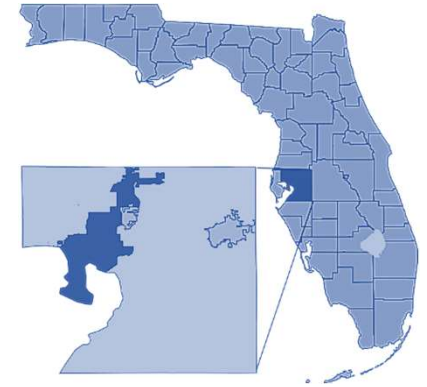


# Equal Business Opportunity (EBO) Program 2020 Annual Awards Report

(10/1/19 to 9/30/20)



**Hanna City Center**

\*A significant number of projects provided opportunity to WMBE & SLBE businesses

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## GLOSSARY OF COMMONLY USED VERBIAGE & ACRONYMS

### **TERMINOLOGIES:**

#### **Primary EBO Program Terms:**

WMBE = Women and Minority Business Enterprise (May also be noted as W/MBE)

SLBE = Small Local Business Enterprise

U-WMBE = Underutilized Women and Minority Business Enterprise (i.e., Construction U-WMBE is BBE),

Non-U-WMBE = Non-Underutilized Women and Minority Business Enterprise (i.e., Ancillary participation with the other women and minority groups).

BBE = Black Business Enterprise | HBE = Hispanic Business Enterprise | ABE = Asian Business Enterprise | WBE = Women Business Enterprise | SDVOSB/VOSB = Service-Disabled Veteran-Owned Small Business / Veteran-Owned Small Business | LGBT = Lesbian, Gay, Bi, Transgender Business Enterprise

**Diversity Management Initiative (DMI)** - Delineate utilization of WMBEs and SLBEs based on total procurement, total dollars awarded and total actual payments

**Competitive Spend/Award** – Contracts or Bidding available for products and services needed (i.e., ITB/RFP/RFQ/CCNA).

**Non-Competitive Spend/Awards** - There are certain times when it is not possible to use the competitive bid processes to acquire goods and non-professional, professional, technical and highly specialized services. (I. PURCHASING DEPARTMENT PROCEDURES, 7.0, 7.1)

**Narrowly Tailored** – When it is determined that disparity/underutilization exists for a given group, the Ordinance includes provisions that allow use of mandatory WMBE participation goals. The goals or remedies are specific to the affected group and industry category where disparity/underutilization is found.

**Good Faith Efforts (GFE)** - Evaluations to determine total attainment on projects for goal sets and sheltered markets.

**Goal Set vs. Goal Attainment** –U-WMBE & SLBE participation “goal-set” on projects that had pre-determined subcontract opportunities, versus the actual-overall “percent of participation” achieved at contract award.

### **CONTRACT TYPES:**

**Sheltered Market** – Contract bidding opportunities for Certified Woman and Minority Businesses (WMBE) & Small Local Businesses (SLBE) to bid as prime contractors on projects valued at \$300,000 or less. For a project to qualify for this program, there must be at least three (3) certified firms in the same type of work category. This program helps smaller and diverse businesses compete fairly for contracts within their community.

**CCNA** – Consultant Competitive Negotiation Act, The agency shall negotiate a contract with the most qualified firm for professional services at compensation which the agency determines is fair, competitive, and reasonable. (<https://www.flsenate.gov/Laws/Statutes/2013/287.055>)

**ITB/RFP/RFQ** – Invitation to Bid, Request for Proposal, Request for Qualifications

# Mission and Strategic Goals

- Identify economic opportunities in City contracting
- Create sustainable initiatives relevant to Tampa's market
- Structure competitive business opportunities commensurate with the availability and capacity of certified firms in the market
- Establish specifications to attain supplier-diversity inclusion
- Maximize utilization of WMBEs, SLBEs, LGBTBEs, and SDVOSB/VOSB in contracts by facilitating access to ITB, RFP, RFQ solicitations
- Measure achievement using EBO regulatory standards and audits
- Reinforce certification and outreach to foster economic resiliency

## PREFACE

The Bar Charts and Diagrams in the Annual Awards Report provide a synopsis of contracting activity with Women and Minority Business Enterprises (WMBE) & Small Local Business Enterprises (SLBE) for **Fiscal Year 2020 (October 2019 to September 2020)**.

The policies and procedures in effect during the report period are those governed by the Equal Business Opportunity (EBO) Ordinance 2017-28, Chapter 26.5. City policy mandates developing initiatives that promote supplier-diversity and equity in the solicitation and award of publicly funded contracts. In addition, the City's Code of Ordinances invests the Mayor with authority to prescribe results-oriented action steps to remedy under-utilization of WMBE certified firms when Diversity Management Information (DMI) analytical reports conclude disparity exists within specific ethnic and gender business classifications. The policy initiatives outlined on page 8 represent the primary methods and business processes for facilitating WMBE & SLBE participation in contracts and the procurement of goods and services. **EBO Program Applications** are narrowly-tailored to maximize contract opportunities for under-utilized WMBE (U-WMBE) businesses as well as ensure access and participation by all Tampa Bay Area minority and small businesses (WMBE & SLBE).

The **2020 Annual Awards Report** illustrates the collective effort by City departments to continually improve access and opportunity for WMBEs & SLBEs to do business with the City of Tampa. The program initiatives administered by the Equal Business Opportunity Office focus on supplier-diversity business processes that promote "Economic Development through Opportunity".

### What does this mean?

The Awards Report for **Fiscal Year 2020** shows how the City of Tampa worked with Women and Minority Business Enterprises (WMBE) & Small Local Business Enterprises (SLBE) from **October 2019 to September 2020**. The Equal Business Opportunity (EBO) Ordinance 2017-28, Chapter 26.5, which aims to make sure all kinds of businesses have a fair opportunity to acquire and participate in city contracts. Page 9 outlines the details of the EBO Program. This annual report demonstrates the efforts of city departments to utilize WMBEs & SLBEs in the procurement process.



## PREAMBLE

### **Equal Business Opportunity Program**

City of Tampa Equal Business Opportunity (EBO) Ordinance 2017-28, Chapter 26.5, promotes supplier diversity through viable contracting opportunities for small and ethnic-minority & women owned businesses in City procurement. The Office of Equal Business Opportunity (EBO) is charged with implementing the provisions of City Code and achieving results-oriented objectives for equal business opportunities. EBO's mission has two main components, the Women & Minority Business Enterprise (WMBE) and the Small Local Business Enterprise (SLBE) Program . The Ordinance also mandates evaluating program performance through developing Diversity Management Information System (DMI) reports, which delineate utilization of WMBEs and SLBEs based on total procurement, total dollars awarded and total actual payments.

### **Program Policy Objective**

The SLBE Program is a primary initiative and open to all independently owned small businesses, including WMBEs that have operated for a minimum of one year and meet the business size standards and gross receipt limits. The program is ethnic and gender-neutral, with an emphasis on small businesses in the Tampa Bay area. The business owner must have permanent residence in Florida, and the company must be domiciled in the SLBE Market area (Hillsborough, Pinellas, Polk, Pasco, and Manatee Counties). The second component is the WMBE Program, which is ethnic and gender focused and requires validation of 51% WMBE ownership/control. The program establishes narrowly-tailored initiatives for WMBEs, which are promulgated on a legal basis and predicated on multi-year statistical evidence of disparity. When it is determined that disparity/underutilization exists for a given group, the Ordinance includes provisions that allow use of mandatory WMBE participation goals. The goals or remedies are specific to the affected group and industry category where disparity/underutilization is found (i.e. narrowly tailored).

### **Program Guidelines and Principles**

The WMBE and SLBE Program initiatives currently implemented are based on findings in the City's Disparity Study as well as continuous metrics and analytics generated through the DMI program. The DMI program ensures the City remains compliant with the strict judicial guidelines and principles that apply to local government WMBE and SLBE contracting programs. The Office of EBO manages several business processes that provide comprehensive data collection, enhanced automation, and improved report methodology. The City continues to enhance EBO business processes with upgraded Diversity Management Software Modules. The upgrades integrate with the City's Enterprise Resource Planning (ERP) on the Oracle platform. The modules add a web-based Diversity Management Business functionality to the Equal Business Opportunity Program. It utilizes cloud-technology to facilitate efficient program interaction between vendors and EBO by providing: On-line Interactive WMBE & SLBE Certification, Subcontract Goal-Setting, Automated Contract Compliance Monitoring and Subcontract Payment Verification Audits. An overview of the functionality provided by the aforementioned modules is presented in the appendix of the report.

