

The Municipal Supplier Diversity Playbook: Developing New and Growing Existing Programs



Commonwealth of Massachusetts Supplier Diversity Office (SDO)



Introduction



Dear Municipal Official,

09/23

The Supplier Diversity Office (SDO) is a Commonwealth oversight agency tasked with promoting equity and inclusion in state procurement and contracting. The SDO certifies a wide range of diverse and small business categories, issues policies, and coordinates diverse and small business programs for the Commonwealth’s executive agencies. The SDO also puts diverse companies in touch with government agencies and their prime contractors regarding business opportunities.

This publication is a refresh of the Municipal Supplier Diversity Playbook (the Playbook), which the SDO issued in 2021 after receiving numerous inquiries from municipal governments interested in establishing supplier diversity programs focused on their local communities. The Playbook creates a framework for establishing and developing a local supplier diversity program. This updated Playbook includes information about new SDO resources available to assist municipalities and your vendors, including the Supplier Diversity Hub and the Certified Diverse Business Dashboard/Map.

The Playbook exists in the form of PowerPoint, which is used by the SDO for live presentations at municipal meetings and training sessions. Organizations interested in implementing diverse and small business programs must consider their unique needs and may use these slides as checklists for potential initiatives, lists of best practices, and resources available from the SDO. In addition, each municipality should consult their own legal counsel and the Massachusetts Office of the Inspector General to ensure their program follows applicable laws and is legally defensible.

If you have questions or would like to discuss these ideas in more detail, please do not hesitate to reach out to our Supplier Diversity Help Desk at sdp@mass.gov. We look forward in assisting you in your equity and inclusion efforts.

Sincerely,

William M. McAvoy

William M. McAvoy
Executive Director



The Outline



- **SDO Mission, Goals, & Programs (slide 5)**
- **Building & Growing Your Program (slide 13)**
 - Program Setup
 - Implementation
 - Tracking and Reporting
 - Learning and Iteration
- **Supplier Diversity Toolbox (slide 38)**
- **Next Steps (slide 47)**





SDO Mission, Goals, & Programs



SDO Mission: *To promote diversity, equity, and inclusion in state contracting by:*



- 1 Certifying certain diverse businesses and small Massachusetts-based businesses
- 2 Connecting these companies with business opportunities and resources that enhance their marketability when bidding on public contracts
- 3 Collaborating with Executive Agencies and public organizations to:
 - a. Identify and remove barriers for diverse and small businesses
 - b. Increase diverse and small business spending



SDO Certification Program



Based on at least 51% ownership

Benefits of Certification

SDO Certifications

- Minority-Owned Business Enterprise (MBE)
- Women-Owned Business Enterprise (WBE)
- Veteran Business Enterprise (VBE)
- Minority Non-profit Organization (M/NPO)*
- Women Non-profit Organization (W/NPO)*
- Portuguese-Owned Business Enterprise (PBE)**

Recognized Third-Party Certifications

- Service-Disabled Veteran-Owned Business Enterprises (SDVOBE)
- Disability-Owned Business Enterprise (DOBE)
- Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)

- No cost!
- If awarded a state contract, the ability to market products and services to Commonwealth agencies seeking to meet their supplier diversity spending benchmarks
- Eligibility to be a supplier diversity partner to Commonwealth prime contractors
- Invitations to training, networking and matchmaking events
- Eligibility to participate in supplier diversity programs of quasi-public and private organizations

**Based on the majority of board and voting body membership*

***Only for programs funded by state transportation bond statutes*

SDO Programs



**SMALL BUSINESS
PURCHASING PROGRAM
(SBPP)**



**SUPPLIER DIVERSITY
PROGRAM (SDP)**



**MUNICIPAL CONSTRUCTION
AFFIRMATIVE MARKETING
PROGRAM (MCAMP)**



**INDIVIDUALS WITH
DISABILITIES IN STATE
PROCUREMENT AND
CONTRACTING PROGRAM**

Small Business Purchasing Program (SBPP)



Goal: Increase spending with small businesses

Purchasing: Use small businesses to the extent possible based on contract terms, departmental policies, laws, and regulations

RFQs and Open-Market Procurements (≤\$250K/year): Award to a Massachusetts-based small business that meets the department's best value criteria.



SBPP Eligibility

Application through COMMBUYS, with Department of Revenue verification:

- Principal place of business in Massachusetts;
- Business operating for at least one year;
- Currently employs no more than a combined total of 50 full-time equivalents in all locations;
- Gross *annual* revenues of \$15 million or less based on a 3-year average

The program applies to Massachusetts executive agencies as well as entities that participate in it voluntarily. More at www.mass.gov/sbpp.

Supplier Diversity Program (SDP)



Goal: Increase participation of diverse businesses

Purchasing: Use diverse businesses to the extent possible based on contract terms, departmental policies, laws and regulations

Open-Market Procurements (>\$250K/year): Require prime bidders and contractors to maintain partnerships with diverse businesses.

SDP Evaluation: Evaluation of SDP form must be at least 25% of total evaluation criteria.



Eligible Certification Categories

- **MBE:** Minority-Owned Business Enterprise
- **WBE:** Women-Owned Business Enterprise
- **VBE:** Veteran Business Enterprise
- **SDVOBE:** Service-Disabled Veteran-Owned Business Enterprises
- **DOBE:** Disability-Owned Business Enterprise
- **LGBTBE:** Lesbian, Gay, Bisexual, Transgender Business Enterprise

The program applies to Massachusetts executive agencies as well as entities that participate in it voluntarily. More at www.mass.gov/sdp.

Municipal Construction Affirmative Marketing Program (MCAMP)



- Municipal projects which include state funding have project-specific MBE and WBE goals in the design and construction phases (primarily public schools)
- The SDO monitors and assists municipalities and general contractors with attaining these goals
- A current list of public school projects with general contractor information is available at [Massachusetts School Building Authority \(MSBA\)](#)
- More information is available on the [MCAMP webpage](#)

Individuals with Disabilities in State Procurement & Contracting Program Goals



- Expand inclusion of Disability-owned and Service-Disabled Veteran-owned businesses in public purchasing
- Assist vendors on certain statewide contracts to promote and retain employees with disabilities
- Further develop resources and tools for employers and individuals with disabilities seeking employment

For more information, visit the [SDO's Individuals with Disabilities Program](#) webpage



The Case for Supplier Diversity



- **Reflects our values**
- **Represents our citizens**
- **Addresses documented disparities**
- **Engages our constituents**
- **Supports local economies**
- **Promotes innovation**
- **Enhances competition**
- **Improves customer service**
- **Results in diversity, equity, and inclusion**





Building or Growing Your Program



Program Options

Three interrelated tracks are available to create or expand a program. We recommend you begin with the Purchasing track and grow your program over time.



