The Municipal Supplier Diversity Guide

Developing New
and Growing
Existing Programs



Commonwealth of Massachusetts
Supplier Diversity Office (SDO)

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SDO Mission, Goals, & Programs



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

1. Certifying small Massachusetts-based businesses and diverse businesses
2. Connecting these companies with business opportunities and resources
3. Collaborating with Executive Agencies and public organizations to increase supplier diversity spending



SDO Programs



SMALL BUSINESS PURCHASING PROGRAM (SBPP)

LINK



SUPPLIER DIVERSITY PROGRAM (SDP)

LINK



MUNICIPAL CONSTRUCTION AFFIRMATIVE MARKETING PROGRAM (MCAMP)

LINK



EMPOWERING ABILITIES IN CONTRACTING & EMPLOYMENT (EACE)

LINK

Small Business Purchasing Program (SBPP)



Goal: Increase spending with small businesses

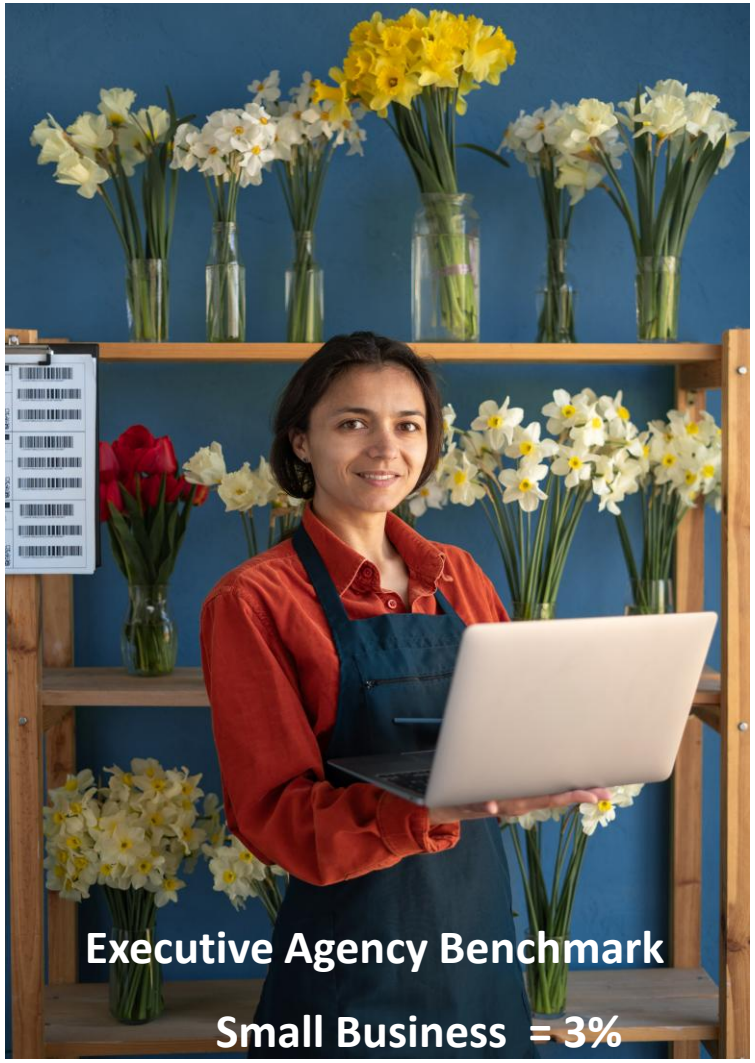
Purchasing: Use small businesses to the extent possible based on contract terms, departmental policies, laws and regulations.

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

The SBPP applies to Massachusetts executive agencies, as well as entities that voluntarily participate in the program.

For more information:
www.mass.gov/sbpp

Small Business Purchasing Program (SBPP)



SBPP Eligibility

Apply through the Supplier Diversity Office Portal, with Department of Revenue verification:

- Principal place of business in Massachusetts;
- Business operating for at least one year;
- Currently employs a combined total of 50 or fewer full-time equivalents in all locations;
- Gross *annual* revenues of $15 million or less based on a 3-year average

The SBPP applies to Massachusetts executive agencies, as well as entities that voluntarily participate in the program.

