Baltimore Integration Partnership

www.baltimorepartnership.org
Decades of discriminatory practices and disinvestment have created concentrations of poverty and profound inequality in Baltimore.

Baltimore City Unemployment Rate
ACS Census Data, 2005-2016

<table>
<thead>
<tr>
<th>Year</th>
<th>African-American</th>
<th>White</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>5.0%</td>
<td>2.0%</td>
<td>2.5%</td>
</tr>
<tr>
<td>2006</td>
<td>5.5%</td>
<td>2.0%</td>
<td>2.7%</td>
</tr>
<tr>
<td>2007</td>
<td>6.0%</td>
<td>2.0%</td>
<td>2.8%</td>
</tr>
<tr>
<td>2008</td>
<td>6.5%</td>
<td>2.0%</td>
<td>2.9%</td>
</tr>
<tr>
<td>2009</td>
<td>7.0%</td>
<td>2.0%</td>
<td>3.0%</td>
</tr>
<tr>
<td>2010</td>
<td>7.5%</td>
<td>2.0%</td>
<td>3.1%</td>
</tr>
<tr>
<td>2011</td>
<td>8.0%</td>
<td>2.0%</td>
<td>3.2%</td>
</tr>
<tr>
<td>2012</td>
<td>8.5%</td>
<td>2.0%</td>
<td>3.3%</td>
</tr>
<tr>
<td>2013</td>
<td>9.0%</td>
<td>2.0%</td>
<td>3.4%</td>
</tr>
<tr>
<td>2014</td>
<td>9.5%</td>
<td>2.0%</td>
<td>3.5%</td>
</tr>
<tr>
<td>2015</td>
<td>10.0%</td>
<td>2.0%</td>
<td>3.6%</td>
</tr>
<tr>
<td>2016</td>
<td>10.5%</td>
<td>2.0%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>

White-, Black/African American-, and Minority-owned businesses in proportion to all businesses, 2012

<table>
<thead>
<tr>
<th>Group</th>
<th>Number of firms</th>
<th>Employment</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publicly held and other firms not classifiable by gender, ethnicity, race, and veteran status</td>
<td>4%</td>
<td>66%</td>
<td>71%</td>
</tr>
<tr>
<td>White</td>
<td>44%</td>
<td>28%</td>
<td>25%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>46%</td>
<td>2%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Minority</td>
<td>54%</td>
<td>5.9%</td>
<td>3.7%</td>
</tr>
</tbody>
</table>
## Baltimore Integration Partnership

### Board Stakeholders

#### Non Profit
- The Reinvestment Fund
- Job Opportunities Task Force

#### Philanthropic
- Annie E. Casey Foundation
- Associated Black Charities
- The Goldseker Foundation
- Baltimore Workforce Funders Collaborative

#### Anchor Institutions
- Johns Hopkins University
- Johns Hopkins Hospital
- Maryland Institute College of Art
- University of Baltimore
- University of Maryland- Baltimore
- Coppin State University
- Bon Secours Hospital
- Loyola University
- Morgan State University
- Notre Dame
- LifeBridge Health
- UMD Medical Center
- Towson University
- Kaiser Permanente

#### Public
- State of Maryland
- City of Baltimore
- Baltimore Metropolitan Council

#### Coordinator
- Association of Baltimore Area Grantmakers

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**Connect Baltimore City low-income predominately African-American residents to economic opportunity**

The largest collaborative of anchor institutions in the country focused on economic inclusion. The BIP includes over 40 organizations with over 100 involved stakeholders.
BIP / Anchor partners are developing and implementing new economic inclusion policies and practices to create jobs; establishing a proven business model applicable to other industry sectors.

**Economic Inclusion Initiatives by Anchor Institutions by Portfolio**

<table>
<thead>
<tr>
<th>Anchor</th>
<th>Workforce</th>
<th>Purchasing</th>
<th>Capital/CD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bon Secours</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Coppin</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>JHU</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>JHH</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Kaiser Per</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>LifeBridge</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Loyola</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>MICA</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Morgan</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notre Dame</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Towson</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>UB</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>UMB/BioPark</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>UMMC</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