# Office of Equal Business Opportunity (EBO)

## Strategic Planning & Administration of WMBE & SLBE

### Metrics and Analytics

- Regulate Contractor Reporting
- Track Contract Compliance
- Perform Disparity Analysis
- Analyze Vendor Availability
- DMI Business System
- Procurement Utilization

### Outreach and Certification Services

- Outreach/Recruiting
- Certification Processing
- WMBE & SLBE Workshops
- Mediation and Appeals
- Dispute & Conflict Resolutions

### Functional Areas

### Compliance and Monitoring

- Contract Goal Setting
- Sheltered Market
- Bid Discount
- Job Order Contracting (JOC)
- Program Compliance
- CCNA/RFP/RFQ Evaluation
- Contract Monitoring
- Payment Audits
- Good Faith Effort Evaluations

Full Time Employees = 6

## WMBE & SLBE Initiatives – ECONOMIC DEVELOPMENT THROUGH OPPORTUNITY

The City relies upon three basic methods of contracting to procure goods and services. The EBO policy initiatives enable the City to increase access and contract opportunities for certified WMBE & SLBE businesses that are available to perform on City contracts.\*

### **SUBCONTRACTS: Contracts awarded by the general contractor (Prime) who hires the specialty trades needed to complete a project.**

- Construction, non-professional **CONTRACT GOALS** for U-WMBEs: Minority and women businesses that have been underutilized (i.e., not received a pro rata of contract dollars), will have subcontract goals established on the contract to ensure WMBE companies are retained to provide some services and supplies.
- Consultants, Engineers, and Architects **PROPOSAL GOALS** for U-WMBEs: Minority and women businesses that have been underutilized (i.e., have not received a pro rata of consultant dollars), may have sub-consultant goals required in the RFP/RFQ when multiple professional disciplines are needed to perform the services.
- Set **ADDITIONAL SUBCONTRACT GOALS** for SLBEs: When availability of a U-WMBE group is insufficient to bid the services or supplies, a SLBE goal will be established on the contract. Fact: Many SLBEs are also certified WMBEs. This initiative ensures that non-minority small businesses and dual certified WMBEs & SLBEs continue to have access and opportunity. An overall WMBE & SLBE outreach goal may be considered when availability under a disparity/predicate does not exist nor the requisite for SLBEs.
- **\*RATING POINTS** from 1 to 20 awarded for WMBEs Participation: When WMBE sub-consultants are members of the team in an RFP/RFQ proposal, the non-certified Prime proposal will be awarded additional evaluation points (up to 20) on an overall scale of 100 as a factor in the selection of the proposal.

### **FORMAL CONTRACTS: Contracts above \$25,000 require a formal process (e.g. advertise, public open, surety bonds).**

- **BID DISCOUNT OF 5%:** Allows the U-WMBE or SLBE bidder to be within 5% of the lowest bidder but cannot exceed \$20,000 for WMBEs and \$10,000 for SLBEs. (e.g., low bid is \$50,000; WMBE & SLBE bid can be \$52,000 and eligible for award).
- **\*RATING POINTS** from 1 to 20 awarded for U-WMBEs Participation: When a U-WMBE firm is the Prime Consultant on an RFP/RFQ, this initiative will award 16 to 20 rating points on a scale of 100, as a factor in the selection.
- **SHELTERED MARKET THRESHOLD IS \$300,000** and includes U-WMBEs & SLBEs: Sheltered Market bids allow certified U-WMBEs & SLBEs to bid within their peer group. Sheltered procurements require 3 or more certified firms and range from \$25,000 to \$300,000 allowing more solicitations to be targeted for U-WMBEs or SLBEs that have the capacity to perform as prime contractors. CCNA Work Order contracts can range from \$25,000 to \$100,000 for sheltering of professional surveying, engineering, and architectural services.

### **INFORMAL CONTRACTS: Quotes between \$2,000 and \$24,999.99 will be targeted to the U-WMBE & SLBE groups via DemandStar. Small value solicitations have fewer legal restrictions and more discretion in awarding.**

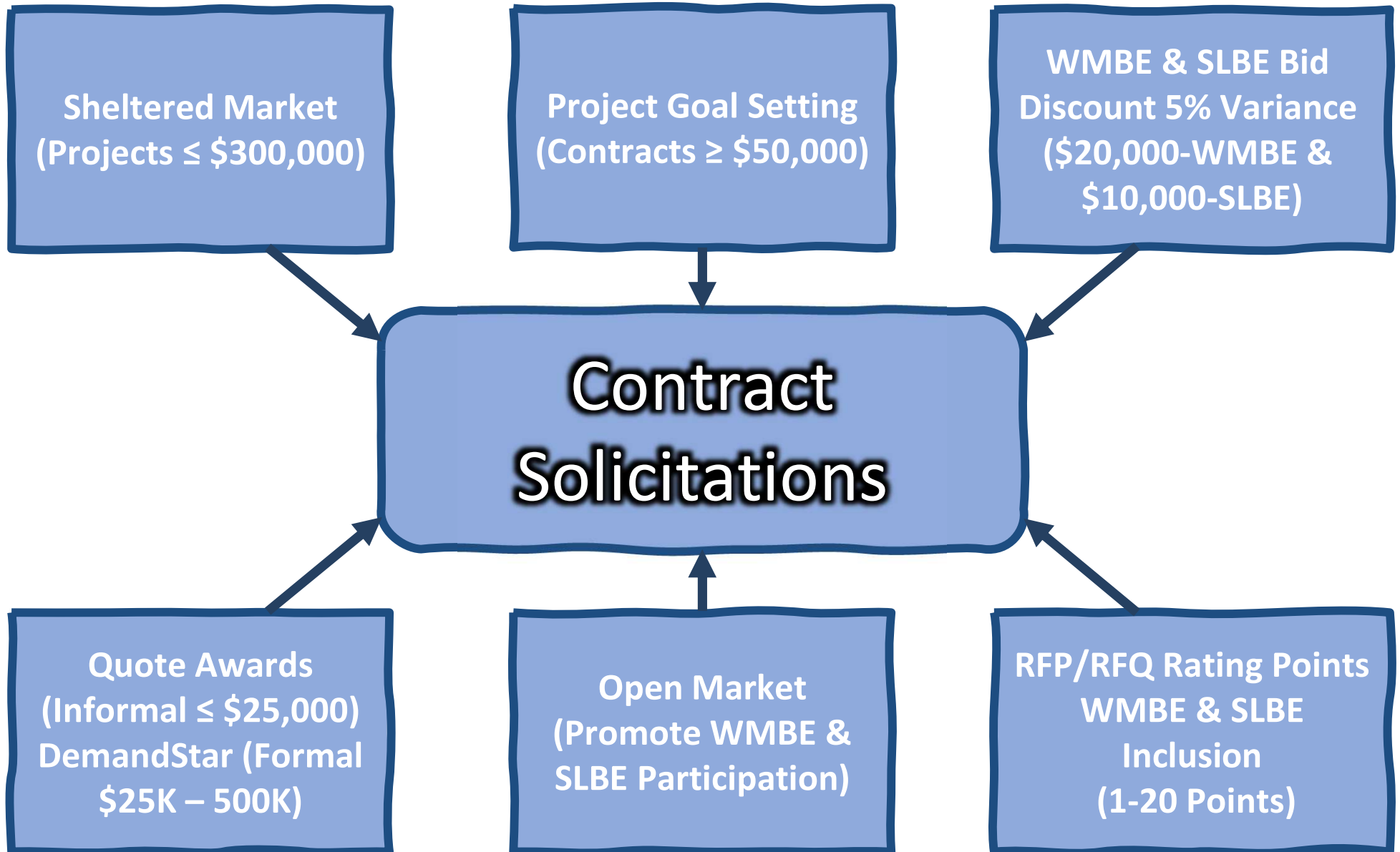
- **SHELTERED MARKET** for U-WMBEs & SLBEs: Informal Sheltered Market allows only U-WMBEs & SLBEs to quote across all 5 industry categories (Construction Services, Construction-Related Services, Professional Services, Non-Professional Services, and Goods). SLBEs will be included in Sheltered Market quotes only when there are not the requisite 3 U-WMBEs available to be competitively solicited.
- **BID DISCOUNT OF 5%:** This allows a quote from only the U-WMBE to be within 5% of the lowest bid. (e.g., If a low bidder submits a bid of \$4,000, a U-WMBE firm may submit a bid of \$4,200 and be awarded an informal contract).

*\*In 2019, the Rating Points increased from 10 points to 20 points.*



# EBO Policy Applications

Overlaid on Competitive Procurement



Note: ( $\geq$ ) "greater than or equal to" & ( $\leq$ ) "less than or equal to"

# Competitive Contract Spend

Total Amount Awarded

\$536.06M

WMBE Awarded Dollars

\$34.94M

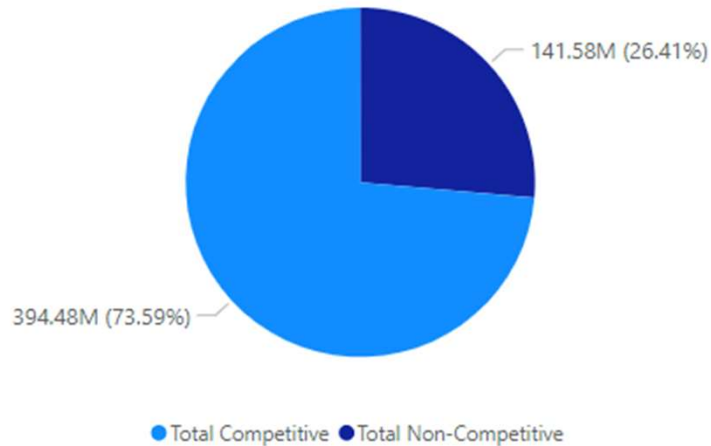
SLBE Awarded Dollars

\$32.33M

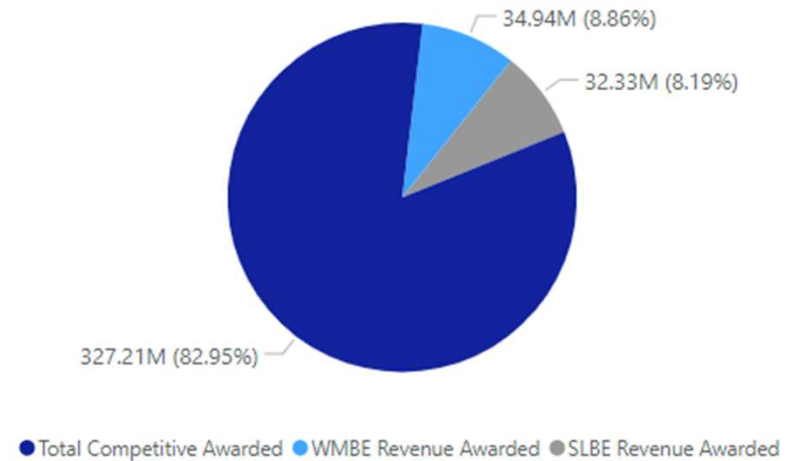
Total Competitive Awards

\$394.48M

Total Net Budget (Competitive and Non-Competitive)



Total Competitive Awards



Values with decimals may be rounded up or down based on the calculation.