Purchasing

- Available immediately
- Easy to understand and communicate
- Requires minimal procedural changes
- Perfect as the first step



New Procurements

- Available with your next planned procurement
- Requires additional effort in marketing business opportunities
- Newly-awarded contractors can add to the options available for purchasing



Fostering Partnerships

- Available with your next planned procurement
- Requires changes to contract language and bid evaluation procedures
- Requires additional effort in contractor reporting and compliance management

Guide to Implementation

The SDO suggests using the "Plan-Do-Check-Adjust" framework to organize your work



What are the steps?

- **Plan:** Establish objectives and processes needed to deliver the desired results
- **Do:** Implement the objectives and processes
- **Check:** Analyze and evaluate the results
- **Adjust:** Recognize and standardize successful processes and agree on changes

Why this framework?

- Works for new and existing programs
- Allows organizations to implement programs in stages and learn after each program implementation cycle

For established programs, a typical cycle is one year, but new programs may choose the duration of each program iteration.



Step 1: Plan Program Setup



Plan: Your Program Setup



Action	Description
<input type="checkbox"/> Decide on program track	Choose a program track: <ul style="list-style-type: none">• Purchasing• Contracts and procurement• Fostering partnerships
<input type="checkbox"/> Ensure support from the top	High-level support is vital for establishing the legitimacy of your efforts.
<input type="checkbox"/> Convene a team	Your team should include representatives of procurement, IT, economic development, and other departments.
<input type="checkbox"/> Establish your baseline	Analyze your current spending to identify certified diverse vendors.
<input type="checkbox"/> Create a plan	Develop a plan, whether goal-based or focused on piloting and monitoring supplier diversity measures. Commit to completing the four steps of this methodology during the plan cycle before you expand the scope of your program.



Plan: Your Program Setup



Action	Description
<input type="checkbox"/> Determine your metrics	Based on your baseline, determine what metrics you are going to focus on and work with your IT, accounting, and/or procurement department to agree on access to this information.
<input type="checkbox"/> Prepare documentation	Examples: <ul style="list-style-type: none">- List of diverse vendors available to buy from- Updated procurement procedures- Contract language and forms These changes may be limited in scope in the beginning and expand as you develop supplier diversity expertise.
<input type="checkbox"/> Communicate	Communicate your efforts to your stakeholders: staff, vendors, and community advocates.



Step 2: Do Program Implementation



Do: Program Implementation

Your implementation activities depend on the program track you choose



Purchasing

- Available immediately
- Easy to understand and communicate
- Requires minimal procedural changes
- Perfect as the first step



New Procurements

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- Newly-awarded contractors can add to the options available for purchasing



Fostering Partnerships

- Available with your next planned procurement
- Requires changes to contract language and bid evaluation procedures
- Requires additional effort in contractor reporting and compliance management

Program Implementation: Purchasing




Action	Description
1) Identify certified diverse contractors	Assess your current contractor base and identify current certified contractors.
2) Survey contractors for certification potential	Survey current contractors to find any contractors that are not certified but are eligible for certification. Communicate the information to the SDO and encourage suppliers to apply for certification.
3) Inform buyers of diverse purchasing options	<p>Inform the buyers about their options for buying from diverse businesses. Be clear about:</p> <ul style="list-style-type: none"> - Know your diverse vendors – ideally, diverse vendors should be tagged on lists and in systems buyers already use - What products and services are available – ensure that buyers only purchase approved products/services - How to buy - any quotation, price comparison, approval, and/or other procedures required prior to ordering
4) Buy from diverse suppliers	Order from diverse suppliers. If quotation or price comparison is required, instruct buyers to include eligible diverse suppliers in your request for quotes or comparison.
5) Track spending	Track your organization’s spending with diverse suppliers



SDO Directory of Certified Businesses

Find Diverse Suppliers Matching Your Needs




[HOME](#)
[WORKSHOP/EVENT SESSIONS](#)
[DIRECTORY OF CERTIFIED BUSINESSES](#)
[COMMBUYS](#)

Directory of Certified Businesses

Search the Directory

[Search the Directory →](#)
[Download the Directory →](#)
[MassPort Directory →](#)

Search Filters

Business Type All Business Enterprise (for-profit) Non-Profit Organization

Certification Type Match Any Match All

Certification Agency Match Any Match All

- MBE - Minority Business Enterprise
- WBE - Women Business Enterprise
- VBE - Veteran Business Enterprise
- SDVOBE - Service-Disabled Veteran-Owned Business Enterprise
- DOBE - Disability-Owned Business Enterprises

- SDO - Supplier Diversity Office - State
- COB - City of Boston
- WBENC - Women's Business Enterprise National Council
- NMSDC - National Minority Supplier Development Council
- NGLCC - National Gay and Lesbian Chamber of Commerce

Business Name NAICS Code and Description

Keywords

[+ Advanced Search...](#)

Sort Results By

Sort Order Ascending Descending

Output Type On Screen As Pdf Export to Excel

Company Name	City/Town, State	Certification Summary			
RAZZ-M-TAZZ Promotions, LLC	Westminster, MA	WBE (Supplier Diversity Office - SDO) DBE (UCP-MassDOT Office) Collapse			
Contact Ms. Gail Sabettini	Address P O Box 620	City, State, Zip Westminster, MA, 01473	Phone (877)874-0502	Fax (978)874-1057	Email gail@razz-m-tazz.com
Website http://www.razz-m-tazz.com					
Business Type For-Profit	SDO Client ID 20040456	SDO NAICS Code(s) 541890	DBE NAICS Code(s) 541890	ACDBE NAICS Code(s)	
Certification Type	Certification Agency	Certification Date	Renewal Date		
WBE	Supplier Diversity Office - State	7/26/2007	7/26/2023		
DBE	UCP - MassDOT Office	7/15/2010			
SDO Description: Safety Vests, Safety Clothes, Uniforms, Embroidered and Silk Screened Apparel; Promotions, Promotional Products, Recognition Awards, Corporate Gifts, Posters, Banners, Printing					
DBE Description: Safety Vests, Safety Clothes, Uniforms, Embroidered and Silk Screened Apparel; Promotions, Promotional Products, Recognition Awards, Corporate Gifts, Posters, Banners, Printing					
ACDBE Description:					

