

York University's Social Procurement Program

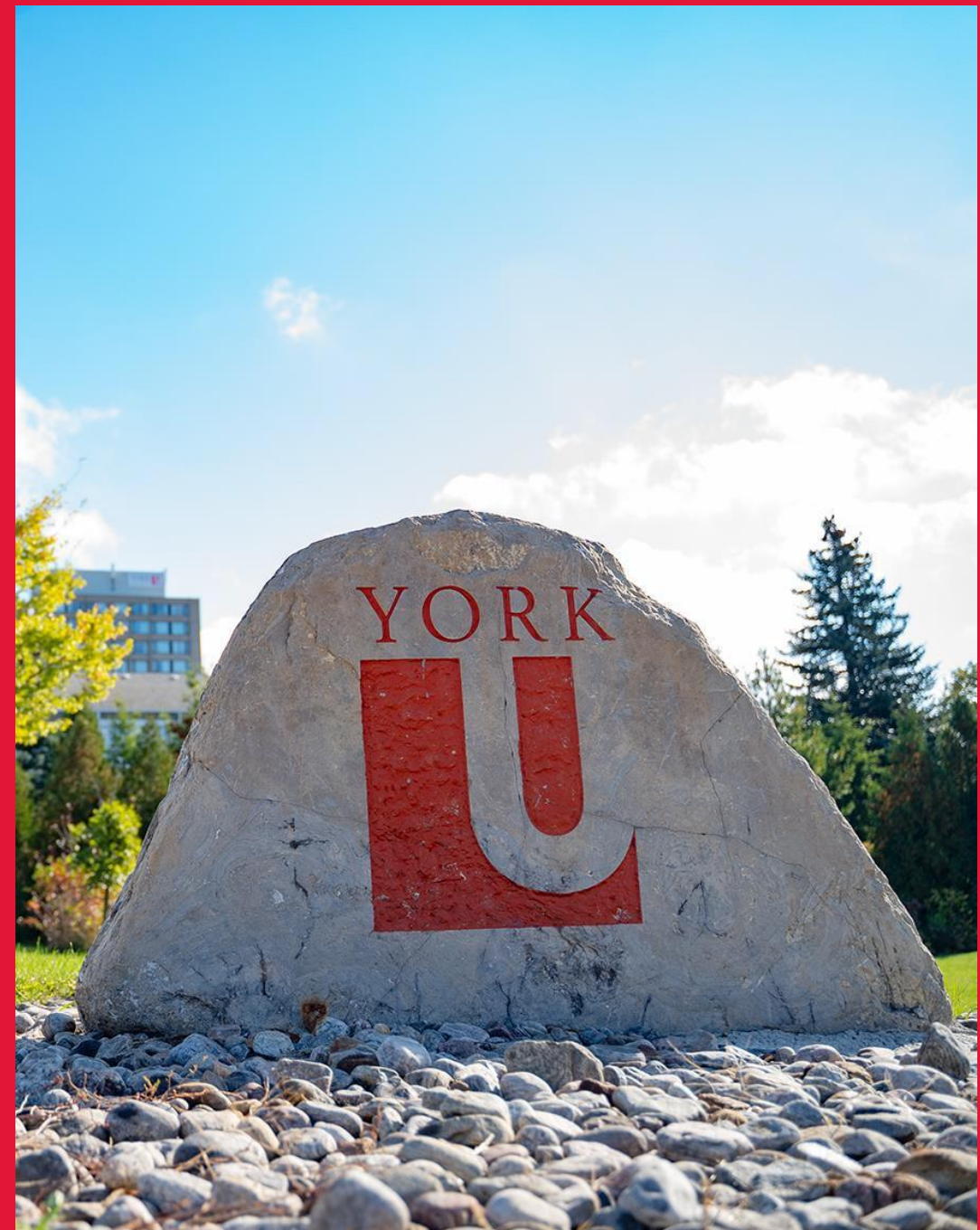
BRENT BRODIE, SR PROCUREMENT ANALYST & PROJECT LEAD
STRATEGIC PROCUREMENT SERVICES