## WMBE & SLBE programs apply only to contracts awarded through competitive solicitations

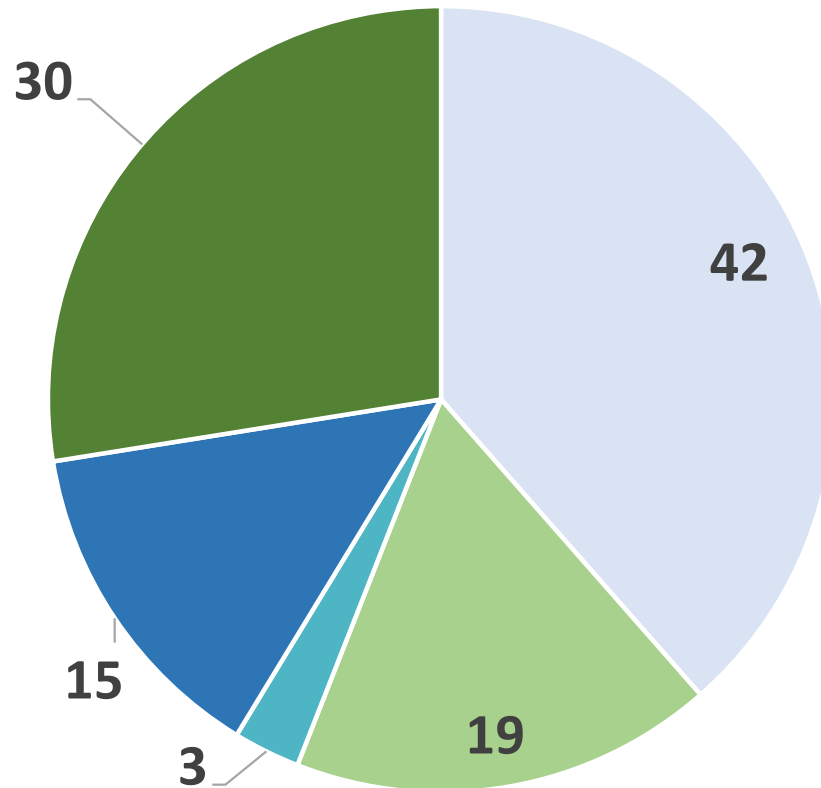
(Examples of Non-Competitive Spend and Awards include salaries, debt service, reimbursements, emergency expenditures, inter-local agreements, and State Contracts.)

COVID-19 affected this fiscal year

## NUMBER OF PRIME CONTRACTS AWARDED

### FY 20 Contracts by Industry Category

■ Construction ■ Construction-Related ■ Professional ■ Non-Professional ■ Goods



**Total Contracts: 109**

#### **Note:**

- **42 of 109 (39%)** of all contracts awarded were for procurement of Construction Services.
- COVID-19 affected this fiscal year with goods and services demands.

### **Industry Categories:**

Construction Services: new construction, renovation, restoration, maintenance of public improvements and underground utilities.

Construction-Related Services: architecture, professional engineering, landscape architecture, design build, construction management services, or registered surveying and mapping.

Professional Services: attorney, accountant, medical doctor, veterinarian, miscellaneous consultant, etc.

Non-Professional Services: lawn maintenance, painting, janitorial, printing, hauling, security guard, etc.

Goods: all supplies, materials, pipes, equipment, machinery, appliances, and other commodities.

Note: Contracts may overlap in multiple categories (i.e., Landscaping company sells plants and installs so this could fall under goods and/or non-professional services)

## DOLLAR VALUE OF CONTRACTS AWARDED



Values with decimals may be rounded up or down based on the calculation.

**Note:** Chart measures award activity during FY20 for competitive Bid/RFP solicitations, wherein applicable EBO initiatives were implemented to maximize opportunities for WMBE & SLBE inclusion.

WMBEs may also certify as a SLBE firm but are not double counted.

### Analysis:

- \$24M Prime Contract dollars were awarded to WMBEs in FY19
- \$23M Prime contract dollars were awarded to SLBEs in FY19

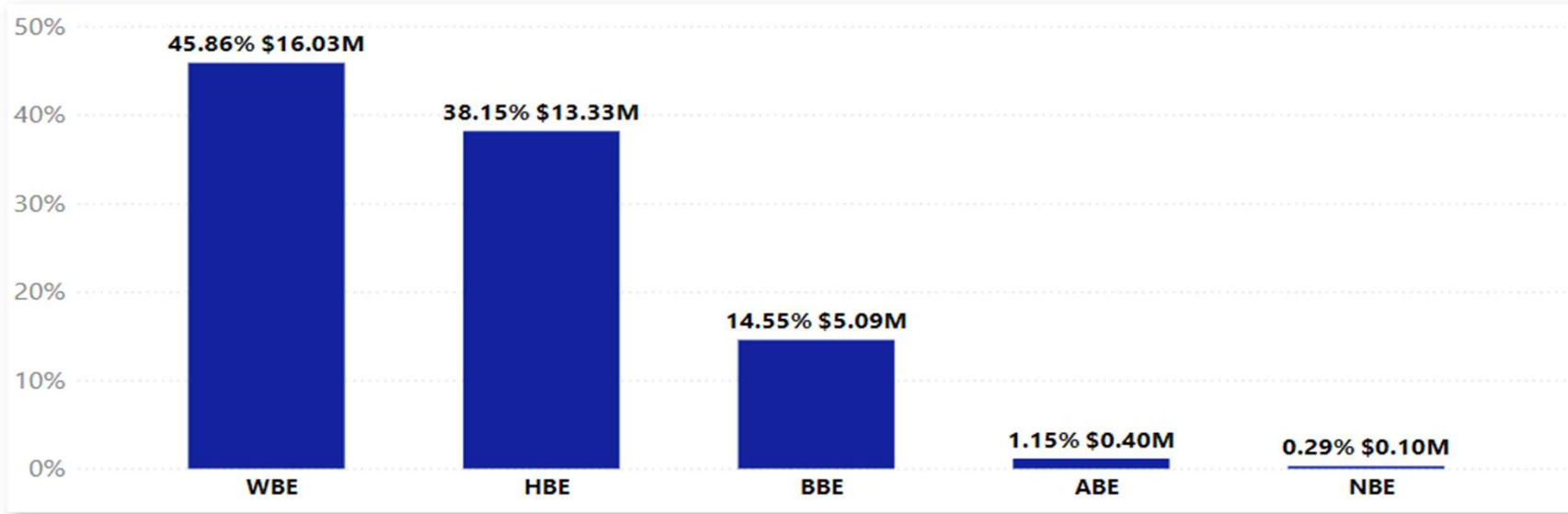
COVID-19 affected this fiscal year

# PRIME CONTRACT DOLLARS AWARDED TO WMBES

WMBE Awarded Dollars

## \$34.94M

**Note:** Chart measures dollars awarded to certified firms by ethnicity & gender. The Percentage in the graph is reflective of 100% WMBE.



Ethnic/Gender Specific	Actual Goal Percentage	Actual Goal Dollars
African American	1.29%	\$5.09M
Asian American	0.10%	\$0.40M
Hispanic American	3.38%	\$13.33M
Native American	0.02%	\$0.10M
Caucasian Female	4.06%	\$16.03M
<b>WMBE Prime Overall Goals</b>	<b>8.85%</b>	<b>\$34.95M</b>
<b>Estimate Based on Total Prime Dollars of \$394.48M</b>		

Values with decimals may be rounded up or down based on the calculation.

Average annual goal by ethnicity and gender across all 5-industry categories combined (Construction Services, Construction-Related Services, Professional Services, Non-Professional Services, and Goods).