SDO Directory of Certified Businesses

Contractor Certification Drive



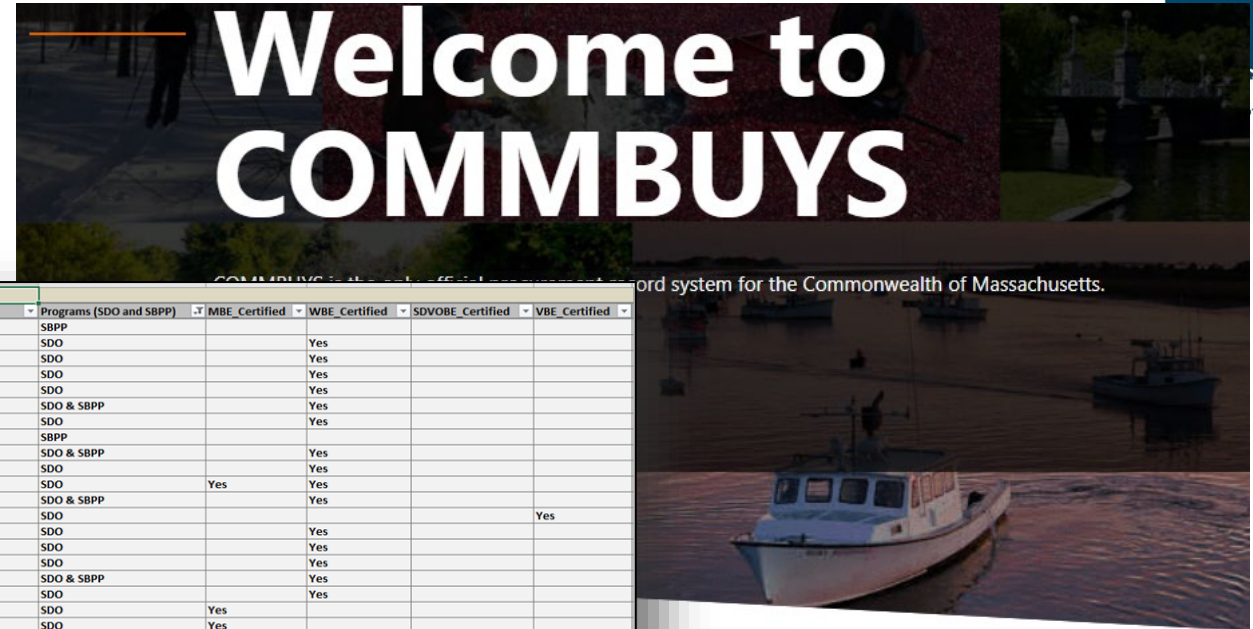
- Contact your contractors to identify companies that may be eligible for certification or have the SDO contact them
- The SDO will help you set up the drive
- Contractors that may be eligible for certification will be invited to apply to be certified*
- **Contact:** Amanda LaCroix, Director of Programs and Engagement, amanda.lacroix3@mass.gov

**Certification is not guaranteed and is based on the contractor meeting a set of specific certification criteria.*



Statewide Contract Index

Statewide Contract Index helps identify small and/or diverse vendors on statewide contracts



Vendor Contact Info	Programs (SDO and SBPP)	MBE Certified	WBE Certified	SDVOBE Certified	VBE Certified
Action Apparel Inc. Jack Losco jlosco@actionapparel.com 7812240777	SBPP				
All Sports - Heroes Uniforms, Sporting Goods & Promotions Charles E. Kuenzler MMcatamney@allsportsheroes.com 9784521976	SDO		Yes		
ANDREA'S POLICE AND FIRE SUPPLY JOANNE THAYER jvthayer@andreaspolicesupply.com 5088215815	SDO		Yes		
Creative Touch Designs, LLC Marianne Cyr mcyr@ctdemb.com 9784994444	SDO		Yes		
Darter Specialties, Inc. Janice Weiss alice@darterpress.com 2036999805	SDO		Yes		
Lane Printing & Advertising Frank Lane frank@laneprint.com 7817674450	SDO & SBPP		Yes		
MG Products, LLC Leanne Goddu leanne@mgproducts.net 9783525042	SDO		Yes		
Neptune Uniforms & Equipment, Inc. MITCH COHEN info@neptuneuniforms.com 9783728812	SBPP				
Razz-m-Tazz Promotions, LLC Gail Ann Sabettini gail@razz-m-tazz.com 9788740502 ext: 13	SDO & SBPP		Yes		
Creative Touch Designs, LLC Marianne Cyr mcyr@ctdemb.com 9784994444	SDO		Yes		
Go Green Solutions Inc. Maria Fisher mia@gogreensolutionsinc.com 5088399646	SDO	Yes	Yes		
Lane Printing & Advertising Frank Lane frank@laneprint.com 7817674450	SDO & SBPP		Yes		
Mansfield Paper Company Scott Parent rsp@mansfieldpaper.com 4137812000	SDO				Yes
MG Products, LLC Leanne Goddu leanne@mgproducts.net 9783525042	SDO		Yes		
Milhench Inc Jade Worthington jade@milhench.com 5089958331	SDO		Yes		
Oceans Promotions Christine Miller christine@oceanspromotions.com 5083402939	SDO		Yes		
Razz-m-Tazz Promotions, LLC Gail Ann Sabettini gail@razz-m-tazz.com 9788740502 ext: 13	SDO & SBPP		Yes		
Standard Modern Company, Inc. SOMWBA Linda Smith commbuys@standardmodern.com 5085864300 ext: 104	SDO		Yes		
Sterling Printing Ricky M. Malrani ricky@sterlingprinting.com 7814811234	SDO	Yes			
Westnet Inc. Tina Mclean tina@westnetmed.com 7818287772	SDO	Yes			
Wilkem Scientific James Wilkie jim@wilkem.com 4017231840 ext: 501	SDO		Yes		
CAM Office Services, Inc. / WMBE - OFF47 Gail Mandraffino supplies@camoffice.com 7819329868	SDO & SBPP	Yes	Yes		
Tools Unlimited, Inc. Stephen Pires info@toolsunlimitedinc.net 7813411188	SDO & SBPP		Yes		
Blue Sky Natural Gas & Petroleum, Inc. Leslie Mathews blueskynaturalgas@gmail.com 4014651111	SDO		Yes		
Betts Plumbing & Heating Supply Inc. (WBE/DBE/SBPP) Kimberley Rexford kimr@bettsplumbing.com 4135683308	SDO & SBPP		Yes		
Johnstone Supply - The Woburn Group Kimberly Giddinge kimberly.giddinge@johnstonesupply.com 7819338506	SBPP		Yes		
Wilnot's Dec. Center SCOTT HOULIHAN kevin.wilnotdec@verizon.net 5089473370	SBPP				
Cicoria Tree and Crane Service, Inc. Mark Cicoria info@cicoriatree.com 9789225500	SBPP				
Consider It Dunn, Inc. William George Dunn consideritdunn@comcast.net 5082234017	SBPP				
Green Acres Inc. Christine Colechia greenacreslandscaping@comcast.net 7812844277	SDO	Yes			
HURST LANDSCAPE AND SITE SERVICES INC David Hurst dhurst9425@aol.com 6173337431	SDO & SBPP	Yes			
Iron Tree Service, LLC Eric J Roensch eric@irontreeservice.com 9785006646	SBPP				
KeenKut Landscaping Lalionnie Keene keenkuts@comcast.net 4138969240	SDO		Yes		
RM Ryan Robert Ryan Robryan29@aol.com 5084558787	SBPP				
T & M Landscape Inc Sharon Lee Cravenho cravenho@aol.com 5088234637	SDO		Yes		
Tompkins Corporation Billy Tompkins tompkinslandscape@comcast.net 9786872152	SDO & SBPP		Yes		
S & K Lawn Care Joan Metcalf sklawnacare@gmail.com 4132673100	SBPP				
Consider It Dunn, Inc. William George Dunn consideritdunn@comcast.net 5082234017	SBPP				

