



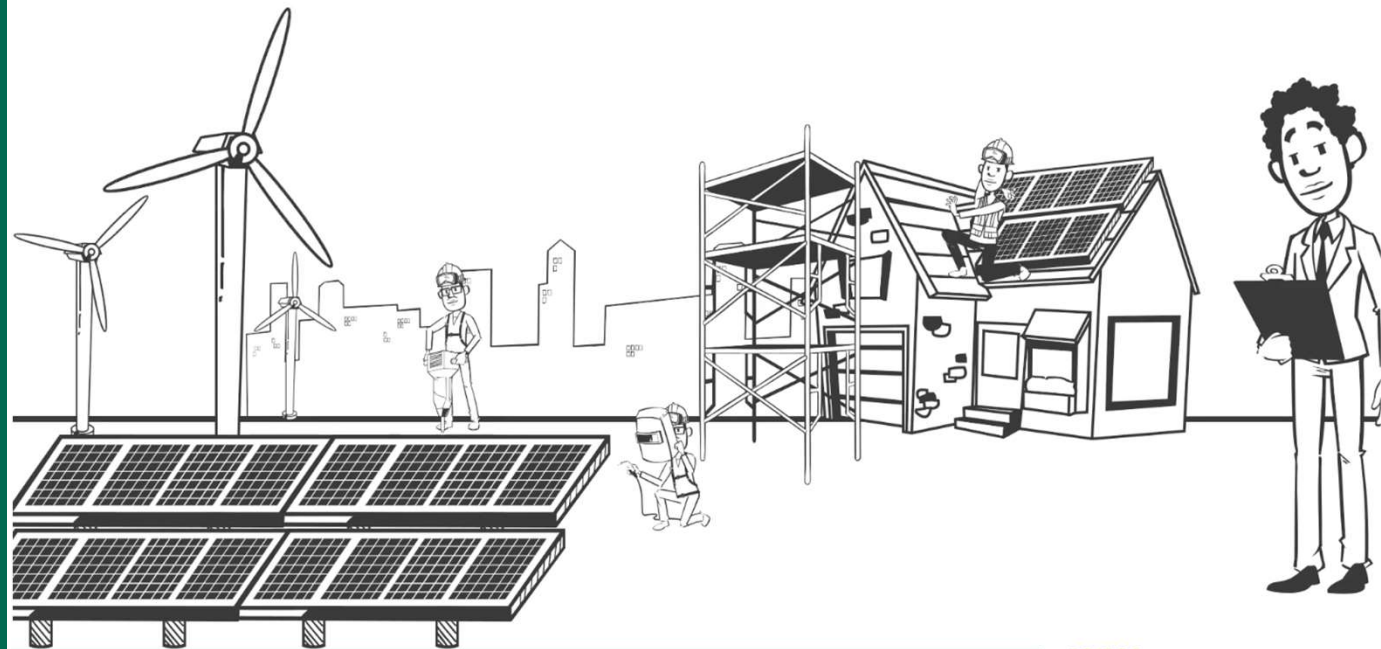
NAESCO SUBCONTRACTING WEBINAR

Maximizing Economic Inclusion Strategies in