

**5. Greater Cincinnati Redevelopment Authority Economic  
Inclusion Policy**



Port of Greater Cincinnati  
Development Authority

## **ECONOMIC INCLUSION POLICY**

**Supporting and empowering minority-owned, women-owned, and small businesses is a priority for the Port of Greater Cincinnati Development Authority (“Port Authority”). The adoption of policies by the Port Authority during its first year of operation demonstrated the depth of that commitment. After nearly a decade of experience, we believe even more strongly that great potential exists for a meaningful increase in the inclusion of minority-owned, women-owned, and small businesses in all Port Authority-related projects.**

**The plan that is outlined below has been developed with the specific intent of creating a new way of approaching economic inclusion in Cincinnati and Hamilton County. It has been developed by the Port Authority and is based on principles first put forth by the Riverfront Advisors Commission in its 1999 report. Inherent in those principles is the realization that we must fully utilize the resources of, and provide equal opportunity for, all of our citizens. By doing so, we create a welcoming environment that is conducive to inclusive economic development.**

***Board of Directors  
Port of Greater Cincinnati Development Authority***

### **The Vision**

The Port of Greater Cincinnati Development Authority (“Port Authority”) strives to continually have meaningful and substantial levels of participation by Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), and Small Business Enterprises (SBEs) in the services for which it contracts, and in its various contracts for development projects. Further, the Port Authority strives to increase the equity participation and/or ownership by MBEs and WBEs within those development projects.

The Port Authority is committed to helping build and sustain strong MBEs, WBEs, and SBEs within the Greater Cincinnati community. The Port Authority is further committed to empowering entrepreneurs, generating jobs, building tax base, and providing opportunities for wealth creation in every segment of society.

All contractors, subcontractors, suppliers, and service providers should have an equal opportunity to compete on contracts for services issued by the Port Authority regardless of race, color, sex or national origin. It is also the aspiration that a fair share of contracts be awarded to small, minority, and women business enterprises. This will be promoted through the provision of educational opportunities, training, and a good faith effort by all involved to promote inclusion through locating and engaging qualified MBEs, WBEs, and SBEs. It is the Port Authority’s expectation that this aspiration can be achieved.

## **The Plan**

In order to implement and work toward the achievement of the aspirational goals outlined under “Vision” above, the Port Authority shall:

- I. Strive to be viewed by the business community and the community-at-large as an organization that maximizes participation by MBEs, WBEs, and SBEs by building equity participation, contracting for services, and developing programs that improve the ability of MBEs, WBEs, and SBEs to participate in Port Authority-related projects.
- II. Strive to be a proactive partner with local, state, and federal governments, businesses and community organizations in providing equal opportunities in the utilization of the services of MBEs, WBEs, and SBEs; and thereby create a positive economic development environment.
- III. Be diligent in its efforts to include MBEs, WBEs and SBEs in all phases of its operations in order to play an important role in creating opportunities for increased participation by those who have been historically excluded.
- IV. Support and encourage, where economically feasible, the participation of MBEs, WBEs and SBEs through tenant/ownership in Port Authority-related projects through active recruitment, facilitation of relationships, and aggressive information-sharing.
- V. Utilize programs such as (including but not limited to) the Minority Business Accelerator (MBA) at the Cincinnati USA Chamber, the South Central Ohio Minority Supplier Development Council (SCOMSDC), the Greater Cincinnati/Northern Kentucky African American Chamber of Commerce, the Urban League of Greater Cincinnati, the Hispanic Chamber of Commerce, as well as the Cincinnati Business Incubator to assist in fostering partnership agreements between majority businesses and MBEs, WBEs and SBEs and other small/women/minority businesses.

In addition, the Port Authority will establish a management structure that will promote accountability for the efforts to promote the aspirational goals of the Port Authority, will participate in the contracting process in a way that will assist businesses in understanding the benefits of economic inclusion and assist them in their efforts to promote those aspirational goals, and establish a program of continuing outreach to governmental, non-profit, and business communities in order to further promote those goals.

## **Management Accountability**

In order to assist in realizing the commitment of the Port Authority, a process for clear accountability within the Port Authority, persistent follow-up, and accurate measurement and reporting of results will be established.

- I. The Port Authority will manage its Economic Inclusion efforts through the Director of Economic Inclusion, and will provide the resources necessary to implement this Plan. The Director will report directly to the President of the Port Authority.
- II. The primary objectives for the Director of Economic Inclusion are to:

- a. Encourage and facilitate a dramatic increase in the number, magnitude, and success of MBEs, WBEs, and SBEs in all development work which is within the scope of the Port Authority.
  - b. Encourage and facilitate a dramatic increase in the proportion of procurement dollars which are spent for professional services, goods, and materials from MBEs, WBEs, and SBEs relating to Port Authority operations.
- III. The Director of Economic Inclusion shall provide the President and the Board of Directors monthly report summarizing, on an annual basis, progress in meeting the established goals.
  - IV. The President and Vice President of the Port Authority and individual members of the Board of Directors will assist the Director of Economic Inclusion in communicating the importance of this Plan if and when the Director identifies a perceived lack of effort by contractors, subcontractors, suppliers, providers or developers in promoting the aspirational goals of this Plan on Port Authority -related projects.

