



# 2017 YEAR END REPORT

## Small and Emerging Business Enterprise Program



Submitted March 2018 by:

Keena M. Smith, Deputy Administrator

Marleise Wicker, SEBE Coordinator

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# Executive Summary

In July of 2017, the Board of Commissioners hired a Small and Emerging Business Enterprise (SEBE) Coordinator to increase the utilization of small businesses in County procurement activity and promote greater economic inclusion of all Franklin County residents.

Franklin County's SEBE program is a race and gender neutral program that complies with the requirements of the Ohio Revised Code. While the program is not certifying, the program accepts multiple local, state and national certifications as proof of SEBE status upon on-line registration as a Franklin County SEBE. Firms may also self-identify as an SEBE by signing an affidavit approved by the Franklin County Prosecuting Attorney's Office. An SEBE is defined by the Small Business Administration as a business concern "not dominant in its field of operation" as demonstrated "when it does not exercise a controlling or major influence on a national basis in a kind of business activity in which a number of business concerns are primarily engaged." (See appendix for detailed definition)

To accomplish its objective the SEBE Coordinator works in three (3) distinct areas:

- Outreach and Engagement
- Utilization Tracking
- Advocacy

2017 highlights include:

- Reached over 2,500 people through nearly 30 outreach and engagement activities including the County's Corrections Center construction outreach events, Columbus Mayor Andrew Ginther's Ohio Municipalities Small Business Conference, OhioMBE procurement fairs and numerous other appearances as a panelist, trade fair booth purchases and participant, and community events.
- Coordinated with the Purchasing Department to develop the *Franklin County Small and Emerging Business Policy* (Appendix). Purchasing now provides the Board of Commissioners with weekly utilization tracking of SEBE contracting activity during resolution briefing sessions.
- Developed the county's Good Faith Effort process for use on the Corrections Center construction
- Advocate the utilization of small and emerging businesses throughout the 14 BOC agencies and Franklin County at large through participation in, and engagement with, diverse membership organizations such as the Small Business Collaborative, the National Association of Women's Business Owners Columbus Chapter and the Asian American Chamber of Commerce.

This year end report is a summary of activities and accomplishments achieved during the July – December 2017 period.

# I. Outreach and Engagement

Planning and implementing outreach and engagement activities are core to the SEBE Coordinator's role and responsibilities in creating a sustainable SEBE pipeline. These activities educate small businesses on the county's procurement policy, rules and regulations, and how to access contracting opportunities within Board of Commissioner agencies by registering as a Franklin County SEBE. Registered SEBEs receive email notices to bid from the County Purchasing Department. By participating in County sponsored outreach, firms can also initiate relationships with County leadership and contractors that can help them grow their businesses. Additionally, the SEBE Coordinator engages in purposeful networking to enhance the county's brand as being intentional about providing economic opportunity to the county's small business firms. In the time period of July – December 2017, the SEBE Coordinator participated in, and engaged with, nearly 30 organizations and events including the following:

- Battelle
- Rich Poor Urban or Rural Counties Matter(Columbus Metropolitan Club Luncheon)
- SBA Entrepreneur Talking Entrepreneurs
- Greater Columbus Convention Center
- Capital for Construction MBE Financing Program
- City of Columbus Ohio Municipalities Business Conference & Expo
- COTA Annual luncheon
- COMTO Scholarship luncheon
- West Scioto Area Commission
- WBC Supporting Women Entrepreneurs
- Diversity Compliance Coalition of Ohio
- Women's Business Center of Ohio Annual Lunch
- COMTO Chapter Meeting
- ODOT DBE Goal Attainment Meeting
- Fall 2017 Columbus Who's Who Showcase
- Who's Who in Black Columbus Titans of Industry
- Learn How Your Business Can Do Business with SWACO
- 2017 Central Ohio Champions of Diversity Awards
- VGATE: Veterans Growing America through Entrepreneurship
- US SBA Emerging Leaders Graduation
- Franklin County Corrections Center Groundbreaking
- 2017 Annual Meeting and Downtown Awards
- Asian American Commerce Group 5th Annual Economic Summit
- 12th Annual Statewide Tribute to Rosa Parks
- Minority business assistance center MBAC grand opening
- OhioMBE Procurement Fair
- The Columbus SBA and the OU PTAC Networking Event

The SEBE Coordinator supported the the county's \$125 million Corrections Center construction project by collaborating with the Construction Management team on the planning and implementation of 2 SEBE outreach events (Design Release #3 and #4). The Coordinator was responsible for determining location & logistics (date, room set-up etc.); developing the marketing communications plan (event marketing, on-site handouts, signage etc.); reporting activities, data & results to the Construction Inclusion Team; developing the agenda template & follow-up/tracking strategy and initiating communications on outreach to the project team.

