



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Meeting Agenda

Transparency, Engagement, and Communication Committee

Mayor Pro Tempore Michael Holmes, Chair
Council Member Amanda Cook
Council Member Dr. Patrick Harman
Council Member Britt Moore

Cyril Jefferson, Mayor (Alternate)

Wednesday, November 20, 2024

9:00 AM

Council Chamber

Transparency, Engagement, and Communications - Chair Michael Holmes

CALL TO ORDER

PRESENTATION OF ITEMS

- [2024-434](#) Citizens Academy Update
Staff will present information on the formation of a Citizens Academy for City residents.
Attachments: [Citizens Academy Information Item](#)
- [2024-435](#) Disparity Study and MWBE Program Update
Staff will provide an update on the MWBE Program and Disparity Study.
Attachments: [Disparity Study and MWBE Program Update](#)

ADJOURNMENT



City of High Point

Municipal Office Building
211 S. Hamilton Street
High Point, NC 27260

Master

File Number: 2024-434

File ID: 2024-434

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Transparency,
Engagement, and
Communication
Committee

File Created: 11/07/2024

File Name:

Final Action:

Title: Citizens Academy Update
Staff will present information on the formation of a Citizens Academy for City residents.

Notes:

Sponsors:

Enactment Date:

Attachments: Citizens Academy Information Item

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name:

Effective Date:

History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
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CITY OF HIGH POINT

AGENDA ITEM



TITLE: Information Item – Citizens Academy Update	
FROM: Carla Huggins, Lead for NC Fellow	MEETING DATE: November 20, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: Citizens Academy Presentation	

PURPOSE: To present information on the formation of a citizens academy for City residents.

BACKGROUND: The City of High Point aims to create a citizens academy that will educate City residents on local government and its operations, as well as foster collaboration and understanding between the City and the community. The presentation will outline the academy’s curriculum and timeline in summary.

BUDGET IMPACT: N/A

RECOMMENDATION/ACTION REQUESTED: This item is for information only.



High Point 101: Citizens Academy

Carla Huggins
Lead for North Carolina Fellow



What is a Citizens Academy?



Concord 101 Class of 2023



A demonstration in Greensboro's City Academy



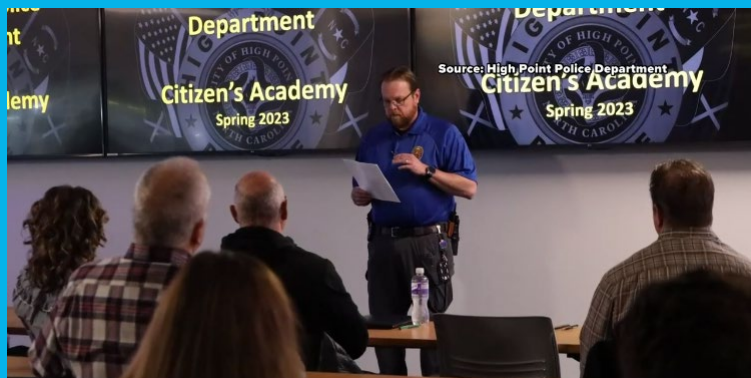
First day of Kinston 101 in 2021

Citizens academies are educational programs conducted by cities and counties aiming to create better informed and engaged citizens.

– UNC School of Government

Continuing the Tradition

High Point has a demonstrated commitment to fostering community partnerships by bringing government and residents together for mutual growth.



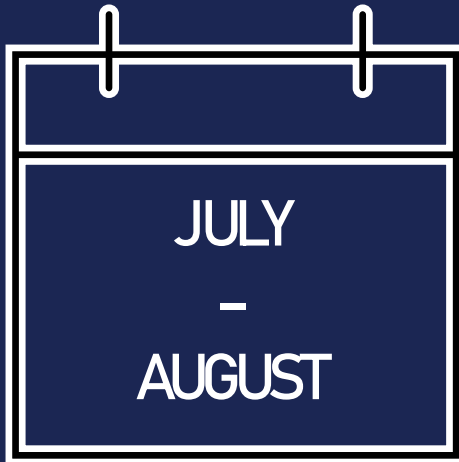
High Point's Citizens Police Academy brings residents together to familiarize them with the department and its policies, people, training, and practices.



