to the page subscription
- Visibility and transparency into the firms
- Being solicited for bids and RFP's:
- Local, regional, or other
- Ethnicity
- Gender



The screenshot shows the top navigation bar of the City of Berkeley website. The header includes 'CITY OF BERKELEY' and links for 'Housing Authority' and 'Public Li'. Below the header is a navigation menu with icons and text for 'City Services', 'Community & Recreation', 'Safety & Health', and 'Construction & Development'. A breadcrumb trail reads: 'Home > Doing Business > Working with the City > Information for Vendors'. The main heading is 'Information for Vendors' in a large, bold, dark blue font. Below the heading, there is a sub-heading that is partially obscured: 'Vendors must submit required forms and complete in compliance...'.

## POTENTIAL VENDOR'S LIST

If your business is interested in working with the City, complete and submit the vendor sign-up form using the link below.

*(Note: Submitting the sign-up form for notice of bids, RFPs, or RFQs is not a guarantee of acceptance as a vendor.)*

[VENDOR SIGN-UP FOR BID/RFP NOTIFICATION](#)

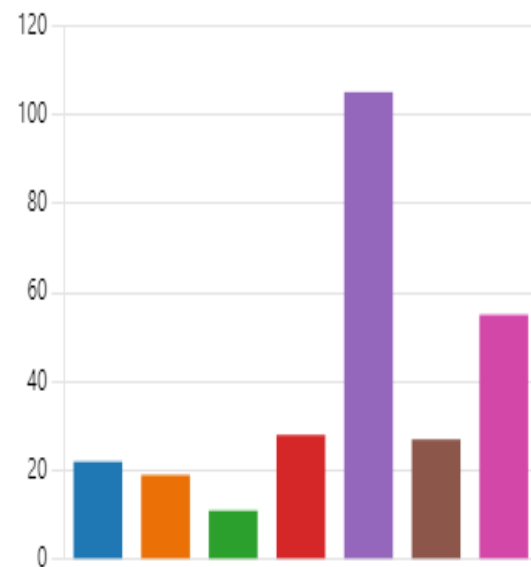


# Real-time representation of firms signing up for notification

## 9. Ownership Ethnicity

[More Details](#)

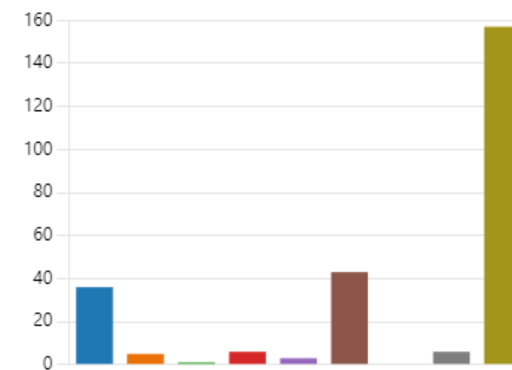
<span style="color: blue;">●</span> African American	22
<span style="color: orange;">●</span> Asian Pacific American	19
<span style="color: green;">●</span> Asian Indian American	11
<span style="color: red;">●</span> Hispanic American	28
<span style="color: purple;">●</span> Caucasian	105
<span style="color: brown;">●</span> Other than mentioned here	27
<span style="color: magenta;">●</span> Prefer not to say	55



## 5. Where is your company's **principal place of business** (city with your main business address)?

[More Details](#)

<span style="color: blue;">●</span> Berkeley	36
<span style="color: orange;">●</span> Alameda	5
<span style="color: green;">●</span> Albany	1
<span style="color: red;">●</span> Emeryville	6
<span style="color: purple;">●</span> Hayward	3
<span style="color: brown;">●</span> Oakland	43
<span style="color: magenta;">●</span> Piedmont	0
<span style="color: gray;">●</span> San Leandro	6
<span style="color: olive;">●</span> Other	157



## 12. Ownership Gender

[More Details](#)

<span style="color: blue;">●</span> Female	58
<span style="color: orange;">●</span> Male	136
<span style="color: green;">●</span> Prefer not to say	63



Outreach:

Eleven (11) associations  
Plus, Berkeley Chamber of Commerce

Contacts identified and contacted

Next step:  
Scheduling membership meetings on  
“How to do business with the City”

## Minority / Woman Owned Business Network Groups

[The San Francisco African American Chamber of Commerce \(SFAACC\)](#)

[The Oakland African American Chamber of Commerce \(OAACC\)](#)

[The Silicon Valley Black Chamber of Commerce](#)

[Bay area Org of Black Owned Businesses](#)

[Coding Black Females](#)

[Women Entrepreneurs of Berkeley \(WEB\)](#)

[The Black Professionals in Tech Network \(BPTN\)](#)

[Latinas in tech](#)

[National Latina Business Women Association](#)

[Asian Women in Business](#)

[National Association of Negro Business and Professional Women's Clubs](#)



## Analysis:

- Vendor Count
- % that are local, MBE, WBE
- Response rate overall, and for local, MBE, WBE

<u>Spec</u>	<u>Title</u>	<u>Due</u>	Solicited <u>Vendor Count</u>	Solicited <u>Local</u>	Responded <u>Local Response</u>	Solicited <u>MBE</u>	Responded <u>MBE Response</u>	Solicited <u>WBE</u>	Responded <u>WBE Response</u>	<u>Total</u> <u>Bids Rec'd</u>
24-11620	Banking Services Consultant	10/24/2023	2	1	1	0	0	1	1	2
				50%	100%	0%		50%	100%	
24-11622-C	BFD LANDSCAPE PROJECT	10/26/2023	24	5	0	16	2	4	0	3
				21%	0%	67%	13%	17%	0%	

Informal	Parking System Consultant	2/21/2024	215	12		80		48		
				6%		37%		22%		
24-11657-C	Printing & Mailing of City Billing	2/21/2024	215	12		80		48		
				6%		37%		22%		

Change is underway ...

- Vendor list continues to grow
- Association outreach is ongoing
- Data collection is flowing to analysis & recommendations

Response aligned with the Mason Tillman study results



# Celebrating Our Successes



**ANCHOR**



The African American Holistic Resource Center's architectural design team is a M/WBE company



*Celebrating 16 years of architectural excellence*

The award winning City of Berkeley Marina Selective Timber Pile Replacement Project and the Berkeley Marina Dredging Project are both led by a M/WBE company



# Second Step: Proposed Solutions

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- Increase Accessibility to Municipal Codes
- Develop transparency & feedback
- Update data collection
- Contract Outreach
- Minority & Women Vendor Outreach
- Streamline Certification



# Visual Image of Success

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<https://youtu.be/CxokSJM8Irk>



Questions/Comments  
can be sent to the CM directly [cmanager@berkeleyca.gov](mailto:cmanager@berkeleyca.gov)

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**Thank You!**