Late in 2017, the program coordinator collaborated with Purchasing, PFM and the Prosecuting Attorney's Office to develop a Good Faith Effort (GFE) process which mandates prime bidders to demonstrate a "good faith effort" to comply with the project's 12% SEBE aspirational goal.

Here are the results of these outreach events:

#### *FCCC – Design Release #3*

Event was held on Oct. 12, 2017 at the Columbus Urban League, 4 – 6 pm

General Outreach Strategy: All SEBEs and M/W/D/EDGE/LEDE in the concrete structure and structural steel industry

- 2,598 Small Businesses Invited
- 74 RSVPs/2.84% of those invited
- 58 Attendees/78% of RSVPs/2.23% of those invited
- 0 SEBE Firms/0% SEBE attended Pre-bid conference on October 16<sup>th</sup>
- 0 SEBEs Contracted (Primes/Subcontractors)

#### *FCCC – Design Release #4A*

Event was held on November 28, 2017 at Columbus State Community College, 4 – 6 pm

Targeted Outreach Strategy: SEBEs – M/W/D/EDGE/LEDE in the construction area of: precast concrete, fire protection, plumbing work, HVAC, electrical & communications

- 2,274 Small Businesses Invited
- 98 RSVPs/4.13% of those invited
- 62 Attendees/63% of those who RSVP'd/2.72% of those invited
- 3 SEBE Firms/4.83% SEBE Firms attended the Pre-bid Conference on December 9<sup>th</sup>
- First usage of Good Faith Efforts compliance
- Contracts for this DR were not awarded in 2017

These results were reported to the county's Construction Inclusion Team (CIT). The CIT began meeting on July 31, 2017 with 24 people in attendance. In August, the CIT established a 12% aspirational SEBE goal for the project. The SEBE Coordinator works alongside the Construction Manager's Inclusion staff to report SEBE data to the CIT.

To further support the county's intention of small and emerging business inclusion on the Corrections Center construction, the SEBE Coordinator partnered with the Purchasing Department and the Franklin County Data Center to create a dedicated Corrections Center webpage to provide 24/7 access to information on the project. The site went live in October 2017. The public and SEBEs can find information for Contractors (Vendor Information, FCCC Scope of Work, and County Contacts & Bid Opportunity), Workforce (Trades, Apprenticeship & Eligibility Requirements) & General Information (Upcoming Events, General Project Information, and FCCC Programs & Inclusion Plan).

The site can be viewed here: <http://purchasing.franklincountyohio.gov/correctional-Center/index.cfm>

The SEBE Coordinator conducted the following additional activities:

- conducted an on-line SEBE virtual procurement fair
- Contracted with Dr. Iris Cooper in September 2017 to extend the reach of the SEBE Coordinator to facilitate meetings between minority, veterans, LGBT communities to introduce the county's Small and Emerging Business Enterprise program and Construction Inclusion Plan.

Meetings were conducted between NAWBO, WELD, the Women's Small Business Accelerator Central Ohio, Stonewall Columbus and Kokosing Construction to raise awareness on the inclusion plan, increase attendance at outreach events, register SEBEs and position W/V/LGBT firms to bid for prime and subcontractor opportunities on the Corrections Center construction project.

Lastly, the SEBE Coordinator collaborates with local practitioners to evaluate industry best practices and implement events that promote small business growth and development throughout Franklin County. Among those groups is the Small Business Collaborative. Membership includes inclusion professionals from The John Glenn International Airport, Columbus City Schools, COTA, COMBA and the City of Columbus.

## II. Utilization Tracking

As reported in Section I. Outreach and Engagement, the SEBE Coordinator engages in many activities that build the county's small and emerging business pipeline with the follow-on goal of these firms entering the county's procurement system by registering as a County SEBEs, accessing county contracting opportunities by responding to a bid or RFP and ultimately, being awarded a contract and being utilized as a County contractor.

