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2021 Financial Management Conference

Racial Equity: Contractor and Vendor Diversity

Jay Perlmutter, Atlanta Neighborhood Development Partnership

Juan Powell, The Community Builders

Lisa Alberghini, Housing Partnership Network

Thursday, October 28, 2021

Getting Started

- All participant lines are muted.
- Please use the **Raise Hand** feature if you would like to speak.
 - Raise hand feature is located in the Participant panel.
- You may also use the **Chat** feature to ask questions.
- Send a **Chat** to the Host if you have a technical issue.

Continuing Professional Education Requirements for CPAs

- **Polls are Required for CPEs**
 - If you are seeking CPE credits, please submit ALL polls within each session, and the conference evaluations.
 - If you miss a poll, send a **Chat** message to the Host immediately.
- We use **Polls and the Zoom attendance record** to verify participation throughout the webinar.
 - **Participants must submit ALL polls and be logged in no later than 10 minutes after the scheduled session start time to receive a certificate.**

Continuing Professional Education Credits (CPEs) for CPAs

- **Check your Zoom display name**
 - If the correct name is not shown, email your Zoom display name and your full name to consult.lwells@gmail.com.
- You may **request a certificate of completion via the conference evaluations**.
 - Links to the evaluations are emailed to all registrants.
- For more information on CPE credits, contact Lindsay Wells at consult.lwells@gmail.com.

Meet the Presenters

Jay Perlmutter

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Juan Powell

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Lisa Alberghini

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Session Objectives

- Share approaches and strategies that organizations around the country are using to increase MBE contractor participation in real estate development projects.
- Highlight the importance of diversity relative to the firms with which we do business and the need to encourage those firms to advance racial equity in their own organizations.
- Understand the importance of expanded access to MBE contractors and vendors in real estate development as a wealth building and economic empowerment strategy.

Poll #1

What is your organization's primary role in real estate development?

- ☐ Multifamily rental development
- ☐ Single-Family for sale or rental development
- ☐ Lending
- ☐ Other

HPN Survey on Strengthening MBE Contractor Engagement

- Overview of Survey Results
- Highlights by rental, homeownership, and lending responses
- Key early takeaways

Poll #2

Does your organization have a policy in place that promotes contracting with MBE firms at the corporate level?

- ☐ Yes
- ☐ No
- ☐ I don't know

Does your organization have a policy in place that promotes contracting with MBE firms in real estate development projects?

- ☐ Yes
- ☐ No
- ☐ I don't know

Investing in MBEs and Joint Ventures with MBE Firms in Homebuilding

Jay Perlmutter, Atlanta Neighborhood Development Partnership

- ANDP's Approach
- Q&A and Discussion

Poll #3

- In your real estate development work, what are the key barriers to expanding your contracting with MBE general contractors or for your general contractors contracting with MBE subcontractors? (select all that apply)

- ☐ Capacity/Size
- ☐ Financial strength
- ☐ Experience in affordable housing
- ☐ Local labor requirements (e.g., unions)
- ☐ Not enough MBE firms doing the work we need
- ☐ Other
- ☐ I don't know

Expanding MBE Contracting in Rental Development and Promoting Racial Equity in Contractor Firms

Juan Powell, The Community Builders

- TCB's Approach
- Q&A and Discussion

TCB's Vendor Accountability Approach

BASIS FOR EFFORTS

- TCB spends approximately \$250 million a year with various vendors. We recognize both our sphere of influence and our responsibility.
- We have a strong Opportunity Contracting and Hiring program, but we believe that hiring MWBE firms only gets us so far. To produce meaningful change, majority owned and operated firms must also play a role.
- We want to encourage the firms that we conduct business with to strive for a diverse, equitable and inclusive workplace.
- We believe that those firms with diverse work forces are best suited to address the needs of urban communities that often have a large diverse population.
- Creating a more equitable world is a collective responsibility.

TCB's Vendor Accountability Approach

QUESTIONNAIRE APPROACH

At the time of proposal for services or contract, we ask that Vendors complete a vendor questionnaire.

The questionnaire seeks to understand a few things relative to minorities and women:

- What is the ownership of the company?
- What is the leadership of the company?
- What is the workforce of the company?

The questionnaire also asks about the action being taken to expand DEI efforts and what the company hopes to achieve in the next 36 months.

TCB's Vendor Accountability Approach

OBJECTIVES

- We seek to better understand the firms with whom we are doing business. Often it is tough to know.
- Our goal is to get vendors to take a look in the mirror and understand their organization and ultimately build their operations relative to DEI efforts.
- We want to see what efforts are underway in this space so that such information can be shared.
- We also want to be able to look at the form for a given company today as well as in a few years to see if the company has made progress in the DEI arena.

Poll #4

Is your organization taking any actions currently to better understand the profile of the companies with whom you are doing business from a racial equity perspective such that there is greater accountability?

- ☐ Yes
- ☐ No
- ☐ I don't know

Do you believe that vendor questionnaires are a way to encourage greater racial equity within the companies with whom you are doing business?

- ☐ Yes
- ☐ No
- ☐ I don't know

Peer Exchange on MBE Contracting

- Questions from Participants
- Facilitated Discussion

Poll #5

How confident are you that the present focus on racial equity will lead to a more just, equitable housing and community development sector with expanded opportunities for MBE contractors?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not sure
- ☐ Not confident

THANK YOU!

We look forward to
continuing the conversation
in person in New Orleans
next October.

CPE Feedback Poll

- If you are seeking CPEs, please complete this brief feedback poll.
- Note: All registrants will receive links to the conference evaluations via email.
 - Please complete the conference evaluations to request CPE credit and to provide qualitative feedback.