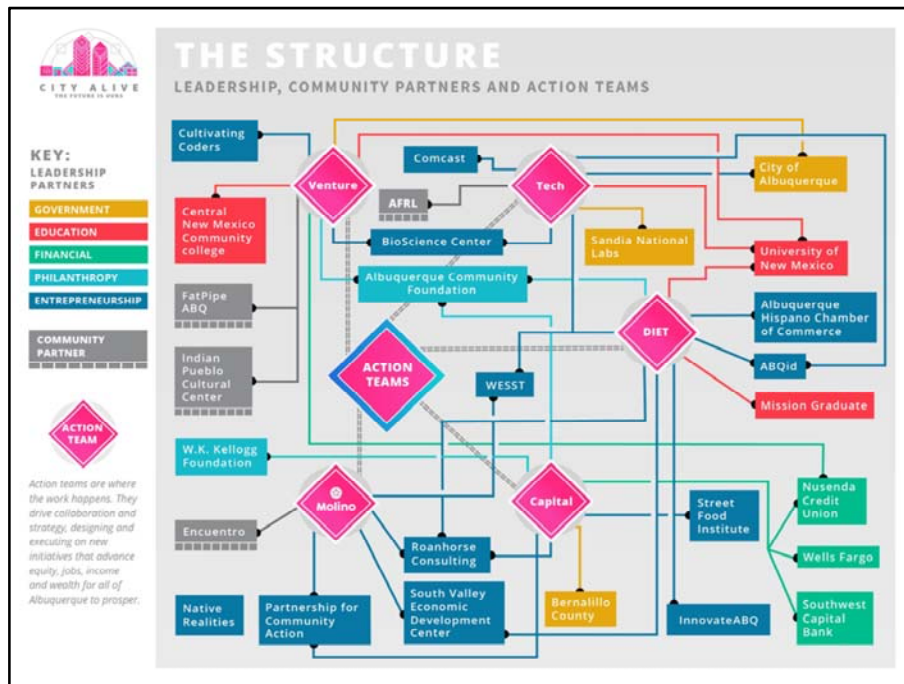




MICHELLE
Equity profile of Albuquerque – nobody was doing well





Why procurement as one of the key factors overview (to enforce what others are saying)

It takes collaboration – all the areas/systems that have to make changes if we are grounded in equity and closing racial wealth gaps
Surface solutions create more challenges

Where are the gaps – listen to the entrepreneurs themselves
Create a more “user-friendly” support ecosystem
Develop alternative ways to accessing financing and capital
Provide 1-1 technical support
Increase connectivity between ecosystem players
Meet people where they are at



This is a means to advance both place-based and system change goals

Double/Triple bottom line outcomes, including a “wellness economy”

Anchor procurement work is difficult and time consuming

“Chuncking”