Performance Contracting

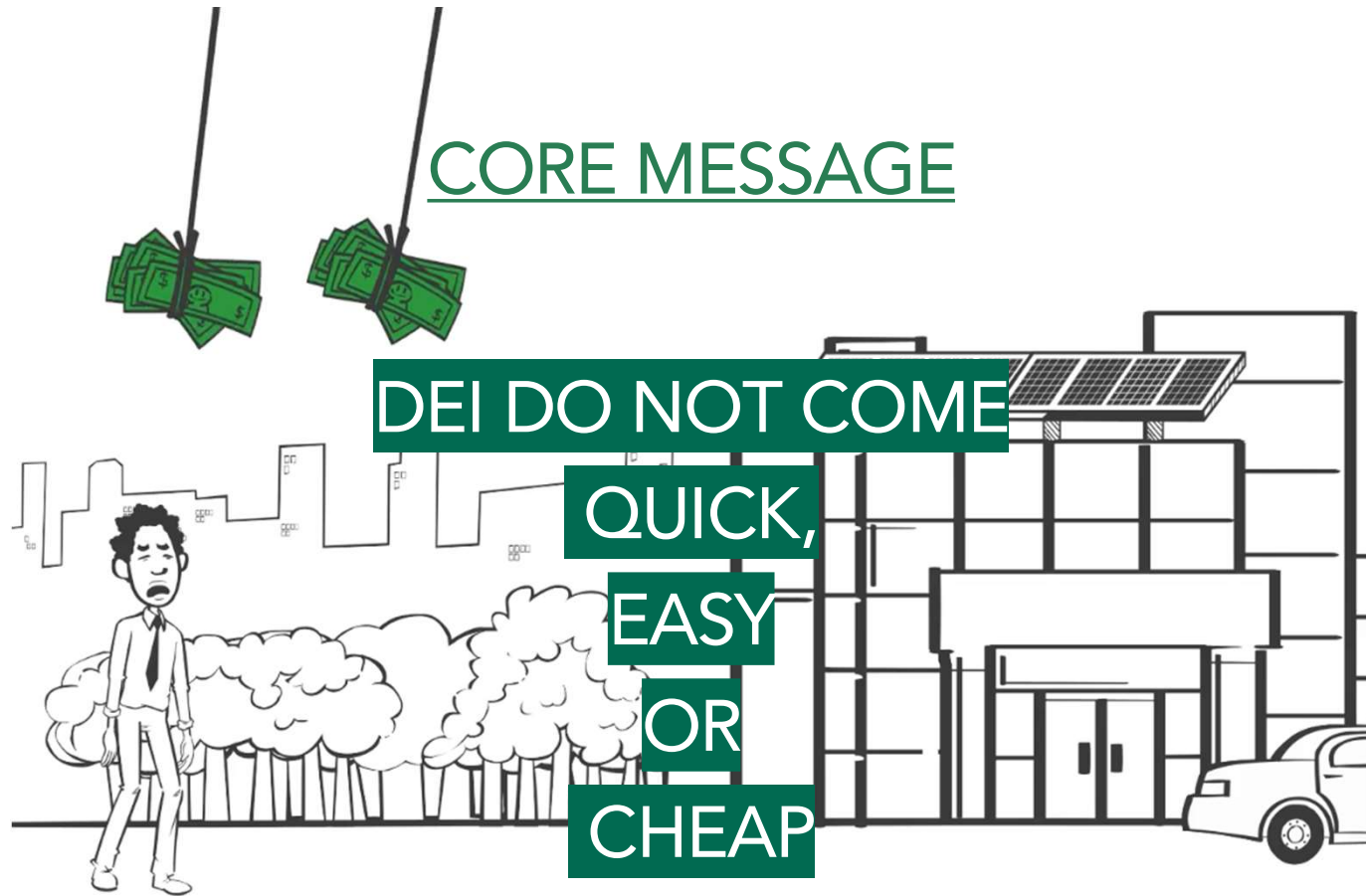
Presentation By:
Denise G. Fairchild, Ph.D., President/CEO