YORK 



Framing our place: York U and community

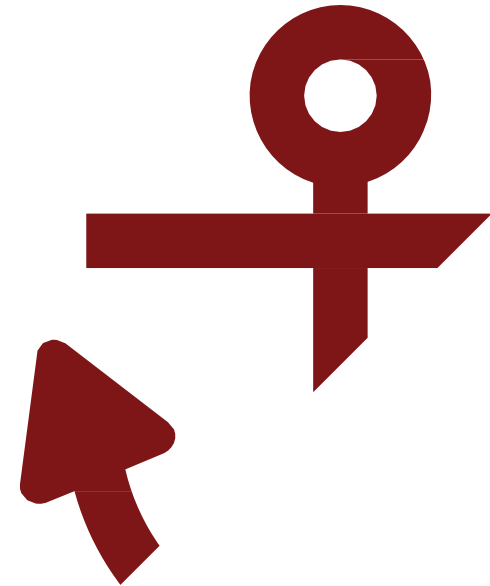
- The university has a tremendous impact on our surrounding communities: We are an **Anchor Institution**
- *The idea that an institution has a long-standing, place-based relationship to the community in which it is located. As a result of this relationship, the institution is uniquely positioned to intentionally leverage its economic power and human capital in partnership with the community to contribute towards the community's well-being.*



Framing our place

Key ideas that define ‘anchor institutions’