Tracking small business utilization to determine organizational spend is a widely-known best practice of small business inclusion programs across the country to quantify the effectiveness of a program, with or without goal-setting. The most advanced programs utilize web-based software programs to track contract compliance and business utilization as a percentage of organizational invoicing or "spend". Currently, Franklin County maintains an online registration system but tracks utilization manually as MUNIS does not support electronic SEBE tracking. In 2017, the SEBE Coordinator viewed two popular tracking system demonstrations- Early Morning Software's PRISM ([www.prismcompliance.com](http://www.prismcompliance.com)) and B2GNow ([www.b2gnow.com](http://www.b2gnow.com)). The Coordinator will share more about these software packages in 2018.

In 2017, the SEBE Coordinator worked to increase small business utilization by attending pre-bid meetings as well as scope reviews with contractors awarded work on the Corrections Center and other County projects. At these meetings, the Coordinator acts as a resource for contractors wanting to achieve greater inclusion activity on their contracts by subcontracting with SEBE firms.

The SEBE Coordinator attended the following pre-bids and scope reviews in 2017:

- Senior Options Home Care–Bid Opening (6.30.17)
- Circulation of the Auditor's Real Property & Manufactured Homes Delinquent Land Tax Notice & List–Bid Opening (7.24.17)
- Timberlake Elevated Water Tank Improvement Project–Bid Opening (7.25.17)
- Circulation of the Auditor's Real Property and Manufactured Homes Delinquent Land Tax Notice and List–Scope Review (8.1.17)
- Design Release #2 Pre-Bid Conference (8.11.17)
- Design Release #1 Bid Opening (8.18.17)
- Scope Review Site Work Underground Utilities with Trucco & Igel (8.24.17)
- Court Case Management System–Bid Opening (8.25.17)
- DR #2 Concrete Footings, Foundations & Caissons–Bid Opening (8.31.17)
- DR#3 Concrete Structure & Structural Steel–Pre-Bid Conference (10.16.17)
- DR#3 Concrete Structure & Structural Steel–Bid Opening (11.30.17)
- DR#4A Precast Concrete, Fire Protection, Plumbing, HVAC, Electrical & Communications- Pre Bid Conference (12.8.17)
- Scope Review Structural Steel with Ohio Steel (12.21.17)



### III. Advocacy

To effectively increase county SEBE utilization, the Coordinator acts as an advocate for small business with internal BOC agencies. In this role, the coordinator directly links relevant agency leadership with viable, registered firms. Initiating internal relationships that result in greater knowledge about specific contracting opportunities is a significant activity for SEBE firms. In addition to connecting firms with key agency leaders, the SEBE Coordinator serves as a liaison to vendors to address their complaints, concerns, and suggestions about the program. During the 2017 employment period, the County SEBE Coordinator provided direct linkage opportunities for 11 companies upon their requests:

- Bear Environmental
- Electronic Systems Consultants
- TMH Solutions
- Dehan Enterprise
- Net Pac International LLC
- SD Solutions LLC
- Exuberant Global Solutions
- MICA
- HS Heating & Air Conditioning
- IPR Kimyahta Hairston

Joining forces with various small business advocacy membership organizations helps convey and amplify the Board of Commissioners' message about the value of economic inclusion and the significance of small and emerging business enterprises to our local economy. In 2017, The SEBE Coordinator became an active member or participant in several local membership organizations that promote small business growth and utilization including:

- National Association of Women's Business Owners, Columbus Chapter
- Conference of Minority Transportation Officials (COMTO), Columbus Chapter
- Diversity Compliance Coalition of Ohio



## IV. Conclusion and 2018 Metrics

Upon being hired in late June of 2017, the SEBE Coordinator hit the ground running. From establishing a network of peers and small business firms in the field, to supporting the newly formed Franklin County Construction Inclusion Team, collaborating with the Correction Center project's Construction Manager's Inclusion Team on several outreach events and building awareness of the new SEBE program with county agencies, the Coordinator accomplished much in the first 6 months of the program as tracked in this report.