For more information: www.mass.gov/sbpp

Supplier Diversity Program (SDP)



Goal: Increase participation of diverse businesses

Purchasing: Buy from 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.

The SDP applies to Massachusetts executive agencies, as well as entities that voluntarily participate in the program.

For more information:
www.mass.gov/sdp

Supplier Diversity Program (SDP)

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 SDP applies to Massachusetts executive agencies, as well as entities that voluntarily participate in the program.

For more information: www.mass.gov/sdp

State & State-Assisted Municipal Construction



- **Municipal Construction Affirmative Marketing Program (MCAMP)**
  - The SDO sets project-specific MBE and WBE participation goals in the design and construction phases for state & state-assisted projects
- **Veteran Business Goal**
  - The SDO has set a 3% VBE participation goal for all state & state-assisted design and construction projects
- Both programs apply to projects valued at $150,000 or more
- The SDO monitors and assists municipalities & general contractors with attaining these goals
- For more information email SDO.Construction@mass.gov

Empowering Abilities in Contracting and Employment (EACE)

- Expand inclusion of Disability-owned and Service-Disabled Veteran-owned businesses in public purchasing
- Assist vendors on 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 contact
EACE Program Coordinator Emily Maguire
(Emily.Maguire@mass.gov)



Developing Your Supplier Diversity Program



Program Implementation - Three Avenues





Purchasing & Quoting

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



Contracts and Procurement

- Available with your next planned procurement
- Requires additional effort in marketing business opportunities
- If effective, newly-awarded contractors 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

1) Purchasing

Look at the current contracts you are using and buy from diverse vendors already on contract



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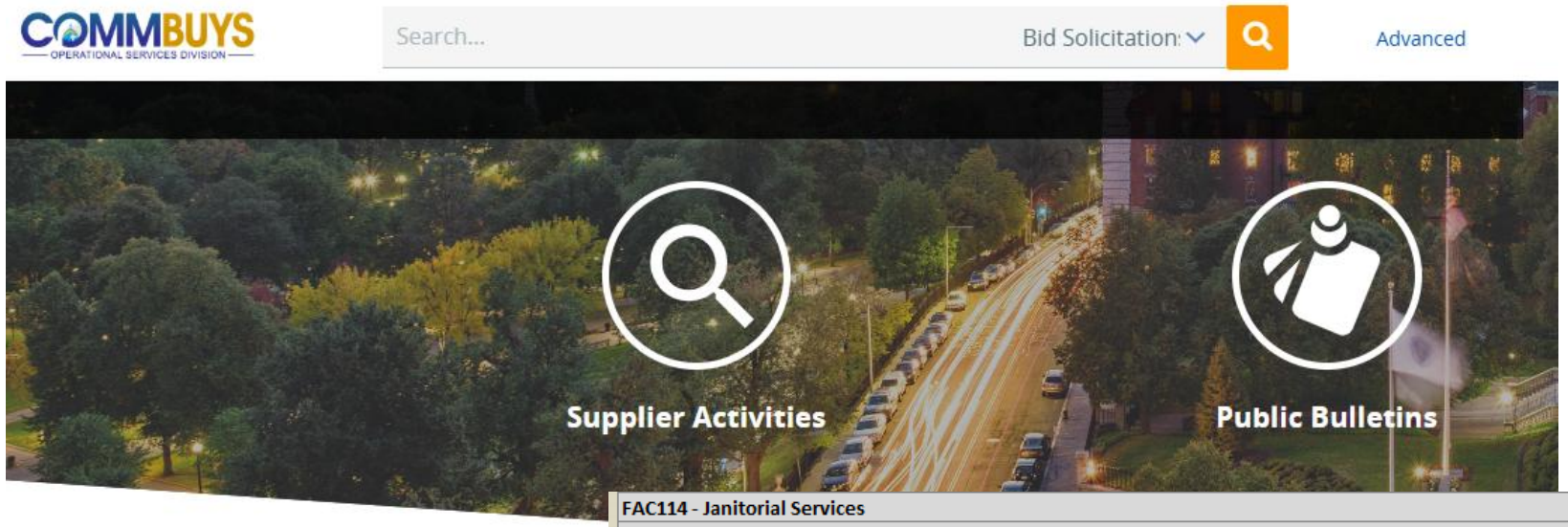
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Finding Diverse Vendors on Statewide Contracts



