

FALL

# Increasing Supplier Diversity in America's Most Diverse City

City of Jersey City | Office of Diversity & Inclusion



APPLIED  
FIELD  
EXPERIENCE

2020

SORAYA L. HEBRON | EDWARD J. BLOUSTEIN SCHOOL OF PLANNING & PUBLIC POLICY | MASTER OF PUBLIC POLICY

# Roadmap



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Introduction

The City of Jersey City

Office of Diversity & Inclusion

Supplier Diversity

Purchasing Disparity Study

Course Connections



SORAYA HEBRON

# Hello!

Jersey City native

Aquarius

Bachelor's of Arts in Urban Studies & Africana Studies | University of Pennsylvania

Aide to the Mayor | Jersey City Mayor's Office

Chief Diversity Officer | Office of Diversity & Inclusion

Fourth year MPP student

Equity & Social Justice

# C JERSEY CTY

"From the Greenville neighborhood to the bustling Downtown area, the Heights to the West Side, in Bergen-Lafayette, India Square and Journal Square, everywhere you turn you're surrounded by diversity and growth."  
-City Website

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2020

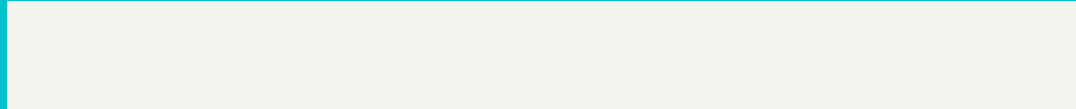


The Jersey City Office of Diversity & Inclusion promotes economic equality for all Jersey City residents through supplier diversity, workforce diversity, workplace inclusion initiatives.

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# The Team



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GLENIS P. RODRIGUEZ  
FIELD OFFICER  
COMMUNITY RESOURCES &  
SERVICES

FLOYD JETER  
FIELD OFFICER  
BUSINESS, PROCUREMENT  
& TRAINING

LINDA RICHARDSON  
OFFICE MANAGER

GABRIELLE FOSTER-BEY  
AMERICORPS VISTA  
COMMUNITY RESOURCES &  
SERVICES

ME  
CHIEF DIVERSITY OFFICER

# Supplier Diversity

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## Our Focus

Businesses that are:

- Minority-owned
- Women-owned
- Veteran/Service-disabled veteran-owned
- LGBTQ-owned
- Disability-owned

## Our Services

- Public contracting workshops
- Certification assistance
- Business development resource referrals
- Vendor & workforce recruitment events