BBE = Black Business Enterprise, HBE = Hispanic Business Enterprise, ABE = Asian Business Enterprise, WBE = Women-Owned Business Enterprise

COVID-19 affected this fiscal year



# PRIME WMBE AWARDS BY DEPARTMENTS/DIVISIONS

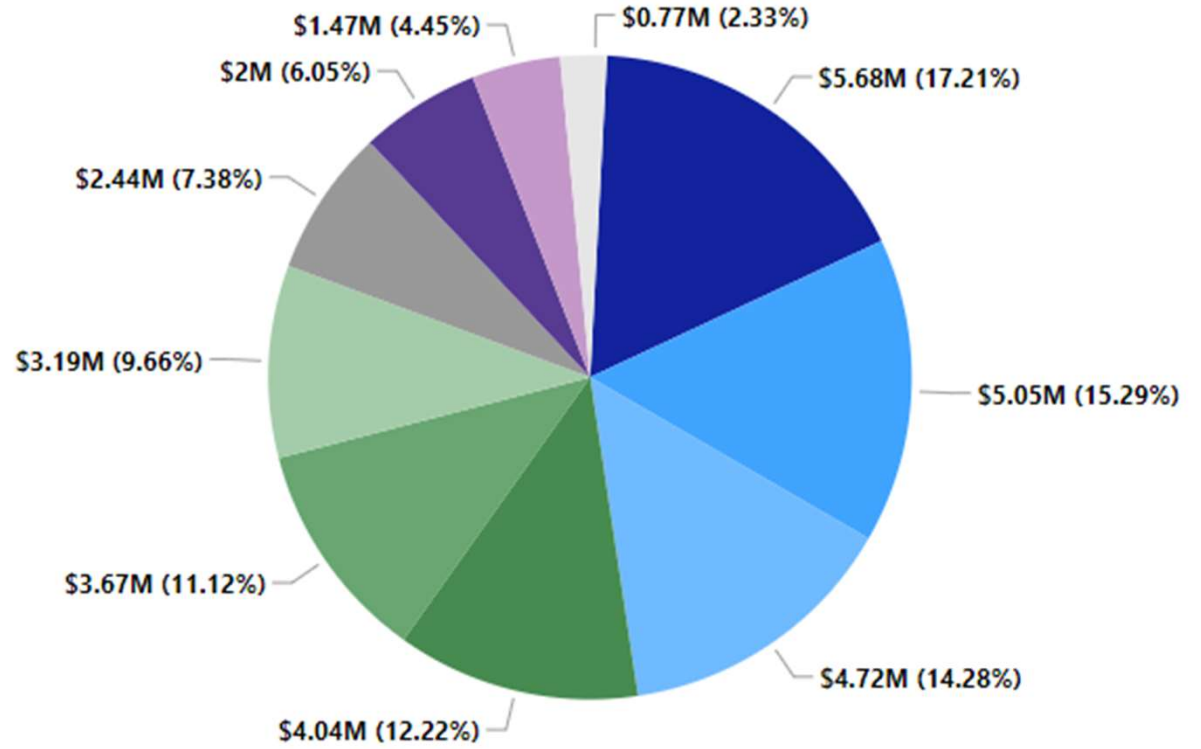
Total Departments/Divisions Spend  
WMBE Awarded Dollars

## 34.94M

### Departments & Divisions

- Water Department
- Community Redevelopment Agency Budget
- Parks and Recreation Department
- Disaster Events
- Stormwater Division
- Wastewater Department
- Facility Management Division
- Solid Waste and Environmental Program Mana...
- Transportation Division Budget
- Convention and Tourism Department

### Top 10 Departments/Divisions Spend



Values with decimals may be rounded up or down based on the calculation.

**Note:** Chart reflects dollar volume of WMBE awards by departments/divisions that achieved participation in all procurement categories.

### **Analysis:**

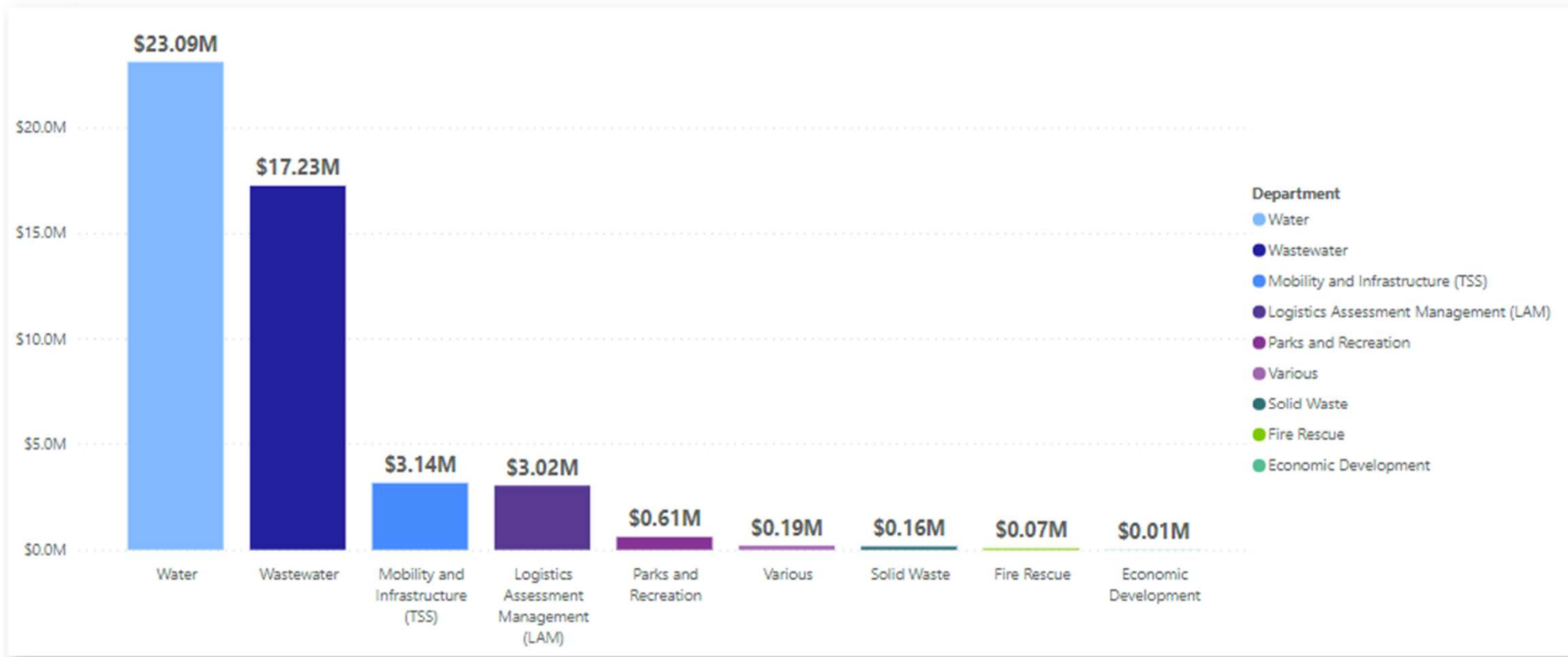
Top 10 of all City departments/divisions generated \$33M of dollars awarded to WMBE prime contractors .

COVID-19 affected this fiscal year

## CONTRACTS MANAGED BY CONTRACT ADMINISTRATION

Total Awarded Dollars

**\$47.52M**



**Note:** Chart represents WMBE Prime dollars (i.e., \$47.5M) sorted by department/division, for Construction, Architect/Engineering, Design/Build, and Construction Management; managed by Contract Administration.

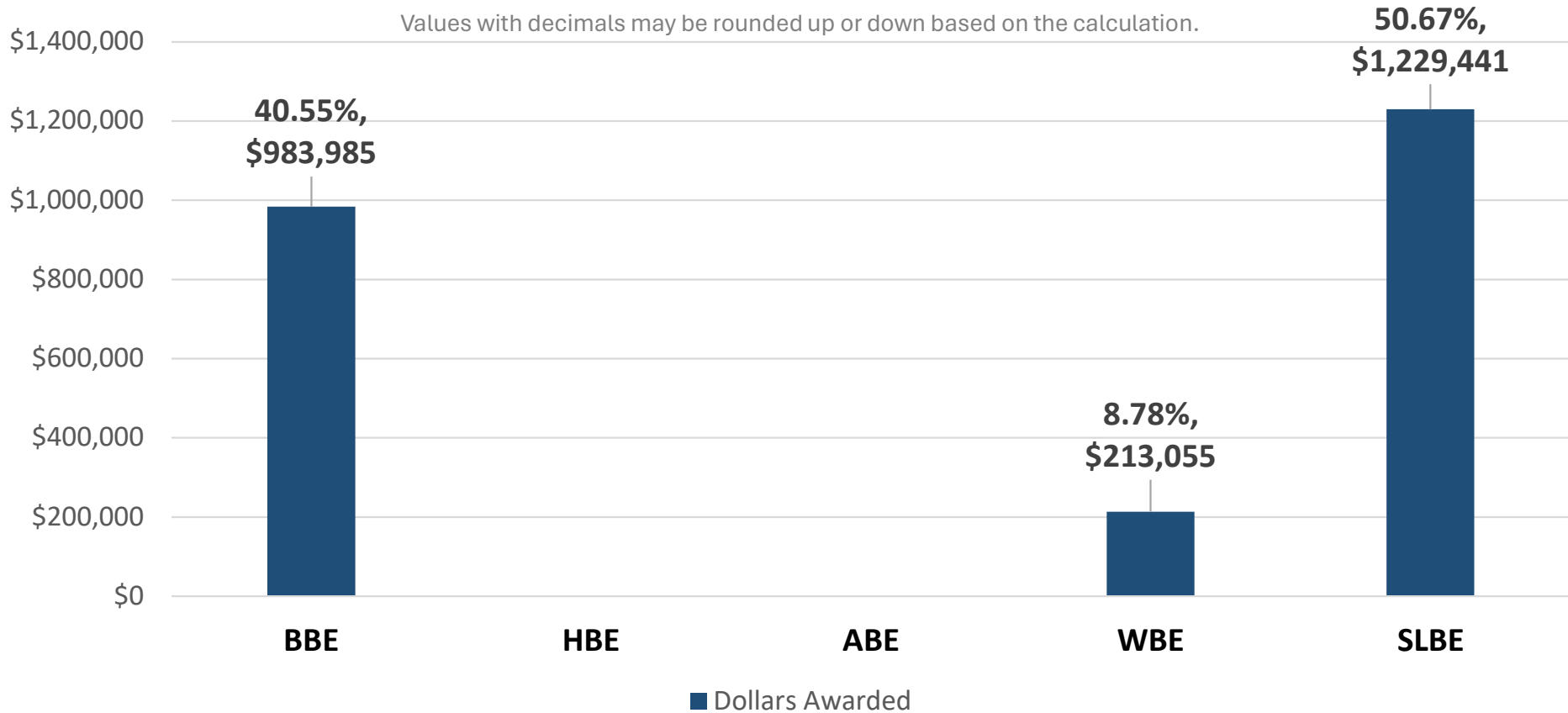
COVID-19 affected this fiscal year

Values with decimals may be rounded up or down based on the calculation.