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- [Statewide Contract Purchasing](#)
- [Statewide Contract Index](#)
- [Contract User Guide](#)
- [Procurement Schedule](#)
- [Statewide Contract Reference Sheet](#)
- [Tradespersons Contract Index](#)
- [Local Government Resources](#)



SDO Recommendation: Create and maintain a similar list for your contracts .

www.commbuys.com

Contract User Guides

Information on which contractors are certified diverse vendors and their SDP percentages



Contract User Guide for PRF70

PRF70: Advertising, Marketing & Event Planning Services

UPDATED: December 30, 2021

Contract #:	PRF70
MMARS MA #:	PRF70*
Initial Contract Term:	September 1, 2020 – August 31, 2025
Maximum End Date:	August 31, 2025
Current Contract Term:	September 1, 2020 – August 31, 2025
Contract Manager:	Ann-Maria Bennett, 617-720-3114, AnnMaria.Bennett@mass.gov
This Contract Contains:	Small Business Purchasing Program, Supplier Diversity Office (SDO) Businesses, Prompt Payment Discount Program and Vendor Appraisal Management Form.
UNSPSC Codes:	80-14-15 Market Research 82-14-15 Art Design Services 80-14-00 Marketing and Distribution

*The asterisk is required when referencing the contract in the Massachusetts Management Accounting Reporting System (MMARS).

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- [Supplier Diversity Requirements](#)
- [Pricing, Quotes and Purchase Options](#)
- [Instructions for MMARS Users](#)
- [Procurement Exclusions](#)
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TIP: To return to the first page throughout this document, use the CTL + Home command.

NOTE: Contract User Guides are updated regularly. Print copies should be compared against the current version posted on mass.gov/osd.
Updated: December 30, 2021

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Contract User Guide for PRF70

339 222 2864	caitlin@thinkargus.com	All	1.5% 10 days 1% 15 days 0.5% 20 days 0% 30 days	MBE	5%
949 433 0851	shana@bastionelevate.com	1, 3	1% 10 days 0.5% 15 days 0% 20 days 0% 30 days		15%
978 771 3421	kgross@brandcontent.com	All	5% 10 days 4% 15 days 3% 20 days 0% 30 days		10%
857 404 0891	ckelly@buyerads.com	1, 2, 3	0.75% 10 days 0.5% 15 days 0% 20 days 0% 30 days	WBE	1%
617 530 1361	cgage@cplusc.com	All	1% 10 days 0% 15 days 0% 20 days 0% 30 days		10%
617 657 0679	mcarroll@carrollcommunications.net	5	1% 10 days 0.5% 15 days 0% 20 days 0% 30 days	DBE	5%
617 558 6850	jhaber@moreadvertising.com	All	1% 30 days	MBE WBE	4%
508 763 1919	karen@designprinciples.com	1, 2, 3	5% 10 days 4% 15 days 3% 20 days 2% 30 days	WBE	10%
781-674-7247	chris.lamie@erg.com	1, 2, 4	1% 10 days		3%

Contract User Guides

Vendor Identification in COMMBUYS

Can now identify Diverse and Small Businesses in the Master Blanket Purchase Order Screen



Master Blanket Purchase Order PO-15-1045-BWSC0-BWSC1-00000006089 Status: 3PS - Sent

General Items **Vendor** Routing Control Attachments(59) Notes(4) Change Orders(4) Reminders Summary

General Subcontractors **Distributors**

Vendor Distributor List

Vendor ID	Alternative ID	Vendor Name	Categories	Preferred Delivery Method	Vendor Distributor Status
0000543		Weston & Sampson Engineers, Inc.		Email	Active
00001420		TRC Environmental Corporation		Email	Active
00001823		GEI Consultants, Inc.		Email	Active
00002922		Environmental Strategies & Mgt		Email	Active
00004300		Brown and Caldwell		Email	Active
00005295		Parsons Environment & Infrastructure Group Inc.		Email	Active
00005391		Watermark Environmental, Inc.		Email	Active
00005398		Nobis Group	Minority Business Enterprise (MBE) Supplier Diversity Office (SDO) Certified	Email	Active
00005755		APTIM		Email	Active
00006080		Wood Massachusetts, Inc.		Email	Active
201669		Tigne & Bond, Inc.		Email	Active
300224		CDW Consultants WBE/DBE	Small Business Purchase Program Participant (SBPP) Supplier Diversity Office (SDO) Certified ...	Email	Active
300309		CDM Smith INC.		Email	Active
99000000		Conversion Vendor			Active

