

## **Vendor Outreach Program Ordinance**

### **Human Rights & Equal Economic Opportunity**

**The goal of the Vendor Outreach Program (VOP) ordinance is to encourage contracting with local small businesses.**

VOP helps local small (SBE), small minority-owned (MBE), and small woman-owned business enterprises (WBE) take part on City contracts. The Saint Paul Administrative Code (Chapter 84) governs VOP. Generally, VOP applies on contracts with a total cost of at least \$50,000.

VOP strives to award purchases of **goods, services, and construction** opportunities to eligible local SMWBEs. The Central (CERT) Certification Program certifies eligible businesses. Generally, there is a goal to award at least 25% of opportunities to certified businesses. The 25% business inclusion goal is broken down as follows:

- 5% to minority-owned business enterprises (MBE)
- 10% to woman-owned business enterprises (WBE)
- 10% to other small business enterprises (SBE)

VOP evaluates each project and contract on its own, and business inclusion goals may vary for several reasons, such as actual available business opportunity.

The federal DBE program will govern certain City contracts. If that is the case, you are subject to DBE requirements and not VOP. The U.S. Department of Transportation governs the DBE program under Chapter 49 of the Code of Federal Regulations Part 26. If DBE applies, information pertaining to those requirements will be included with this specification.

### **Procedure**

Under VOP, you must seek vendors that are currently CERT certified. The searchable database of certified companies is at <https://cert.smwbe.com>. There is information on this page explaining how to get a Vendor List or access. CERT staff will attempt to respond to your request within 2 business days.

You will report on VOP compliance throughout your contract on our online Contract Compliance Monitoring Software, B2Gnow.

### **How a business can be certified**

Generally, businesses can be certified if they are located in the eligible area and qualify as a small business. Once a business meets those two qualifications, they can also certify as being woman-owned or minority-owned.

Eligible businesses may be located in any of the following counties: Anoka, Benton, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Sherburne, Stearns, Washington Wright, Pierce (WI), St. Croix (WI).

Whether a business qualifies as small depends on their revenue for their applicable NAICS codes. Certain types of businesses (such as subsidiaries and franchisees) may not be eligible for certification.

*For specific information please e-mail [cert@ci.stpaul.mn.us](mailto:cert@ci.stpaul.mn.us) or call 651-266-8900 and ask for CERT staff.*



## CITY OF SAINT PAUL

*Melvin Carter, Mayor*

280 City Hall

15 Kellogg Boulevard West

Saint Paul, MN 55102-1659

Telephone: 651.266.8900

Facsimile: 651.266.8919

TDD: 651.266.8977

### **City of Saint Paul Vendor Outreach Program Good Faith Effort Standards**

*Excerpted From Chapter 84 of the Saint Paul Administrative Code*

The steps listed below are not a checklist, but rather a set of guidelines meant to provide various ways to exhibit good faith efforts. This is not an exhaustive list. To truly display a good faith efforts showing within the spirit of the Saint Paul Administrative Code good faith efforts will be evaluated throughout the life of the contract. If a contract fails to meet the VOP goals at the end of the contract, appropriate documentation must be submitted to the Vendor Outreach Coordinator explaining why.

- (a) *Good faith efforts required.* On any contract with the City where a contracting party has failed to meet the established level of certified vendor participation, good faith efforts to meet such levels must be shown. Levels of certified vendor participation are evaluated throughout the duration of the contract.
- (b) *Factors to be considered.* When determining whether a good faith effort has been established the City will consider all relevant efforts, including but not limited to the following factors:
  - (1) List each possible subcontract opportunity in the contract, indicating where possible the NAICS Code (or NIGP Code) of such work, seeking the assistance of the department in ascertaining such subcontract opportunities.
  - (2) Obtain access to the CERT Certified Vendor Online Directory or an exported list of the CERT certified businesses from CERT staff and search for current CERT certified SBEs, MBEs and WBEs.
  - (3) Attend all pre-bid and pre-construction conferences to obtain information about the Vendor Outreach Program, the levels of participation of CERT certified SBEs, MBEs, and WBEs, and the outreach requirements herein.
  - (4) Request assistance from local small business related organization; minority and women community organizations; minority and women contractor groups; or other organizations that provide assistance in the recruitment and placement of SBEs, MBEs, and WBEs.
  - (5) Solicit bids from CERT certified SBEs, MBEs and WBEs, which have been identified as being available and capable of performing the necessary work for the business opportunity within the contract within sufficient time for such business to provide a response, but at no time less than (10) business days prior to bid opening, by phone, fax, electronic mail, internet or other social media.
  - (6) Advertising available business opportunities in local papers, minority publications, and women publications.
  - (7) Solicit bids from a minimum of three (3) such certified businesses for each business opportunity available within the contract. Bidders who continuously list the same certified SBEs, MBEs and WBEs as having been contacted and listed as unavailable, when contact has previously been unsuccessful as a result of disconnected phone numbers or returned mail, will not be deemed to have made good faith efforts.
  - (8) Provided plans and specifications; information regarding the location of plans and specifications; or other necessary information regarding the opportunity to SBEs, MBEs and WBEs in a timely manner.

