From: Derek Johannson
Sent: Tuesday, July 10, 2018 5:47 PM
To: CLK-CityClerks
Cc: Dryburgh, Matt
Subject: comments on Buy Local Policy.

To be read to the EPC.

I regret with the short notice given to me to attend this meeting I am not able to be there in person. I hope this written presentation will be of value.

By way of background I was on the Wpg Chamber of Commerce Board for 6 years, led the task force on Local procurement, have been a Winnipeg business owner for over 30 years, so I am very familiar with this topic. I also attended the stakeholder meeting hosted by the City's Procurement department.

Let me start by suggesting the Buy Local should be re-branded as Strategic Procurement for Economic Development (SPED). The notion of Buy Local drives people to thinking of protectionism, which is not the intent. The Intent is to create an awareness within all procurement staff to ask the question "Why not a Winnipeg or Manitoba company". Creating Economic Development for our city lies in the answer to that question. If the procurement staff can't answer that question then the recommendations made in their report are not being achieved. So answers to that question I have heard are: The wpg company is too small, it is too complicated for them to handle, the current supplier has been doing it for so long he really understands our unique needs, it would cost too much to change but not asking the question can you do it.

I agree with the five points raised in their report, but the benefit is in its execution. What does success look like for each point? "Take steps to better communicate debrief option" will they report back how many debriefs were requested before and after a time period? "Review contracts that might be broken into smaller contract" Is that a goal of how many, do we know how many fall into this category as potential?

For all the recommendations I suggest the EPC need to have the department define the future state, and report on their progress in reaching that future state.

Back to my original question asked at the awarding of every contract (large and small) "Why not a Winnipeg company". I don't expect any extra points awarded to being local, or a price concession, but do want to see procurement do all they can to help the losing bidder to be aware of their short comings, and educate them on how to improve their chances for the next round. As local companies up their game they start winning contracts outside of the province, and that is the ultimate goal of free trade (all parties grow). "What gets measured gets achieved" is the old adage that I hope the EPC can put in place.

Thank you for your consideration, and I would be happy to assist in the matter moving forward.

Derek Johannson
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