NAESCO WEBINAR AGENDA

- ECC Mission
- What's Driving Demand
- Supply-side Strategies



SUPPLIER DIVERSITY & INCLUSION



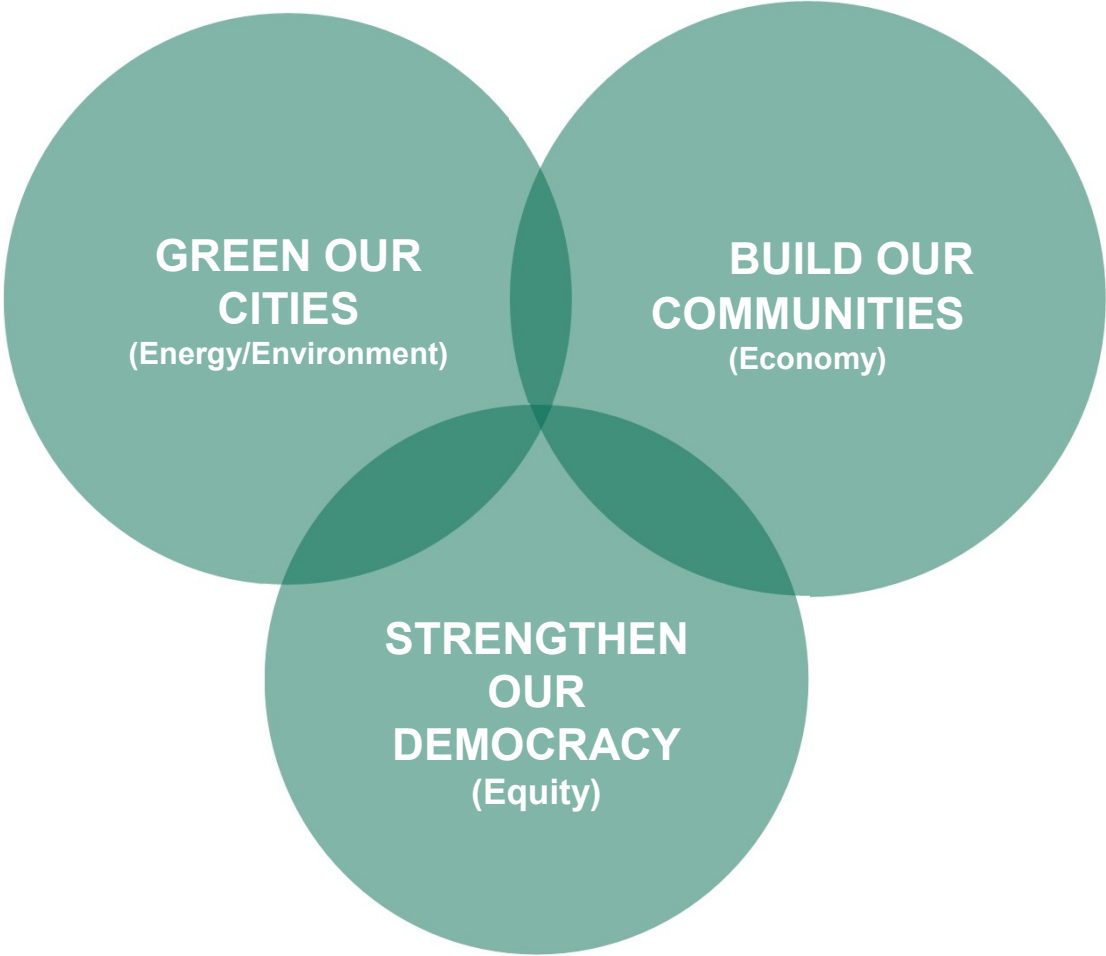
Who Are We?

The Emerald Cities Collaborative is a national nonprofit coalition of labor, business, and community founded in 2009 to create “high-road” — sustainable, equitable and democratic — regional and local economies throughout the United States

- Wealth creation through entrepreneurship
- Job creation through local hiring of disadvantaged workers on high-road projects
- Cleaner, greener homes, and businesses in disadvantaged communities



ECC Mission



What's Driving Demand for Supplier Diversity?



Congressional Policies

Congressional Efforts to support a Covid-19 economic recovery that address long-standing racial disparities while accelerating the transition to a low-carbon economy.

Targeted investments to ensure that this transition benefits workers and frontline communities, while delivering a cleaner, more sustainable environment for all Americans

[Building a 100 Percent Clean Economy: Opportunities for an Equitable, Low-Carbon Recovery](#)

The most effective fiscal recovery measures also offer the greatest climate benefits. Leading economic experts recently identified five specific areas of investment that simultaneously produce the highest financial returns and most positive climate impacts:

1. *“clean physical infrastructure” (i.e., clean energy, energy storage, grid modernization),*
2. *building energy efficiency retrofits;*
3. *workforce development;*
4. *ecosystem resilience and regeneration; and*
5. *research and development for low-carbon technologies.*

THE BIDEN CLEAN ENERGY PLAN

Move ambitiously to generate clean, American-made electricity to achieve a carbon pollution-free power sector by 2035.

Upgrade 4 million buildings and weatherize 2 million homes over 4 years, creating at least 1 million good-paying jobs with a choice to join a union; a

Spur the building retrofit and efficient-appliance manufacturing supply chain by funding direct cash rebates and low-cost financing to upgrade and electrify home appliances and install more efficient windows, which will cut residential energy bills.