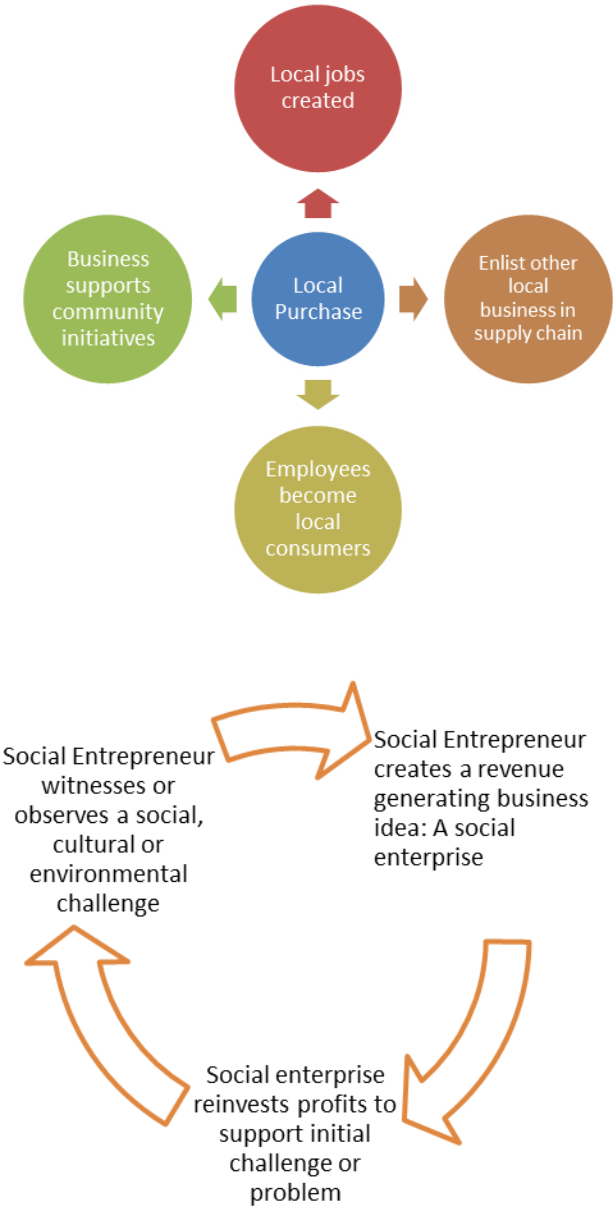
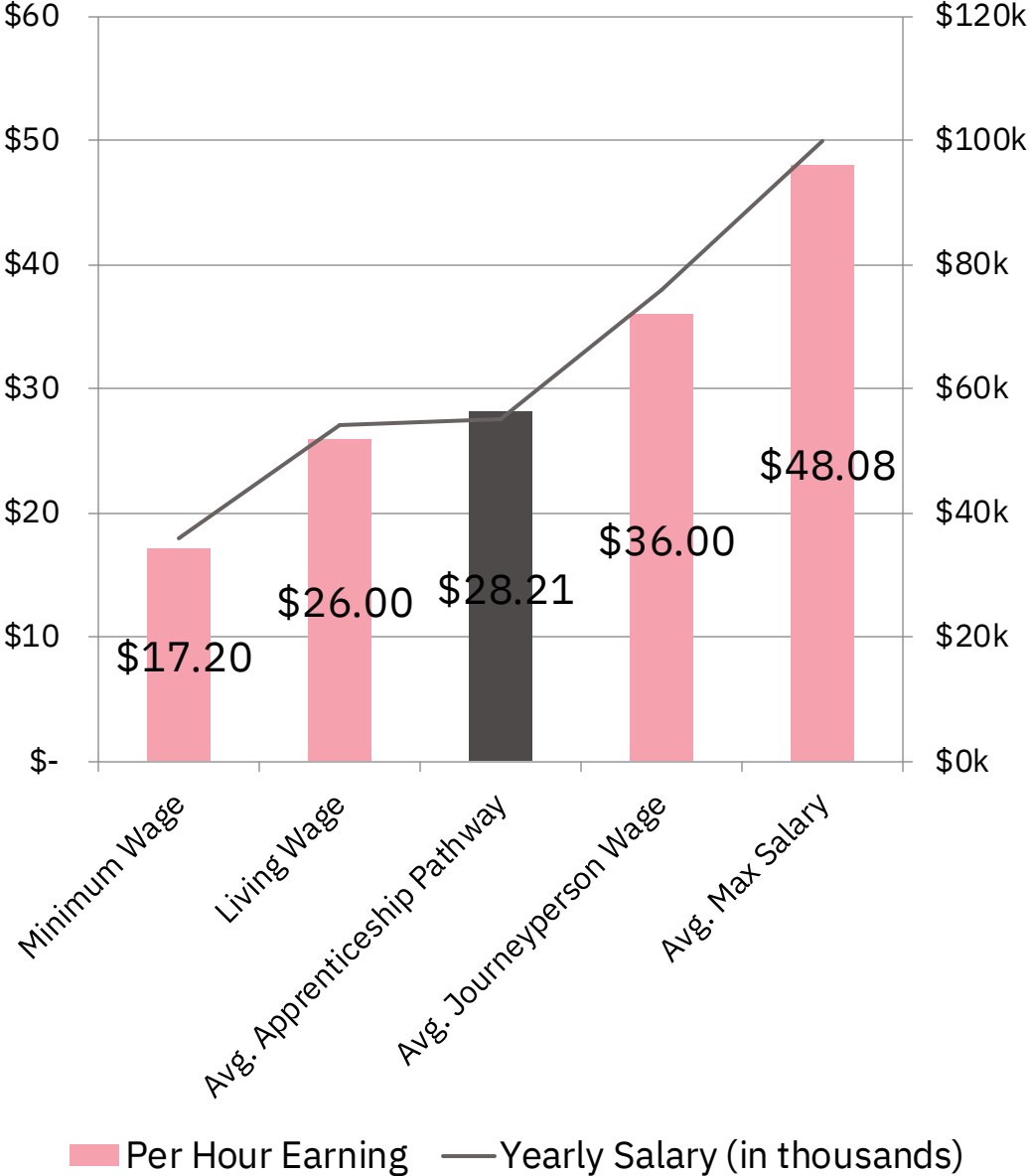
- Generational placement: the university is place based. It requires considerable physical resources rendering it near impossible to pick up shop. Therefore, there’s a generational relationship with the community and its success.
- Public accountability: the University receives public money and has a fiduciary duty to get best value *for the taxpayer – we’re accountable!*



Responding to Community through the Lens of Procurement

| What they asked for | What We Can't Do | What We CAN Do |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Create Community Jobs | <ul style="list-style-type: none">- Hire people directly...not really what we do- Award contracts because they hire people from our community | <ul style="list-style-type: none">- Use our contracts to create opportunities for our contractors to create employment opportunities- Make hiring targets a metric for project success |
| Buy from Local Businesses | <ul style="list-style-type: none">- Award procurements based on local businesses- Limit bids only to postal codes (zip codes).- Suspend best value criteria. | <ul style="list-style-type: none">- Use what options we have within our existing legislation to champion social procurement- Find local champions to promote collaboration and discovery |