Capacity on the outside in a must – and capacity comes in many forms

Building a sufficient pipeline

Overly ambition vs. overly simplified

Create a table

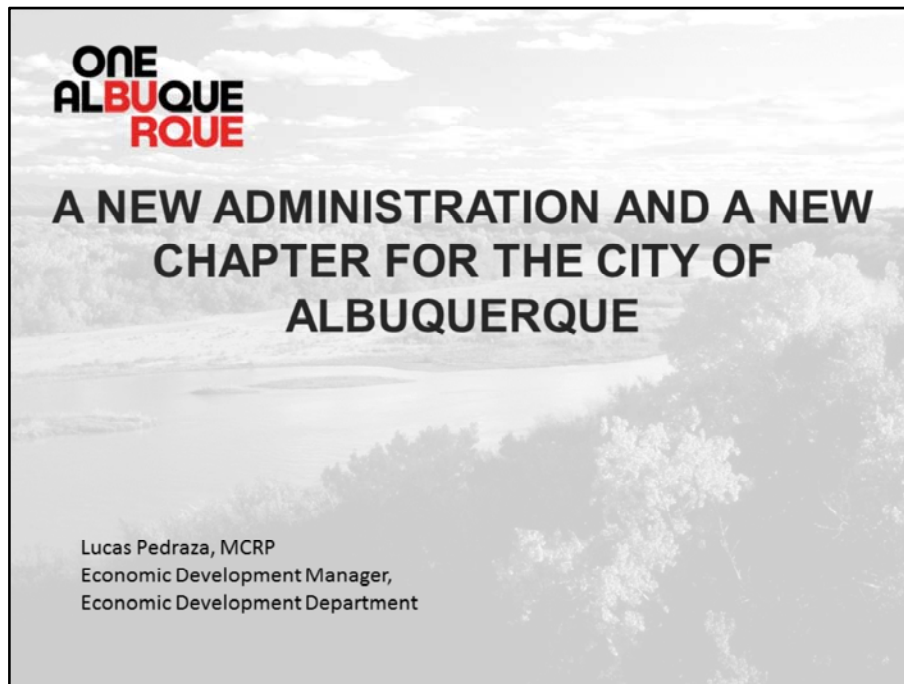
Clear about the relationships and goals

Anchor strategies require highly targeted efforts that focus on procurements needs

that are aligned with local business capacities, build targeted vendor capacity, and

change anchor procurement practices to facilitate local procurement

“On the ground” capacity is fundamental – engage and build trust



- Intro myself.
- The mayor's pillar in economic development is to "Build an economy that works for everyone."
- This lead to the development of strategies within our economic development department that requires work across departments within the city of Albuquerque.
- Because the work towards inclusion, from an equity perspective in economic development, requires us to go beyond what has historically required of departments to do.
- You will see by the end of the presentation by all of us here, that we are in the early stages of what it takes to create systems change, inside of city government.
- To start this work on the right foot the administration has brought in many people from the non-profit, business, and organizing work that has been happening in Albuquerque, to complement, and work along with many others in the city who bring a wealth of experience and knowledge to our efforts.



Speaking broadly about each strategy then narrowing down to 3 strategies we want to speak about. 1) Increment of one and Job Training Albuquerque 2) Placemaking – Rail Yards development- community engagement process, helping small-micro businesses – Small business resource fair – Color Theory.



INCREMENT OF ONE

- Use existing economic development tools to grow local businesses
- Work with navigators that help businesses scale up
- Establish an Outreach and Advocacy Office for businesses owned by women and people of color
- Collaborative planning for skills-based hiring
- Increment of one: Job Training ABQ

- Working with CNM to help local start-ups and businesses that are not served by other workforce development programs
- Use existing economic development tools to grow local businesses
- Continue work with navigators that help businesses scale up
- Establish an Outreach and Advocacy Office for businesses owned by women and people of color
- Collaborative planning for skills-based hiring




PLACEMAKING

- The measure of any great city is the degree to which people and places are connected.
- Rail Yards redevelopment
- Tingley Beach-El Vado-BioPark corridor.
- Bricklight Nights.
- Albuquerque Engage.



LUCAS – Rail Yards Development

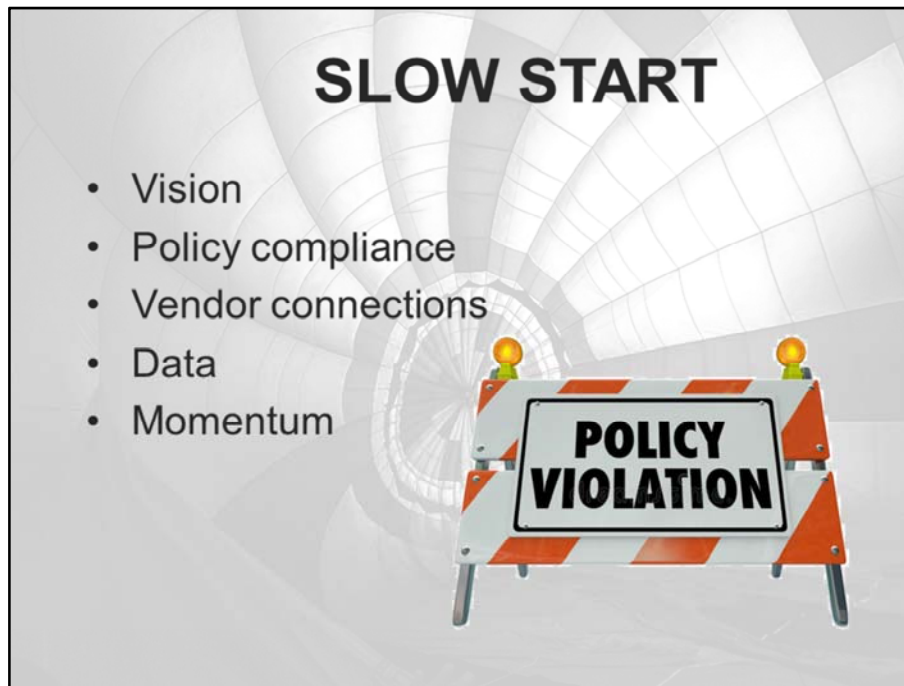
- Beginning process with participation with adjoining communities.
- Establishing equity goals from the beginning.
- Bringing community members together with community based organizations and service providers.
- Identifying measures to measure success towards equity goals.
- Developing strategies and programs early on in the process to achieve equitable development.



