

STATEMENT OF CAPABILITIES



Redefine growth. Measure results.



OUR FIRM

Founded in 1993, ZANN is a management consulting firm that specializes in business diversity and inclusion strategies. Our clients depend on us to distinguish small business programs, enhance competitiveness, and execute unique public outreach strategies, while increasing profitability and market awareness. Our team understands that no approach is the same and identifies each organization's unique circumstances and needs to mold a tactical approach.

Our services include:

- Building **supplier diversity**
- Developing and managing **D/S/M/WBE/ACDBE programs**
- Shaping comprehensive **public outreach**
- Creating and executing **workforce** programs
- Identifying **rebranding** strategies

Our team will work closely with the client to create and implement in-depth, comprehensive, highly strategic programs that are seamless and effective. We challenge the typical approach to create successful and unparalleled results.



OUR APPROACH

OUR COMPREHENSIVE, FOCUSED APPROACH INCLUDES FIVE KEY STEPS:

DISCOVERY – ZANN conducts a thorough assessment of your organization to understand your unique circumstances and needs.

STRATEGY – We team with you to develop a strategic plan that serves as the platform for achieving objectives and increasing your brand awareness.

TRAINING – We provide training to internal and external stakeholders, as necessary, to build awareness, cross cultural competency, and engage champions for long-term change efforts.

METRICS – Together, we identify and develop measures for program success.

EXECUTION – As an added resource, we work within your organization to manage and monitor your program's efforts.



SELECT SERVICES

OUTREACH AND COMMUNICATIONS

- Outreach strategy
- Coordinate outreach events
- Website content development
- Messaging

PROCUREMENT

- Unbundling bid packages
- Lower tier sourcing
- Partnering strategies
- Bid document management systems

COMPLIANCE

- Monitoring, tracking and reporting
- Metrics

SUPPORTIVE SERVICES

- Bonding
- Insurance
- Financial guidance
- Prompt Payment
- Safety
- QA/QC

CAPACITY BUILDING

- Mentor protégé programs
- Business partnering strategies
- “Promotion to Prime” programs
- Technical Assistance workshops

COMMUNITY AND STAKEHOLDER PARTNERSHIPS

- Legacy Building Initiative

CROSS CULTURAL COMPETENCY

- Training to engage diverse constituents
- Implement working with diverse businesses and employees

PUBLIC OUTREACH STRATEGIES

- Coordination of and representation at Open Houses
- Design and facilitation of roundtable forums to engage key stakeholders
- Presentation and key message development
- Representation at public meetings and hearings
- Solicitation of public comments

WORKFORCE DEVELOPMENT PROGRAMS

- Meet hiring and training needs of local employers in the transportation and construction industries
- Create opportunities for residents to attain and retain living wage careers
- Develop career pathway collaborations with workforce partners and academic institutions



PROJECT EXPERIENCE: TRANSPORTATION

RTD FASTRACKS

NORTH METRO COMMUTER RAIL LINE

Responsible for developing and implementing the DBE/SBE and WIN programs for this \$400 million commuter rail project.

EAGLE P3

Responsible for developing and implementing the DBE/SBE programmatic components for the \$2.3 billion design/build/operate and maintain commuter rail line.

I-225 CORRIDOR DESIGN BUILD

Responsible for developing and implementing the small business program for the \$420 million design-build light rail project.

CENTRAL RAIL EXTENSION MOBILITY STUDY

Responsible for the Community Leader Outreach/Engagement strategy and implementation. The CRE Mobility Study will identify a preferred transit alignment and mode to deliver service.

DENVER UNION STATION

Lead consultant of the public outreach for external stakeholders on the \$478 million redevelopment of Denver Union Station.

LEFT TO RIGHT: EAGLE P3, I-225 LIGHT RAIL, DENVER UNION STATION





COLORADO DEPARTMENT OF TRANSPORTATION

I-70 EAST CORRIDOR

Responsible for DBE/ESB outreach and engagement for the project duration. Responsible for assisting in the creation of the D/ESB and Workforce Development portions of the RFP for this \$1.3 Billion P3. In addition, serves as strategic advisor to CDOT.

C470 MANAGED EXPRESS LANES

Responsible for communications and Public Information on this \$300 million project.

DENVER INTERNATIONAL AIRPORT (DEN)

COMMERCE HUB

Strategic advisor for the development of the business diversity and outreach program at DEN.

SOUTH TERMINAL REDEVELOPMENT PROJECT

Strategic MWBE Consultant to the Program Manager for the \$500 million Hotel and Transit Center.

O'HARE AIRPORT

T6 TERMINAL

Developed a model capacity building program for the \$1.6 billion design project. T6 project as a joint venture of Bechtel and five minority and women owned businesses.

T5 TERMINAL

Developed the MWBE Program for the \$600 million design-build project at the International Terminal at O'Hare Airport.

LEFT TO RIGHT: DENVER UNION STATION, DENVER INTERNATIONAL AIRPORT HOTEL AND TRANSIT CENTER





PROJECT EXPERIENCE: CAPITAL PROGRAMS

CITY AND COUNTY OF DENVER

Responsible for developing and implementing MWBE and workforce program on the 15 year development of the 270 acre National Western Center.

UNIVERSITY OF CHICAGO HOSPITALS

Developed the MWBE and Workforce program for the \$150 million ambulatory center.

NORTHWESTERN MEMORIAL HOSPITAL

Developed the MWBE and Workforce program for the \$670 million redevelopment.

COOK COUNTY HOSPITAL

Developed and implemented the MWBE program for the new \$400 million hospital.