**Workforce**
- Local hiring initiatives through direct anchor employment

**Purchasing**
- Local/minority purchasing or contracting through procurement

**Capital/CD**
- Local/minority contracting and/or hiring through capital projects

**Workforce**
- Community Job Fairs
- New Hiring Strategies

**Purchasing**
- Business Vendor Fairs
- Purchasing Initiatives

**Reinvestment**
- Catalytic Projects
- Capital Funds

**Community Works**
- Job Training

**Community Partnerships**
- Business Development
Key Lessons from the Study and Report

- Any business or anchor institution can contribute to economic inclusion and can engage in the work without negatively affecting their bottom lines.
- Economic inclusion efforts involve trial and error, but experienced partners can guide and facilitate the work and help overcome challenges to inclusion such as:
  - Changing Internal Culture of Anchors/Businesses
  - Community Engagement
  - Staffing to Undertake Inclusion
  - Finding Qualified Firms
  - Finding Qualified Labor

<table>
<thead>
<tr>
<th>Benefits of Economic Inclusion Findings</th>
<th>City/Community</th>
<th>Business/Institution Self Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promote city as healthier community</td>
<td>More positive community relations</td>
<td></td>
</tr>
<tr>
<td>Foster increased productivity and benefits</td>
<td>Greater customer and employee satisfaction</td>
<td></td>
</tr>
<tr>
<td>Keeps more money in local neighborhoods</td>
<td>Expand customer base</td>
<td></td>
</tr>
<tr>
<td>Helps respond to demographic and policy change</td>
<td>Better capacity to attract talent/build a diverse workforce</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wider access to qualified vendors/prices</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increased responsiveness from government</td>
<td></td>
</tr>
</tbody>
</table>

Available online at [www.baltimorepartnership.org](http://www.baltimorepartnership.org)
HopkinsLocal Origins

• HopkinsLocal launched in September 2015.
• HopkinsLocal is a **firm and measurable** commitment to HIRE, BUY and BUILD in Baltimore to accelerate economic growth, employment, and investment in the City as well as to expand inclusionary economic opportunities.
• Following on its commitment to be fully transparent, each year HopkinsLocal releases a detailed program progress report to the public.
• The program is led by University and Health System offices with responsibility for human resources, procurement and construction and the progress (or lack thereof) is reflected in annual performance reviews.
HopkinsLocal Goals (FY16-18) - Snapshot

**BUILD**
- Expanding opportunities in design and construction
- 20% of addressable spend to disadvantaged minority AND/SPRINTS MINORITY-owned businesses

**HIRE**
- Hiring locally, supporting diversity, and creating opportunities for advancement
- 40% of new hires in target jobs will be from distressed communities

**BUY**
- Utilizing as many local resources as possible, especially minority- and WOMEN-owned businesses
- $15 Million increase in Baltimore City spending in targeted categories
- 24 development plans (plans by nonlocal companies to have economic impact in the City)

**BASELINE**
- Baseline is unavailable due to different measurements captured.
- 30% of new hires in target jobs from distressed communities
- $89 Million from Baltimore businesses in targeted categories
Year 2 Progress At-a-Glance

**BUILD**
- 2016 Goal: 17%
- 2017 Goal: 18%
- Results in Percentage: 20.3%
- Results in Dollars: $55 million in 2016, $61.3 million in 2017

**HIRE**
- HIRE Goal (over 3 years): 40%
- Results in New Hires: 332 in 2017, 304 in 2016

**BUY**
- 2016 Goal: 7%
- 2017 Goal: 1.1%
- Results in Dollars: $4.9 million in 2016, $20.5 million in 2017
YEAR ONE PROGRESS

CONSTRUCTION
Total amount committed to local and/or minority- and women-owned businesses on construction contracts
$73.8 MILLION

PURCHASING
Increased spending on goods and services from local and/or minority- and women-owned businesses
$12.3 MILLION

DIRECT INVESTMENT
Increased direct investment in charitable and community-building activities
$12.2 MILLION

EMPLOYMENT
City residents hired
470

INTERNSHIPS
Summer internship opportunities for city youth
434

YEAR TWO PROGRESS (Preliminary)

CONSTRUCTION
$156 MILLION

PURCHASING
$26.3 MILLION

DIRECT INVESTMENT
$9 MILLION

EMPLOYMENT
622

INTERNSHIPS
526
Join the Work...

C – Commit
D – Define
M – Measure
R – Report
I – Improve
Community Engagement at UMB

An overview of UMB’s community engagement strategy in West Baltimore
Partnership with West Baltimore

• Joint Community Engagement Strategy developed between the leadership and staff of the University of Maryland, Baltimore and the University of Maryland Medical Center.