BUY LOCAL

- Reduce Red Tape
- Require City Departments to seek a local vendor
- Proactively send opportunities to local businesses
- Vendor registration in every community center and library
- Contract-by-contract review for local opportunities

VIOLA



VIOLA

Had a vision, but these were the issues

Next slides discuss how we addressed those issues

POLICY COMPLIANCE & VENDOR CONNECTIONS

- MBWE Ordinance
- Contracted with Hispano Chamber of Commerce
- Built local business database, ID barriers
- Many outreach events
- Reports using limited data available

**BECOME A VENDOR
WITH THE CITY OF
ALBUQUERQUE**

Every year, the city purchases between \$200-300 million worth of services and supplies, including:

- Repairs & maintenance
- Construction & capital
- Food & Social Services
- And much, much more!

WHAT THE CITY BUYS
WWW.CABQ.GOV/WEBUY

WHAT CONTRACTS YOU COULD APPLY FOR
WWW.CABQ.GOV/CONTRACTS

HOW TO BECOME A CITY VENDOR
WWW.CABQ.GOV/VENDORS

RESOURCES FOR SCALING YOUR BUSINESS
WWW.CABQ.GOV/5BRG

EN ESPAÑOL
WWW.CABQ.GOV/SPANISH/LEYER

**ONE
ALBUQUE
RQUE**

FOR MORE INFORMATION CONTACT THE CITY OF ALBUQUERQUE PROCUREMENT DEPARTMENT
2025-2026
FOR INFORMATION ABOUT CAPITAL AND CONSTRUCTION, VISIT THE 5BRG.