ADVOCATE HEALTHCARE

Developed the Corporate Supplier Diversity program.

EMERGENCY 911 SYSTEM

Developed the MWBE and Workforce program for the \$211 million Emergency 911 System for the City of Chicago.

VILLAGE OF OAK PARK, ILLINOIS

Developed the procurement and contracting program to ensure the participation of MWBEs and local businesses.

DISPARITY STUDIES

LA METRO

CITY AND COUNTY OF DENVER

ILLINOIS DEPARTMENT OF TRANSPORTATION

Provide recommendations and strategic advice to improve and enhance Agency Small Business Programs.



SELECT CLIENTS

TRANSIT AND TRANSPORTATION

- Denver Transit Partners
- Kiewit
- Parsons Transportation Group
- Balfour Beatty
- T6 Partners
- AECOM
- Jacobs
- Graham Contracting
- Regional Rail Partners
- Flatiron
- SEMA Construction
- Bechtel

CAPITAL PROGRAMS

- CH2M
- The Beck Group
- Fluor Daniel Illinois, Inc.
- Lakefront SRO Corporation
- Michael Baker Corporation
- Miglin-Beitler, Inc.
- Turner Construction
- U.S. Equities, Inc.
- Westfield Group

HEALTHCARE

- Catholic Health Initiatives (CHI)
- Advocate Health Care
- Northwestern Memorial Hospital
- University of Chicago Hospitals
- Cook County Hospital

PROFESSIONAL AND FINANCIAL SERVICES

- American Express
- Hewitt Associates
- Nationwide

NON PROFIT

- Chicago Minority Business Development Council
- Chicago Urban League

PUBLIC SECTOR

- Colorado Department of Transportation
- Denver International Airport
- State of Oklahoma



PRESIDENT'S PROFILE

Suzanne Arkle is President and CEO of ZANN, a management-consulting firm that advises clients on small business growth, workforce development and participation on mega projects. Her clients include large public sector institutions prime contractors, consultants and D/S/MW/ACDBE business enterprises. She provides strategic advice to senior leadership about all aspects of project planning and implementation related to increasing and measuring D/S/MW/ACDBE business growth and participation in major infrastructure projects. Through these services ZANN has directed the goals and utilization of over \$3.7B for small businesses on projects valued at over \$11.2B.

With offices in Denver, Los Angeles, Seattle and Chicago, ZANN's project experience and diverse perspective (working for public agencies and prime contractors) brings value and improved client outcomes. Ms. Arkle is currently designing and is implementing the DBE/SBE and workforce programs on the Regional Transportation District (RTD) FasTracks I-225 Rail Line project and North Metro Commuter Rail Line. She has also served as strategic MWBE advisor on the Hotel Transit Center and the Commerce HUB at Denver International Airport (DEN). Ms. Arkle is currently advising the Colorado Department of Transportation (CDOT) on the Central 70 project, a \$1.3B P3 on DBE/ESB and Workforce Development. Previously, she has been a member of the public outreach team for the Denver Union Station Redevelopment, RTD FasTracks I-225 Light Rail EIS, and the Commuter Rail Maintenance Facility Supplemental EA.

Most recently, she has joined the Program Management Team for the development of the 270 acre National Western Center. Ms. Arkle will be responsible for developing and implementing consistent guidelines and processes for small business participation and workforce development during the life of the 15 year project.

She has worked as the Vice President of Economic Opportunity for the Chicago Urban League, as the Deputy Director for the Ohio Environmental Protection Agency and in New York with Exxon International as a petroleum planning analyst and CitiBank in credit lending.

She has been widely recognized for her work as the DBE/SBE Consultant for the Eagle P3 project which she developed a comprehensive small business program for the first P3 in transit in the nation. The strategy included process definition, program monitoring and execution, tools and metrics, and creation of a business leader forum to regularly solicit input from external stakeholders. It has become a model for engagement in P3 partnerships that is being replicated in other jurisdictions. She has also been recognized for her work to create bonding and financial assistance programs for large projects.

Ms. Arkle is active member of Shorter Community AME Church, where she has created an ongoing mentoring program for young women that is focused on building leadership skills. She has also been a member of the Craig Hospital Foundation Board, the Denver Scholarship Foundation Advisory Council, International Women's Forum Board, DRCOG Citizen's Advisory Committee, and is a graduate of the Denver Chamber of Commerce – Access Denver Leadership and the Transit Alliance Citizen Academy.

She has an MBA in Finance/Accounting from UCLA and a BA from the University of Pennsylvania in Urban Studies and Economics.



SUZANNE ARKLE, PRESIDENT & CEO



ORGANIZATION MEMBERSHIPS

A leader in the Denver community, Ms. Arkle is a member of the following organizations:

- American Public Transportation Association (APTA)
- Conference of Minority Transportation Officials (COMTO)
- Corporate Citizen Award 2015
- Women Transportation Seminar (WTS)
- International Women's Forum, Colorado Chapter
- City Year Denver, Board Member

NAICS CODES

541611 Business/General Management Consulting Services

541910 Market Research and Public Opinion Polling

561499 All Other Business Support Services

CERTIFICATIONS

COLORADO

- MWBE
- ACDBE
- EBE
- SBE
- DBE

DBE: California, Florida, Georgia, Illinois, Minnesota, Missouri, New York, North Carolina, Texas, Utah, and Washington

SBE: LA METRO

M/WBE: California, North Carolina, and Washington

CONTACT

For more information about our capabilities please visit www.zanninc.com



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