COMMBUYS - Statewide Contract Index

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



Statewide Contract Purchasing

Statewide Contract Reference Sheet
Contract User Guides
New Statewide Contract Categories
Statewide Contract Index
Tradespersons Contract Index
Procurement Schedule
Procurated Ratings

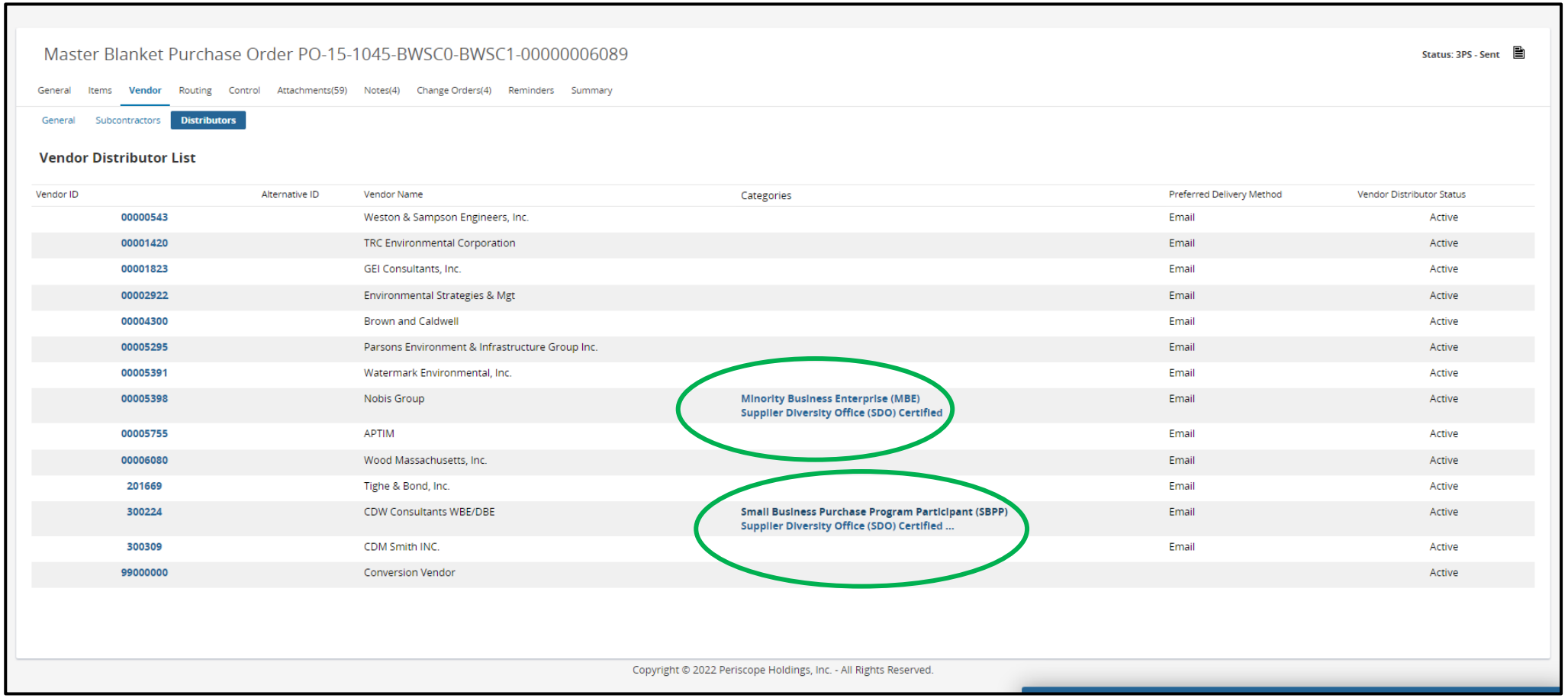
FAC114 - Janitorial Services	KleenRite Services | RICHARD PAIXAO | KLEENRITE@GMAIL.C
FAC114 - Janitorial Services	M&M Contract Cleaning,Inc | Amancio Fontes | afontes@mm
FAC114 - Janitorial Services	Star Building Services Inc | Hans Familia | hfamilia@sbsbosto
FAC114 - Janitorial Services	Mouras Cleaning Service, Inc | David M Moura | dave@moura
FAC114 - Janitorial Services	Transcend Maintenance Services Inc. | Diana Young | dyoung(
FAC114 - Janitorial Services	Olympic Services, Inc. | Asa Gasbarro | asagasbarro@comcast.
FAC114 - Janitorial Services	MP Building Services LLC | Nirav Patel | ntp@yahoo.com | 978
FAC115 - Security Services, Private Investigative Services, and Fence Rental	Central Bureau of Investigation, Inc. | Janet Bronstein | detec
FAC115 - Security Services, Private Investigative Services, and Fence Rental	Defense Investigators Group, Inc. | Donal Anderson | Don@d-
FAC115 - Security Services, Private Investigative Services, and Fence Rental	Srcpi Inc | Veronica Ramos | srcinvestigations@verizon.net |
FAC115 - Security Services, Private Investigative Services, and Fence Rental	Windwalker Group | Herby Duverne | info@windwalker.com
FAC115 - Security Services, Private Investigative Services, and Fence Rental	Jet Security, LLC | Endri Cenolli | ecenolli@jetsecuritypros.co
FAC115 - Security Services, Private Investigative Services, and Fence Rental	Elite Detective Services, Inc. | Jonathan Cassidy | jcassidy@eli
FAC115 - Security Services, Private Investigative Services, and Fence Rental	Alliance Detective & Security Service, Inc. | Richard Topham |
FAC116 - Lawns and Grounds Equipment, Parts and Services	IBC Offshore, Inc. | Amy Lincoln | ibcoffshore@verizon.net |

