

# Business Inclusion and Development Program Overview

Park and Recreation Board Briefing  
Thursday September 15, 2016



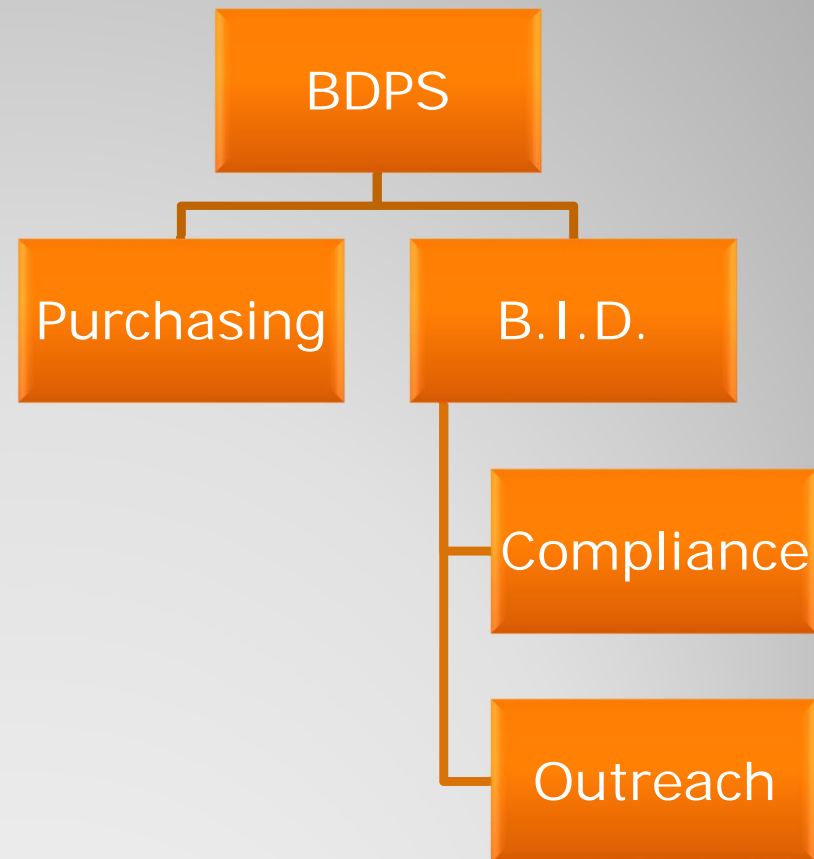
# Outline

- I. Program structure overview
- II. Outreach efforts and strategy
- III. Current Business Inclusion and Development (B.I.D.) program

## Business Development and Procurement Services

The Business Inclusion and Development (B.I.D.) Program has two divisions:

- ResourceLink (Vendor Outreach)
  - Recruit, educate, and assist the vending community
  - Consists of two staff
- B.I.D. (Compliance)
  - Ensure efforts are made to gain minority participation
  - Monitors, maintains, and reports M/WBE participation throughout the life of the contract
  - Consists of four staff



## Resourcelink Team (Outreach)

- Connects vendors to resources to do business with the City
- Provides training and informational seminars
- Compiles scope specific M/WBE subcontractor lists
- Recruits vendors to compete for City contracts



# ResourceLink Team (Outreach)

- FY 14-15 RLT:
  - Attended 75 events
  - Conducted 19 training sessions
  - Held 230 one-on-one meetings
  - Hosted 6 vendor orientation meetings
- Recent Events
  - Business Opportunities Forum
  - M/WBE Interest Meeting for the Millcreek Tunneling project



## Program Impact

- Traditionally focused on direct City spend
- More recently a focus has been on strengthening the overall all impact and transparency on items such as:
  - Tax Increment Financing (TIFs) projects
  - Integrated Pipeline Project
  - Omni Hotel
  - Housing development projects
  - 380 Grants

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## POLICY

It is the policy of the City of Dallas to:

- Involve Minority and Women-Owned Business Enterprises (M/WBEs) to the greatest extent feasible on City contracts
- Encourage growth and development of M/WBEs
- Not discriminate on the basis of race, color, religion, national origin, or sex in the award and performance of contracts

# Business Inclusion and Development

## BACKGROUND

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  - Reviewed contract expenditure data from 1997 to 2000
  - Found disparity in prime contracting in all categories for M/WBEs
  - Found disparity in construction sub-contracting for African American and Asian American only
  - Revenue contracts not included in the study
- In 2003, the City commissioned Mason Tillman to conduct a “But For” study
  - Determined that without M/WBE goals participation would be lower
- In 2004, Council renewed the Good Faith Effort (GFE) program and adopted the GFE plan



# Business Inclusion and Development

## BACKGROUND (Cont.)

- On October 22, 2008 the City Council adopted the following amendments to the City's GFE plan:
  - Allocated 15 evaluation points for proposals estimated to be in excess of \$250K
  - Changed name to Business Inclusion and Development (B.I.D.) Plan

*Note: State law does not allow contracts to be awarded to prime contractors on basis of race, religion, color, sex or national origin (Texas Civil Practice and Remedies Code 106.001) Therefore, goals are set for the use of M/WBE subcontractors*