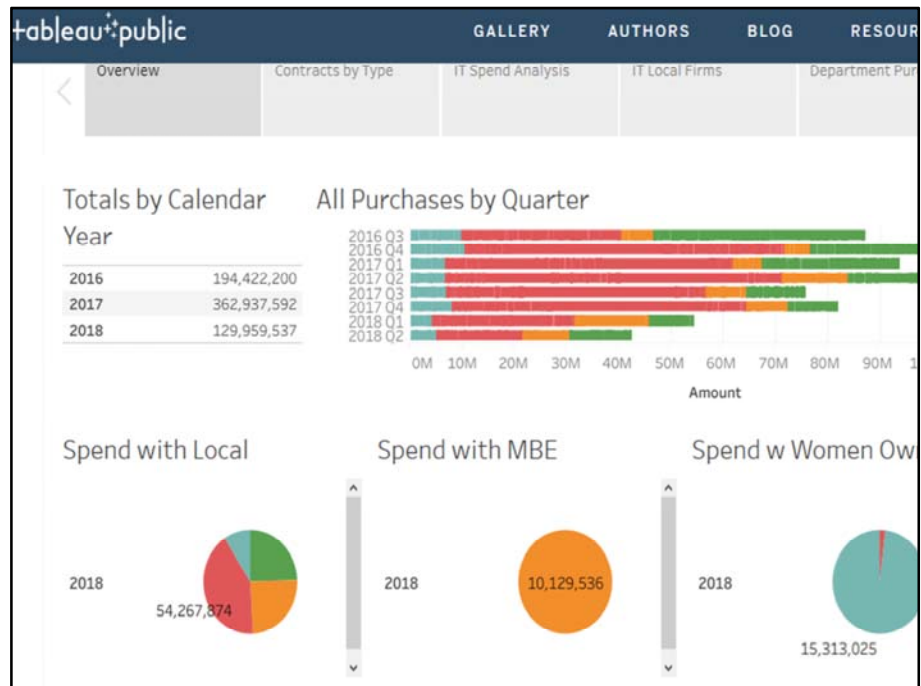
DATA

- Demographic data non existent in vendor systems
- Created modified W9 form for all vendors
- Issues include compliance and proper data entry by staff
- Outcome: interactive, real-time dashboard to show progress

SECTION 3: BUSINESS DEMOGRAPHICS (PLEASE CHECK ALL THAT APPLY)	
<input type="checkbox"/> Local Business - Maintains its principal office and place of business within the Greater Albuquerque Metropolitan Area (City of Albuquerque or Bernalillo County) and ownership resides 51% here.	If your business is minority owned, please specify the race/ethnicity of minority owner(s). Check all that apply:
<input type="checkbox"/> Doing Business Locally - <i>Does not maintain its principal office here</i> , but maintains a storefront in the Greater Albuquerque Area and employs one or more Albuquerque residents.	
<input type="checkbox"/> Woman Owned Business - at least 51% owned and controlled by one or more women, in the case of a publicly-owned business, at least 51% of the stock of which is owned by one or more women.	
<input type="checkbox"/> MBE - Minority Business Enterprise Owned (at least 51% owned and controlled by one or more racial/ethnic minorities or, in the case of a publicly-owned business, at least 51% of the stock of which is owned by one or more minorities).	
<input type="checkbox"/> None of the Categories Apply	
<input type="checkbox"/> Not a local business	<input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Asian <input type="checkbox"/> Black or African American <input type="checkbox"/> Hispanic <input type="checkbox"/> Native Hawaiian or Other Pacific Islander <input type="checkbox"/> Two or more races <input type="checkbox"/> White

VIOLA

- Demographic data non existent in vendor systems
- Created modified W9 form for all vendors
- Issues include compliance and proper data entry by staff
- Outcome: interactive, real-time dashboard to show progress



VIOLA

Outcome: interactive, real-time dashboard to show progress

VISION & MOMENTUM

- NEW requirement to use local for small purchases and increased threshold
- Accelerated project by going public and requiring faster results
- Contract by contract analysis
- Challenges: unavailability of local commodities:
 - SWAT gear
 - Couches
 - Frozen rodents

**KELLER ADMINISTRATION
PRIORITIES: INCLUSIVE
ECONOMY AND CITY
PURCHASING TO SUPPORT
LOCAL BUSINESSES**



VIOLA

MAKING THE CASE

Sharing the “Why”, Economic Imperative (Transformational Change)

- Memo from CAO to Dept. Directors (top down)
- Training City Dept. Buyers (bottom up)
- Online Tool to find Businesses (support)
- 1 on 1 Dept. Meetings with Purchasing Profiles and Formal Report Cards (ownership)
- Regular press releases with 3-month purchasing outlook and success stories (accountability)