- (9) Where applicable, advise and make efforts to assist interested CERT certified SBEs, MBEs and WBEs to obtain bonds, lines of credit or insurance, or other potential capacity barriers required to perform the contract.
- (10) Submit documentation if responses from CERT certified SBEs, MBEs or WBEs were rejected, giving the complete basis for the rejection and evidence that the rejection was justified.
- (11) Encourage potential SBE, MBE and WBE candidates to become CERT certified.

(c) *Failure to meet good faith efforts.*

- (1) A contracting party who fails to meet established goals and provide sufficient good faith efforts shall be subject to a penalty, the amount of which shall be calculated as follows:  
  
The difference between the established Vendor Outreach Program goal based off of the available business opportunity on the contract that failed to establish good faith efforts and the actual goal achieved/actual amount contracted with CERT certified businesses.
- (2) Additionally, a contracting party who fails to meet established goals and provide sufficient good faith efforts on a project will be deemed a non-responsible bidder and placed on a list of ineligible bidders for a period of one year. During the period of ineligibility, the contracting party may request a review of its subsequent efforts to work with SBEs, MBEs, and WBEs on projects with other entities within the Marketplace for the purpose of being removed from the list and reinstated as an eligible bidder.
- (3) A contracting party found to have failed to provide good faith efforts shall be notified in writing of the determination. The notice must contain the amount of penalty being imposed, the date upon which placement on the ineligible list occurs, and the method for appealing the determination.





**CITY OF SAINT PAUL**  
**Vendor Outreach Program Ordinance Questionnaire**  
**Business Inclusion Data – Mandatory Submission \***

Company/Firm Name: Highland Sanitation + Recycling Inc.  
Street Address: 10730 Briggs Dr, Inver Grove Heights MN 55077  
Contact Person: Robert Stewart  
E-Mail: bob.stewart@highlandsanitation.com Phone Number: 651-437-0001  
Project Name: RFP-PW-Mixed Municipal Solid Waste/Hard Waste Services  
Supplier Portal (stpaulbids) Event #: 1337-1

Failure to complete and include this questionnaire with the bid/quote/request for information/request for proposal/request for qualifications, or any other type of solicitation not listed herein, will deem it non-responsive and it will be rejected.



(check if applicable) At this time there are no subcontracting opportunities as we are self-performing all work. If the scope of our work changes and we will not be self-performing this work, we will (1) consult the CERT list to look for a qualified subcontractor to perform the work and (2) notify compliance of the change.

Anticipated percent of available business opportunity for this project that will be awarded to CERT certified businesses:

MBE \_\_\_\_\_%      SBE \_\_\_\_\_%      WBE \_\_\_\_\_%

**Percentages and estimated dollar amounts are required. Attach additional pages if necessary.**

Name of Certified Vendor	MBE, SBE, or WBE	Type of Work or Supplies	Estimated Subcontract Dollar Amount

\* I understand that, pursuant to Chapter 84 of the City of St. Paul Code of Ordinances, the Vendor Outreach Program applies to this bid, and under the Vendor Outreach Program, the City requires submission of the Vendor Outreach Program Questionnaire in order for the bid to be responsive. I further understand that I will have up until the time of award, or 10 days after bid opening, whichever occurs first, to complete and submit my Vendor Outreach Program Questionnaire. Failure to submit this form will result in my bid being treated as nonresponsive.