Program Implementation: New Procurements



Action	Description
1) Choose a business opportunity	Choose an upcoming business opportunity or purchasing need.
2) Identify eligible bidders	Identify eligible diverse suppliers that may be capable of providing the product/service. The SDO can help you with this!
3) Market the opportunity	Market the opportunity to eligible diverse suppliers.
4) Conduct the procurement	Conduct a competitive procurement in accordance with applicable laws and regulations.
5) Inform buyers of new diverse vendors	Inform purchasing staff of newly available diverse suppliers, products, and services available on contract, and the process for ordering from them
6) Track diverse spending	Track your organization's spending with diverse suppliers and/or compare the number of diverse suppliers to the previous contract.



Pilot your approach. Launch your effort with one new procurement. This will allow you to test the contract language, forms, and evaluation process.



Massachusetts Map of SDO Certified Diverse Businesses



SDO Certified Businesses Geographical Location

9/20/2023 12:33:08 PM

MA-State and Other State

All

List of Counties

All

City Name

All

Zip Code

All

Certification Type

All

Search Business Name

All

Business Count by County Name

DBE Business Count

1091

State Business Count

3731

Count by Certificate Type

WBE	2249
MBE	1659
DBE	1091
SDVOBE	172
VBE	152
DOBE	71
PBE	69
LGBTBE	66

Count by Profit And Non-Profit

Profit	4059
Non-Profit	144

Count by Business Nature Type

Service	3154
Construction	1134
Goods	550
Technology	383
Undefined	189
Manufacturing	183
TransportationPlus	149

Business Name	Certification Types	Business Email	Business City	Business County	Zip Code
Alison Dowd Marketing, Inc.	WBE	ad@alisondowdmarketing.com	Pocasset	Barnstable	02559
American Translation Partners, Inc.	MBE,WBE	request@atptranslations.com	Buzzards Bay	Barnstable	02532
AMG Realty, LLC	WBE	aamaloney@comcast.net	West Barnstable	Barnstable	02668
AMR Consulting, LLC d/b/a: A-Type Marketing & Design LLC	WBE	angela@a-type.com	Hyannis	Barnstable	02601
Associated Alarm Systems, Inc.	WBE	kkeane@associatedalarms.com	Hyannis	Barnstable	02601
ATA Services, Inc.	DBE	gviana@ataclean.com	Marstons Mills	Barnstable	02648
Barber Drywall, Inc.	MBE	Preston@Barberdrywall.com	Hyannis	Barnstable	02601
Barrows Trucking	DBE,MBE,WBE	barrows_trucking@comcast.net	Harwich	Barnstable	02645
Bernice Wahler Landscapes, Inc.	WBE	bernice@bernicewahler.com	Sandwich	Barnstable	02563
BWell Holdings, Inc.	VBE,WBE	karen@bwell.life	Provincetown	Barnstable	02657

<https://www.mass.gov/info-details/sdo-certified-diverse-business-dashboard>

Imagine Yourself as a First-Time Bidder

What does the bid solicitation look like? Consider reducing the...

- Number of separate documents
- Number of separate forms to complete
- Total number of pages to read

What is the bidder required to send back? Consider providing...

- A clear list of all required documents in one place

Is it clear how to get help? Consider offering...

- A recorded pre-bid conference that includes a presentation on the scope, requirements, and response expectations
- Training on how to submit a response

Are the requirements realistic for a small business? Consider...

- Unbundling the scope or splitting it into categories
- Reworking essential requirements (e.g. number of years in business vs. principals' experience, government client experience vs. institutional client experience, etc.)
- Removing requirements used to reduce the number of bids rather than ensure quality

Will the vendor hear back from you? Consider...

- Ensuring that each bidder hears from you regarding the results of the solicitation



Program Implementation: Fostering Partnerships



Action	Description
1) Choose a business opportunity	Choose an upcoming procurement where future contractors will be required to spend money with diverse businesses through: <ul style="list-style-type: none">• Subcontracting, and/or• Ancillary products and services (general business needs)
2) Include contract language and forms	Include supplier diversity contract language and forms to require bidders to propose a supplier diversity commitment. Train potential bidders on partnership options and what information is required.
3) Conduct the procurement	Conduct a competitive procurement in accordance with applicable laws and regulations. Treat the supplier diversity commitment as a requirement and/or assign additional evaluation points for the proposed partnership (as appropriate and based on what is allowed by law).



Pilot your approach. Launch your effort with one new procurement. This will allow you to test the contract language, forms, and evaluation process.



Program Implementation: Fostering Partnerships



Action	Description
4) Facilitate new partnerships and support compliance	Following award: <ul style="list-style-type: none">• Hold a networking event to facilitate additional subcontracting and ancillary partnerships• Provide prime contractors with training and resources to identify potential subcontractors and ancillary diverse partners
5) Inform buyers	<p>Inform purchasing staff of the relative levels of supplier diversity spending commitment for each awarded contractor. Make a preference for contractors with higher commitments.</p> <p>Inform awarded contractors about compliance and reporting expectations. Set your contractors up for success from the outset.</p>
6) Track spending	Regularly distribute reporting forms and collect spending reports from contractors. Ensure reporting and supplier diversity spending compliance.



Consider Vendor Training for Pre-Bid Conferences & Contractor Onboarding Sessions



Trainings cover topics such as:

- Supplier Diversity for Potential Bidders
- How to Complete the Supplier Diversity Plan Form
- Meeting Your Supplier Diversity Commitment

SDO Training is available for your Vendors

Contact: Katherine Thomas katherine.l.thomas@mass.gov



Step 3: Check Tracking & Reporting



Measurement and Evaluation (All Tracks)



Action	Description
<input type="checkbox"/> Review your metrics	Use the same metrics as you used for establishing your baseline to measure your progress against the goal.
<input type="checkbox"/> Review supplier reports	If your program includes a partnership component, review supplier reports to ensure that prime contractors understand the program and its compliance and reporting requirements.
<input type="checkbox"/> Ask for feedback	Solicit feedback and suggestions for program improvement from: <ul style="list-style-type: none">• Supplier diversity team• Purchasing, procurement, and other staff• Administration• Successful and unsuccessful bidders• Community advocates
<input type="checkbox"/> Document your results	Regardless of whether you plan to publish your results, create a written record of the outcome.



