

COUNCIL OF THE CITY OF PHILADELPHIA
COMMITTEE ON COMMERCE AND ECONOMIC
DEVELOPMENT

Room 400, City Hall
Philadelphia, Pennsylvania
Tuesday, June 4, 2013
9:20 a.m.

PRESENT:

COUNCILMAN W. WILSON GOODE, JR., CHAIR
COUNCILWOMAN JANNIE BLACKWELL
COUNCILWOMAN BLONDELL REYNOLDS BROWN
COUNCILMAN MARK SQUILLA

BILL 130457 - An ordinance amending Chapter 17-104 of The Philadelphia Code, entitled "Prerequisites to the Execution of City Contracts," by requiring contractors seeking to do business with the City to disclose certain demographic information including gender, race and geographic data of those serving as board members and executive staff...

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COUNCILMAN GOODE: Good

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morning. This hearing is called to

4

order. This is a public hearing of the

5

Commerce and Economic Development

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Committee on Bill No. 130457. My name is

7

W. Wilson Goode, Jr., Chair of the

8

Committee.

9

I note that a quorum is

10

present. To my left is Councilwoman

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Blondell Reynolds Brown. To my immediate

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right is Councilwoman Jannie Blackwell,

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and to my far right is Councilman Mark

14

Squilla, Vice Chair of the Committee.

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The title of Bill No. 130457,

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an ordinance amending Chapter 17-104 of

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The Philadelphia Code, entitled

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"Prerequisites to the Execution of City

19

Contracts," by requiring contractors

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seeking to do business with the City to

21

disclose certain demographic information

22

including gender, race and geographic

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data of those serving as board members

24

and executive staff; all under certain

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terms and conditions.

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2 Councilwoman Reynolds Brown has
3 opening remarks.

4 COUNCILWOMAN BROWN: Thank you,
5 Mr. Chairman.

6 Good morning, and let me say
7 thank you to Chairman Goode for working
8 with my office to ensure that we could
9 get this last chapter of this book
10 completed.

11 On Thursday, May 23rd, 2013, I
12 introduced a bill in City Council that
13 would require contractors seeking to do
14 business with the City of Philadelphia to
15 disclose the number of women serving in
16 executive positions. The report that was
17 released and the bill take proactive
18 steps to increase the representation of
19 women in executive positions and on
20 executive boards in our city.

21 For a year, we looked at this
22 process, and through the process, we
23 learned that in 1976 women represented 5
24 percent of Fortune 500 board seats in
25 2011 -- 500 board seats, and in 2011,

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2 that number has only climbed to 16
3 percent. If we continue at this glacial
4 pace, my teenage daughter will be 75
5 years old before we reach full gender
6 equality in corporate America.

7 To think that in 2013, 41
8 percent of boards in Philadelphia have
9 not one woman sitting at the table. In
10 2013, 41 percent of boards in
11 Philadelphia have not one woman sitting
12 at the table. Furthermore, we know that
13 women of color represent less than 1
14 percent of the board seats in this city.

15 With the introduction of this
16 bill, we are hoping to move the needle.
17 We intend to use this first-step
18 legislative action available to us to
19 hopefully make the change.

20 And so, again, I want to thank
21 all of those that sat with us through
22 hearings over a year ago, which produced
23 a subsequent report, and now today as a
24 result of that report, we now get a
25 chance or an opportunity to take action

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2 on this first measure.

3 Thank you, Mr. Chairman.

4 COUNCILMAN GOODE: Thank you,
5 Councilwoman.

6 Our first witness is Angela
7 Dowd-Burton.

8 (Witness approached witness
9 table.)

10 COUNCILMAN GOODE: Good
11 morning. Please state your name for the
12 record and proceed with your testimony.

13 MS. DOWD-BURTON: Good morning,
14 Chairman Goode and members of the
15 Committee on Commerce and Economic
16 Development. My name is Angela
17 Dowd-Burton. I am Executive Director of
18 the Office of Economic Opportunity for
19 the City of Philadelphia. I am here
20 today to provide testimony in support of
21 Bill No. 130457, which was introduced by
22 Councilwoman Reynolds Brown. This bill
23 amends Chapter 17-104 of The Philadelphia
24 Code, entitled "Prerequisites to the
25 Execution of City Contracts," by

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2 requiring contractors seeking to do
3 business with the City to disclose
4 certain demographic information including
5 gender, race and geographic data of those
6 serving as board members and executive
7 staff.