In 2018, the SEBE Coordinator's work will be prioritized on the following goals to affirm the Board of Commissioners' commitment to this important and diverse group of residents:

1. Outreach & Engagement Key Performance Indicators (KPIs):
  - a. Boost outreach and engagement activity by 50% to 45 organizations and events
  - b. Increase per capita touch points by 100% to 4,000
  - c. Continue to provide logistical and marketing support for SEBE outreach on PFM's large construction projects
2. Utilization Tracking KPIs:
  - a. Procure a web-based tracking system (must be approved by the County Commissioners & County Administrator)
  - b. Baseline BOC SEBE utilization in 3 spend categories: Construction, Professional Services and Goods and Services
  - c. Assist PFM in reaching the 12% aspirational SEBE utilization goal on the Corrections Center Phase I
3. Advocacy KPIs:
  - a. Increase direct agency linkages by 200% to 33 firms
  - b. Increase department participation in quarterly reporting to 50% (from 0 to 7)

To achieve these 2018 goals, the SEBE program budget of \$28,226 was approved by the Office of Management and Budget in late 2017. The SEBE Coordinator intends to update this report mid-year 2018 for goal monitoring and tracking.

## Appendix I

### Franklin County Good Faith Effort Policy



**Franklin County Demonstration of Good Faith Efforts  
(As approved December 20, 2017 by Franklin County Prosecuting Attorney's Office)**

Franklin County Board of Commissioners (BOC) require that all contractors performing construction work on the Correction Center project make a good faith effort to meet the BOC's Aspirational Goal of twelve (12%) percent Inclusion of Diversity Participation on each awarded contract.

(A) All contracts awarded under the County's competitive bidding process for construction work on the Corrections Center project will contain the County's Inclusion Plan with the requirement for Contractors to make a good faith effort to meet the SEBE participation aspirational goal of 12% of their total contract amount.

(B) In order to support a Bidder's Good Faith Efforts, Bidders have been provided with a series of forms to describe their Good Faith Effort. The forms are: an SEBE Affidavit, an SEBE Participation – Demonstration of Good Faith Effort Form, and an SEBE Good Faith Effort Documentation Form. The BOC prefers that these forms be provided at the time that the bidders submit their bids. However, the forms must be submitted prior to a contract being awarded.

(C) All contractors must document the following:

(1) The bidder or contractor utilized reasonable and available means to solicit all Small and Emerging Business Enterprises (SEBE) that have the capability to perform the work of the contract. These SEBEs are defined on pages six (6) through nine (9) of the County Inclusion Plan. To demonstrate reasonable solicitation, the contractor shall provide evidence of such solicitations, including, but not limited to: fax confirmations, website notifications, email contact lists, and invitation to bid notices and responses.

(2) The bidder or contractor provided all appropriate SEBEs with adequate information about the plans, specifications, and requirements of the contract. The information about the plans, specifications, and requirements of the contract were provided in sufficient time for SEBEs to provide a bid for the contract or project."

(3) The bidder or contractor negotiated in good faith with interested SEBEs. To demonstrate good faith negotiations, the contractor shall provide evidence of such negotiations, including but not limited to names, addresses, dates, and telephone numbers of the SEBE(s) considered. The bidder or contractor shall submit bid requests and/or bid submittals of all bidders, and any correspondence related to the negotiations.

(4) The bidder or contractor properly explained the reason(s) why an SEBE was not selected for work on the contract.

(5) The bidder or contractor utilized the services of one of more organizations that provide contractor assistance in the identification and recruitment of SEBEs. To demonstrate utilization of one or more organizations providing contractor assistance, the contractor shall provide the names, phone numbers, times and method of contact relating to the contractor assistance organization.

## Appendix II

### Franklin County SEBE Policy



## **THE FRANKLIN COUNTY SMALL EMERGING BUSINESS ENTERPRISE (SEBE) PROGRAM**

### **HISTORY**

In the late 1980's, the Franklin County Board of Commissioners recognized the benefit of involving minority enterprises in County procurements. This resulted in the development of the Franklin County Minority Procurement Program. This program was designed to set targets for minority business enterprise participation in County contracts and procurements. The program evolved to include female and most recently disadvantaged business enterprises. Since establishment of the program, legislation and court cases have changed the course of these types of programs. Currently, programs may not set goals or set aside procurements. The programs can be focused on outreach to businesses, informing them of procurement opportunities, structuring bid documents to ensure small businesses can compete, educating, and encouraging their participation in County procurements.

The Franklin County Board of Commissioners recognizes the benefit of competing business opportunities in Franklin County. It also recognizes that greater numbers of minority, female, and disadvantaged businesses constitute a significant portion of small and emerging businesses in Franklin County. To ensure opportunities are afforded to small and emerging businesses, the Board established a Small and Emerging Business Outreach Program. This program is a commitment to the small and emerging business to encourage their participation in County procurements. This program will encourage competition and provide an even playing field for all businesses.