### **Contracting Process**

While there are no set-asides or preferences for suppliers, providers or developers, the Port Authority is committed to empowering MBEs, WBEs, and SBEs; and to that end the Port Authority will be vigilant in monitoring encouraging, and facilitating the satisfaction of its goals in relation to the participation by MBEs, WBEs, and SBEs in all Port Authority-related work. The goals of the Port Authority in this regard are:

- I. To aspire to achieve a total target goal of 25% Minority Business Enterprise (MBEs), 7% Women Business Enterprise (WBEs), and 30% Small Business Enterprise (SBEs) for:
  - Construction
  - Supplies
  - Services
  - Professional Services
- II. To require that all respondents to RFPs, RFQs, and other such solicitations for proposals, qualifications, or services commit and demonstrate, in writing, what best efforts they will make in order to meet these goals. (See attached Good Faith Efforts Form).
- III. To work with the majority/prime contractors to track and support the sub-contractors they use on Port Authority-related projects. The anticipated outcome is that they establish and maintain an Economic Inclusion Program for themselves, and for their future projects. The Port Authority will assist them in finding sub-contractors to support Port Authority-related project needs.
- IV. To use the criteria for certification in identifying minority and women owned businesses as defined by the National Minority Supplier Development Council (NMSDC) and the Women's Business Enterprise National Council (WBENC).
- V. To accept certifications from the NMSDC, or the local affiliate council; the WBENC; the Small Business Administration (SBA); and local, state, and federal certifying organizations.

Economic Inclusion Policy revision adopted by the Board of Directors on February 19, 2009.

- VI. To encourage partnering relationships between majority owned firms and small, women-owned and minority-owned firms among professional service providers to the Port Authority. The Port Authority also encourages, where economically feasible, establishment of joint ventures and contracting partnerships by businesses of different race ownership, different gender ownership, or both, in all phases of contracting (to include, but not limited to, developer agreements, architectural and engineering design services, construction, retail-hospitality-entertainment tenant/ownership , supplies, and professional services) as a means to achieve greater levels of prime contracting opportunities for all businesses.
- VII. To require that all proposers or bidders submit an economic inclusion subcontractor utilization plan with their proposals, qualifications or bids. Failure to submit an economic inclusion subcontractor utilization plan with the proposals, qualifications or bids and other documentation that may be requested may deem the proposals, qualifications or bids as non-responsive and may result in rejection of the proposals, qualifications or bids. (See Attached Economic Inclusion Subcontractor Utilization Plan)

### **Continuing Outreach**

The Port Authority will help MBEs, WBEs, and SBEs take advantage of economic development initiatives that are currently in place, as well as future initiatives, by providing a user-friendly point of contact for information and facilitation of access to relevant agencies. The Port Authority will:

- I. Reach out to established minority and women business organizations in the community for assistance in building capacity, so that minority and women entrepreneurs can take advantage of opportunities as opportunities arise.
- II. Sponsor forums to provide information on business opportunities, as well as networking opportunities for minority, women, and small business investors, developers, and contractors to interact with their majority counterparts.
- III. Work with other organizations (including but not limited to, the South Central Ohio Minority Supplier Development Council, the Greater Cincinnati/Northern Kentucky African American Chamber of Commerce, the Urban League of Greater Cincinnati, the Hispanic Chamber of Commerce, and Cincinnati USA Chamber Minority Business Accelerator) in order to provide technical assistance.
- IV. Develop relationships with community organizations/associations to ensure effective programs that promote business diversity and local involvement; and
- V. Hold meetings and provide other resources to acquaint businesses with the requirements and scope of procurement activities, and coordinate such efforts with organizations familiar with and willing to reduce the problems bidders may experience on contracts.

THIS DOCUMENT MUST BE ACCURATELY COMPLETED, SIGNED, AND SUBMITTED WITH PROPOSALS OR BIDS.

**Port of Greater Cincinnati Development Authority  
Economic Inclusion Subcontractor Utilization Plan**

Contractor Description:		Date Submitted:	
Contractor Name:	Total Contract Value \$:	Federal Tax ID (FTID) Number:	
Contractor is certified by a third party certifying agency (Including, but not limited to, NMSDC (or local affiliate council), WBENC, State, City, SBA, ODOT)			
Yes: _____ No: _____ Certifying Agency: _____			

The above named Contractor proposes to use the services of the following listed firm(s) demonstrating sufficiency to meet or exceed MWSBE aspirational goals for the project. The contractor must list all MWSBEs, regardless of contract amount or type of service. Failure to complete this form with all of the requested information (as indicated in each column) may cause a bid or proposal to be determined non-responsive.

Name/Address/City/State/Zip/Phone	Federal Tax ID #	Describe Exact Type of Work/Supplier	Subcontract Dollar Amount	Subcontract/Supplier Percentage of Contractor's Total Bid	MBE WBE SBE	For Office Use Only

The Contractor certifies that the above information is true to the best of its knowledge. The Contractor acknowledges and agrees that if awarded the contract, the information provided on this form shall be incorporated into the terms and conditions of the final contract between the Owner and the Contractor.

Contractor Representative (Signature): \_\_\_\_\_ Date: \_\_\_\_\_

Typed/Printed Name: \_\_\_\_\_ Title: \_\_\_\_\_

If additional space is needed, please use copies of this form.

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