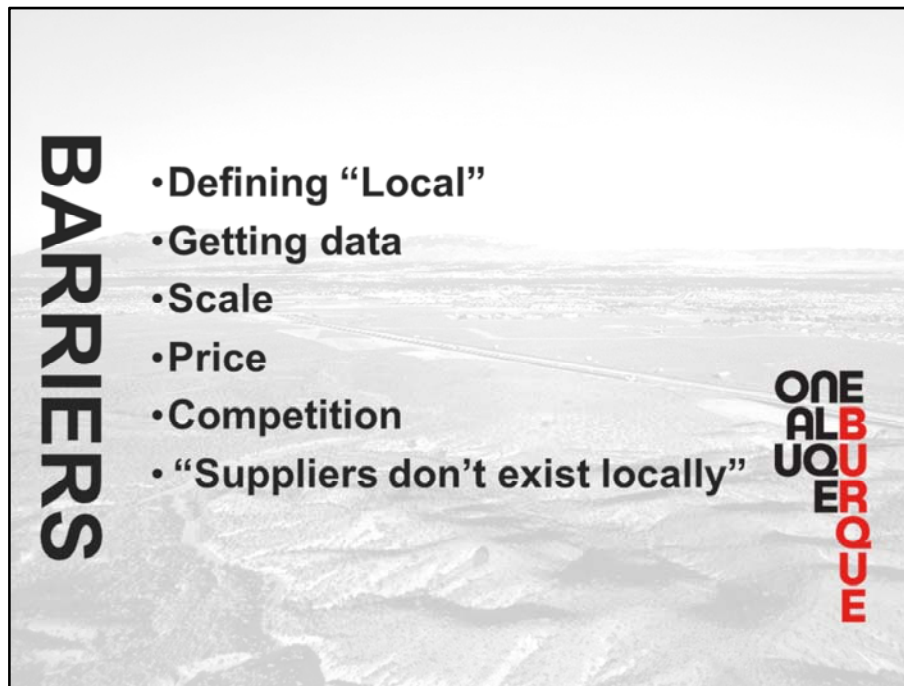
ONE
ALBUQUERQUE

VIOLA



HALEY

- Contracting with Local Vendors → going contract by contract to identify opportunities to switch to local vendors

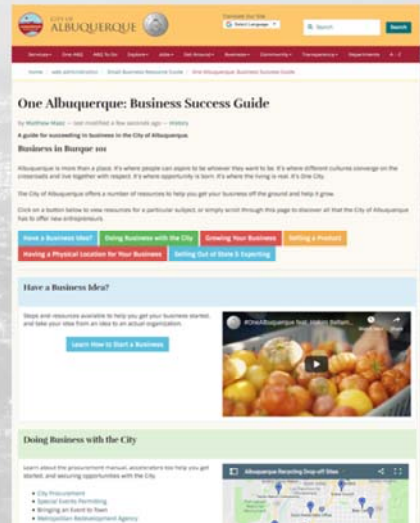


HALEY

- We don’t know if vendors exist locally (important particularly given the increased procurement limits)
 - No way to register with the City – working on that
 - Also working on transparently communicating what we want to buy locally but can’t

COMMUNITY ECONOMIC DEVELOPMENT

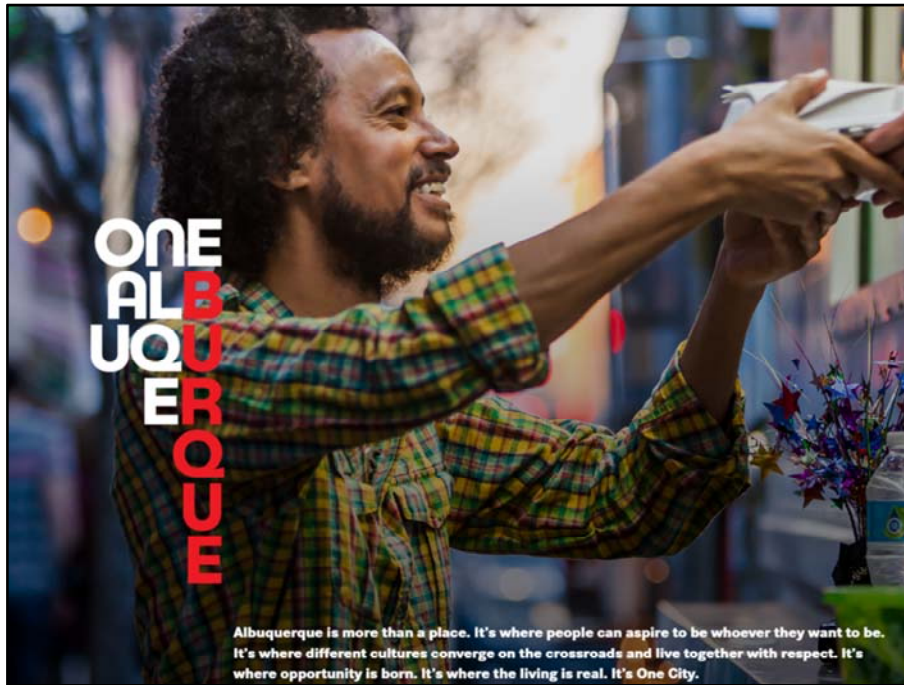
- MWBE Incubators
- Small Business Advocacy Office
- Small business resource fair
- Strengthen the local economy and develop capacity to meet City demand for goods and services