Alphabetical by Index Listing | Expanded Search | Programs (SDO and SBPP)

[For more information: www.commbuys.com](http://www.commbuys.com)

COMMBUYS - MBPO

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
00000543		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		Tighe & 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

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2) Procurement

Remove barriers that diverse suppliers may experience in bidding & market diverse vendors capable of providing the product/service



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Fostering Partnerships

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Where Do You Start? Ask the SDO!

The SDO can assist you with:

- Reviewing your Request for Proposal and identify possible barriers for small businesses
- Identifying diverse vendors for your next procurement
- Marketing your bid to diverse and small vendors
- Facilitating a vendor readiness session



For help contact Buyer Engagement Manager
Katherine Thomas
Katherine.l.thomas@mass.gov

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…

- 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, government client experience vs. institutional client experience, etc.)

Will the vendor hear back from you? Consider…

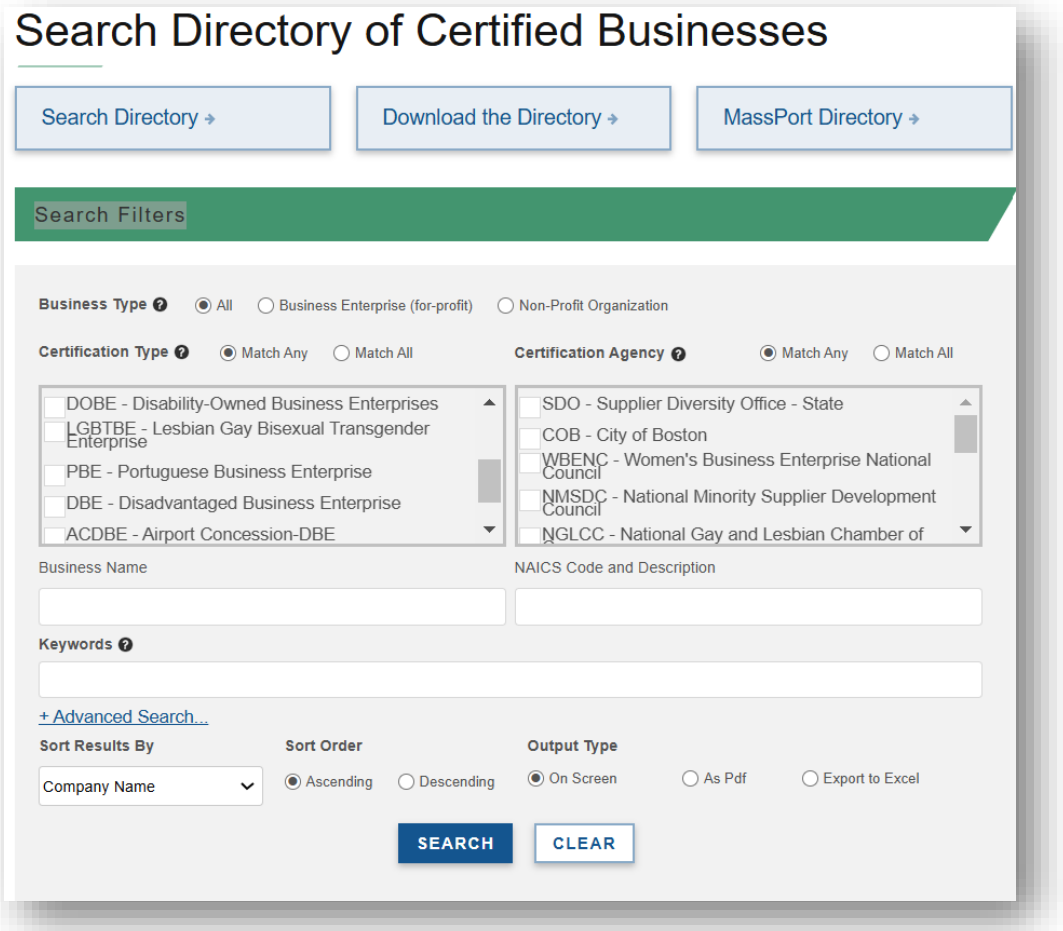
- Ensuring that each bidder hears from you regarding the results of the solicitation