Step 4: Adjust Learning & Iteration



Adjust: Learning and Iteration (All Tracks)



Action	Description
<input type="checkbox"/> Identify and resolve issues	Meet as a team to review the results and identify organizational, policy, practice, and communication changes to implement in the next program cycle.
<input type="checkbox"/> Reward effort and excellence	Recognize individuals and organizations who: <ul style="list-style-type: none">• Supported your efforts• Demonstrated outstanding effort• Performed especially well
<input type="checkbox"/> Exercise accountability	<p>Discuss the program with individuals and organizations that did not adopt it and/or did not perform well:</p> <ul style="list-style-type: none">• Departments and units within your organization• Diverse suppliers who did not perform well• Contractors who did not fulfill their supplier diversity commitments <p>Identify ways to support and encourage their participation in the future. Decide whether unsuccessful supplier relationships can be improved.</p>



Adjust: Learning and Iteration (All Tracks)



Action	Description
<input type="checkbox"/> Standardize	Decide which of the documents, metrics, policies, and practices in this program cycle were effective and resolve to incorporate into all upcoming procurements.
<input type="checkbox"/> Communicate	Communicate your lessons learned throughout the organization and explain how the next program cycle will be different.
<input type="checkbox"/> Market your success	Use positive results to increase the visibility of your program, attract attention of the local business community, and generate excitement about upcoming business opportunities.
<input type="checkbox"/> Participate in the SDO Annual Report	Elevate your program's standing by including a narrative of your efforts and/or performance data into the Commonwealth's premier source of supplier diversity information.





Supplier Diversity Toolbox



Supplier Diversity Toolbox



Tool	Description
SDO spending analysis service	Use the SDO spending analysis service to measure your spending at the end of the program cycle. Ensure that your rules for selecting transactions for the baseline and the results are consistent.
Program training	Access SDO program training to learn more about supplier diversity program implementation.
Model supplier diversity metrics	Use a consistent set of metrics to: <ul style="list-style-type: none">• Calculate your organization’s addressable spending• Set your program goal• Measure business engagement and spending If needed, add new metrics to establish a new baseline for future program cycles.
The Supplier Diversity Hub	This online portal makes it easier for diverse and small businesses to connect with Commonwealth public buyers, prime bidders, contractors, and resource providers and automates the collection of supplier diversity spending reports from contractors.

Supplier Diversity Toolbox



Tool	Description
Statewide Contract Index and Contract User Guides	Use this resource to enable your purchasing staff to: <ul style="list-style-type: none">• Identify and buy from diverse Statewide Contractors• Include diverse Statewide Contractors into RFQs
SDO Directory of Certified Businesses	Use this directory to identify potential diverse bidders for your business opportunity.
SDO business notification service	Use this SDO service to notify potential bidders of your business opportunity.
Model contract language and forms	Use these contract tools to incorporate supplier diversity provisions into your contract and to collect supplier diversity information from bidders.
Model vendor training slides	Use these slides to inform your potential bidders about supplier diversity provisions associated with a business opportunity
SDO Certified Diverse Business Dashboard	An interactive map of certified diverse businesses in Massachusetts, which enables cities and towns and prime contractors to locate certified diverse businesses based on location and other criteria.

Supplier Diversity Toolbox



Tool	Description
Resources for Diverse and Small Businesses webpage	4 Categories of Resources: <ul style="list-style-type: none">• Training and Development• Bidding Opportunities• Capacity Building, Financial and Technical Assistance• SDO Organizational Partnerships
SDO Multilingual Brochures	Information about SDO programs and services available in English, Amharic, Cape Verdean Creole, Chinese, Haitian Creole, Portuguese, Spanish, Swahili, and Vietnamese.
SDO awards template	For many years, the SDO has conducted an awards ceremony celebrating outstanding achievements of Commonwealth agencies, quasi-public organizations, certification partners, and contractors. Use their experience to organize your own awards ceremony.
SDO Annual Report	The SDO's Annual Report aggregates and analyzes supplier diversity spending information for more than 70 organizations.

Supplier Diversity Hub: Serving All SDO Stakeholders



The Supplier Diversity Office
Certification, Outreach, Engagement,
Programs, and Compliance Units

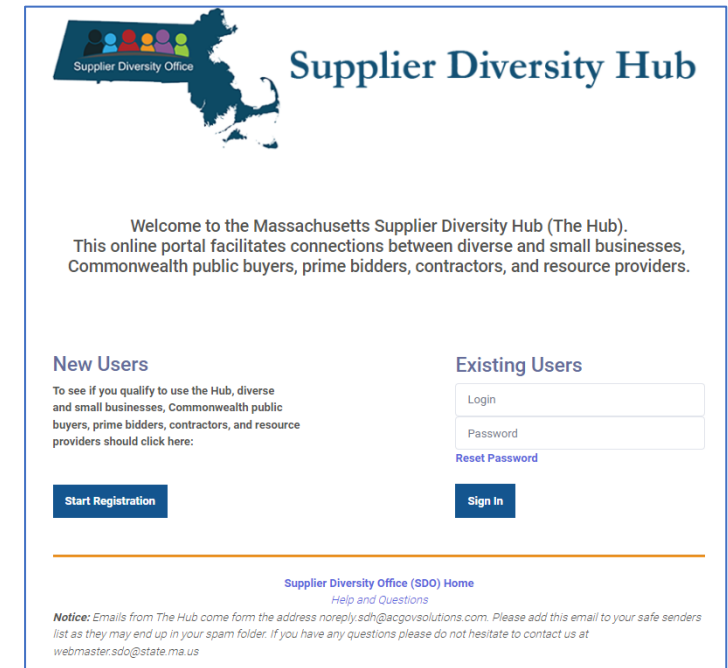
Public Purchasers
Executive and non-executive
departments, quasi-public
entities, and municipalities



Prime Contractors
More than 2,800 prime
Commonwealth contractors

Resources Providers
Community Organizations,
Collaboratives, and Technical
Assistance and Resource Providers

Certified Businesses
More than 4,000 minority, women,
veteran, service-disabled veteran,
disability, and LGBT-owned
businesses and small businesses



SDO Website Updates (www.mass.gov/sdo)



RESOURCE

Resources for Diverse and Small Businesses

Maximize the value of your diverse and small business certification by exploring training, bidding opportunities, as well as capacity building, financial and technical assistance.

