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“Together We Soar”: ACDBE Success Strategy
Team 1



Problem Statement

Ferrovial is in need of a holistic solution to solve the following three-pronged problem:

- Locating ACDBE vendor candidates to provide a more robust waitlist to support the anticipated growth driven by the expansion
- Vetting and evaluating the most promising candidates
- Partnering with and supporting ACDBE vendors to foster success

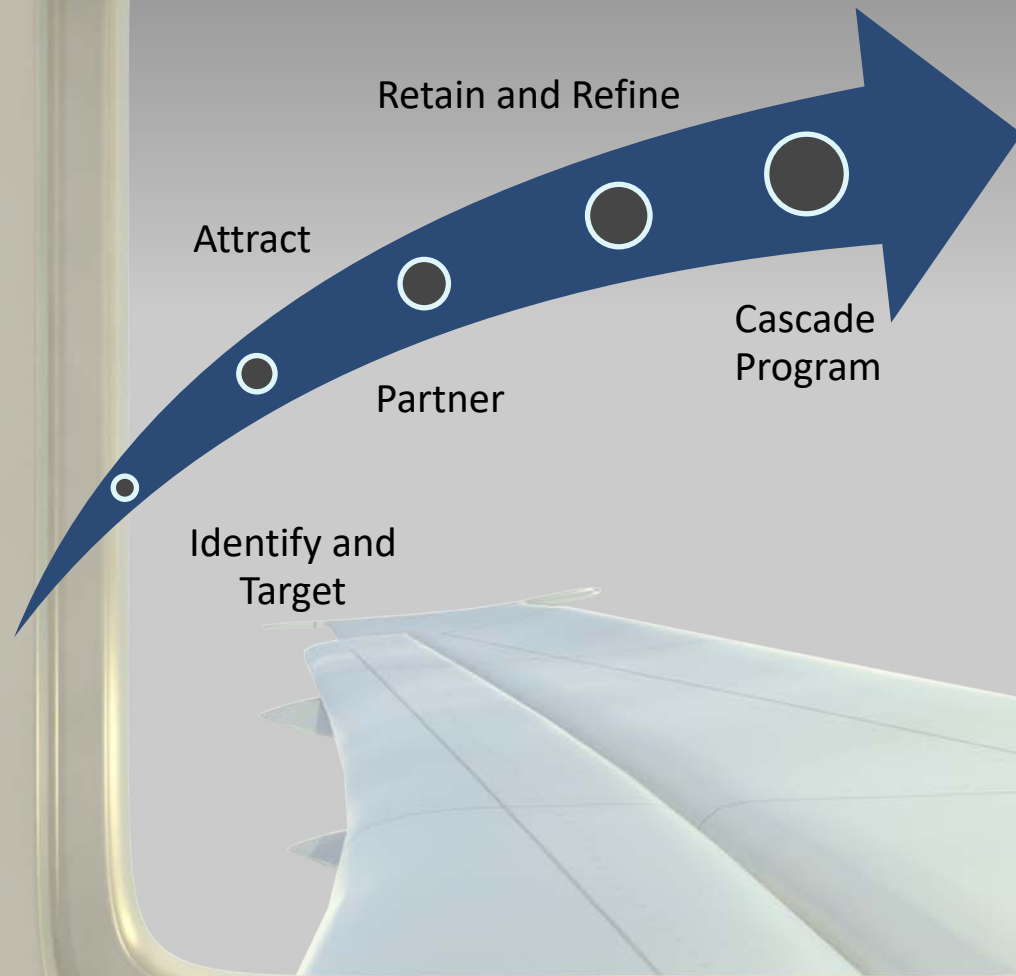


Measuring Success

- Exceeding % of required DBE (26%)
- # of DBEs on the waitlist
- ACI-NA recognition
- # of additional contracts won

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A Holistic Solution





Solutions: Identify and Target

“Expanding number and quality of eligible ACDBE firms”

- Community outreach
 - Community colleges
 - Churches
 - Charity Organizations
 - Farmer’s Markets
 - Flea Markets
 - Sports Franchises
 - Trade Schools
 - Military Bases
 - Local Tribes

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Solutions: Attract

- Infosessions
- PSAs and success stories
- Public Transportation
- Social media: FB, YouTube, Instagram
- Public involvement: workshops, public meeting, public hearings
- Email and SMS campaigns

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Partner

“Supporting business and economic success”

- Mentorship and Protégé Program
- Pro bono programs with law firms

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Refine

- Monitor success metrics
- Monitor financial statements
- Quarterly Performance Reviews

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End Goal- Expansion of Program

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