LUCAS – one of the things we have learned is that there are not local vendors providing various goods and services and there is an economic development opportunity there.

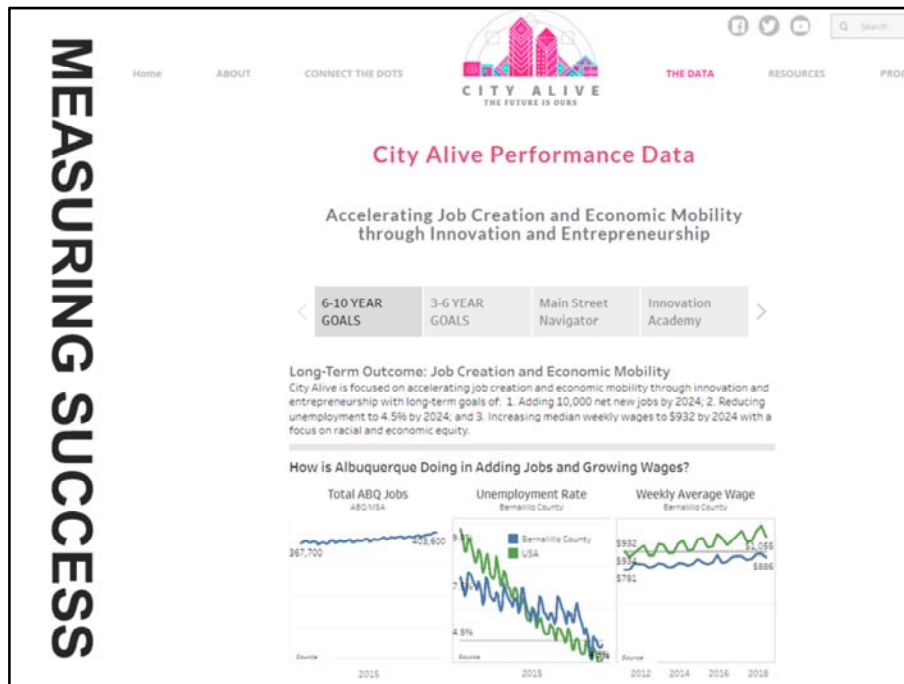
Building an ecosystem that works to help MWBE and provides the supports needed for these populations.

End with ABQ Engage which works with the community on the ground, meets them where they are at, at provides city support to help them achieve their potential.



Albuquerque is more than a place. It's where people can aspire to be whoever they want to be. It's where different cultures converge on the crossroads and live together with respect. It's where opportunity is born. It's where the living is real. It's One City.

CARLOS – Rapid Experimentation



ROBIN

How many more business starts

How many businesses survive

Bring it back to a community imperative – the City is actively trying to be an institutional buyer to move the needle

Can they add an increment of one

Jobs and revenue – ultimately



Haley

DISCUSSION TOPICS

1. How did your top managers catch the buy local/racial equity fever?
2. How should “local” be defined?
3. How has your organization helped build the capacity of local businesses to meet institutional buying demands?
4. What CBAs have helped your community?
5. How have you closed the gap between demand and supply?

**ONE
ALBU
QUERQUE**

Have sections of the room set up in advance to discuss various topics with a facilitator

1. Management Buy-In – Viola facilitating
2. Defining Local – Haley facilitating
3. Building Capacity – Eric facilitating
4. Community Benefits Agreements – Lucas facilitating
5. Closing the Demand/Supply Gap – Michelle facilitating