  • Mission: As the two largest anchor institutions on the west side of Baltimore, we will work in partnership with our neighbors, to build and support a healthy, empowered, socially cohesive, and revitalized community.
    • Community Health Improvement
    • Economic and Community Development
    • Education and Youth Development
    • Community Connections
West Baltimore Community Focus
Current Initiatives

**UMB Community Engagement Center (CEC):**

The Community Engagement Center in Poppleton is where local residents partner with UMB on mutually beneficial goals, and where direct services are provided to our neighbors in areas such as health, wellness, and job readiness, free of charge.

The CEC serves adults and children, and is launching the **UMB Police Activities League** in 2018 for 32 young adults from one of the most challenging areas in Baltimore.

The CEC saw over 3,800 unique visitors in 2017.
Community Partnerships

Southwest Partnership:
A collaborative of seven neighborhoods and five anchor institutions within our catchment area focused on community and economic development

K-12 Experiential Education
• UMB CURE Scholars
• Youthworks
• “My UMB Day” for career exposure
• PTECH @Dunbar High
Community Wealth Building

- **Job Readiness Training:** Partnering with Center for Urban Families, Humanim, and Turnaround Tuesday among others to link west Baltimore jobseekers with job readiness programs.

- **Workforce Wednesday:** As local residents become career ready, our workforce specialist links them to open positions with the UMB and UMMC institutions with a guarantee interview; Recruitment open houses at the CEC

- **Local Food Connection:** Supporting local small businesses, with a focus on caterers, by increasing our spend with businesses in certain West Baltimore zip codes; FY 2017 UMB and UMMC had collectively spent $399,000 on catering from small businesses in West Baltimore.
Live Near Your Work

• $16,000 for UMB employees to purchase homes in the 7 Southwest Partnership Neighborhoods

• City’s $2,500 match gives employees $18,500 toward their new home
Improved Collaboration

• **University and Surrounding Community**
  • Integrating community perspective into development of Community Engagement Center
  • Community Advisory Council
  • Town Hall meetings for community & UMB/UMMC
  • Open up UMB and UMMC events/facilities on campus to our neighbors
Every human has a right to support themselves financially.

We facilitate the economic growth of individuals and communities by providing career training, job placement and job support services for individuals who have encountered challenges to employment. Our services are designed to equip both individuals and families with the skills necessary to achieve greater financial independence and long term success. Like our human services, our workforce development programs have been nationally recognized and accredited.
Employment with UMB

“Shakiara Seals got her job as an office clerk in UMB’s Department of Environmental Health and Safety after taking the administrative assistant training course through Humanim. Seals, who had been working in retail and taking college courses in the summer, wanted an administrative job, but most required four to five years’ experience, she said. Her mother told her about the 10-week Humanim course, which was just the push she needed. Seals graduated with a PACE certificate (Professional Administrative Certificate of Excellence) and the connections that landed her a part-time job at Towson University and, eventually, the full-time job at UMB. She credits Humanim for getting her where she is today, not quite a full year later.”
Since we opened our doors, our mission has been to create new economic opportunities for members of our community who have challenges finding employment.

Why? Because a stronger workforce leads to a stronger society. As part of that mission, we create social impact businesses that put people first. The businesses we start do more than create jobs; they strengthen our communities by solving social and environmental problems through sustainable, market-based solutions.

Social entrepreneurship is a cornerstone of our corporate values, and a guiding strategic principal. The Humanim Social Enterprise Division not only creates jobs, but creates economic opportunity for ancillary business development for community members.

Our social enterprise division includes: iScan, Details Deconstruction, Brick + Board, City Seeds and School of Food.
CITY SEEDS

CATERING
We deliver fresh and yummy food everyday to keep you healthy and happy.

SCHOOL OF FOOD
We help grow the hearts and minds behind tomorrow's kitchens.

FOOD PRODUCTION
We make food for wholesale and retail and train cooks in the kitchen. It's a win-win!
School of Food

YEAR 2

LOOEN TEAS

THE BIG BEAN THEORY
Ecosystem: Culinary

1. Workforce Development
2. Social Enterprise
3. Business Advisory
4. #madeinBaltimore
5. Retail Opportunities
6. Anchor Contracts