8 Mayor Nutter's Administration
9 stands firmly in support of increasing
10 the number of women, minorities, and
11 Philadelphia residents on corporate and
12 non-profit boards across this region.
13 Studies have shown that a mixed gender
14 board outperforms comparable all male
15 boards, yielding higher sales, profits,
16 and return on investments. This
17 performance is most evident in
18 challenging markets.

19 All City contracts with
20 non-profit organizations include a
21 provision requiring that the non-profits
22 identify the race, gender, and disability
23 status and ethnic composition of its
24 board of directors and workforce. The
25 City's Labor Standards Unit is piloting a

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2 system that captures certified payroll
3 data and the minorities and women on
4 construction projects.

5 This Administration applauds
6 Councilwoman Reynolds Brown in her effort
7 to understand the institutional barriers
8 facing women and minorities who strive to
9 reach the pinnacle of corporate and
10 institutional leadership.

11 This Administration is
12 committed to the professional advancement
13 of women and minorities through the
14 career pipeline to the senior levels and
15 C-suite positions that feed the candidate
16 pool for corporate and non-profit boards.

17 Thank you for giving me the
18 opportunity to testify. I will be happy
19 to answer any questions you may have at
20 this time.

21 COUNCILMAN GOODE: Thank you
22 for your testimony, Ms. Dowd-Burton. In
23 your testimony, you say studies have
24 shown that a mixed gender board
25 outperforms comparable all male boards,

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2 yielding higher sales, profits, and
3 return on investments.

4 I find it strange that you do
5 not mention business diversity.

6 MS. DOWD-BURTON: Well, I am
7 aware of the studies that have been
8 conducted by Deloitte and the Firm of
9 Executive Women and the 2020 Executive
10 Group that actually studies women on
11 boards. I would also presume because I
12 have been in corporate America for over
13 20 years and witnessed that the greater
14 diversity on boards and committees and
15 project teams have yielded higher
16 performance.

17 COUNCILMAN GOODE: You just
18 repeated your testimony. My question was
19 you did not mention business diversity.
20 You did not mention increased contracting
21 with businesses owned by women and people
22 of color.

23 MS. DOWD-BURTON: I'm confused
24 by your question. You're talking about
25 supplier diversity? Is that what you're

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2 speaking of? Because that's --

3 COUNCILMAN GOODE: You're the
4 head of the Office of Economic
5 Opportunity?

6 MS. DOWD-BURTON: Yes.

7 COUNCILMAN GOODE: I'm assuming
8 you testified today and in your testimony
9 that it would suggest that having mixed
10 gender boards would also lead toward
11 greater diversity in terms of
12 contracting.

13 MS. DOWD-BURTON: Oh,
14 absolutely. Absolutely. Diverse boards
15 would have more of an understanding and
16 appreciation of the contribution that
17 supplier diversity can make to the
18 corporations as well as the communities
19 that they serve.

20 COUNCILMAN GOODE: And so how
21 do we measure that?

22 MS. DOWD-BURTON: How do we
23 measure the contribution that they can
24 make?

25 COUNCILMAN GOODE: The supplier

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2 diversity in the private sector.

3 MS. DOWD-BURTON: How do you
4 measure? Well, one of the things that
5 we're doing is looking at the level of
6 supplier diversity that we drive on City
7 contracts. And so we publish a
8 participation report that identifies the
9 teams of companies that have won City
10 contracts. These are prime contractors
11 that have minority and women-owned
12 businesses that they work with.

13 COUNCILMAN GOODE: And
14 participation is down?

15 MS. DOWD-BURTON: I'm sorry?

16 COUNCILMAN GOODE:
17 Participation is down or is it up?

18 MS. DOWD-BURTON: Participation
19 as of Fiscal Year '12 was up over Fiscal
20 Year '11 and --

21 COUNCILMAN GOODE: That's not
22 my question. That's not my question.

23 MS. DOWD-BURTON: You asked if
24 participation was up.

25 COUNCILMAN GOODE: Or down as

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2 of now, as of the latest report.

3 MS. DOWD-BURTON: As of the
4 first half of the year?

5 COUNCILMAN GOODE: No; as of
6 the disparity study that was completed.

7 MS. DOWD-BURTON: The disparity
8 study demonstrates that the participation
9 is up. When you look at the level of
10 participation of City contracts --

11 COUNCILMAN GOODE: When you
12 look at the rate of overall
13 participation, is it down or up?

14 MS. DOWD-BURTON: It's down by
15 0.8 percent, and that's --

16 COUNCILMAN GOODE: Thank you
17 for answering the question.

18 MS. DOWD-BURTON: And that is a
19 result of the federal contracts that are
20 included with the City contracts, and
21 federal contracts have lower goals set on
22 them.