The SDO continues to update its website:

- [Resources for Diverse and Small Businesses](#)
- Revised SBPP webpage (www.mass.gov/sbpp)
- Revised SDP webpage (www.mass.gov/sdp)

TABLE OF CONTENTS

[Training and Development](#) →

[Bidding Opportunities](#) →

[Capacity Building, Financial and Technical Assistance](#) →

[SDO Organizational Partnerships](#) →

SDO Multilingual Brochures

SDO Brochures are available in the following languages:

- English
- አማርኛ (Amharic)
- Kriolu di Kabo Verdi (Cape Verdean Creole)
- 中文 (Chinese Simplified)
- 中文 (Chinese Traditional)
- Kreyol (Haitian Creole)
- Português (Portuguese)
- Español (Spanish)
- Kiswahili (Swahili)
- Ngôn Ngữ Việt Nam (Vietnamese)

Download SDO Brochures at

<https://www.mass.gov/lists/sdo-multilingual-brochures>



多元化和小企業的認證： 您的公司是否適合嗎？

麻省政府承諾公共採購流程是透過清楚明確、公開競爭的程序，確保在麻省供應鏈中納入多元化和小企業。請以瞭解您的企業是否能夠受益於供應商多元化辦公室 (SDO)

認證的好處是甚麼？

SDO 認證費用是全免的。獲得認證的公司會接受認證訓練輔導、建立人脈和交流活動的邀請。透過SDO的認證，您的公司有機會同時獲得以下三個麻省政府認證計劃的認可：

- 供應商多元化計劃 (SDP) 的建立是為了透過確保多元化企業的充分參與來促進州政府授予的商品和服務合約的多元化、公平性和包容性。有關符合條件的業務種類別列表，請參閱右側文本框。
- 小企業採購計劃 (SBPP) 的目的是鼓勵麻省小型企業的成長。這些計劃的共同使命是為多元化和增加小企業商機。
- 平權市場計劃 (州和市政) 的建立是為了向 MBE、WBE、SDVOBE 和 VBE 提供州政府建築施工和州政府資助的建築設計和施工機會。

如何獲得認證？

資格取決於每個認證種類的指南。一般情況下，申請認證的公司業主（必需擁有51%的所有權）必須是合成員。例如女性、少數族裔或退伍軍人。業主還必須擁有對企業作為獨立和持續經營公司的控制權。麻省認證取決於營業地點、規模和員工人數。

獲得供應商多元化辦公室的認證

1. 請前往 www.mass.gov/sdo/start 以瞭解哪些認證可能適合您的公司以及有哪個後續步驟。
2. 請在 **COMMBUYS** 註冊您的公司。註冊以獲取投標提醒並瞭解有關合約的更多資訊。如果您的企業請加入或延續你對小企業採購計劃的參與。
3. 如果您的企業是設在麻省，請參加預認證研討會。瞭解有關認證流程和供應商多元化計劃的規則。
4. 如果您的企業不是設在麻省，請造訪 SDO 的「認證計劃」頁面。網址為 www.mass.gov/sdo。
5. 申請認證。請準備您的文件並提交申請。
6. 請開始工作！認證僅僅是開始。研究潛在客戶，並瞭解更多關於合約的資訊，和推介您的多元化。

請聯絡我們！有關多元化和小企業認證、計劃、政策和表格的更多資訊，請查詢 SDO 網頁 mass.gov/sdo。如有其他問題，請發送電子郵件至 Webmaster.SDO@mass.gov。

供應商多元化辦公室 | One Ashburton Place | Boston, MA 02108 | 617-502-8843

*根據425 CMR §2.02 的定義，PBE 經認證可有限納入供應商多元化計劃。

Certificación de empresas pequeñas y diversas: ¿Es adecuada para su empresa?

El Estado de Massachusetts está comprometido con un proceso de contratación justo, transparente y competitivo, que garantice la inclusión de empresas pequeñas y diversas en la cadena de suministro del Estado. Siga leyendo para saber si su empresa podría beneficiarse de la certificación de la Oficina de Diversidad de Proveedores (SDO, por sus siglas en inglés).

¿Cuáles son las ventajas de la certificación?
La certificación SDO es gratuita para su empresa. Las empresas certificadas reciben invitaciones a eventos de formación, "networking" y "matchmaking". Y lo que es más importante, la certificación abre las puertas a la participación de su empresa en estos tres programas de la Mancomunidad:

- El Programa de Diversidad de Proveedores (SDP) se creó para fomentar la diversidad, la equidad y la inclusión en la contratación estatal de bienes y servicios, garantizando la plena participación de empresas diversas. Consulte el cuadro de la derecha para ver la lista de categorías de empresas elegibles.
- El Programa de Compras para Pequeñas Empresas (SBPP) tiene como objetivo fomentar el crecimiento de las pequeñas empresas de Massachusetts. La misión combinada de estos programas es aumentar las oportunidades de negocio para empresas diversas y pequeñas.
- Los Programas de Marketing Afirmativo (estatales y municipales) se establecieron para ofrecer oportunidades a las MBE, WBE, SDVOBE y VBE en el diseño y la construcción de edificios estatales y financiados por el Estado.

