

Important 2020 Changes to the Affirmative Marketing Program

The Commonwealth, through its Affirmative Marketing Program (AMP) provides opportunities for minority-owned businesses (MBE) and women-owned businesses (WBE) to participate on public building design and construction projects managed by the Division of Capital Asset Management and Maintenance (DCAMM), along with large state funded municipal projects and certain projects undertaken by other public entities. The AMP supports MBE and WBE participation in many ways which include setting both project specific and annual overall spending goals for MBE and WBE participation on these important public building projects, as well as by conducting outreach, education and training.

DCAMM and the Massachusetts Supplier Diversity Office (SDO) are announcing a series of AMP program changes that will be in effect for DCAMM and other affected state and state funded municipal projects advertised on or after July 1, 2020.

Important changes in effect July 1st include:

Separate MBE and WBE Goals - AMP project specific goals will be set separately, with distinct participation goals set for MBE firm participation and WBE firm participation. This will ensure more representative participation by both MBE and WBE firms.

Project Specific Goals - Goals for individual design and construction contracts will be set on a project by project basis. Awarding Authorities will set the project specific separate MBE and WBE goals prior to advertising design and construction procurements and the individual MBE and WBE goals will be clearly set forth in the procurement documents. This enables participation goals for an individual project to be specifically tailored to the particular project prior to procurement and ensures the goals more accurately reflect the availability of contractors or design professionals.

Overall Annual Program Goal - The overall annual program goals applied to overall annual contract awards for construction and design on DCAMM projects is being increased consistent with the findings in the most recent disparity study. The overall annual program goals across all DCAMM project awards are: Construction MBE 4.2%, WBE 8.8% and Design MBE 6.6% and WBE 15%.

Increased Supplier Credit – MBE or WBE credit for purchases from SDO certified material suppliers on DCAMM projects is increased to 15%. Supplier credit on state funded municipal projects is unchanged.

Again, these changes will be in effect for projects advertised for procurement on or after July 1, 2020.

In addition, Governor Baker has filed legislation that would afford new opportunities for MBEs and WBEs on public building projects. The legislation, if passed, would increase thresholds for certain types of public building procurements and enable DCAMM to include MBE and WBE participation goals in filed sub-bid packages when appropriate. Each of these changes would provide new opportunities for small, minority and women owned businesses to participate in these public projects.

For more information on the AMP program for DCAMM projects visit www.mass.gov/dcam-contr-compliance or contact DCAMM's Compliance Office at 617 727-4050 ext. 31435.

For more information on the state funded municipal program visit SDO's website <https://www.mass.gov/supplier-diversity-office> or contact SDO's Supplier Diversity Programs Director at 617-502-8851.