Leadership High Point immerses participants in the City's culture, enabling them to learn about the community and how to contribute to its success.

Program Timeline

apply



Residents of High Point who are 18 years or older are eligible to apply. Once the application period ends, 20 participants will be selected.

explore



Over 8 weeks, participants will hear from a variety of different departments about City operations and services.

advance



Graduates will be recognized at a City Council meeting, solidifying the partnership between City and community.

Session Titles

1.

High Point 101: City Overview

2.

Public Services & Utilities

3.

**Community & Economic
Development**

4.

Planning

5.

Transportation

6.

Budget & Finance

7.

Public Safety

8.

Parks & Recreation



Session Overview

Below are some of the broader topics
each session might touch on:



Events &
Programming



City Administration,
Structure, & History



Divisions, Services,
& Responsibilities



Plans, Reports, &
Other Outputs



Projects
(Past, Present, Future)

Benefits

EDUCATION



Participants will learn about local government services and operations.

The program will provide unique insight into City functions and cultivate understanding and collaboration between City staff and residents.

ADVANCEMENT



Graduates' knowledge of City operations and structure makes them more competitive candidates for boards and commissions, fostering community and government involvement even after the program.

TRANSPARENCY



The program will enable residents to learn about City operations firsthand from staff, building trust and creating opportunities to consult participants later about City matters.



Thank You!

ANY QUESTIONS?



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File ID: 2024-435

Type: Miscellaneous Item

Status: To Be Introduced

Version: 1

Reference:

In Control: Transparency,
Engagement, and
Communication
Committee

File Created: 11/14/2024

File Name:

Final Action:

Title: Disparity Study and MWBE Program Update
Staff will provide an update on the MWBE Program and Disparity Study.

Notes:

Sponsors:

Enactment Date:

Attachments: Disparity Study and MWBE Program Update

Enactment Number:

Contact Name:

Hearing Date:

Drafter Name:

Effective Date:

History of Legislative File

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CITY OF HIGH POINT

AGENDA ITEM



TITLE: Disparity Study and MWBE Program Update	
FROM: Bobby Fitzjohn, Financial Services Director Cynthia Barnes, MWBE Coordinator	MEETING DATE: November 20, 2024
PUBLIC HEARING: N/A	ADVERTISED DATE/BY: N/A
ATTACHMENTS: MWBE Presentation	

PURPOSE: To provide an update on the MWBE program and the Disparity Study.

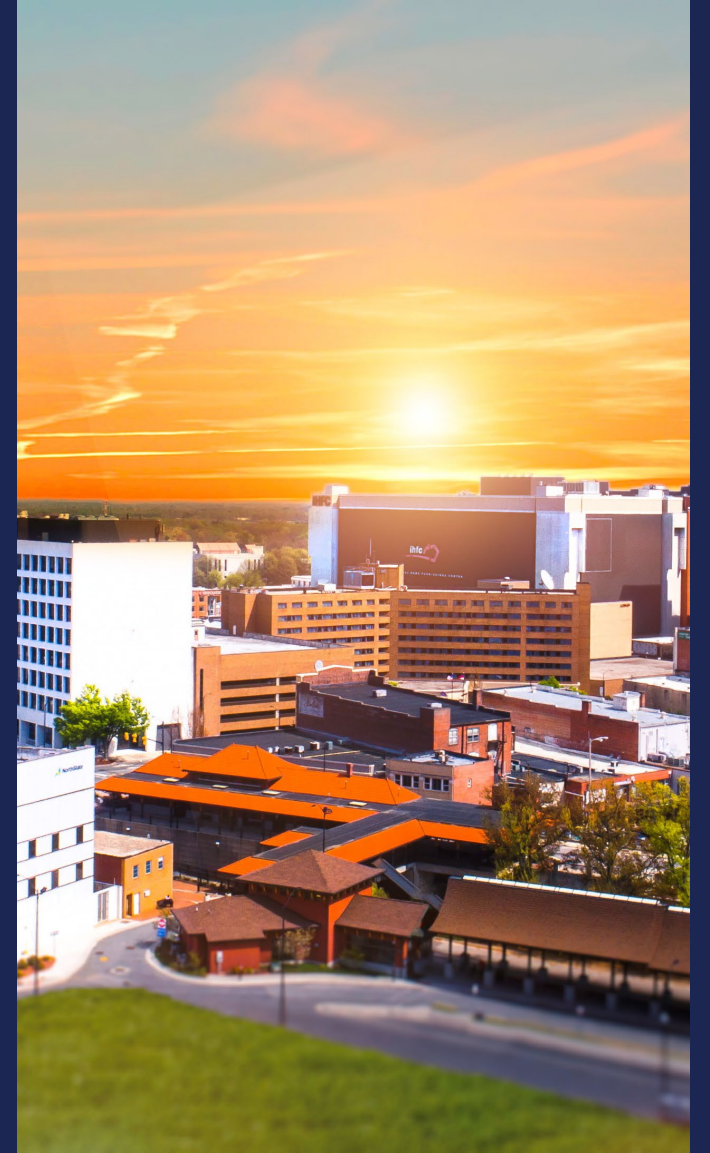
BACKGROUND: Provide an update on the Disparity Study and the MWBE program.