Where to find Diverse Vendors



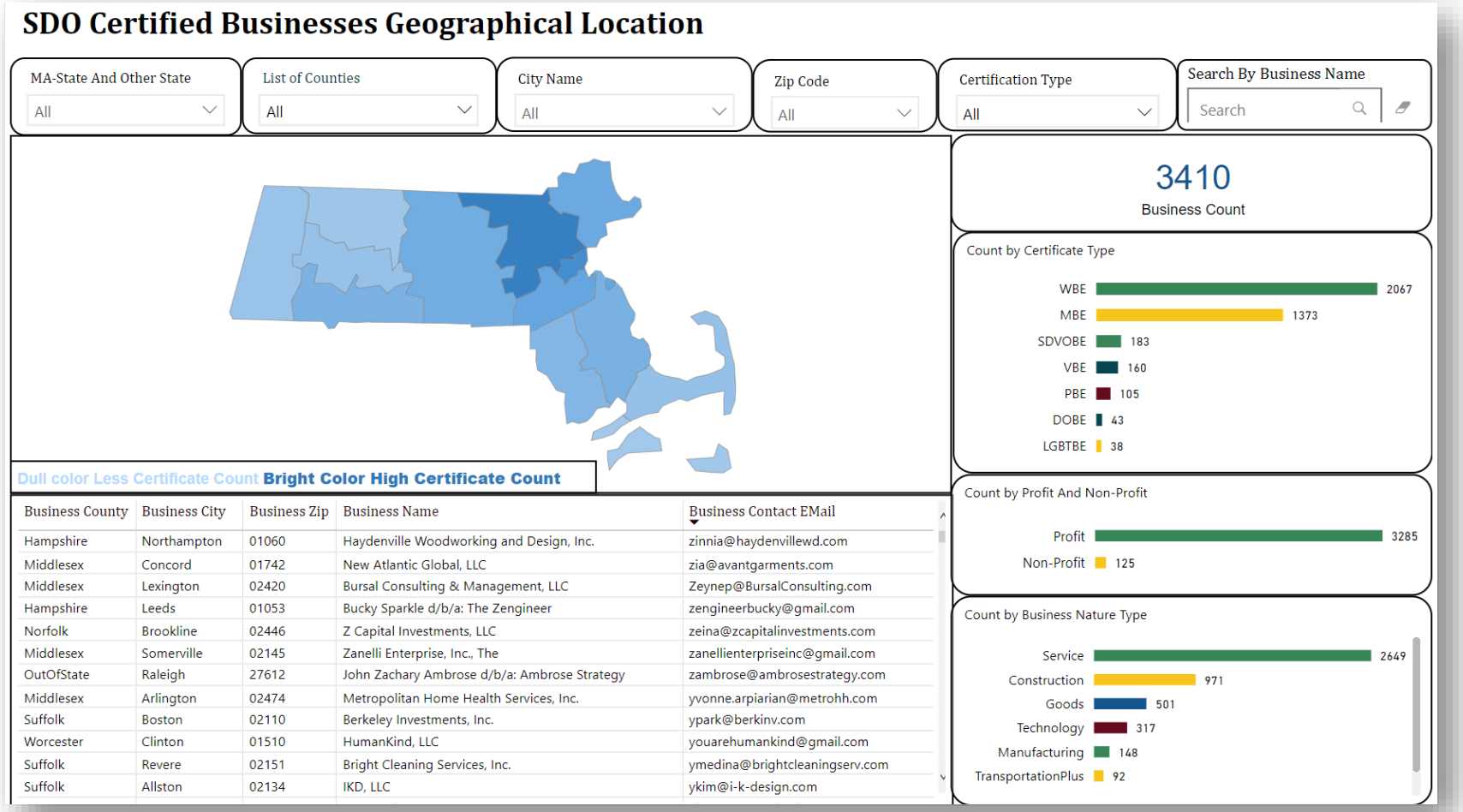
SDO Directory of Certified Businesses