23 COUNCILMAN GOODE: So
24 participation is down.

25 MS. DOWD-BURTON: Relative to?

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2 COUNCILMAN GOODE: Last year,
3 the year before.

4 MS. DOWD-BURTON: Yes, given
5 federal contracts.

6 COUNCILMAN GOODE: How do we
7 get it moving in the right direction?

8 MS. DOWD-BURTON: Well, you
9 separate the federal contracts from the
10 City contracts and then you add back in
11 the quasi-public agencies which were
12 taken out of this report, because the
13 disparity study is only focused on City
14 contracts and those contracts that are
15 funded by the federal government.

16 COUNCILMAN GOODE: And so when
17 this information is available in terms of
18 the demographics of the board and
19 executive staff in terms of corporations
20 doing business with the City, will you
21 measure that and take that into account
22 of how effective that is in terms of
23 whether increased participation on boards
24 and executive staff actually increases
25 DBE participation?

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2 MS. DOWD-BURTON: I'm
3 hesitating because you're indicating that
4 the Office of Economic Opportunity would
5 be responsible for measuring the board
6 inclusion, and so the Administration --

7 COUNCILMAN GOODE: No. I'm
8 asking whether as you measure
9 participation on those contracts with
10 private corporations, will you take into
11 account the demographics of their board
12 and executive staff, and can we tell by
13 that whether increased diversity on
14 boards and executive staff leads to
15 increased diversity in terms of supplier
16 contracting?

17 MS. DOWD-BURTON: We would have
18 to look at how that analysis can be done.

19 COUNCILMAN GOODE: Okay. Thank
20 you.

21 Any other questions?

22 COUNCILWOMAN BROWN: Yes.

23 COUNCILMAN GOODE: Councilwoman
24 Brown.

25 COUNCILWOMAN BROWN: Thank you.

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2 Please discuss the reach of
3 your office when it comes to the
4 quasi-public agencies like PIDC.

5 MS. DOWD-BURTON: So the
6 Philadelphia Industrial Development
7 Corporation, the Office of Housing and
8 Community Development, and the
9 Philadelphia Redevelopment Authority
10 report all of their inclusion to the City
11 of Philadelphia, and we include it in our
12 participation reports. Last year, they
13 were at 28 percent participation. That
14 participation was excluded from the
15 disparity study, which allows the drag on
16 our numbers when we take that data out.

17 So the Office of Economic
18 Opportunity works very closely with the
19 quasi-public agencies to ensure that they
20 are adopting and implementing the goals,
21 strategies for inclusion that we have for
22 the City of Philadelphia.

23 COUNCILWOMAN BROWN: And what
24 will be the influence of this legislation
25 over those boards, those same boards you

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2 just mentioned?

3 MS. DOWD-BURTON: So we would
4 have to talk to the Administration in
5 terms of looking at the board structure,
6 where they are now and where they could
7 potentially be as it relates to the
8 number of members that include minority
9 and women participation.

10 COUNCILWOMAN BROWN: Okay. And
11 so "talk to" means what?

12 MS. DOWD-BURTON: Well, the
13 Mayor is the ultimate influencer of the
14 members of the board of the different
15 quasi-public agencies. So it would be a
16 part of his mission, I would say, to
17 ensure that there's diversity on the
18 boards.

19 COUNCILMAN GOODE: Excuse me,
20 Councilwoman.

21 COUNCILWOMAN BROWN: Please.

22 COUNCILMAN GOODE: We have
23 contracts with those agencies?

24 MS. DOWD-BURTON: With the
25 quasi-public agencies? There are

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2 legislative relationships, I believe,
3 with those agencies. I'm not sure if we
4 have a contract in place with each of
5 them.

6 COUNCILMAN GOODE: We have to
7 have contracts with those agencies, all
8 of them.

9 MS. DOWD-BURTON: I am not
10 sure, sir.

11 COUNCILMAN GOODE: Can the
12 Procurement Commissioner approach.

13 (Witness approached witness
14 table.)

15 COMMISSIONER ORTMAN: Good
16 morning.

17 COUNCILMAN GOODE: Good
18 morning. Please state your name for the
19 record.

20 COMMISSIONER ORTMAN: Hugh
21 Ortman, Procurement Commissioner for the
22 City of Philadelphia.

23 COUNCILMAN GOODE:
24 Commissioner, I'm pretty sure that we
25 have contracts with PIDC, PHDC,

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2 Redevelopment Authority, and any number
3 of quasi-governmental agencies that
4 Councilwoman Brown just listed; is that
5 correct?