# SHELTERED MARKET PROGRAM AWARDS

## FY20 Sheltered Market

Values with decimals may be rounded up or down based on the calculation.



\* No contract BIDs awarded to HBE, ABE, NBE following the guidelines of the EBO Program.

**Note:** Chart reflects dollars awarded under Sheltered Market solicitations to companies that are either SLBE certified, dual certified as WMBE & SLBE, and/or designated U-WMBE.

The City of Tampa **Sheltered Market** program allows its certified WMBEs & SLBEs to bid amongst themselves as Prime contractors on projects with an estimated value of \$300K or less. There must be 3 or more firms certified in the applicable work category for the project to be considered eligible for sheltering.

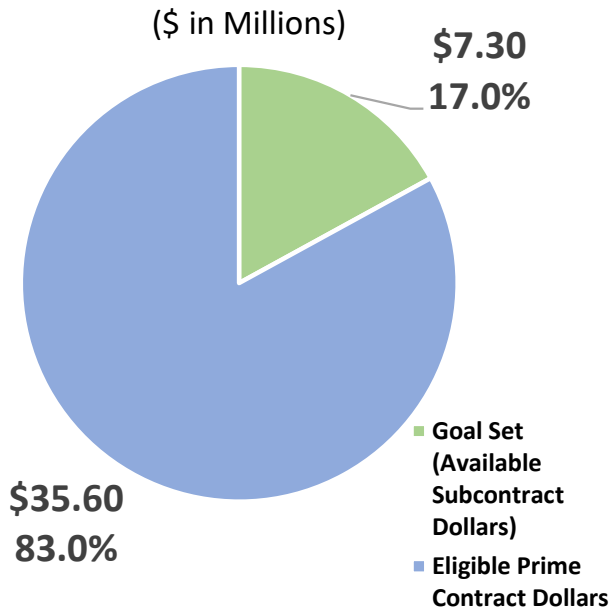
**Analysis:** The FY20 awards totaled **\$2.4M** comprised of **22** prime contracts to WMBE & SLBE firms.

COVID-19 affected this fiscal year

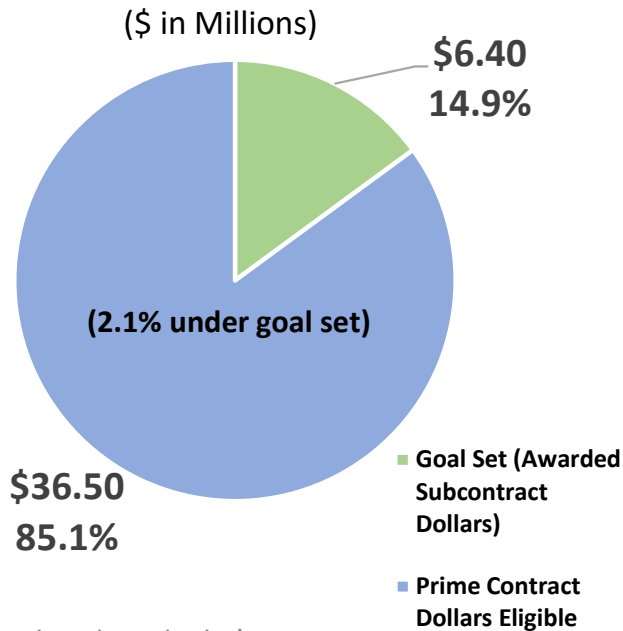
# SUBCONTRACT GOAL PROGRAM

**\$42.9M**  
 \*Total Contract Dollars Eligible for  
 Goal-Set Calculation

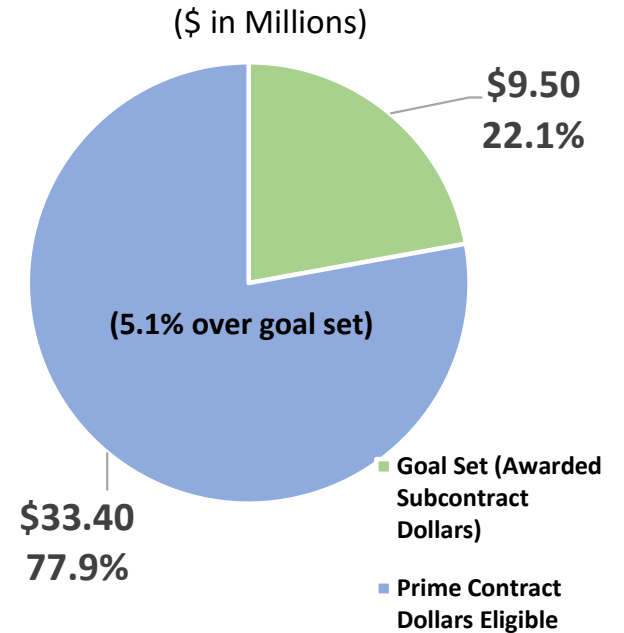
## Goal Set for U-WMBE (BBE) & SLBE



## Goal Attainment for U-WMBE (BBE) & SLBE



## Goal Attainment for ALL WMBE & SLBE



Values with decimals may be rounded up or down based on the calculation.

**Note:** Chart compares the average WMBE & SLBE participation “goal-set” on projects, i.e., \$42.9M, that had pre-determined subcontract opportunities, versus the actual-overall “percent of participation” achieved at contract award. Total reviewed projects estimated over \$42.9M for potential goals. \*Total contract dollars include overhead and profit and the cost of goods or services by the prime contractor.

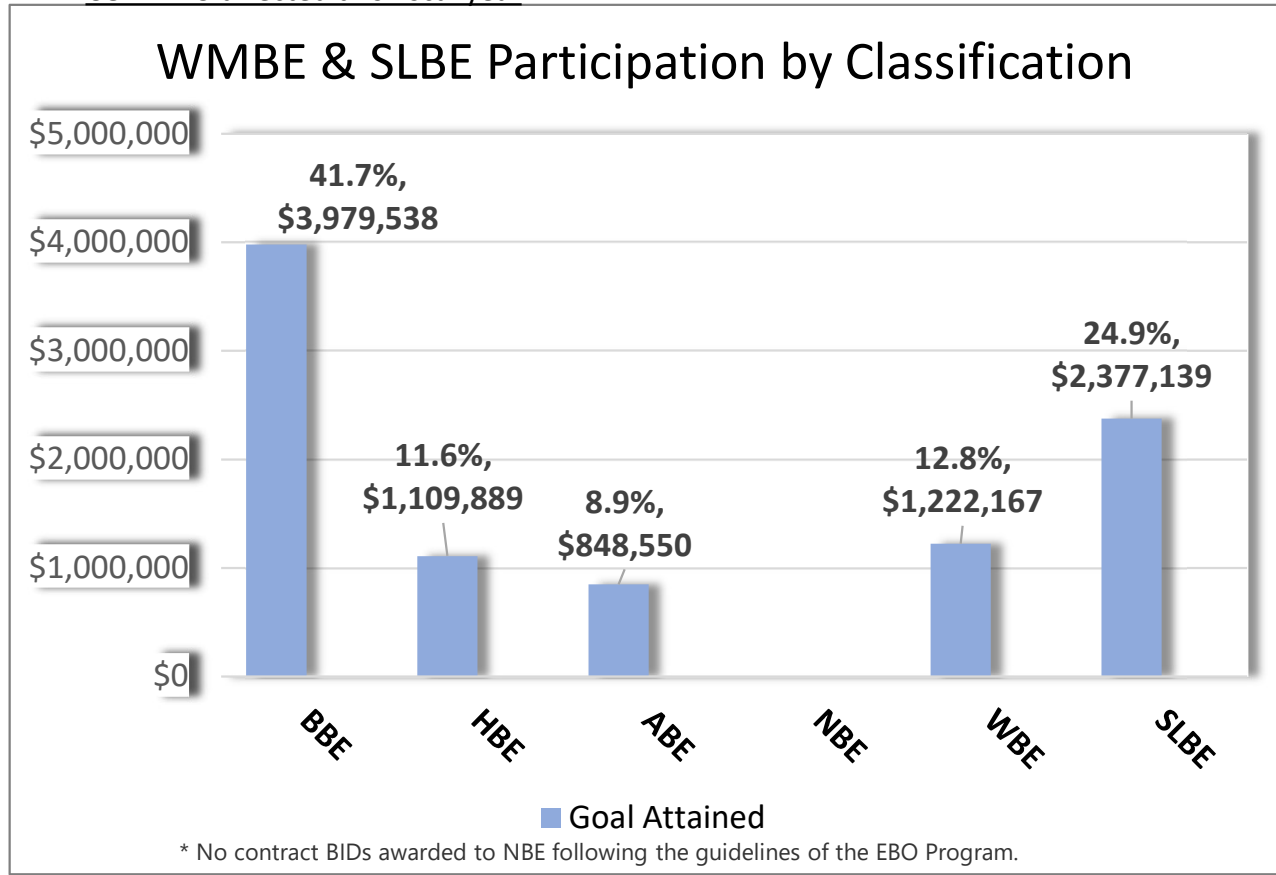
**Analysis:** In FY20 overall subcontract participation average goal attainment was 5.1% over the targeted actual goals established on eligible projects. This can be attributed to the City’s commitment to economic inclusion through assessing subcontract opportunities in all procurement activity, ensuring accountability across operating departments, ensuring bidder awareness of Equal Business Opportunity guidelines and, EBO enforcement of GFE Compliance Plans.