SDO Directory

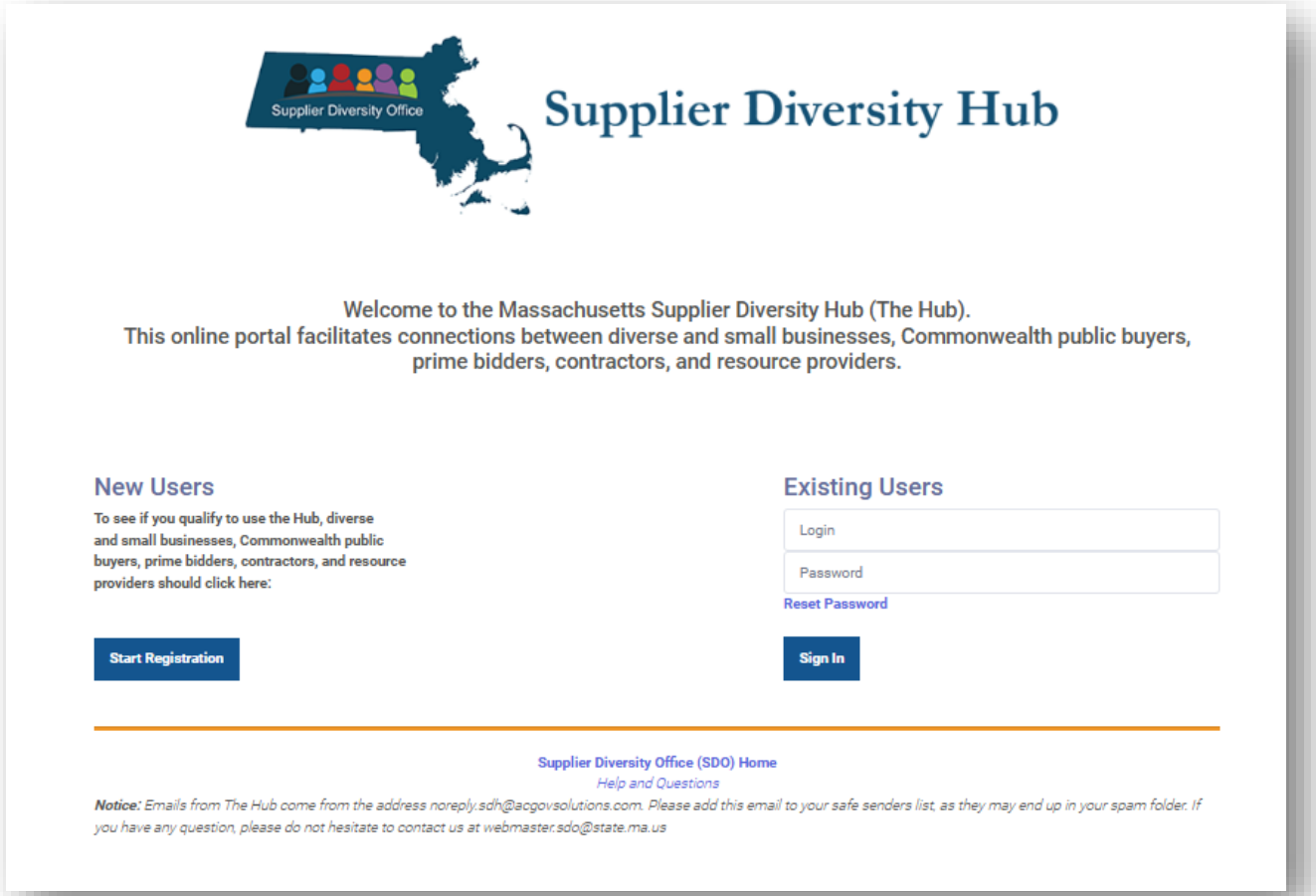
Massachusetts Map of SDO Certified Diverse Businesses