6 COMMISSIONER ORTMAN: If we do,
7 I believe they're under PP&S, not
8 Procurement. I don't recall signing any
9 contracts with those particular parties.

10 COUNCILMAN GOODE: But to the
11 extent that we have contracts with those
12 parties, then the law would apply to them
13 as it applies to any other corporation;
14 is that correct?

15 COMMISSIONER ORTMAN: As I
16 said, if we do, it's on the professional
17 service side. I'm not familiar with any
18 particular contracts. It doesn't mean
19 that they're not there. I just can't
20 recall any right now.

21 COUNCILMAN GOODE: But let's
22 suggest we had a contract with a
23 quasi-governmental agency. Then the same
24 law would apply to them as it would apply
25 to any other corporation; is that

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2 correct?

3 COMMISSIONER ORTMAN: Could you
4 repeat that, please, sir?

5 COUNCILMAN GOODE: I said let's
6 say we did have contracts on your side in
7 terms of Procurement. Then the law would
8 apply to quasi-governmental agencies as
9 it would apply to any other corporation;
10 is that correct?

11 COMMISSIONER ORTMAN: I'm not
12 sure I understand the question, sir.

13 COUNCILMAN GOODE: The bill
14 before us is a prerequisite to execution
15 of contracts, which says that any
16 corporation doing business with the City
17 has to disclose this information, and so
18 that applies to all corporations,
19 including quasi-governmental?

20 COMMISSIONER ORTMAN: I'd have
21 to talk with the Law Department about
22 that. I wouldn't know.

23 COUNCILMAN GOODE: Okay. Thank
24 you.

25 COMMISSIONER ORTMAN: Thank

1 6/4/13 - COMMERCE - BILL 130457

2 you.

3 COUNCILMAN GOODE:

4 Councilwoman.

5 COUNCILWOMAN BROWN: Lastly, I
6 just want to put on the record how much
7 we appreciated Terry Gillen's
8 participation in those early meetings
9 prior to the hearing around the presence
10 of women on boards and throughout the
11 entire process.

12 Thank you very much.

13 MS. DOWD-BURTON: You're
14 welcome.

15 COUNCILMAN GOODE: Any other
16 questions for this witness?

17 (No response.)

18 COUNCILMAN GOODE: Is there
19 anyone else to testify on this bill?

20 (Witness approached witness
21 table.)

22 MS. BAYLES: Good morning,
23 Chairman and members of the Committee.
24 My name is Autumn Bayles and I'm the
25 President of the Forum of Executive Women

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2 and I'm also the Vice President of Global
3 Operational Excellence for Aramark.

4 I'd like to thank Councilwoman
5 Brown and the Committee for the
6 invitation to be here today.

7 The Forum is a group of
8 400-plus executive women in this region,
9 and our mission is to leverage the power
10 of executive women. Our Women in
11 Corporate Leadership Committee produces
12 an annual research report that provides
13 various statistics and analyses of the
14 region's representation of women in board
15 positions as well as executive positions.
16 We define executive positions as those
17 published in the SEC filings, which are
18 the true top executives of a company. We
19 focus on the top hundred companies that
20 are public and reported by the
21 Philadelphia Business Journal in their
22 Book of Lists, and then we use the
23 company's annual public filings as the
24 source of that data.

25 Our latest 2012 report, which

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2 is an update from my testimony last year,
3 showed that 11 percent of board seats
4 were filled by women and 11 percent of
5 executive positions were held by women.
6 Thirty-five percent of the boards had no
7 women, and women of color held less than
8 1 percent of all board seats.

9 To give a point of reference
10 nationally, the Forum also shares data
11 with and was a founding member of a
12 national organization called ION, which
13 consists of 15 other cities that collect
14 similar data and compares them. The
15 numbers for these cities range from 8
16 percent to 17 percent in terms of percent
17 of women on boards.

18 An important element of our
19 reports that we and others who report on
20 this issue focus on is the business case
21 for increasing these numbers. We believe
22 that having more women in executive
23 positions and on boards is good for
24 business and provides different
25 perspectives that are critical for

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2 managing a company and the associated
3 risks. Diverse thinking lends itself to
4 natural checks and balances and adds
5 different perspectives on consumers, many
6 of whom of course are female. Women also
7 are a pool of untapped talent as
8 companies look to refresh their ranks
9 from retiring baby boomers and will be
10 necessary for growth.

