Rutgers Business School – Public Private Community Partnership Program

Building Capacity Through Partnership

Magda Comeau, Sr. Program Coordinator
mcomeau@business.Rutgers.edu
PPCPP primary thematic focus:

Urban capacity development:

- Local Solutions
- Strategic Partnerships

leading to

- Sustainable Systems
- Economic Development

Transferable to a National Model
Supply Chain Education Partnership
High School Summer Program

2015

2016
Demonstrating the potential for enhancing opportunities

- local solutions
- strategic partnerships
- sustainable systems and economic development
Funding Sources

Initial funding combination of Business School (Dean’s Office) and Garfield Grant
Continued funding from Garfield Grant
Additional funding from Chancellor Seed Grant
Building Collaborative Partnerships across University, Community, and Civic Leaders

Rutgers Institute for Data Science, Learning, and Applications (I-DSLA)
42 Anchors 3% Procurement ($30 Million)

NEWARK’S MANUFACTURING COMPETITIVENESS

Creating an Anchored Local Economy in Newark
Recommendations for Implementing a Comprehensive Local Procurement Strategy
Kim Zedi, Lena Ferguson and Austin Methus
DECEMBER 2014

Introduction
As an older industrial city, Newark continues to rebuild and repurpose its economy. The large anchor organizations headquartered in the city are tremendous assets. They are the largest employers and have made significant investments in real estate. Anchors also drive economic growth by purchasing goods and services from local businesses. Prior research finds that directing a larger share of these procurement opportunities to local businesses would spur firm growth and the creation of local jobs in Newark.

The Initiative for a Competitive Inner City (ICIC) was engaged by the Prudential Foundation in 2014 to analyze the sizes and nature of local procurement opportunities in Newark. We analyzed procurement data from anchor organizations and interviewed 70 individuals from organizations that directly and indirectly support small business development in the city. Our efforts were guided by a local advisory group comprising 50 organizations. This report highlights significant findings from our research and provides a set of recommendations for the city to implement to support a robust local initiative.

Newark has the opportunity to develop a successful anchor procurement initiative built on the realities of its anchor and small business landscape. It will require long-term commitments, changes in policies and procedures at anchor organizations, focused and coordinated local business development efforts, and sustained leadership that represents a coalition of anchor, small business and community partners.

400 Manufacturers (10K Workers), 1,200 SBE, 800 DBE
We can visualize how vacant property could be used by manufacturers to impact neighborhoods.

Big Data management, analysis and connection of our 400 Newark manufacturers and other relevant Newark City data.
By turning on the crime heat map we can see how much a specific neighborhood is effected by crime.

We can capture, visualize and analyze the Data for meaningful change.
Given the employment generated by the capacity expansion we can project the drop in number of crimes.
Sample project:

Medical Socks contract between Anchor Newark Beth Israel Hospital (RWJ/Barnabas Health Systems) and Newark DBE The Sock Gang LLC.

- Now manufactured in Newark (instead of China)
- Addition of 4 Newark staff
- Currently negotiating possible expansion to all RWJ/Barnabas locations in NJ – which would result in 200% increase in volume
Newark would have additional capacity to fulfill Beth Israel's and several other anchor’s textile needs.
Expansion to New Brunswick & Camden
ANY QUESTIONS?