### **PURPOSE**

The Franklin County Board of Commissioners supports all businesses participating in the County procurement process. This program supports the outreach, training, educational, and promotional programs needed to encourage small and emerging businesses to participate and compete in County procurement opportunities.

#### *Small Emerging Business (SEB) Coordinator*

The Small Emerging Business (SEB) Coordinator will be a position located within the Franklin County Board of Commissioners Agency. The SEB Coordinator will generally administer the SEBE Program as outlined herein and make recommendations through the executive Purchasing team (Purchasing Supervisor, Assistant Director, and Director) and County Administration to the Franklin County Board of Commissioners to increase the level of Small, Minority, Women, Disadvantaged, Veteran Business Enterprises, Encouraging Diversity Growth and Equity and Local Economically Disadvantaged Enterprise (S/M/W/D/VBE/EDGE/LEDE) participation in County contracts.

## *Definitions of Small Emerging Businesses Enterprises*

Disadvantaged Business Enterprise (DBE) - DBEs are for-profit small business concerns where socially and economically disadvantaged individuals\* own at least a 51% interest and also control management and daily business operations. (\*African Americans, Hispanics, Native Americans, Asian-Pacific and Subcontinent Asian Americans, and women are presumed to be socially and economically disadvantaged). Other individuals can also qualify as socially and economically disadvantaged on a case-by-case basis. To participate in the DBE program, a small business owned and controlled by socially and economically disadvantaged individuals must receive DBE certification from the relevant state—generally through the State of Ohio Uniform Certification Program (OUCP).

To be regarded as economically disadvantaged, an individual must have a personal net worth that does not exceed \$1.32 million. To be seen as a small business, a firm must meet SBA size criteria AND have average annual gross receipts not to exceed \$22.41 million. Size limits for the airport concessions DBE program are higher. The Department has issued a final rule amending its disadvantaged business enterprise (DBE) program at 49 CFR part 26.

Encouraging Diversity Growth and Equity (EDGE) - An EDGE-certified business must be owned and controlled by a U.S. citizen who is a resident of Ohio. A business may qualify for EDGE certification if either (a) its owner is both socially and economically disadvantaged, or (b) the business is located in a qualified census tract and the owner is economically disadvantaged. A business enterprise that is eligible for EDGE certification must (1) have been in business for at least one year prior to applying; and (2) be at least 51 percent owned by socially and economically disadvantaged individuals. The business owner must (1) have day-to-day control over the business, exercising final authority over all aspects of the daily operations of the business, including but not limited to operations, financial and business management, and human resources and policy decisions; and (2) possess all licenses and permits required by law to perform the scope of work within classifications requested.

Local Economically Disadvantaged Enterprise (LEDE) - A sole proprietorship, partnership, company, corporation or joint venture that has been in business for at least one year prior to the date of determination in connection with the County's contracting or procurement activities and that meets certain size limitations based on the Federal Small Business Administration Regulations set forth in 13 C.F.R. §121.201 and the revisions thereto. The enterprise must be local, having (a) its principal place of business within Franklin County, Ohio as determined by the payment of real or personal property taxes on property located in such county for not less than one taxable year immediately prior to the date of determination or (b) more than 50% of its full-time employees residing within the boundaries of Franklin County; and must be economically disadvantaged such that the enterprise is at least 51% owned and controlled directly or indirectly by one or more individuals, each with a personal net worth equal to or less than \$750,000. Personal net worth of an individual includes the personal net worth of the individual's spouse, if any, but does not include (1) the individual's ownership interest in the enterprise being considered in connection with the County's contracting and procurement activities or (2) the individual's equity in his or her primary residence. Additionally, a contingent liability does not reduce an individual's personal net worth.

Minority Business Enterprise (MBE) - Minority business concern, as used in this definition, means a small business concern (1) which is at least 51 percent owned by one or more minorities or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more minorities; and (2) whose management and daily business operations are controlled by one or more minorities.. “Minority business enterprise” means Blacks or African Americans, American Indians, Hispanics or Latinos, and Asians as defined in the Ohio Revised Code.