Business County	Business City	Business Zip	Business Name	Business Contact EMail
Hampshire	Northampton	01060	Haydenville Woodworking and Design, Inc.	zinnia@haydenvillewd.com
Middlesex	Concord	01742	New Atlantic Global, LLC	zia@avantgarments.com
Middlesex	Lexington	02420	Bursal Consulting & Management, LLC	Zeynep@BursalConsulting.com
Hampshire	Leeds	01053	Bucky Sparkle d/b/a: The Zengineer	zengineerbucky@gmail.com
Norfolk	Brookline	02446	Z Capital Investments, LLC	zeina@zcapitalinvestments.com
Middlesex	Somerville	02145	Zanelli Enterprise, Inc., The	zanellienterpriseinc@gmail.com
OutOfState	Raleigh	27612	John Zachary Ambrose d/b/a: Ambrose Strategy	zambrose@ambrosestrategy.com
Middlesex	Arlington	02474	Metropolitan Home Health Services, Inc.	yvonne.arpiarian@metrohh.com
Suffolk	Boston	02110	Berkeley Investments, Inc.	ypark@berkinv.com
Worcester	Clinton	01510	HumanKind, LLC	youarehumankind@gmail.com
Suffolk	Revere	02151	Bright Cleaning Services, Inc.	ymedina@brightcleaningserv.com
Suffolk	Allston	02134	IKD, LLC	ykim@i-k-design.com

[Diverse Business Dashboard]

Supplier Diversity Hub



Allows users to connect with certified diverse vendors

- ❑ Search and select diverse vendors for upcoming bids
- ❑ Post opportunities and view interested vendors
- ❑ Ability to export reports

To access the Hub, you will need to start an account.
To arrange a demonstration, contact Buyer Engagement Manager Katherine Thomas (**Katherine.l.thomas@mass.gov**)

Link to the Supplier Diversity Hub

3) Fostering Partnerships

Consider adding supplier diversity to your procurements



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Fostering Partnerships

- Pursuant to Executive Order 599, the Supplier Diversity Program (SDP) promotes business-to-business relationships between awarded Contractors and diverse businesses
- Consider including supplier diversity in contract language which requires vendors to set up partnerships with certified diverse vendors*
- Bidders are required to make a financial commitment to partnering with one or more SDO-certified or recognized diverse business enterprise(s)
- **The SDO is happy to meet with you to discuss options**



* if allowed by law.