11 We believe that education and
12 thoughtful action on the part of company
13 leaders as well as the women themselves
14 can make progress on this issue, and we
15 seek to positively partner with and serve
16 as a resource to companies that are
17 looking to make this type of investment
18 in the future of their talent pool.

19 Legislation like this is an
20 important tool to give more detail on the
21 current state of what companies are
22 thinking in terms of their future
23 planning, and this understanding can then
24 drive insights on what positive
25 partnerships and actions can help

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2 companies achieve these goals and make
3 progress in the area of diversity in the
4 boardroom and executive suites.

5 So thank you very much. And
6 are there any questions that I can help
7 answer?

8 COUNCILMAN GOODE: Any
9 questions from members of the Committee?

10 COUNCILWOMAN BROWN: Thank you
11 very, very much -- Mr. Chairman -- very
12 much, Autumn. And just share with us, if
13 you could, what the Forum has done up to
14 this point, because they were a major
15 partner throughout this process, and what
16 your next steps might be, knowing that
17 this is the first of this type in the
18 country.

19 MS. BAYLES: Absolutely. So
20 obviously we were very pleased to work
21 with Councilwoman on her efforts over the
22 past year in terms of awareness of this
23 data and what positive steps could be
24 taken. We have suggested that a
25 coalition be formed of leaders in the

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2 City that could then say this is an
3 important topic and there are certain
4 actions that can be taken, many of which
5 were reflected in your report,
6 Councilwoman, including having an event
7 similar to the Move the Needle event that
8 was held up in New York City, and the
9 coalition is similar to what was done in
10 Kansas City for their Win/Win event,
11 where there are companies who want more
12 women on their boards, you match them
13 with women who are available, and then
14 you facilitate that process to help move
15 the needle, as we call it.

16 COUNCILWOMAN BROWN: Very well.

17 MS. BAYLES: So those are two
18 of the ideas that were in your report.

19 COUNCILWOMAN BROWN: Thank you
20 very much.

21 Mr. Chairman, I'd also like to
22 acknowledge Cheryl Bullock, who serves as
23 the Senior Advisor and Regional Director
24 for Senator Robert P. Casey, Jr., who
25 wanted to represent the Senator, as they

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2 too have been following this dialogue.
3 So we want to thank you for your presence
4 and participation.

5 Thank you, Mr. Chairman.

6 COUNCILMAN GOODE: Is there
7 anyone else to testify?

8 (No response.)

9 COUNCILMAN GOODE: Seeing none,
10 we will move from our public hearing into
11 a public meeting to consider Bill No.
12 130457.

13 The Chair recognizes
14 Councilwoman Brown for a motion on the
15 amendment.

16 COUNCILWOMAN BROWN: Yes,
17 Mr. Chairman. I make a motion that we
18 accept one amendment to Bill 130457, and
19 the amendment is technical and ensures
20 the subsections are numbered accurately.

21 (Duly seconded.)

22 COUNCILMAN GOODE: All in
23 favor?

24 (Aye.)

25 COUNCILMAN GOODE: Those

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2 opposed?

3 (No response.)

4 COUNCILMAN GOODE: The bill is
5 amended.

6 The Chair recognizes
7 Councilwoman Brown for a motion on the
8 bill, as amended.

9 COUNCILWOMAN BROWN: Thank you,
10 Mr. Chairman. I move that Bill No.
11 130457, as amended, be reported out of
12 Committee with a favorable recommendation
13 and further move that the rules of
14 Council be suspended so as to permit
15 first reading at our next scheduled
16 session.

17 (Duly seconded.)

18 COUNCILMAN GOODE: All in
19 favor?

20 (Aye.)

21 COUNCILMAN GOODE: Those
22 opposed?

23 (No response.)

24 COUNCILMAN GOODE: No. 130457,
25 as amended, is reported out of this

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2 Committee with a favorable recommendation
3 and suspension of rules to allow first
4 reading at our next Council session.

5 This concludes our public
6 meeting. Thank you very much.

7 (Committee on Commerce and
8 Economic Development concluded at 9:40
9 a.m.)

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CERTIFICATE

I HEREBY CERTIFY that the
proceedings, evidence and objections are
contained fully and accurately in the
stenographic notes taken by me upon the
foregoing matter, and that this is a true and
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MICHELE L. MURPHY
RPR-Notary Public

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direct control and/or supervision of the
certifying reporter.)

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