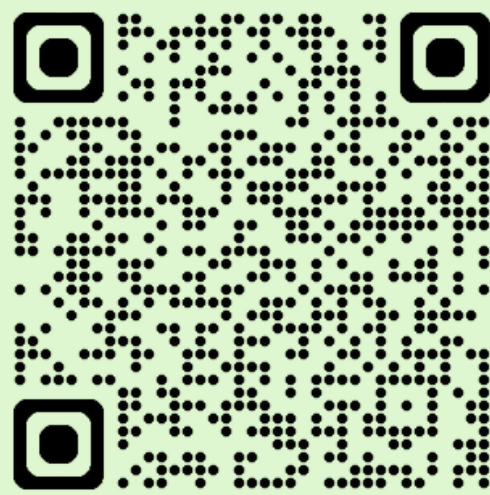
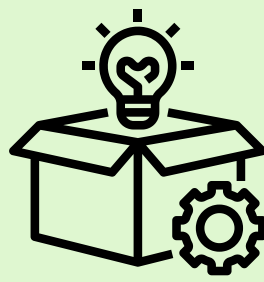




Racial And Structural Equity

Business Development & Job Creation



RocRASE.com

Community Advancing Recommendations Team (CART)

Current CART Members: Anne Beyer, Matthew Burrell, Tammy Butler, Davis Craig, Christina Eisenberg, Barb Glassman, Donna Jones, Ana Liss, Dr. Candice Lucas, Donna Mostiller, Dr. dt ogilvie, Shannon Regelsberger, Dr. D.J. Robinson, William Whitley, Deborah Whitt, Trisha Wise

Introduction

Who we are – some background

The Business Development & Job Creation CART meets monthly to advance the RASE recommendations, share updates, address challenges, and coordinate next steps.

This CART brings together community members, nonprofits, local government, insurance agencies, educators, entrepreneurs, workforce programs, and business leaders to remove barriers, create fair job opportunities, and expand inclusive opportunities for MWBEs and the local workforce.

Key Issues:

- Access to Capital
- Operations & Mentorship
- MWBE Certification & Contracting
- Communications & Outreach
- Equitable Access to Civil Service Jobs
- Job Accessibility
- Job Equity

RASE seeks to dismantle systemic and structural racism and building a more just, equitable, and inclusive Rochester and Monroe County.

Progress

What got done – some examples

MWBE Certification & contracting

- Monroe County’s Micro Advantage Loan Program (ref. B.D. R1)
  - \$5.8M in ARPA funds powering small business growth
  - Exceeded \$800K reserved for MWBEs, reaching \$3 mill
  - 72 active loans since 2023
- 850 MWBE’s have been certified under the County’s program as of September 2025 (ref. B.D. R2, R8)
- City of Rochester MWBE Team (ref. B.D. R6)
  - Monthly 1:1 support to 21 MWBEs
  - Networking & education – Hosted 2 events with over 350 participants and joined 4 more reaching 200+, helping MWBEs build skills and connections
  - Training, outreach, & contract support - Reached 75+ businesses through training and outreach; assisted 3 with MWBE and City contracting support
  - Food Biz 101 Program – Helped new food entrepreneurs start businesses; 12 graduated in 2024
- City and County MWBE Conferences (ref. B.D. R12)
  - The City of Rochester hosts annual Upstate NY MWBE Conference since 2023
  - Monroe County, the University of Rochester, and the New York & New Jersey Minority Supplier Development Council hosts annual Supplier Diversity Summits since 2021



Equitable Access to Civil Service Jobs (ref. J.C. R1, R2, R3)

- Civil service exam fees waived since 2021 with American Rescue Plan Act (ARPA) support
- NY HELPS Program fills key roles (e.g. caseworkers, examiners) without exams
- Monroe County’s partnership with Matrix Marketing promotes civil service careers and increases applicants
- Monroe County offers application workshops to help job seekers navigate civil service

Job Accessibility (ref. J.C. R4, R9, R10, R17)

- Monroe County’s Ban the Box law went into effect in 2023
- Monroe County’s \$100 drug test fee is currently waived
- The City of Rochester offers career growth for employees through exams, training, and tuition assistance
- City and County support career pathways programs for youth and young adults

Challenges

What slowed us down – some examples

Policy & Authority Limitations

- Some recommendations (e.g. R11) can’t be addressed locally because of federal and state policies. In these cases, the CART can only act in an advocate role.

Lack of Collaboration and Coordination

- More than 340 individual workforce development and job creation programs operating independently
- Limited communication and overlap create barriers
- Need stronger alignment, collaboration, and easier access to programs

Future

What’s still to do – some examples

- Re-examine recommendations and explore new approaches
- NYS connection – Build stronger connections with New York State, local officials, and neighboring counties to support collaboration
- Advocate for funding for programs that don’t charge fees
- CART Participation – In need of new participants and representation from different stakeholders (e.g. financial institutions)

5th Annual RASE Community Update October 6, 2025

Urban League of Rochester - Successor organization to the Commisison on RASE