COVID-19 affected this fiscal year

## WMBE & SLBE PARTICIPATION VIA SUBCONTRACT GOAL ATTAINMENT

COVID-19 affected this fiscal year

Ethnic/Gender Specific	Actual Goal Percentage	Actual Goal Dollars
African American	9.32%	\$4.00M
Asian American	1.98%	\$0.85M
Hispanic American	2.56%	\$1.10M
Native American	0.00%	\$0.0M
Caucasian Female	2.80%	\$1.20M
<b>WMBE Subcontract Overall Goal</b>	<b>16.67%</b>	<b>\$7.15M</b>
<b>SLBE Subcontract Overall Goal</b>	<b>5.59%</b>	<b>\$2.40M</b>
<b>Estimate Based on Total Subcontracting Dollars: \$42.9M</b>		



Values with decimals may be rounded up or down based on the calculation.

**Note:** Chart reflects subcontract participation by ethnicity and gender as a percentage of total WMBE & SLBE subcontract dollars awarded, i.e. \$9.55M. A concerted effort by the City organization is paramount to effective implementation of the Administration’s WMBE & SLBE policy initiatives; thus, assuring adherence to EBO procurement guidelines and prohibiting pro-forma solicitation by bidders/proposers who marginalize participation goals. The expectation is that a bidder’s supplier-diversity strategy, active outreach efforts, and commitment to inclusion can, in prospect achieve participation commensurate with WMBE & SLBE goals.

**Analysis:**

COVID-19 affected this fiscal year

WMBE & SLBE Goal Attained is \$9.55M.

Total **WMBE** Subcontract awards is **\$7.15M**

(74% of overall WMBE & SLBE Goal Attainment)

Total **SLBE** subcontract awards is **\$2.4M**

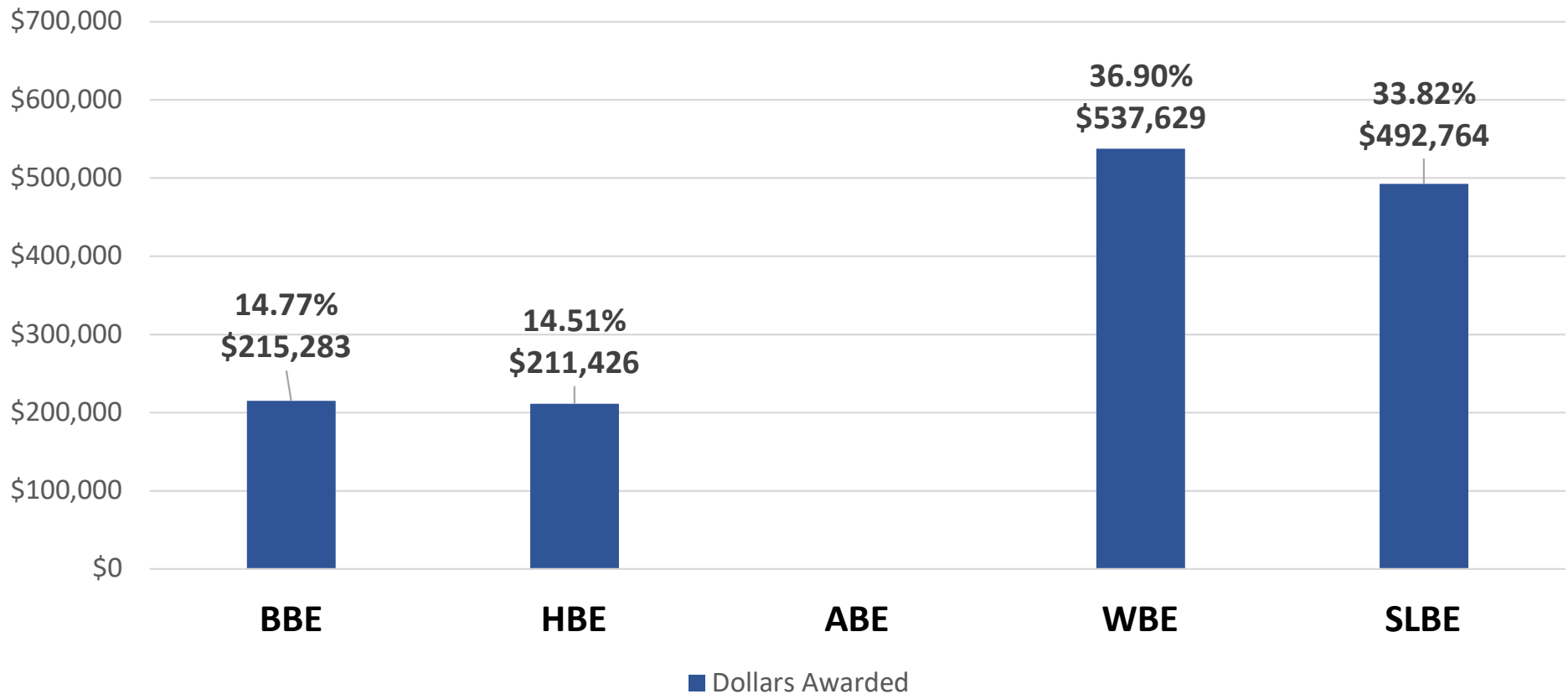
(26% of overall WMBE & SLBE attainment)

**Black Business Enterprise (BBE) was awarded 41.7% of All WMBE and SLBE dollars in FY20.**



## CCNA WORK ORDER AGREEMENT AWARDS

### FY20 Construction-Related Purchase Orders



\* No contract BIDs awarded to ABE following the guidelines of the EBO Program.

**Note:** Chart reflects Purchase Orders awarded to pre-selected firms under the Consultant Competitive Negotiation Act (CCNA) “Work Order Agreement Contract” with the City of Tampa from October 1, 2019 through September 30, 2020.

WMBEs that are dual certified as an SLBE firm are included in SLBE category. WMBEs that are only certified as BBE, HBE, and WBE are shown in the other columns above.

Values with decimals may be rounded up or down based on the calculation.

**Analysis:**

- BBE = 14.77%
- HBE = 14.51%
- WBE = 36.90%
- Total WMBEs = **66.18% or \$964,338**
- SLBE = **33.82% or \$492,764**

COVID-19 affected this fiscal year

## INFORMAL & FORMAL CONTRACTS WITH WMBE & SLBE VENDORS



Values with decimals may be rounded up or down based on the calculation.

**Note:** Chart reflects cumulative discretionary procurement <\$25k using DemandStar electronic notification, which allows department buyers to more effectively solicit WMBE quotes.