Evidence is the in Impact



Story-telling our Impact

Washroom Renewal Program Phase 1 (T21- 102)

Awarded Contract Value:
\$3,996,229

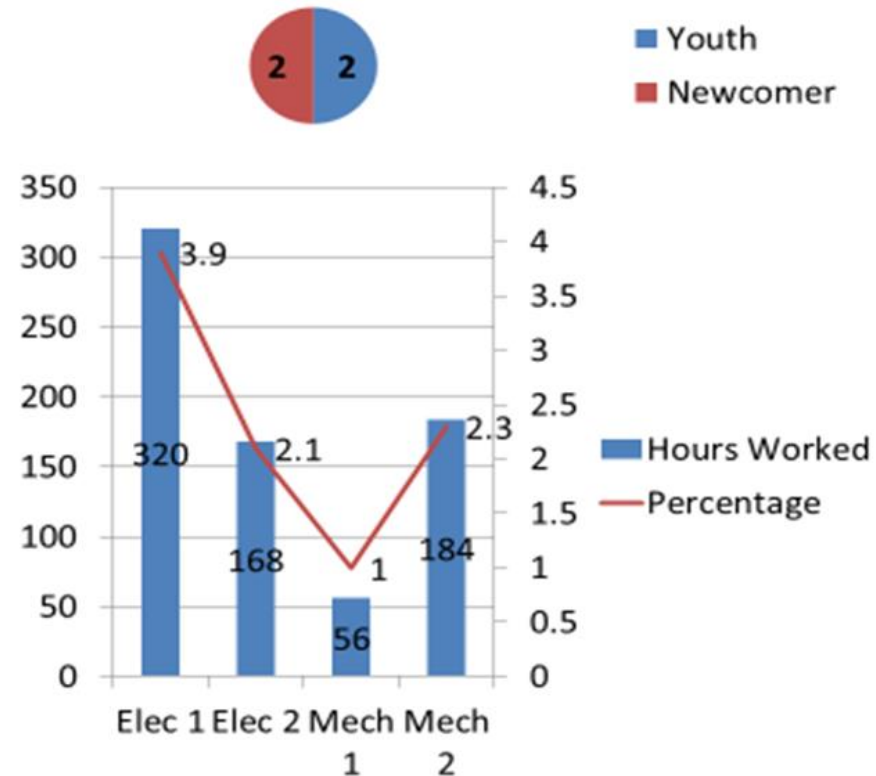
Project Dates: December 2019 -

Apprenticeship Target: 4
multidisciplinary apprentices
from the local area from an
equity-seeking group.

Total Wages Paid to Date: \$23,784

Reporting Frequency: Monthly

Equity Seeking Community



Scaling Impact

SCHOOL OF CONTINUING STUDIES

- Project size: 97,000 sq. Ft
- Project Goals \$600,000 local, equity-deserving spend & 10 equity-deserving entry-level apprentices
- **Actual Results: \$1.2 million in spend & 15 apprentices hired**



MARKHAM CAMPUS

- Project size: 400,000 sq. Ft
- Project Goals: \$3 million local, equity-deserving spend & 10 equity deserving, entry-level apprentices
- **Actual Results: \$8.2 million in spend & 17 apprentices hired**



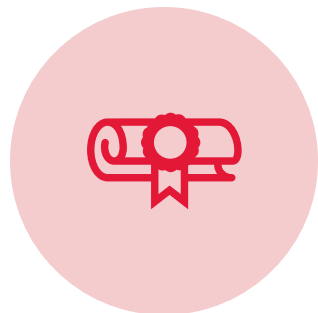
Our Impact to Date



17 Construction and Renovation Projects



\$9.8 million social procurement spend



73 equity-deserving, multidisciplinary apprentices hired across our projects



Over **54,000** hours worked by our apprentices

Expanding our Impact: York's Social Procurement Vendor Portal

Launched April 2022

85 Vendors

Key hallmarks:

