

**KPIS FOR MWBE ADVISORY COMMITTEE**

Goal	KPI	Measure	Benchmark	Notes/Ideas/Questions
Increase number of certified firms	Number of certified firms added	number by category	Net 100 new firms/year	~1,437 as of Jan 2026 Need to look at more than just construction category: construction, commodities/goods, professional services, and non-professional services Now sending a post-certification survey New KPI
	Number of certification applications approved annually	number by category	450+	
	Certification process timeframe	weeks/months to become certified, from inquiry to approval		
	Renewal process timeframe	time to recertify	one month or less	Currently at 7 days or less
	% of eligible firms recertifying each cycle (recertification/retention)	retention of certified firms year to year, by category	90%	Is 90% a reasonable retention goal?
	Number of certified firms awarded a City contract	number, by category		Current KPI New KPI
	Amount of SBE spend	number of awards out of how many total cert firms		What would be a reasonable benchmark?
Increase oppportunities for certified firms	% of all unique certified firms receiving a direct award or a subcontract each year	number of awards out of how many total cert firms		Current KPI What would be a reasonable benchmark?
	% of new firms receiving solicitations/GFE from primes	% by category	90%	Is 90% a reasonable target? What are the mandatory outreach efforts required? Is reporting on outreach on GFE required?
	% of new firms bidding within one year of cert	% by category	70%	Is 70% a reasonable target? Are solicitations written/scaled so that smaller vendors are able to bid/repsond? Mentor/protégé initiatives--outline incentives to participate (on both sides); needs to be a building block, not a holding pattern
	% of recently-certified firms receiving an award within 3rd cert cycle (three years)	% by category	30%	Is 30% a reasonable target? What are the criteria for bid acceptance?
	% awarded to M/WBE & HUB certified firms, as a share of CofA procurement spend	dollars awarded to cert firms out of total dollars		Current KPI Incentives/disincentives for utilizing certified firms (and not just conducting GFE)?
	% of new firms receiving awards via primes			Need to look at request for qualification and request for proposal process (with an eye on not just meeting goals, but potentially incentivizing primes to exceed them, and/or to use newly certified firms)
	Amount of MBE/WBE spend	dollars awarded to cert firms		Current KPI New KPI
Improve knowledge/understanding of certification programs across all stakeholders (procurement staff, firms, primes/corporate entities, supporting organizations, etc.)	Number of firms participating in Supportive Services	number by category	1,400	1,367 in 2025 New KPI
	Number of outreach events ASMBR participated in	number annually	75	70 in 2025, up from 48 in 2024
	Number of referrals from Commission members	number annually, by category		
	Number of touches (posts and/or events attended) by Commission members	number annually		
	Number of budget/process recommendations considered by Commission members	number annually		
	% of City awards that were awarded with direct spend vs. sending solicitations	% by category		
	% of recently-certified firms receiving solicitations within 1st cert cycle (one year)	% by category	90%	Is 90% a reasonable target? Reliant to an extent on project managers in departments with content expertise; they will look at and question scopes of work; some industries/areas are challenge; will require some education and direction
Number of commodity codes awarded to/utilized annually	number and spend, by category		Trying to better understand the codes awarded overall vs. among MBE/WBE What (if any) are these exceptions?	
Count of jobs and % of awards outside the solicitation/bidding process (DIR contracts, etc.)	number and % spend, as a percentage of all		Are there repeat awardees?/Do we know the # of awards to 'new' firms?/Do we know # or % of dollars tied to contracts outside of ASMBR control/oversight?	
Profile/contact information updates	time since latest update	annually	Share top 10-20 codes for City awards annually with certified firms (so they can update their profile to meet actual need); firms are notified based on their profile in SMBR. Small business event (August/September)	
Contact list engagement	number of firms contacted, each engagement		What list are they using for initial contacts/outreach efforts to certified vendors? Direct contact via primes?	