Small and Emerging Business Enterprise (SEBE) - A small and emerging business enterprise is defined as a business concern, operated, not dominant in the field of operation in which it is bidding on government contracts, and qualified as a small business under the criteria and size standards in 13 CFR Part 121.201. Such a concern is “not dominant in its field of operation” when it does not exercise a controlling or major influence on a national basis in a kind of business activity in which a number of business concerns are primarily engaged.

Veteran Business Enterprise (VBE) -A veteran business enterprise is defined as a business concern (1) which is at least 51 percent owned by one or more veterans or service-disabled veterans, or in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more veterans or service-disabled veterans; and (2) whose management and daily business operations are controlled by one or more veterans or service-disabled veterans. “Veteran” means a veteran of the U.S. military, – either active duty or reservist – from all five Service Branches (Army, Navy, Air Force, Marine Corps and Coast Guard).

Women Business Enterprise (WBE) - Women-owned business concern, as used in this definition, means a small business concern (1) which is at least 51 percent owned by one or more women or, in the case of any publicly owned business, at least 51 percent of the stock of which is owned by one or more women; and (2) whose management and daily business operations are controlled by one or more women.

## **CERTIFYING AGENCIES**

Franklin County will recognize and accept certifications from: 8(a) Business Development (SBA), City of Columbus, Columbus City Schools, Department of Administrative Services (DAS), Ohio Unified Certification Program (ODOT), US Department of Veterans Affairs (Office of Small & Disadvantaged Business Utilization), Women’s Business Enterprise National Council (WBENC) certifying bodies. In addition to other agencies approved by the County i.e. Ohio Minority Business Assistance Center.

Actions to be taken to Promote Participation of S/M/W/D/VBE/EDGE/LEDE Companies and Small Businesses in Franklin County Projects and Contracts.

Qualified S/M/W/D/VBE/EDGE/LEDE Small Businesses Identification

- i. Register all vendors by NIGP commodity codes for goods and services they can provide.



- ii. Verify the S/M/W/D/VBE/EDGE/LEDE certification of each registered vendor, if applicable.
- iii. The SEB Coordinator shall obtain, and make available listings of S/M/W/D/VBE/EDGE/LEDE business contractors by goods, services, trades, location and bid activity.
- iv. Assist agencies in identifying registered small and emerging businesses for their purchases under the County competitive bid threshold (< \$50K).
- v. Ensure purchasing personnel are trained to identify and assist S/M/W/D/VBE/EDGE/LEDE for inclusion in the County purchasing process.
- vi. Seek opportunities to expand the number of S/M/W/D/VBE/EDGE/LEDE's registered to do business with the County.

Small Business Listings and Agencies which the SEB Coordinator will use to help promote the Small Emerging Business Program:

- Ohio Department of Administrative Services (DAS)
- City of Columbus
- Columbus City Schools
- Ohio Department of Transportation (ODOT)
- Department of Veterans Affairs – Center for Verification and Evaluation
- Women's Business Enterprise National Council
- Central Ohio Minority Business Association
- Ohio Minority Business Assistance Centers, Columbus Urban League
- Ohio Small Business Development Center, Columbus State Community College

#### *Utilization of S/M/W/D/VBE/EDGE/LEDE Small Business Listings*

The SEB Coordinator will make available S/M/W/D/VBE/EDGE/LEDE Small Business listings to Franklin County agency purchasing agents as a resource for identifying vendors capable of providing an array of goods and services.

The SEB Coordinator will provide S/M/W/D/VBE/EDGE/LEDE listings to Franklin County agencies that initiate and administer construction bid opportunities (e.g., PFM, Sanitary Engineering). This information will be the basis for the bidders' list for each construction opportunity. The bidders' list may be made available to interest prime Trade Contractors and their suppliers. Potential prime Trade Contractors and their suppliers will also be notified of pre-bid outreach activities.

### **FOR CONSTRUCTION PROJECTS**

#### *Bid Package Design*

The Agency Director or their designee in conjunction with the SEB Coordinator will review project bid packages. Subject to competitive bidding requirements, cost effectiveness, and schedule compliance, bid packages shall be designed to encourage participation by Small Business contractors as prime Trade Contractors, subcontractors and/or suppliers. A small business participation aspirational goal shall be set in prime Trade Contracts where prime Trade Contractors would normally utilize subcontractors and suppliers.

## *Bid Advertisement*

In addition to the formal advertisement procedures the SEB Coordinator may send a composite email containing the current advertisement and a statement of notice to all S/M/W/D/VBE/EDGE/LEDE's on the bidders' list for the current bid opportunity. The SEB Coordinator will also send the formal advertisement to the small business assistance organizations notifying them of the current bid opportunity.