Open sourced

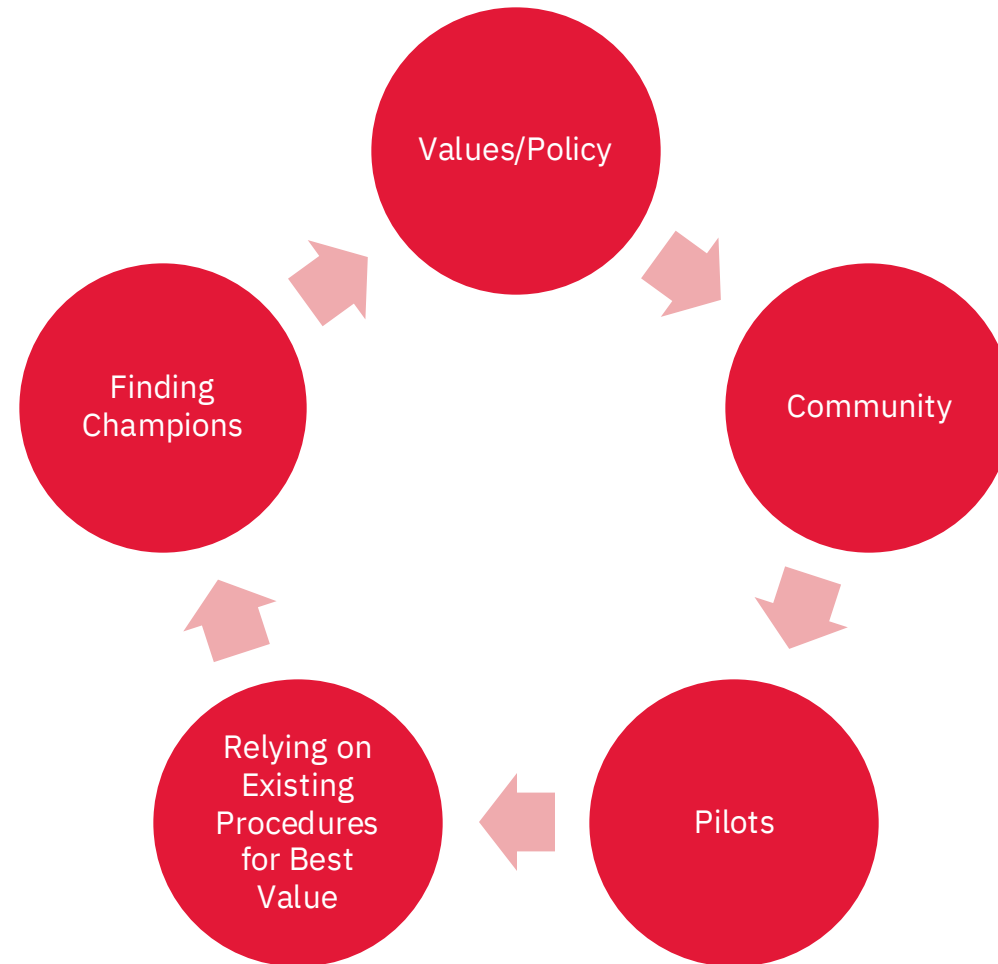
Free to register

Free to search

Conduit to recognize key community partners

Established partnerships with fellow institutions

Dissecting the Pillars of Social Procurement



Operationalizing Social Procurement

- › Determine your risk appetite (remember Rome wasn't built in a day)
- › Determine what is most passionate to your colleagues/champion or institution (this helps frame your story)
- › Use your institution's procurement guidelines to ensure best value
- › Find vendors who champion those goals (I've got you covered here...)

[Social Procurement Vendor Directory | Social Procurement \(yorku.ca\)](#)

Social Procurement Going Forward

- Social Procurement is responsive to a variety of needs and policy drivers
- Social Procurement supports buy-Canadian policies and helps strengthen local economic development. Institutions/municipalities already making valutive statements
- If Social Procurement is too loaded a term, think about the term in more granularity like 'valuative' purchasing. It may be easier to get buy-in

How Do I start?

- Align with institutional values (Buy Canadian, local spending thresholds)
- **Many institutions *may* be ushering a top-down approach through their responses to the current political climate. Embrace the opportunity!**
- Start with something low risk i.e. catering
- Build your metrics around the language
- Please reach out: bbrodie@yorku.ca I'd be happy to further the discussion with you!