BUDGET IMPACT: None

RECOMMENDATION/ACTION REQUESTED: This item is for Information Only.

MWBE UPDATE

PRESENTED BY CYNTHIA BARNES

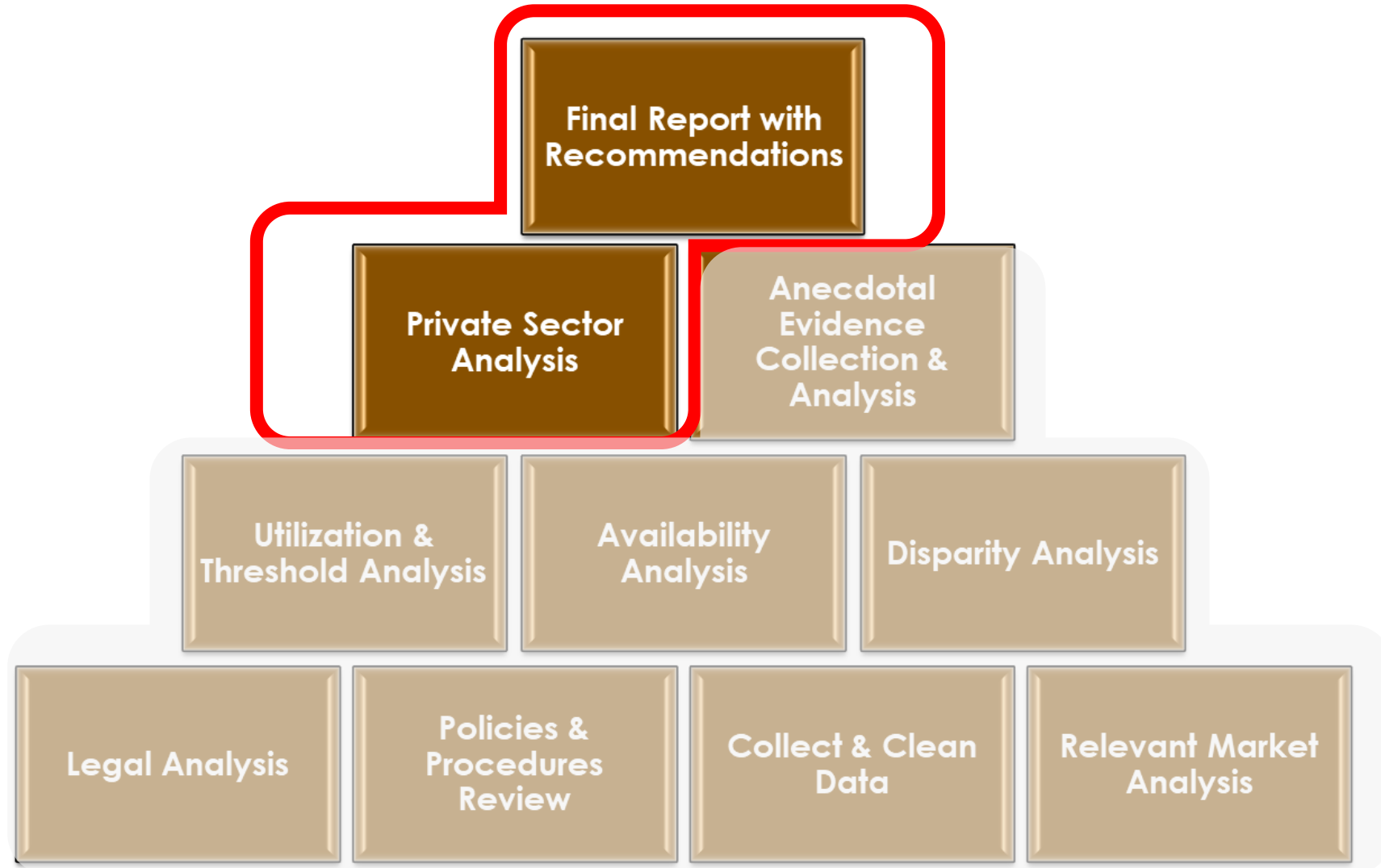


CITY ACHIEVEMENTS UPDATE

- CITY OF HIGH POINT DISPARITY STUDY UPDATE
- MWBE PROGRAM UPDATES
- MWBE MEDIA OUTREACH
- MWBE COMMUNITY OUTREACH/ENGAGEMENT
- MWBE COMMUNITY PARTNERSHIPS



DISPARITY STUDY UPDATE



DISPARITY STUDY PROCESS

- ANECDOTAL CHAPTER DRAFT

- Public meetings & business surveys completed
- Anecdotal chapter draft received 11/01/24 – Staff review in progress

159
Business Surveys
Completed

DIVERSITY BREAKDOWN

RESPONSES

Asian American (A)	4 (2.5%)
Black (B)	65 (41%)
Female (F)	33 (21%)
Hispanic (H)	4 (2.5%)
Native American Indian (I)	2 (1%)
Bi-Racial/ Multi-Racial	2 (1%)
Non-Minority	48 (30%)
Publicly Traded Company	1 (1%)

DISPARITY STUDY PROCESS

- ANECDOTAL CHAPTER DRAFT
 - Public meetings & business surveys completed
 - Anecdotal chapter preparation in progress for staff review – received Nov. 1, 2024





MWBE PROGRAM UPDATE

- MWBE PROCUREMENT ACTIVITY

- Worked w/ Purchasing team to review and modify MWBE documents
 - Working to update procedural process & develop manual
- MWBE Bid Solicitation engagement
 - Performed 16 MWBE document reviews for solicitation events
- Working w/ department teams to identify MWBE firms for utilization opportunities