Next Steps



Design Your Program: Questions to Consider

Which path 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



Program Implementation

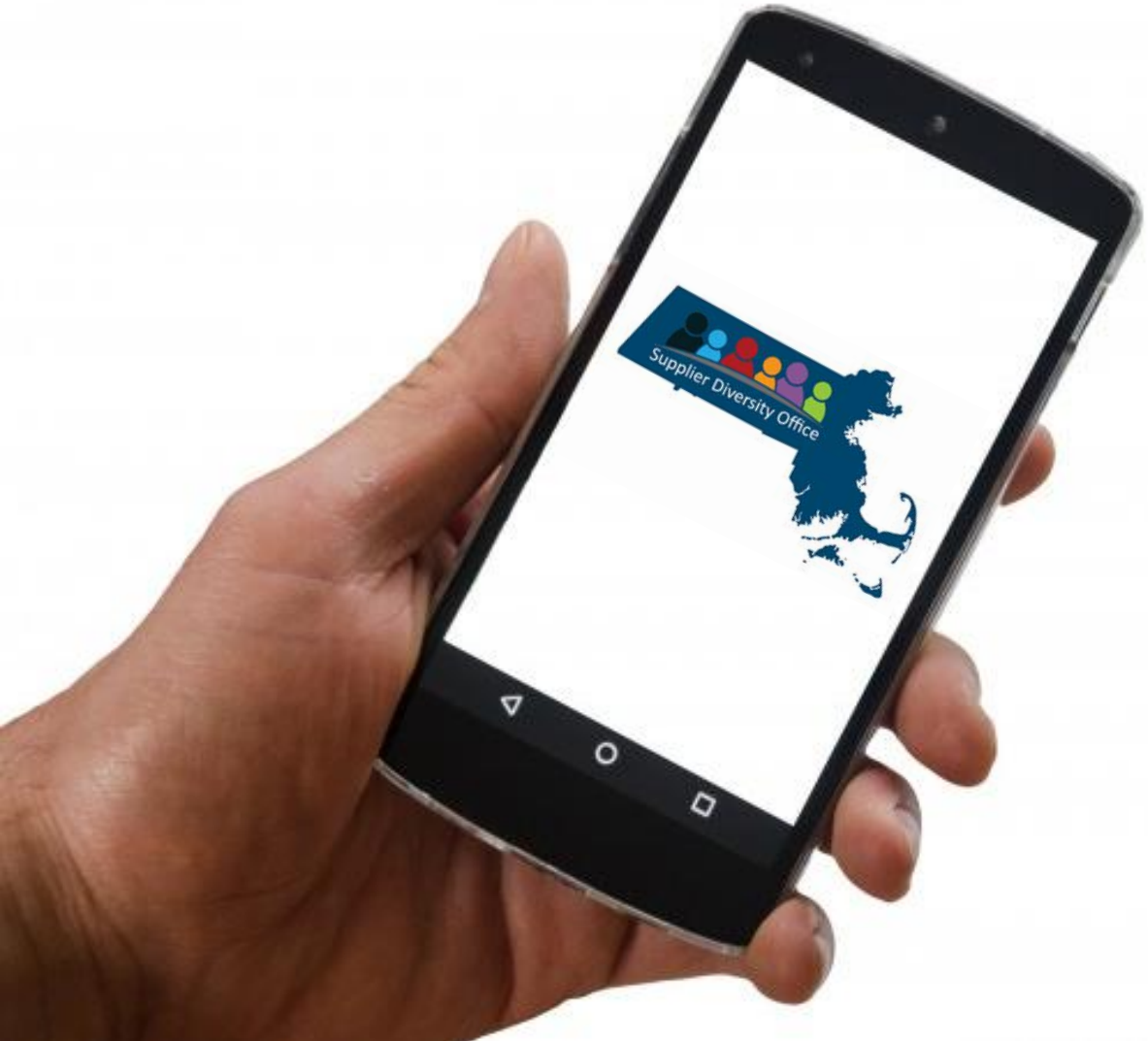
Step-by-Step: Contracts and Procurement

Action	Description
1) Focus	Focus on an upcoming business opportunity or purchasing need.
2) Simplify	Identify and remove barriers that diverse and small suppliers may experience in bidding.
3) Target	Identify eligible diverse suppliers that may be capable of providing the product/service.
4) Market	Market the opportunity to eligible diverse suppliers.
5) Procure	Conduct a competitive procurement in accordance with applicable laws and regulations.
6) Inform	Inform purchasing staff of newly available diverse suppliers and the process for ordering from them.
7) Track	Track your organization's spending with diverse suppliers.

The SDO Cross Functional Team can help identify diverse vendors, send marketing emails, and facilitate vendor readiness sessions to answer questions about the bidding process. Contact Zelpha Bennett, Procurement Program Coordinator at Zelpha.E.Bennett@mass.gov

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Contact Information



Our Website

www.mass.gov/sdo

Katherine Thomas

- Email: Katherine.L.Thomas@mass.gov

Program Resources for Buyers

- Website: Program Resources

SDO Certification Help Desk

- Email: Webmaster.SDO@mass.gov