## Our Commitment

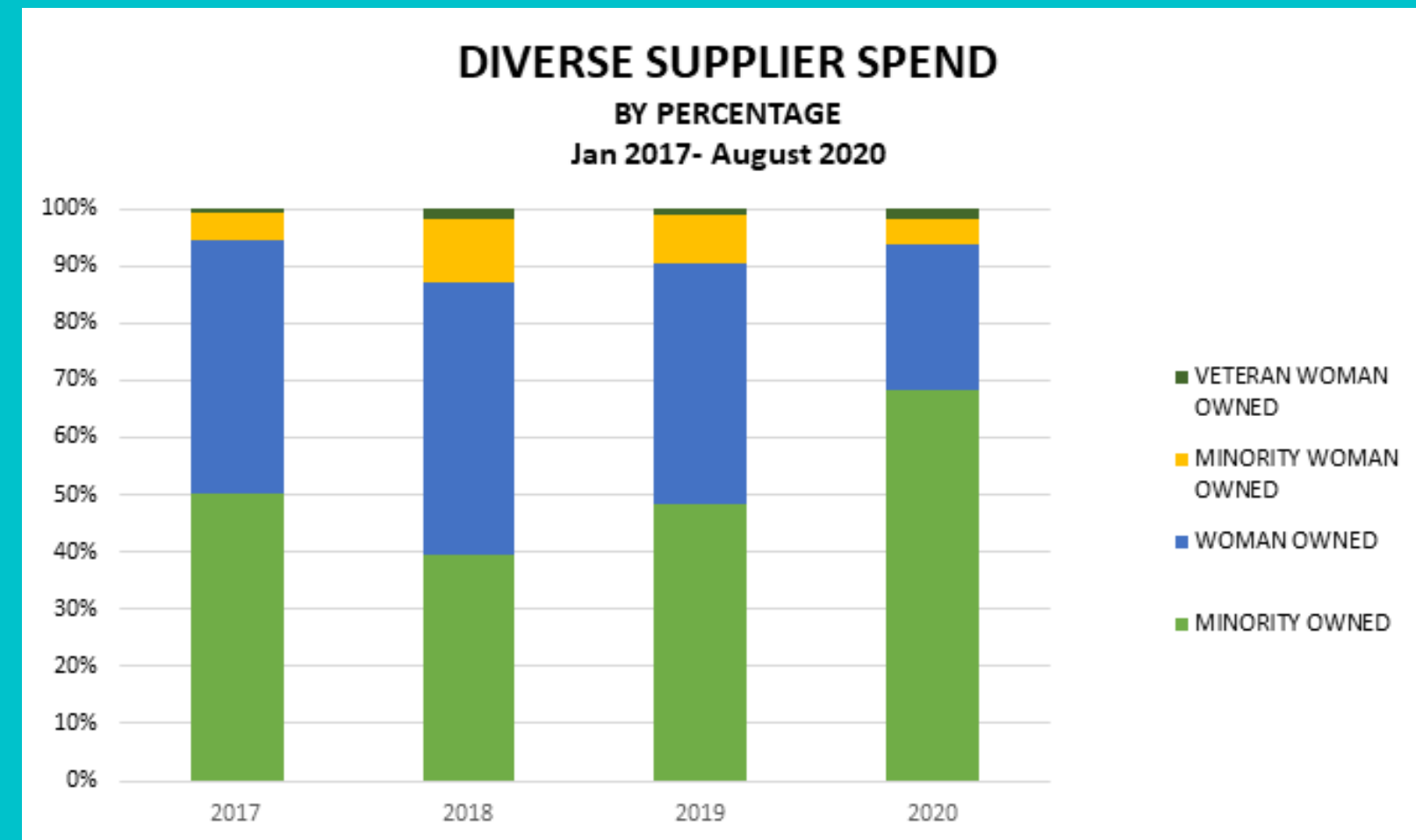
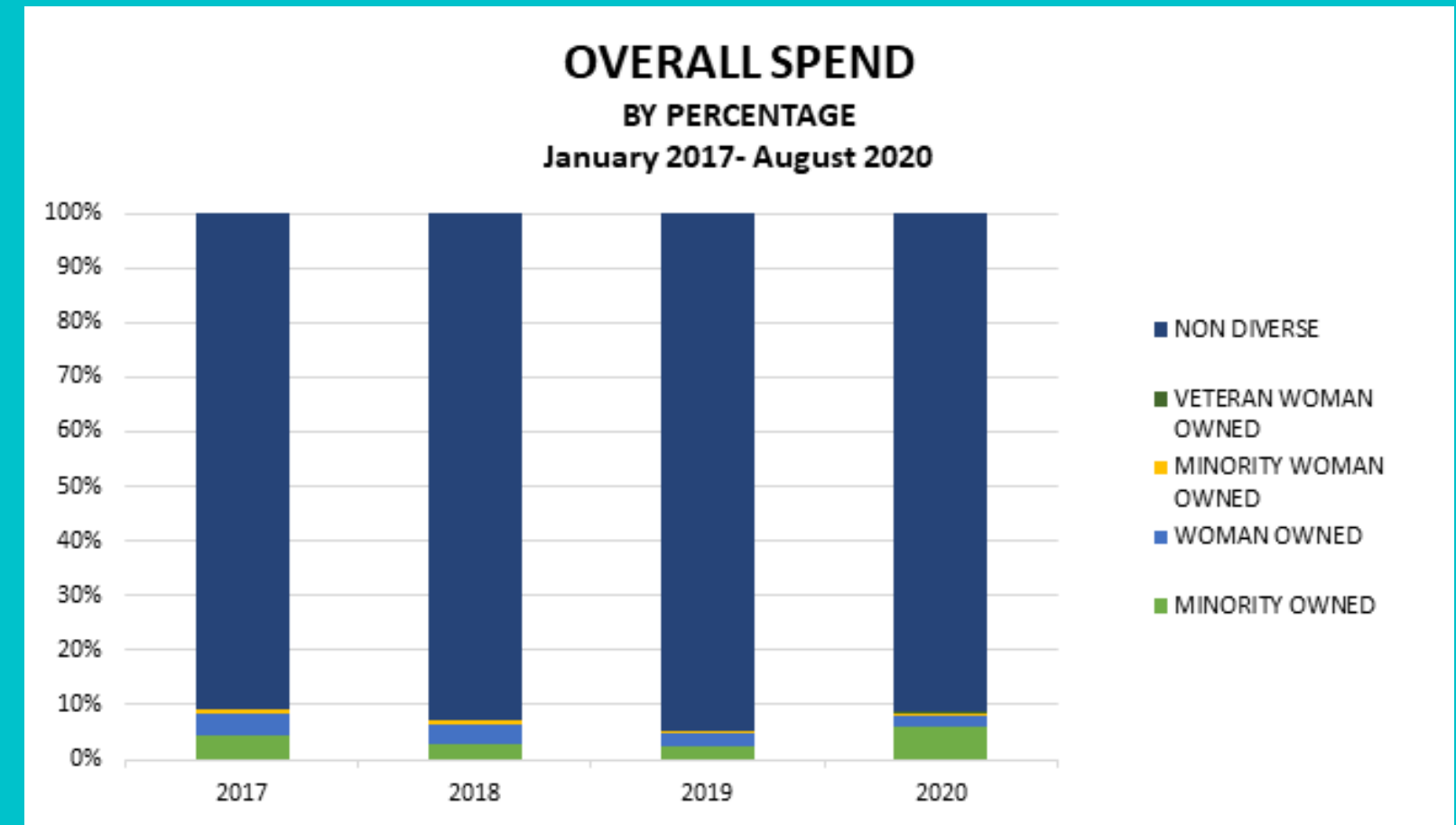
- Making sure suppliers are comfortable with the public procurement process
- Promoting utilization of diverse suppliers whenever possible
- Connecting firms with contract opportunities and resources for economic growth