- Developing MWBE training module
 - Educate internal & external stakeholders of MWBE requirements

- Thrive HP 2.0 Partnership

- Collaborative technical assistance for MWBE businesses



MWBE PROGRAM UPDATE

- MWBE MEDIA OUTREACH
 - Established graphic ad for print & digital media

MWBE DOCUMENTS UPDATES

ATTACHMENT E

City of High Point **MBE DOCUMENTATION FOR CONTRACT PAYMENTS**

Prime Contractor/Architect: _____

Address & Phone: _____

Project Name: _____

Pay Application #: _____ Period: _____

The following is a list of payments to be made to minority business contractors on this project for the above-mentioned period.

Firm Name	*Minority Category	Payment Amount	Owner Use Only

*Minority categories: Black, African American (B), Hispanic (H), Asian American (A), American Indian (I), Female (F), Socially and Economically Disadvantaged (D)

Date: _____

Approved/Certified By: _____

Name

Title

Signature

****THIS DOCUMENT MUST BE SUBMITTED WITH EACH PAY REQUEST & FINAL PAYMENT****

ATTACHMENT E MBE DOCUMENTATION FOR CONTRACT PAYMENTS

Prime Contractor/Architect: _____

Pay Application #: _____

Address & Phone: _____

Period: _____

Project Name: _____

Project ID: _____

The following is a list of payments made to Minority Business Enterprises on this project for the above-mentioned period.