- Formal consists of DemandStar Bids \$25K to \$500K
- Informal consists of Quote Awards \$2K to \$25K

COVID-19 affected this fiscal year

## OVERVIEW OF CERTIFICATION ACTIVITY

MBE	417	SLBE	486	WBE	216
<b>African American</b>	<b>195</b>	<b>African American</b>	<b>137</b>	<b>Caucasian</b>	<b>216</b>
Construction	53	Construction	33	Construction	59
Construction-Related Services	23	Construction-Related Services	13	Construction-Related Services	35
Goods	15	Goods	12	Goods	42
Non-Professional Services	73	Non-Professional Services	60	Non-Professional Services	53
Professional Services	31	Professional Services	19	Professional Services	27
<b>Asian American</b>	<b>33</b>	<b>Asian American</b>	<b>17</b>		
Construction	9	Construction	5		
Construction-Related Services	16	Construction-Related Services	7		
Goods	3	Goods	2		
Non-Professional Services	1	Non-Professional Services	2		
Professional Services	4	Professional Services	1		
<b>Caucasian</b>	<b>1</b>	<b>Caucasian</b>	<b>236</b>		
Goods	1	Construction	60		
<b>Hispanic American</b>	<b>185</b>	Construction-Related Services	68	<p><b>Note:</b> Active Certifications as of the end of the FY20 period. SLBE contains dual certified firms.</p> <p><u>COVID-19 affected this fiscal year</u></p>	
Construction	78	Goods	31		
Construction-Related Services	30	Non-Professional Services	46		
Goods	21	Professional Services	31		
Non-Professional Services	41	<b>Hispanic American</b>	<b>94</b>		
Professional Services	15	Construction	41		
<b>Native American</b>	<b>3</b>	Construction-Related Services	7		
Construction	1	Goods	8		
Construction-Related Services	1	Non-Professional Services	33		
Professional Services	1	Professional Services	5		
		<b>Native American</b>	<b>2</b>		
		Construction-Related Services	1		
		Professional Services	1		
<b>Grand Total</b>		<b>1119</b>			

## Equal Business Opportunity Program Overall Goals

WMBE Prime Contract Annual Goals	
Ethnic/Gender Specific	Target Goal Percentage
African American	4.49%
Asian American	0.55%
Hispanic American	4.28%
Native American	0.02%
Caucasian Female	5.33%
<b><u>WMBE Prime Overall Goal</u></b>	<b><u>14.67%</u></b>
SLBE Prime Contract Annual Goal	
Ethnic/Gender Neutral	Target Goal Percentage
<b><u>SLBE Program</u></b>	<b><u>6.00%</u></b>
WMBE Subcontract Annual Goals	
Ethnic/Gender Specific	Target Goal Percentage
African American	4.30%
Asian American	0.53%
Hispanic American	4.68%
Native American	0.02%
Caucasian Female	5.47%
<b><u>WMBE Subcontract Overall Goal</u></b>	<b><u>15.00%</u></b>
SLBE Subcontract Annual Goal	
Ethnic/Gender Neutral	Target Goal Percentage
<b><u>SLBE Program</u></b>	<b><u>10.06%</u></b>

- Percentages represent actual target/goal to evaluate pro-rata spend, not by population; by existing market area businesses certified by race and gender
- Percentage Goals are based upon analysis of procurement within five industry categories and companies certified as WMBEs & SLBEs in the marketplace who are eligible to perform services anticipated to be contracted during City's fiscal year(s).
- Annual Goals tabulated represent combined average for all 5-industry categories, by race/gender and prime/subcontract program areas.
- Goals are established pursuant to City Ordinance, Chapter 26.5 and the (DMI) Disparity Analysis Report

Procurement Guidelines To Implement Women, Minority & Small Business Initiatives

Underutilized Prime WMBEs by Industry Category (Narrowly Tailored)							
INFORMAL PROCUREMENT	Estimated Contract Range	Construction	Construction-Related	Professional	Non-Professional	Goods	Applicable Policies
	\$0 - \$1,999.99	Black Hispanic Asian Native Am. Woman	Black Native Am.	Black Hispanic Asian Native Am. Woman	Black Hispanic Asian Native Am. Woman	Asian Hispanic Native Am. Woman	<ul style="list-style-type: none"> <li>Must use DemandStar</li> <li>Note***</li> </ul>
	\$2,000 - \$24,999.99	Black Hispanic Asian Native Am. Woman	Black Native Am.	Black Hispanic Asian Native Am. Woman	Black Hispanic Asian Native Am. Woman	Asian Hispanic Native Am. Woman	<ul style="list-style-type: none"> <li>Must use DemandStar</li> <li>Sheltered Market</li> <li>Bid Preference 5%</li> <li>Up to 20 Rating Pts.</li> <li>Note**</li> </ul>
FORMAL PROCUREMENT	\$25,000 - \$300,000	Black Hispanic Native Am. Woman	Asian Native Am. Woman	Black Hispanic Asian Native Am. Woman	Black Asian Native Am.	Black Hispanic Asian Native Am. Woman	<ul style="list-style-type: none"> <li>Must use DemandStar</li> <li>Sheltered Market (CCNA = \$100,000 Cap)</li> <li>Bid Preference 5%</li> <li>Up to 20 Rating Pts.</li> <li>Note**</li> </ul>
	\$300,000.01 - \$500,000	Black Hispanic Native Am. Woman	Asian Native Am. Woman	Black Hispanic Asian Native Am. Woman	Black Asian Native Am.	Black Hispanic Asian Native Am. Woman	<ul style="list-style-type: none"> <li>Bid Preference 5%</li> <li>Up to 20 Rating Pts.</li> </ul>

Underutilized WMBE Subcontracting / Subconsulting (Narrowly Tailored)							
SUB WORK	Estimated Contract Range	Construction	Construction-Related	Professional	Non-Professional	Goods	Applicable Policies
	Estimated \$50,000 or greater	Black	Black Asian Native Am. Woman	Black Hispanic Asian Native Am. Woman	Black Asian Native Am.	Black Asian Native Am. Woman	<ul style="list-style-type: none"> <li>Contract % Goals</li> <li>Up to 20 Rating Pts.</li> <li>Note*</li> </ul>

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- Black:** Black/African-American Business Enterprise
- Native Am.:** Native American Business Enterprise
- Hispanic:** Hispanic Business Enterprise
- Asian:** Asian Business Enterprise
- Woman:** Woman Business Enterprise (Caucasian)

Industry Definitions:

- Construction:** Definition: New construction, renovation, restoration, maintenance of public improvements, and underground utilities.
- Construction-Related Services:** Definition: Architecture, professional engineering, landscape architecture, design-build, construction management, or registered surveying and mapping.
- Professional Services:** Definition: Attorney, accountant, medical doctor, veterinarian, or miscellaneous consultant.
- Non-Professional Services:** Definition: Lawn maintenance, painting, janitorial, printing, hauling, security guard, etc.
- Goods:** Definition: All supplies, materials, pipes, equipment, machinery, appliances, and other commodities.

Applicable Policy - Determining Factors:

- Procurement Type
- ITB vs. RFP
- Estimated Value
- Work Scope
- Underutilized WMBE & SLBE Availability

Notes:

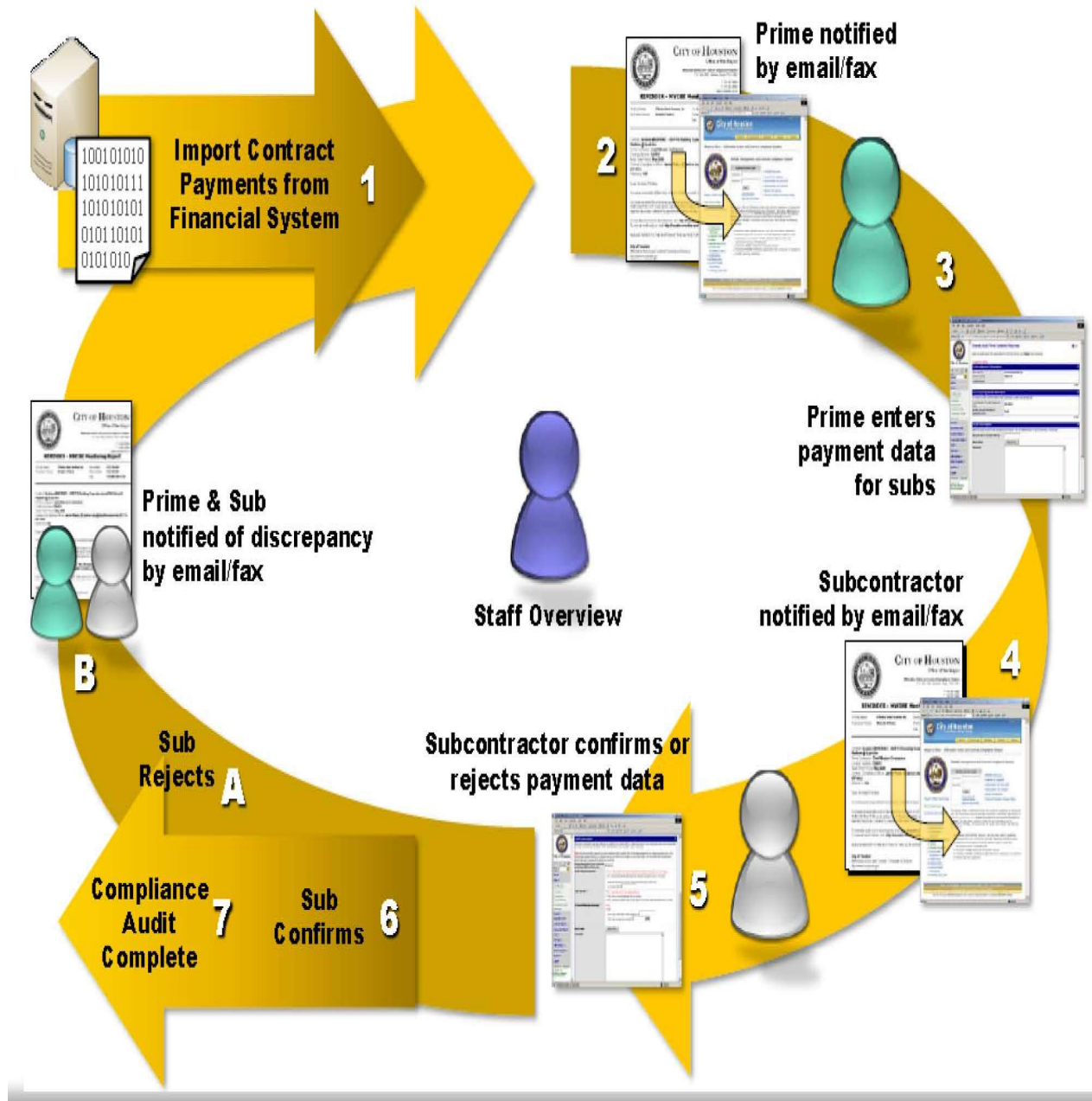
- When availability of an underutilized group is insufficient to set a WMBE-specific goal, an SLBE goal will be established on Prime Bids and Prime Proposals.
- Underutilized WMBEs will be included with SLBEs to fulfill the requisite availability of 3 certified firms to designate the procurement as Sheltered Market.
- Underutilized WMBEs will be solicited for informal quotes (e.g., P-Card/Phone); SLBEs will also be solicited, specifically when product/service isn't available through the underutilized WMBE group.