Franklin County in cooperation with awarded contractors will provide "Working with Franklin County" Seminars/Inclusion Events that among other things will include community outreach programs, seminars on bonding, bid preparation workshops, networking, and joint venture opportunities. Any awarded contractor invited to participate in these programs will be required to submit status reports to the SEB Coordinator reporting on the programs provided, the outreach efforts, participating companies, and other pertinent information on the services provided to Small Businesses.

## Actions to be taken to Monitor Participation of Small and Emerging Businesses in Franklin County Public Works Projects

- The SEB Coordinator, Public Facilities Management representatives and the County's Owners Representative Director shall explore and make recommendations to the Board through the County Administrator regarding the best method to accurately monitor participation levels of small and emerging businesses in Franklin County contracts.

Each Project bid package awarded will require the successful bidder to accurately report the participation levels of S/M/W/D/VBE/EDGE/LEDE businesses on the forms substantially similar to SEBE Utilization Plan document hereto.

## **DUTIES**

### SEB Coordinator:

The SEB Coordinator shall work with the Franklin County Board of Commissioner Departments, County Agencies (as defined in the Purchasing Policy), and, where appropriate, a Project's construction manager, project manager or architect/engineer. SEB Coordinator shall work with representatives of Franklin County Agencies, SEBE defined companies, and community partners to do the following:

- a. Identify potential Small Business prime Trade Contractors and contact SEBEs that can supply goods and services to the Board of Commissioners;
- b. Identify potential Small Business subcontractors for prime Trade Contractors; Review County ITBs, RFPs, and RFQs and identify SEBEs with the capabilities required in the specifications;
- c. Review the County's Quote process to identify purchased commodities, link them to possible SEBEs then establish trade shows to connect Agencies with the SEBEs;
- d. Attend all pre-bid conferences to troubleshoot potential issues and answer questions;
- e. Verify compliance with the Small Emerging Business Program; and meet with existing suppliers or contractors who could use the goods or services of an SEBE;
- f. Organize training sessions on procedures for engaging SEBEs and related County purchasing policies;
- g. Compile quarterly and annual reports of SEBE's contract awards, bids, and quotes;

- h. Monitor, prepare and review reports, and analyze the program to determine its effectiveness;
- i. Organize Trade Fairs to allow Board of Commissioner agencies and other County agencies the opportunity to interact with SEBEs;
- j. Organize and conduct workshops to benefit SEBEs along with the Purchasing Supervisor;
- k. Serve as a liaison to vendors to address their complaints, concerns, and suggestions about the program;
- l. Advise the executive Purchasing team of changes in the business environment and legislation affecting the program;
- m. Recommend changes to the program as needed;
- n. Participate in community outreach activities like conferences, boards, and events that small and emerging businesses may attend.

Purchasing Supervisor:

- a. Inform and educate businesses, individually and through seminars, on how to conduct business with the County; provide information about the general purchasing process including overviews on bid preparation and submittal.
- b. Register vendors by NAICS commodity codes for goods and services they can provide.
- c. Conduct follow-ups and training along with the SEB Coordinator with vendors that were solicited but did not respond to the bid, or were the unsuccessful vendor.
- d. Participate in community outreach activities like conferences, boards, and events that SEB Coordinator and small and emerging businesses may attend.
- e. Assist agencies in identifying registered small and emerging businesses for their purchases under the County competitive bid threshold.
- f. Ensure purchasing personnel are trained to identify and assist small and emerging businesses for inclusion in the County purchasing process.

Assistant Director of the Purchasing Department:

- a. Ensure that the vendor database is maintained to reflect small and emerging business status and the commodities a business can provide.
- b. Small and emerging businesses are solicited in competitive bid opportunities based on their registered commodities.
- c. Participate in community outreach activities like conferences, boards, and events that SEB Coordinator and small and emerging businesses may attend.

Director Purchasing Department:

- a. Support participation in community outreach activities like conferences, boards, and events that SEB Coordinator and small and emerging businesses may attend.

Deputy County Administrator:

The Deputy County Administrator will work with Franklin County Agency Directors to review programs for opportunities to engage with S/M/W/D/VBE Companies.

- a. The budget for the SEBE program will be established to reflect requirements to effectively implement and manage the program.