MBE FIRM NAME	* TYPE OF MBE	ORIGINAL CONTRACT AMOUNT	CHANGE ORDER AMOUNT(S)	AMOUNT PAID THIS MONTH (With This Pay App)	TOTAL PAYMENTS TO DATE	TOTAL AMOUNT COMMITTED

*Minority categories: Black (B), Hispanic (H), Asian American (AA), American Indian (AI), White Female (WF), Socially and Economically Disadvantaged (SED)

Approved/Certified By:

Name

Title

Date

Signature

SUBMIT WITH EACH PAY REQUEST - FINAL PAYMENT - FINAL REPORT

MWBE DOCUMENTS UPDATES

- NC HUB OFFICE NOTIFICATIONS
 - Increased online presence
 - Posts bid solicitation opportunity notifications on state website for MWBE businesses

The screenshot displays the 'NC HUB Solicitation Opportunities' web application. On the left, a 'Select a report filter:' sidebar contains buttons for 'Solicitation Due Date', 'Solicitation Type', 'Disaster Related', 'Organization', 'Project Location', and 'Total Opportunities Report'. The main content area is divided into several sections. At the top, 'Select a Location' features a dropdown menu currently showing 'Multiple selections'. To its right, 'Select a Project' lists three options: '#13759 306-0824-0418 - Machinery Hall – Parking Lot Replacement (Jamest...', '#13815 Janitorial Services- Parks and Recreation', and '#13977 Security Services - Library', with the last one selected. A blue arrow points from the location dropdown to the project list. A 'NOTE: Project contact information can be located in solicitation documents.' is displayed above 'Show Opportunity' and 'Clear All' buttons. Below these are three columns of information: 'Solicitation Information' (Due Date: 9/3/2024, Due Time: 3:00PM, Type: Goods and Services, Organization: City of High Point), 'Project Information' (Project Title: #13977 Security Service: - Library, Is this Disaster Related: No, Project Location Address: 901 N. Main Street, High Point, North Carolina 27260, Project Info URL: https://www.highpointnc.gov/bids.aspx?bidID=797), and 'Pre-Solicitation Meeting Information' (Is there a meeting? Yes, Is the meeting mandatory or optional? Optional, Due Date: 2024-08-06, Due Time: 11:00AM, Meeting Type: Onsite meeting, Virtual Web Meeting Information: -). To the right of these is a 'Submission Details' box (Date: 9/3/2024, Time: 3:00PM, Meeting Type: Virtual Meeting Info: -) and a 'Project Contact Information' box (Name: Libby Rush, Phone Number: 336-883-3220, Email: libby.rush@highpointnc.gov, Website: https://www.highpointnc.gov/bids.aspx?bidID=797). A 'Scope of Work' section at the bottom states: 'The City of High Point is actively seeking proposals from a qualified and experienced Contractor to provide Security Services for the High Point Public Library. The library requires unarmed guards in the building when it is open to the public. Guards are expected to make hourly rounds of the building and the parking lot.'

MWBE MEDIA OUTREACH

- PRINT & DIGITAL MWBE ADVERTISEMENT
 - Created advertisement graphics to promote the MWBE Program to increase awareness and recruiting
 - Promoted in MWBE Expo event booklets (print & virtual)
 - Circulated as exhibition hand-out during in-person interactions



The graphic is a vertical poster for the City of High Point's MWBE program. At the top, it features an aerial view of the city with the text 'CITY OF high point.' in a blue and white font. Below this, the title 'MWBE' is written in large, bold, blue letters. The main body of the graphic is dark blue with white text. It includes a paragraph about providing equal opportunity, a list of outreach activities, a list of training and partnership opportunities, and contact information. At the bottom, there is a red banner with white text. A small photo of people at an event is also included.

CITY OF high point.

MWBE

Providing minority and women-owned businesses equal opportunity to participate in all aspects of contracting & procurement programs while facilitating strategic partnerships.

The City of High Point MWBE Office serves through:

Outreach

- Education
- Notification of opportunities
- Resources for empowered economic development & success

Training

Partnerships

- Business to Business
- Business to Government
- Government to Government
- Government to Community

Visit us online at:
www.highpointnc.gov

Contact us at:
mwdbe@highpointnc.gov
336-887-9578

Dedicated to the success of MWBE businesses

MWBE COMMUNITY OUTREACH

- 10 COMMUNITY EVENTS
 - 2 Business Expos promoting MWBE Program as an exhibitor
 - Networking w/ MWBE business - educating about City of High Point procurement process & recruitment for business opportunities
 - 1 Panelist participant
 - 4 MWBE advocate participant & networking
 - 2 MWBE regional & statewide conferences
 - 1 MED Week participation