Invest in critical American-made clean energy technologies, including battery storage, negative emissions technologies, the next generation of building materials, renewable hydrogen, and advanced nuclear.

Local Procurement and Supplier Diversity Policies

Government or institutional commitment to leverage its investments and buying power to close economic disparities and wealth gap by purchasing goods and services - banking, insurance, energy, professional service, vehicles from local, small, minority, women

Major Features:

- Goals established based on Disparity Studies (% of underrepresentation)
- Procurement goals included in RFP
- Utilization plans submitted by Bidders
- Compliance Stipulations
- Engagement of small business ecosystem organized to assist firms to compete via training, T.A. financing

Supply-side Strategies for Meeting the Demand for Diversity



TRADITIONAL CHECK THE BOX APPROACH



PROFESSIONAL APPROACH

- Hire a consultant

BLACK BOX APPROACH

- USING QUALIFIED VENDORS LIST (GOOD FAITH)

PATH OF LEAST RESISTANCE APPROACH

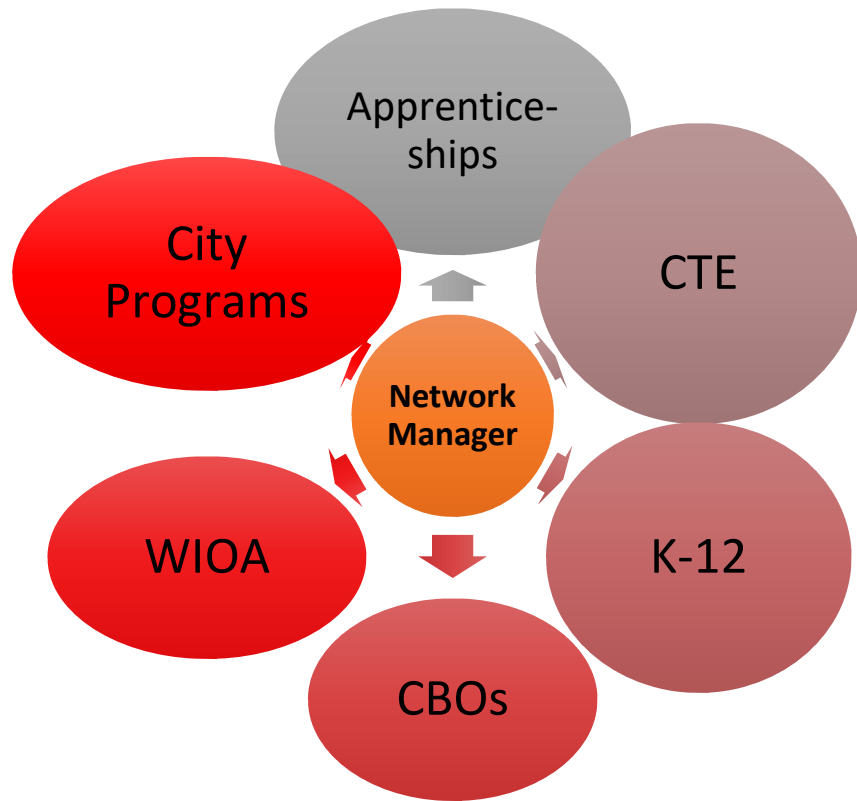
- SHELL/FRONT OPERATIONS
- SMALL SCALE PROJECTS
- NON-TECHNICAL AREAS

SCATTER GUN APPROACH

- ECO-SYSTEM NAVIGATION

SUPPLY-SIDE ECO-SYSTEM

WORKFORCE ECO-SYSTEMS



MWDBE ECO-SYSTEMS



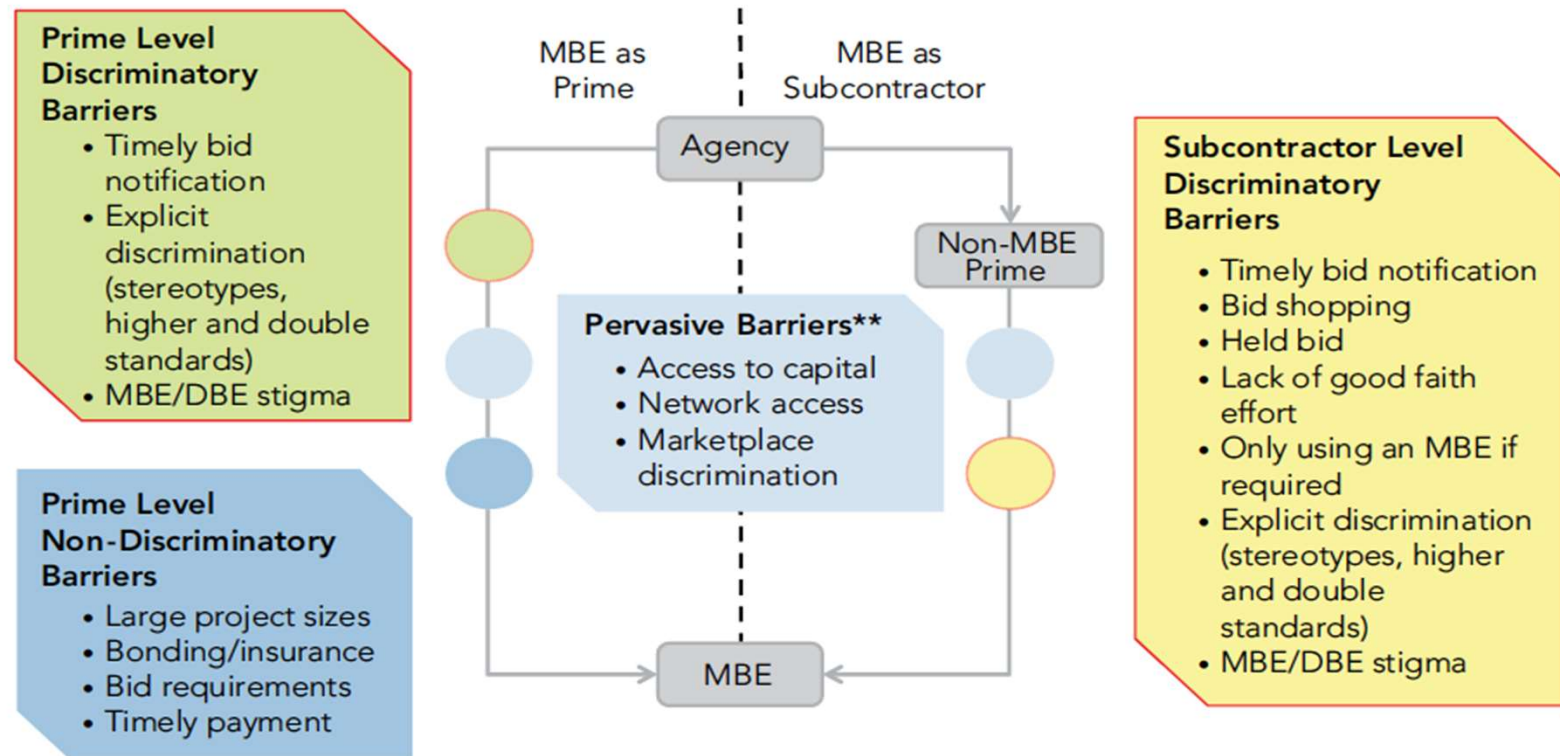
BUILDING A CONTRACTOR PIPELINE

THE DEVELOPMENT APPROACH

LEGACY CHALLENGES

21st CENTURY CHALLENGES

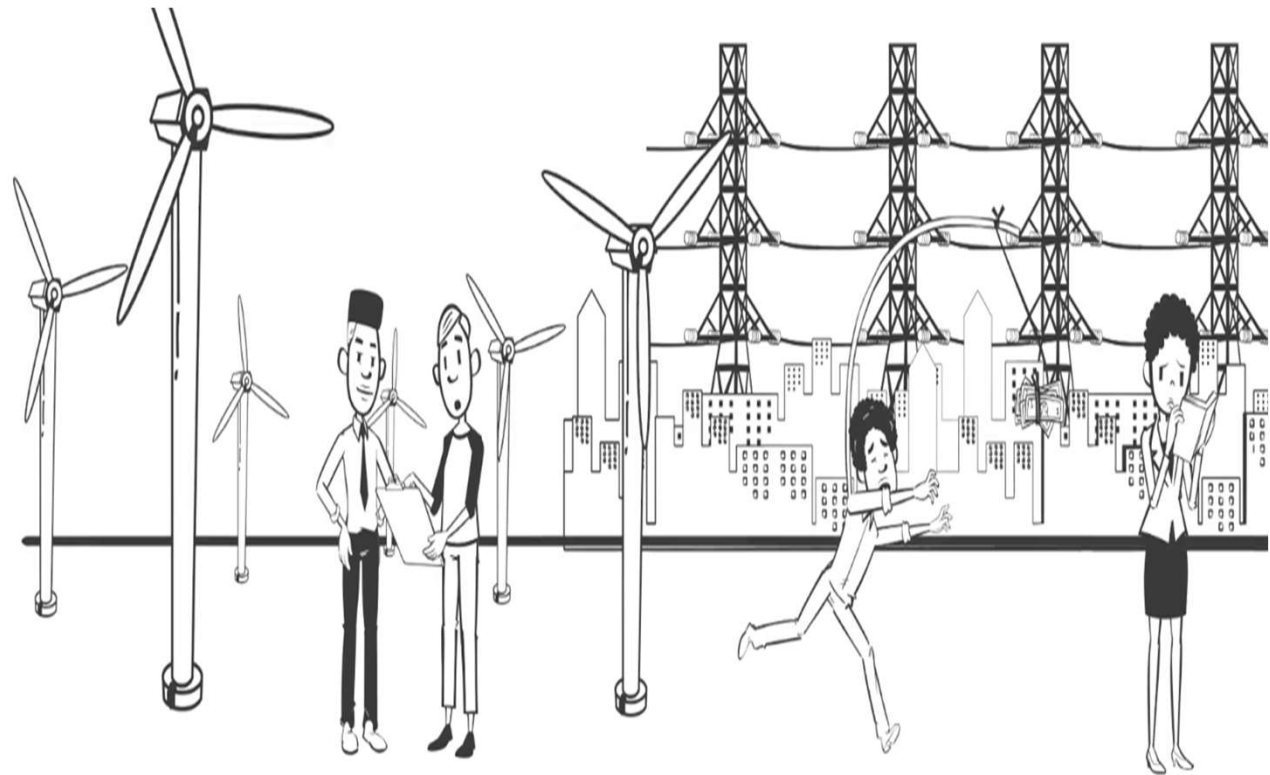
MOST FREQUENTLY CITED CONTRACTING BARRIERS FACING MBES



***Access to Capital and Network Access barriers can arise due to both discriminatory and non-discriminatory reasons and also influence non-discriminatory barriers such as bonding and insurance*

LEGACY CHALLENGES

- FINANCING
- BONDING
- INSURANCE
- PROMPT PAY
- NETWORKS
- PROJECT DELIVERY METHODS



21st CENTURY CHALLENGES: CHANGING INDUSTRY

High Performance Building Standards

- More rigorous Building Codes
- New Technologies/Software
- More Expensive Equipment Materials

Sophisticated Project Delivery Methods

- Performance contracting, P3s etc.
- Stringent Risk Management Requirements

Project Design/Scope

- Large Scale/Complex,



THE DEVELOPMENT APPROACH

- ESCO INDUSTRY KNOWLEDGE, INFORMATION & AWARENESS
- PIPELINE DEVELOPMENT – STEM CAREERS/INTERNSHIPS/MENTORING
- CONTRACTOR CAPACITY BUILDING/COACHING/MENTORING
- CONTRACTOR ACCESS TO ADVANCED TECHNOLOGIES, MATERIALS & EQUIPMENT
- CLEARINGHOUSE FOR BROKERING, TEAMING & PROJECT OPPORTUNITIES



HIGH ROAD ACCELERATED MINORITY BUSINESS INSTITUTE

Contractor Capacity Building in Green Building Tech





THANK YOU!

For More Information:

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EmeraldCitiesCollaborative



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