# Business Inclusion and Development

## PROCESS

M/WBE participation is monitored, maintained, and reported throughout the life of the contract for all expenditure contracts

### Pre-Bid/Proposal Conference

- Preliminary M/WBE subcontractor list distributed
- M/WBE policy reviewed
- Questions answered
- Sign-in sheet posted

### Compliance Phase

- Documented efforts to meet goal reviewed
- M/WBEs called to verify prime's efforts
- M/WBE participation compared to B.I.D. evaluation (if applicable)

### Sub-Contractors Confirmed

- Sub-contractor's M/WBE certification verified
- M/WBE sub-contractors utilization is confirmed

### Post Award

- Reporting
- Provide prime and sub-contractor assistance

# Business Inclusion and Development

## PROCESS

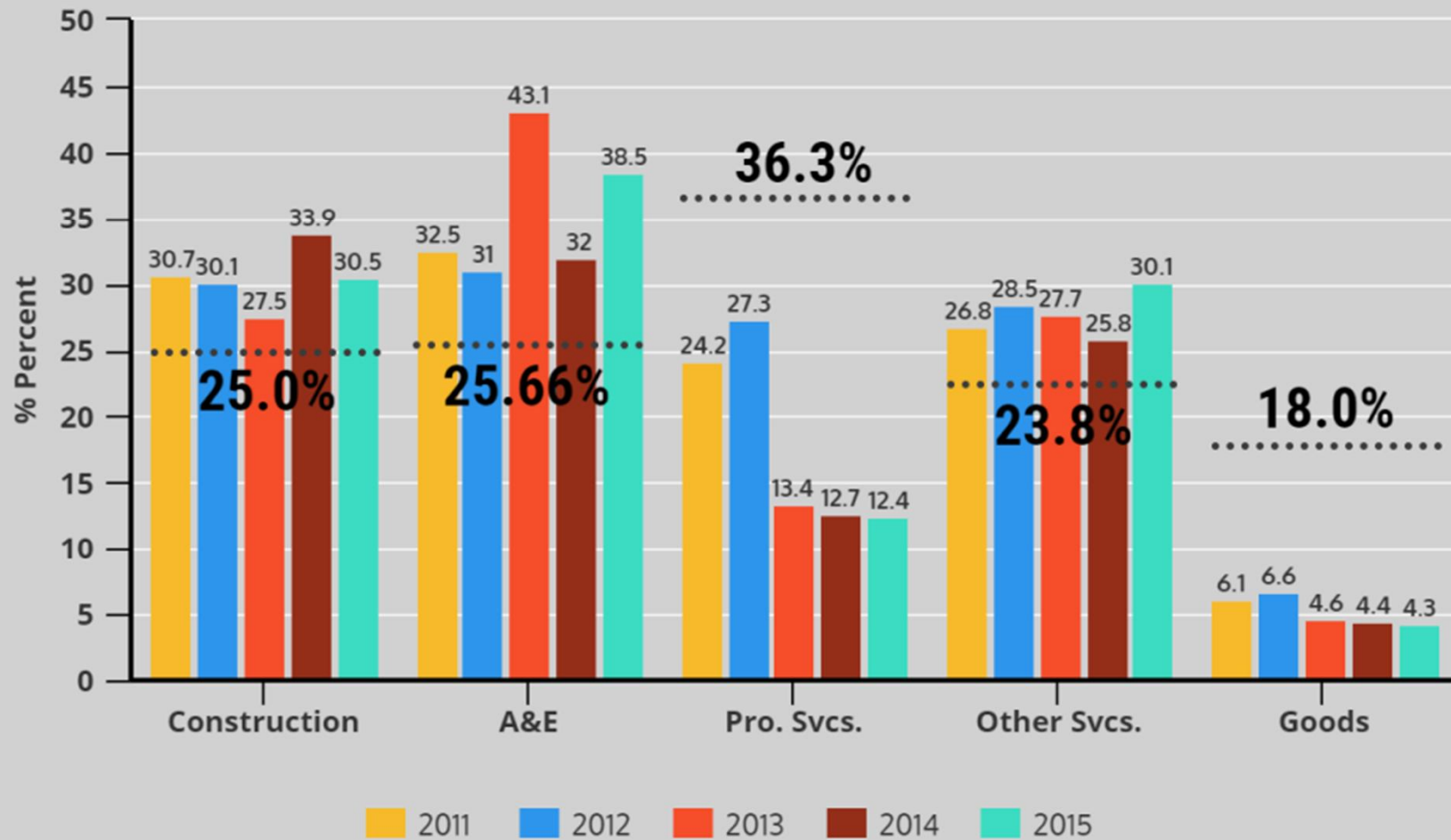
- Staff evaluates the proposal and allocates the 15 points for M/WBE participation for all proposals over \$250K (if applicable)
  - FY 14-15, 16% of all solicitations reviewed by compliance staff included the 15 point evaluation; remaining 84% were awarded as low-bid contracts
- Participation is monitored, maintained, and reported throughout the life of the contract