MWBE COMMUNITY OUTREACH

- 3 SPONSORSHIPS - MWBE COMMUNITY TRAINING EVENTS
 - Triad Minority Business Summit (Aug. 23 – 24, 2024)
 - Minority Enterprises Development (MED) Week (Oct. 20 – 24, 2024)
 - NC MWBE Coordinators' Network Annual Conference (Nov. 13 – 15, 2024)
- 1 STRATEGIC PARTNERSHIP
 - Thrive HP 2.0 Small Business Summit (Sep. 18,- 19, 2024)





MWBE COMMUNITY OUTREACH

- THRIVE HP 2.0
 - Collaborative partnership
 - Goals & objectives
 - Provide a comprehensive understanding of the process, challenges, and strategies involved in bidding for contracts and serving as subcontractors, offering actionable insights for small business owners to increase the success rates of participating MWBEs
 - THRIVE 2.0 Summit panel discussion
 - THRIVE Co-Working Wednesday events (2nd Wednesday – monthly)
 - Pilot group creation

MWBE COMMUNITY OUTREACH

2024
THRIVE HP2.0

**SMALL
BUSINESS
SUMMIT**

Sept. 18th & 19th



Macro Trends

AI for Small Business

**Insights and Future Trends -The
Practical and Strategic Aspects of
Technology Adoption for Small
Businesses:**

**Achieving Successful Outcomes –
Contracts and
the Bidding Process**
Cynthia Barnes, Ingrid Bullock

Financing Your Mission

**The Data-Driven Small
Business**

THRIVE Panel Discussion

**Affordable Digital Marketing
Solutions for Small Businesses**

 **140**
participants





MWBE COMMUNITY PARTNERSHIPS

- STRATEGIC PARTNERS

- Established partnerships w/ MWBE agency advocates to foster collaborative initiatives for unified diversity program administration
 - Guilford County, Guilford County Schools, NC A&T SU, UNCG, GTCC, NC DOT, City of Greensboro, High Point University, Greensboro Chamber of Commerce, Business High Point Chamber of Commerce, Thrive HP, Piedmont Business Capital, Greensboro Business League, NC Office for Historically Underutilized Businesses (NC HUB), NC MWBE Coordinators' Network



MWBE COMMUNITY PARTNERSHIPS

- 2024 PIEDMONT TRIAD MED WEEK
 - Guilford County served as the agency Host
 - Served on steering committee to assist with planning efforts
 - Partnership between City of High Point, City of Greensboro, Guilford County (host), City of Winston Salem, North Carolina A & T State University, Women's Business Center, All For One, Black Pages USA, Carolina Small Business Development Fund, East Greensboro Now, Greensboro Chamber of Commerce, Greensboro Chapter of NAACP, Piedmont Business Capital, SBTDC, TRS&I Group, Welfare Reform Liaison Project



MWBE COMMUNITY PARTNERSHIPS

THE N.C. DEPARTMENT OF TRANSPORTATION PRESENTS



**PIEDMONT TRIAD MINORITY/WOMEN
ENTERPRISE DEVELOPMENT WEEK**
BUILDING RESILIENCE + FOSTERING INNOVATION

SCHEDULE OF EVENTS

- OCT 20** **Kick-Off + Networking Reception**
4 PM - 7 PM
Cille + Scoe
- OCT 21** **Koury Corporation Presents: Melvin "Skip" Alston Golf Classic Supporting Homeless Initiatives**
7:15 AM - 3 PM | Grandover West Golf Course
- OCT 22** **Summit: Building Resilience + Fostering Innovation**
8 AM - 5 PM
The Colonnade at Revolution Mill
- OCT 23** **Community Engagement Day**
9 AM - 5 PM
Welfare Reform Liaison Project
- OCT 24** **Awards Luncheon**
11 AM - 1 PM
Greensboro Coliseum Complex Special Events Center - East
- OCT 24** **Business Expo**
1 PM - 3 PM
Greensboro Coliseum Complex Special Events Center - East

LEARN MORE + RESERVE YOUR SEAT TODAY
WWW.PIEDMONTTRIADMEDWEEK.ORG





UPCOMING MWBE UPDATES

- NEXT UPDATE
 - 1st & 2nd Quarter Report – Utilization data
 - February 2025
- TOTAL EXPENDED TRANSACTIONS
 - July 01, 2024 – December 31, 2024
 - Overview of spend analysis
 - Projects MWBE utilization
- DISPARITY STUDY UPDATE

QUESTIONS?