La SDO puede ayudar a su empresa a recibir estas certificaciones:

- Empresa de **minorías** (MBE) u organización sin ánimo de lucro (M/NPO)
- Empresa de **mujeres** (WBE) u organización sin ánimo de lucro (W/NPO)
- Empresa comercial **portuguesa** (PBE)
- Empresas de **veteranos** (VBE)
- Empresa comercial **propiedad de veteranos discapacitados** (SDVOBE)
- Empresa comercial **propiedad de discapacitados** (DOBE)
- Empresa **de propiedad de LGBT** (LGBTBE)
- Pequeña empresa **de Massachusetts**

¿Quién puede obtener la certificación?
La elegibilidad depende de las directrices de cada categoría de certificación. En términos generales, el director o directores (51% de la propiedad) de la empresa que solicita la certificación deben ser miembros de la categoría que se califica: una mujer, un miembro de un grupo minoritario o un veterano, por ejemplo. El director o directores también deben mantener el control de la empresa como una compañía independiente y continua. La certificación de las pequeñas empresas de Massachusetts depende de la ubicación de la empresa, su tamaño y el número de empleados.

Objetivos de la certificación de la Oficina de Diversidad de Proveedores

1. Visite www.mass.gov/sdo/start para saber qué certificaciones pueden ser adecuadas para su empresa y qué pasos debe dar.
2. Registre su empresa en **COMMBUYS**. Inscríbase para recibir alertas de nuevas licitaciones y obtenga más información sobre los contratos estatales. Si es una pequeña empresa de Massachusetts, inscríbase o renueve su participación en el Programa de Compras para Pequeñas Empresas.
3. Si es una empresa de Massachusetts, asista a un taller de **precertificación**. Repase las normas y reglamentos relativos al proceso de certificación y a los programas de diversidad de proveedores.
4. Las empresas que no son de Massachusetts pueden visitar la página de "Programas de certificación" de la SDO en www.mass.gov/sdo.
5. Solicite la **certificación**. Reúna su documentación y presente su solicitud para que sea considerada.
6. ¡Póngase a trabajar! La certificación es solo el principio: busque posibles clientes, aprenda más sobre la contratación y empiece a promocionarse como empresa diversa.

¡Contáctenos! Para más información sobre la certificación de empresas diversas y pequeñas, programas, políticas y formularios, consulte la página web de la SDO en mass.gov/sdo. Para otras consultas, envíenos un correo electrónico a Webmaster.SDO@mass.gov.

Oficina de Diversidad de Proveedores | One Ashburton Place | Boston, MA 02108 | 617-502-8843

*Las PBE están certificadas para su inclusión limitada en los programas de diversidad de proveedores, tal y como se define en 425 CMR §2.02. Actualizado en mayo de 2021.

Example: Supplier Diversity Awards



The Massachusetts Supplier Diversity Office
invites you to the

Excellence in Supplier Diversity Award Ceremony & Luncheon



Thursday, June 1, 2023
11:45 a.m. to 2:00 p.m.

University of Massachusetts Boston
100 William T. Morrissey Boulevard
Boston, MA 02125

Lunch will be served at noon. Business attire requested

To ensure a proper head count for the
caterer, [please RSVP here](#) by May 12

FY2023 Supplier Diversity Departmental Awards Categories

Departmental Awards

Exceptional Performance Award (Presentation)

**Achieving 4 benchmarks for 5 consecutive years*
Executive Office of Education

Departmental Excellence in Fiscal Year 22 (Presentation)

**Achieving 4 benchmarks in FY22*
Chief Medical Examiner

Honorable Mentions

**Achieving 3 benchmarks in FY22*

- Division Of Insurance
- Department Of Housing & Community Development
- Department Of Public Health
- Administrative Law Appeals Division
- Division Of Banks
- Executive Office of Economic Development
- Department Of Public Utilities
- Human Resources Division
- Office Of Consumer Affairs & Business Regulation
- Developmental Disabilities Council

Secretariat Excellence in Fiscal Year 22 (Presentation)

**Achieving 4 benchmarks in FY22*
Executive Office of Administration & Finance – ANF

Honorable Mention: Departments Using the Highest Number of Diverse Vendors for FY22

**Purchasing from over 200 diverse vendors*
DEPARTMENT OF PUBLIC HEALTH

MASSACHUSETTS DEPARTMENT OF TRANSPORTATION

DEPARTMENT OF DEVELOPMENTAL SERVICES

DEPARTMENT OF MENTAL HEALTH

Special Recognition for Veteran-Owned Business Inclusion (Presentation)

**Awarding a VBE Prime Contractor in Construction*
DCAMM - Holyoke Veterans Home Project

Example: Program Reporting





Next Steps



Design Your Program: Questions to Consider



- **Which of the paths are you going to pursue?**
 - **Purchasing** from available diverse businesses
 - **Contracts and procurements** to add new diverse businesses
 - **Fostering partnerships** between primes and diverse businesses
- **What type(s) of business opportunities are you going to focus on?**
 - **Type:** goods and services vs. design and construction
 - **Size:** estimated spending range
- **Which certification types are you going to recognize?**
- **What specific actions will the purchasing staff and/or the contractors be required to take?**



Where Do You Start? Advice for New Programs



You don't have to try to check all the boxes on the checklist

Focus on the essential:

- A small team of committed individuals
- A pilot project with a good chance of success
- A known baseline
- A clear measure of success

Things that may come later:

- A formal policy
- Official unveiling of a program
- Large-scale implementation



Options for Engaging with the SDO



Engagement Option	Description
Access to SDO resources	<ul style="list-style-type: none"> • SDO assistance in promoting business opportunities • Access SDO training to learn more about supplier diversity • Access to all SDO program documentation • SDO assistance in calculating supplier diversity spending
Shared goals and metrics	<p>All the above plus:</p> <ul style="list-style-type: none"> • Using the same methodology to calculate addressable spending • Using the same spending goals: <ul style="list-style-type: none"> • Minority Business Enterprises – 8% • Woman Business Enterprises – 14% • Veteran Businesses – 3% • Small Businesses – 3.3% • Disability-Owned Businesses – 0.3% • LGBT-Owned Businesses – 0.3%
Full integration	<p>All the above plus:</p> <ul style="list-style-type: none"> • Including a narrative in the SDO Annual Report • Including spending statistics in the SDO Annual Report along with Commonwealth agencies, MassHousing, and the Massachusetts Convention Center Authority

Resources and Contact Information



Our Website

www.mass.gov/sdo

Certification Self-Assessment

- Website: www.mass.gov/sdo/start

Supplier Diversity Program

- Website: www.mass.gov/sdp
- SDP Help Desk: sdp@mass.gov

SDO Certification Help Desk

- Phone: 617-502-8843
- Email: Webmaster.SDO@mass.gov