## EBO Audit Steps:

1. City payments to prime contractor are input into the Diversity Management Business System
2. System alerts the prime of pending audits for "Prompt Payment" to all sub-contractors
3. Prime enters number of payments made to all sub-contracts for audit period
4. Sub-contractors are notified of payments reported by the prime for their services
5. Sub-contractors verify actual number of payments received to what was invoiced
6. Sub-contractor agrees to payment amount and EBO authorizes contract is in compliance.
7. (A-B) If discrepancies or disagreements occur the system alerts all parties and EBO initiates corrective action to bring contract into compliance

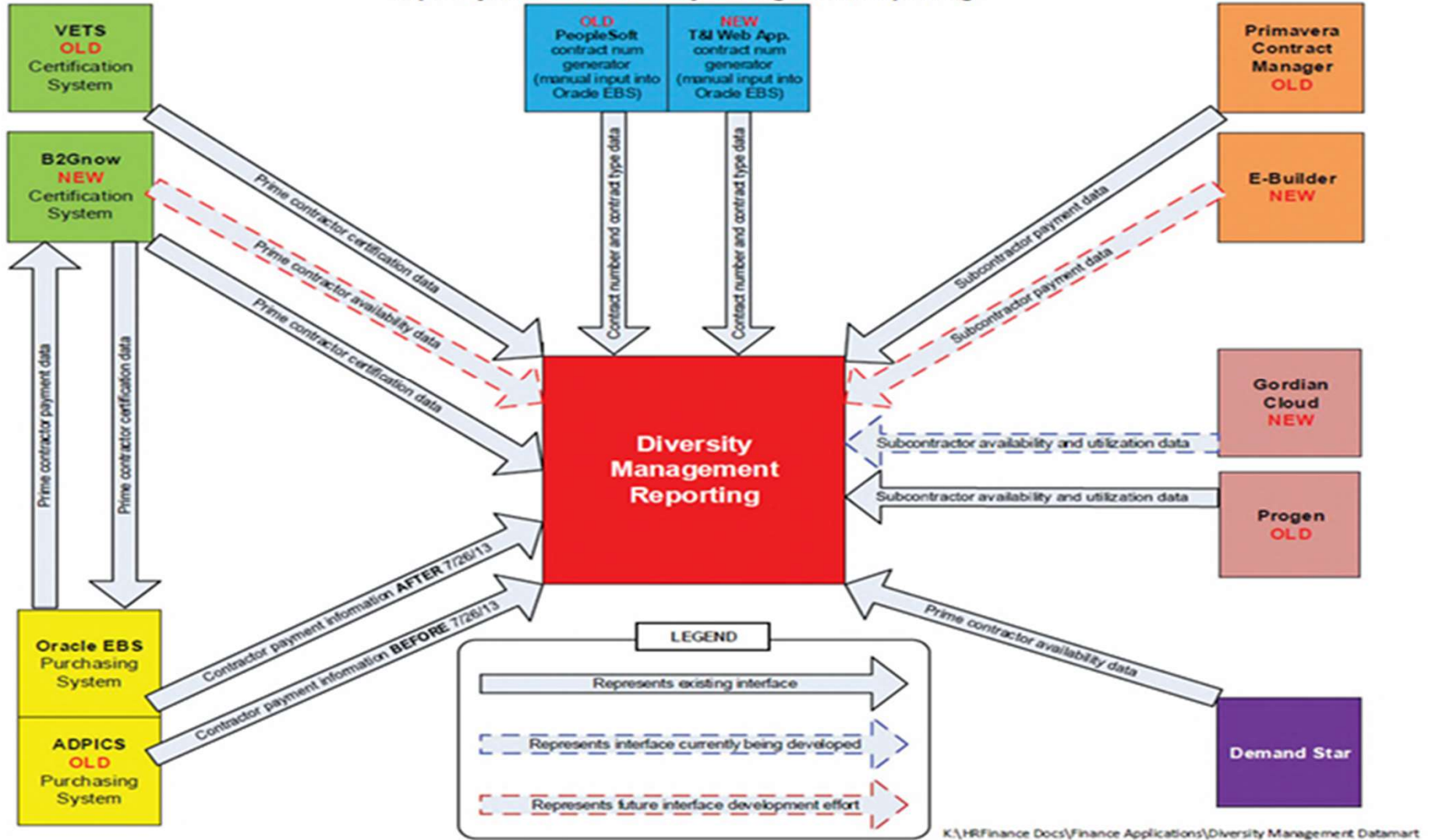
# Automated Compliance Audit Process



# Diagram of Input Systems for Tampa's Diversity Management System

(Phase 3)

## Input Systems for Diversity Management Reporting



- Diagram shows the complexity of the multiple systems required to collect all data on dollars spent by the City of Tampa.
- These systems allow for evaluation of actual payments received by WMBEs, SLBEs and Non-Minority vendors to measures inclusion and determine if disparity exists.



**Comprehensive  
Functionality**

B2Gnow/LCPtracker is the most sophisticated software available to Manage government diversity programs. Whether DBE, ACDBE, SBE, MBE, WBE, or any other type, the system captures and reports on all information imaginable while allowing staff more time for outreach and enforcement. As a web-based, hosted solution, there are no costly technical aspects to worry about – we've got you covered.

**Contract & Concession Compliance**

- ✦ Track construction, service, supply, and professional service contracts.
- ✦ Track retail, food/beverage, parking, and rental car concession agreements.
- ✦ Compliant with U.S. DOT 49 CFR Part 26 and Part 23.
- ✦ All subcontractor payments and concession revenues are self-reported and verified electronically, including prompt payment status.
- ✦ Track real-time participation against goals up to 10 subcontractor tiers deep.

**Certification Processing & Online Applications**

- ✦ Track all types of applications (DBE, SBE, MBE, WBE, etc.) from receipt to approval.
- ✦ Generate letters and send emails/faxes to applicants.
- ✦ Note owners, PNW, and gross receipts; track site visits; and capture all relevant information.
- ✦ Publish certifications to real-time online directory with owner, keyword, commodity code, description search, and download capabilities.
- ✦ Detailed online application with configurable questions for firms to complete and submit.
- ✦ All application types supported – DBE, ACDBE, MBE, WBE, SBE, LBE, HUB, etc.
- ✦ Electronic and hardcopy documentation.
- ✦ Automated alerts by email and fax.

**Goal Setting & Bid Tracking**

- ✦ Set goals based on statistical (disparity study, census, bid list) data and past achievement.
- ✦ Track bids and prime/sub bidders for all applicable projects.

**Labor Compliance & Prevailing Wage**

- ✦ Contractors submit and certify online prevailing wage reports.
- ✦ Track workforce utilization and generate internal and public reports.
- ✦ Comply with federal Davis-Bacon, state, and local wage rules.
- ✦ Reporting and tracking of ARRA, EEO, residency, and apprentice requirements.

**Outreach Management**

- ✦ Create campaigns and add vendors based upon certification status, NAICS/NIGP code, location.
- ✦ Send solicitations and related procurement notices to vendors and post on the public bulletin board.
- ✦ Distribute notices by fax and email.

**Vendor Management**

- ✦ Self-management and registration by vendors.
- ✦ Search the extensive vendor database and generate comprehensive reports.
- ✦ Export 100 fields of data.

**Insurance Management**

- ✦ Assess compliance with contract insurance requirements.
- ✦ Use electronic checklists to streamline and audit the validation process.
- ✦ Track Acord certificates, sureties, performance bonds, and more.
- ✦ Alert staff, agents and contractors of upcoming insurance expiration.



Visit us at:

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**[www.lcptracker.com](http://www.lcptracker.com)**



# Modular Design



## Benefits

- ✦ Staff labor savings of 50-70%.
- ✦ Reduced disparity study cost.
- ✦ Integrated platform saves time and effort.
- ✦ Staff training is quick, easy, and unlimited.
- ✦ Improved relationships between government, primes, and subs.
- ✦ Consistently remind all contractors of responsibilities and program benefits.
- ✦ Automated gathering of data.

## Features

- ✦ Comprehensive and user friendly.
- ✦ Easy to configure to current processes; baseline system available within days.
- ✦ Paperless transactions with everything documented in standardized format.
- ✦ Comprehensive standard, graphic, and ad-hoc reporting capabilities.
- ✦ No hardware or software to procure and maintain.
- ✦ 100% web-based.

*The interconnected modules can be implemented as a multi-function enterprise system or a single module.*



# Fiscal Year 2020 WMBE & SLBE Awards Report



**Office of  
Equal Business Opportunity**

**Thanks!**