# Supplier Diversity By the Numbers

Good-faith goal of spending 20% of business spend with MBEs and 10% with WBEs

- 2020 spend for minority, woman, and veteran-owned firms combined is at 8.6% of the total business spend, up from 5.2% in 2019 and 7.2% in 2018
- 2020 minority-owned spend is at 5.9%, up from 2.5% in 2019 and 2.8% in 2018

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# Summer 2020

- Doing Business with Jersey City
- Bonding Education Program
- Financial Empowerment Blueprint
- Purchasing Disparity Study

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## DOING BUSINESS WITH JERSEY CITY

WEDNESDAY, JULY 29, 2020  
10:00AM

Join us for an **online workshop** about how to do business with the City of Jersey City.

### LEARN MORE ABOUT:

- Goods and services that we purchase
- How to get your first contract
- Benefits of public contracting
- Benefits of registering as a diverse supplier



Register today at  
<http://doingbusinessjc.eventbrite.com>.



# Purchasing Disparity Study



Required by  
City of Richmond v. J. A. Croson Co.  
(1989)

- Analyze disparity between the City's utilization of minority - owned and women - owned firms and non - MWBE firms between 2013 - 2018
- Assess availability of MWBEs, veteran - owned, LGBT - owned, and disability - owned firms
- Provide recommendations for updates to policies and procedures that can minimize disparity and eliminate any discriminatory purchasing practices
- Justify or disprove the need for a set - aside program or other race or gender - based policies to support disadvantaged businesses

# 👍 My Role

Prepare RFP and identify consultant

Identify committee members

Conduct outreach to businesses

Oversee cleaning and sharing of purchasing data

Host community stakeholder meetings

Lead monthly committee meetings

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**COMMUNITY MEETING**  
2019 JERSEY CITY SUPPLIER DIVERSITY STUDY

Are you interested in Jersey City supplier diversity?  
Do you own a business that provides a quality service that Jersey City government needs?  
Are you a diverse supplier that has attempted to do business with Jersey City government between 2013 - 2018?

The Office of Diversity and Inclusion invites local business owners, contractors, and all interested persons to participate in one of the following meetings.

**August 19, 2019 • 5:30pm - 7:30pm**  
Five Corners Public Library Branch • 678 Newark Avenue, Jersey City

— and —

**August 27, 2019 • 5:30pm - 7:30pm**  
Earl A. Morgan Public Library Branch • 1841 John F. Kennedy Boulevard, Jersey City

JERSEY CITY MAKE IT YOURS THE CITY OF JERSEY CITY MAYOR STEVEN M. FULOP THE MUNICIPAL COUNCIL AND THE OFFICE OF DIVERSITY & INCLUSION JerseyCityNJ JCODI\_GOV jerseycitynj



# Committee

# Members

## City

- Director, Office of Diversity & Inclusion
- Director, Purchasing Division
- Director, Information & Technology Division
- Director, Office of Tax Abatement & Compliance
- Attorney, Law Department
- City Council President
- Councilman - at-large
- Councilman, Ward F

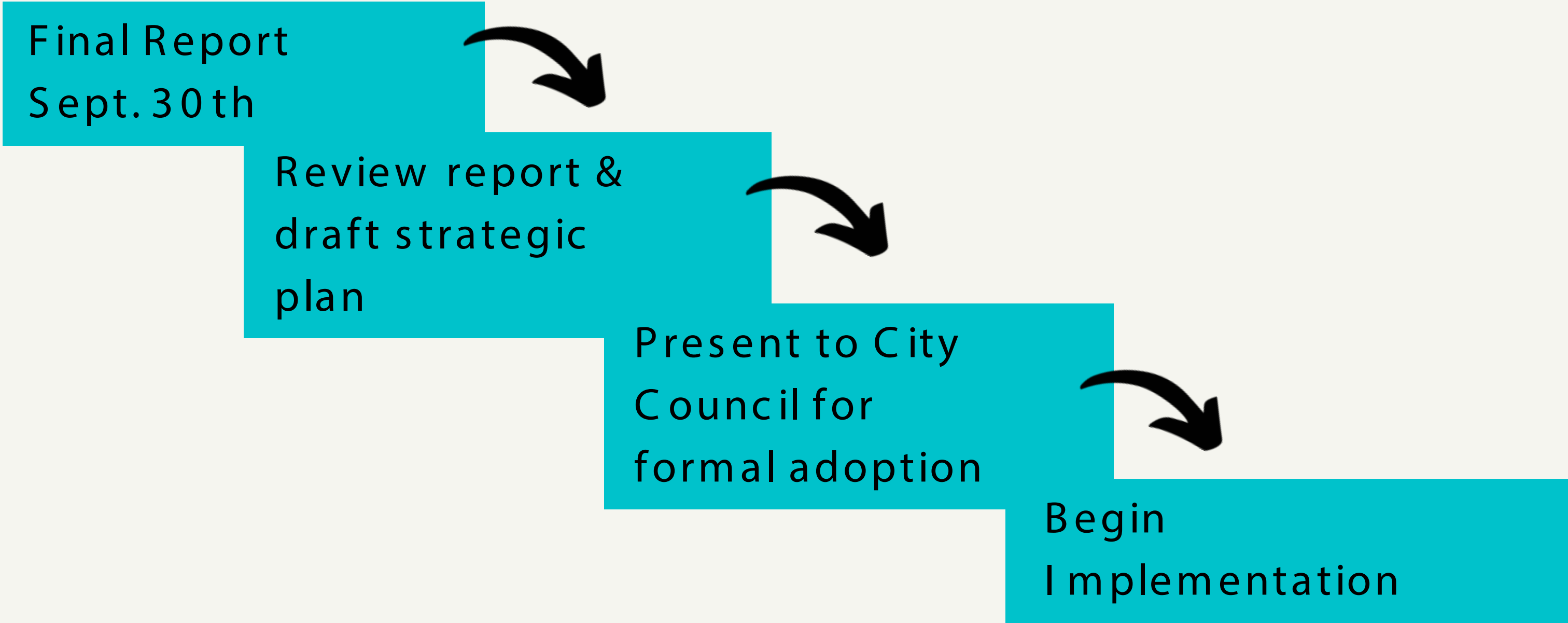
## Research Team

- Director, Public - Private Partnerships, Rutgers Business School
- Project Manager, Rutgers Business School
- Professor, NJCU, Institute for Financial Literacy & Economic Education
- Professor, NJCU, Economics

## Community

- Director, Morris Canal Community Development Corporation
- Owner, Sloane Square, Local MWBE/JC Black Wallstreet
- Community Activist, Urban League of Hudson County
- Member, Jersey City NAACP
- Chief of Staff, Office of Senator Sandra Cunningham

# ✓ Project Status





# Course Connections

## ● Public Management

Learned strategies for building a team from the ground up, managing people with diverse personalities and skillsets, and determining the resources necessary to achieve the team mission. As a new manager, I used these skills to manage the growth and reorganization of my team. This summer, these skills were also critical while navigating new protocols for work from home and operating with a depleted budget.

## ● Community Organizing

Learned about the origins of community organizing as well as strategies for bridging the gap between community members and government. These skills allow me to build trust with community stakeholders and make sure that we are meeting their collective needs.

## ● Research Design

Foundations of conducting strong research, including logic models, survey design, and outreach strategies. I am now able to apply these strategies to simple research we conduct in the office regularly and more complex research such as the Supplier Diversity Study.

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THANK YOU!



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PHOTOS BY JENNIFER BROWN, CITY PHOTOGRAPHER