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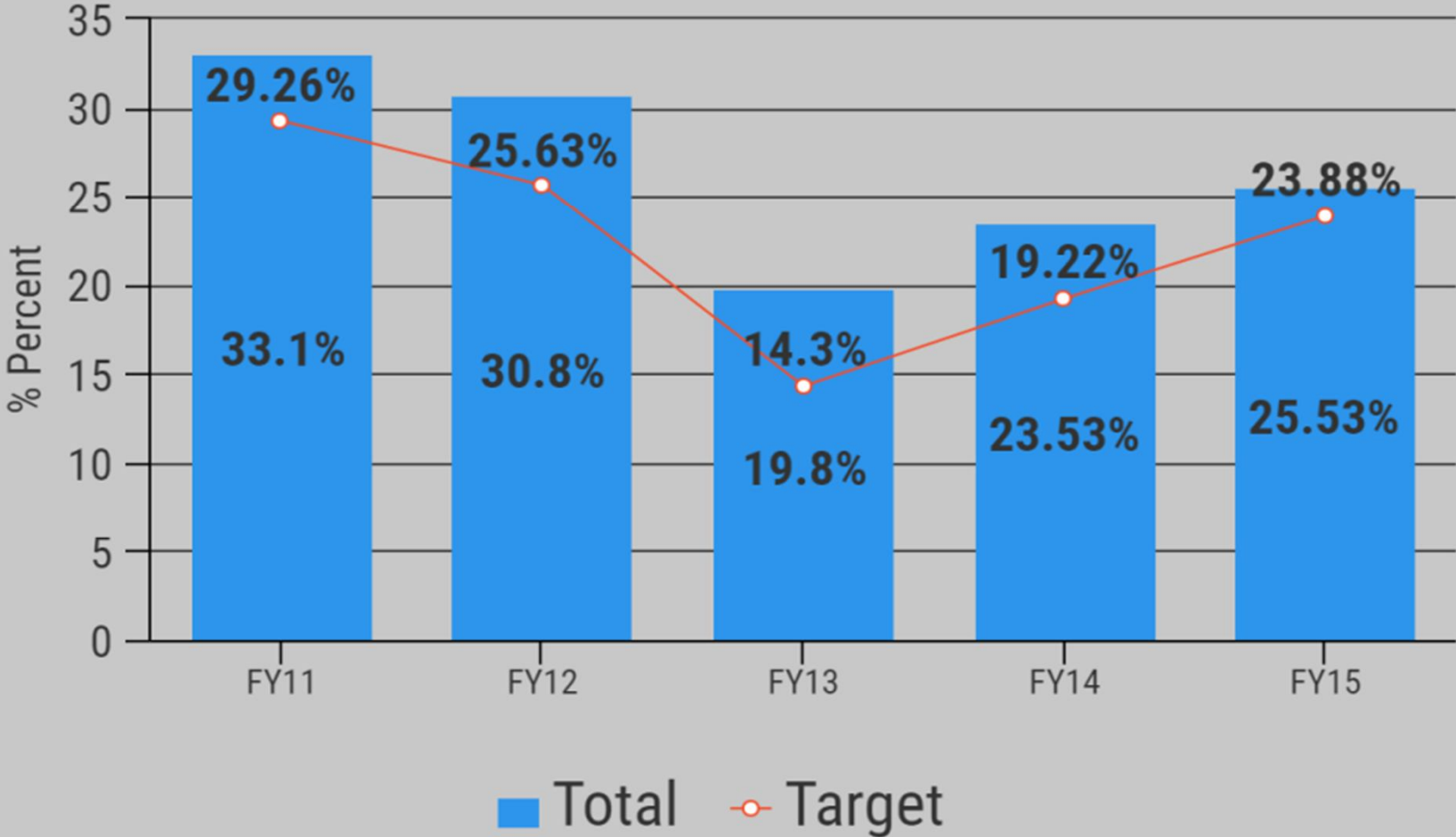
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- Professional Services = 36.30%
- Other Services = 23.80%
- Goods = 18.00%
- No goals established for revenue contracts, however, federal regulations permit goals for Airport Concession Disadvantaged Business Enterprise (ACDBE) program

## Total M/WBE Historical Performance by Contract Type



# Total M/WBE Historical Performance



# Appendix

# Business Inclusion and Development

## POLICY

- Encourages certified M/WBEs utilization to the greatest extent feasible on City contracts.
- Based on contract expenditures by the City
- A sub-contracting program

## BACKGROUND

- October 2008 Amendments
- Changed from Good Faith Effort to Business Inclusion and Development
- Added 15 points in evaluation criteria for items over \$250K
- Encouraged Joint Ventures

## ADMINISTRATION

- BDPS Contract Compliance Team
- Centralized location for contractors and subcontractors
- Evaluation of large contracts prior to advertising to identify unbundling opportunities

## PROCESS

- B.I.D. forms completed by respondent
- 15 point M/WBE evaluation (if applicable)
- Assist vendors to identify scopes and sub-contractors
- Planned M/WBE participation verified
- Participation monitored

## GOALS

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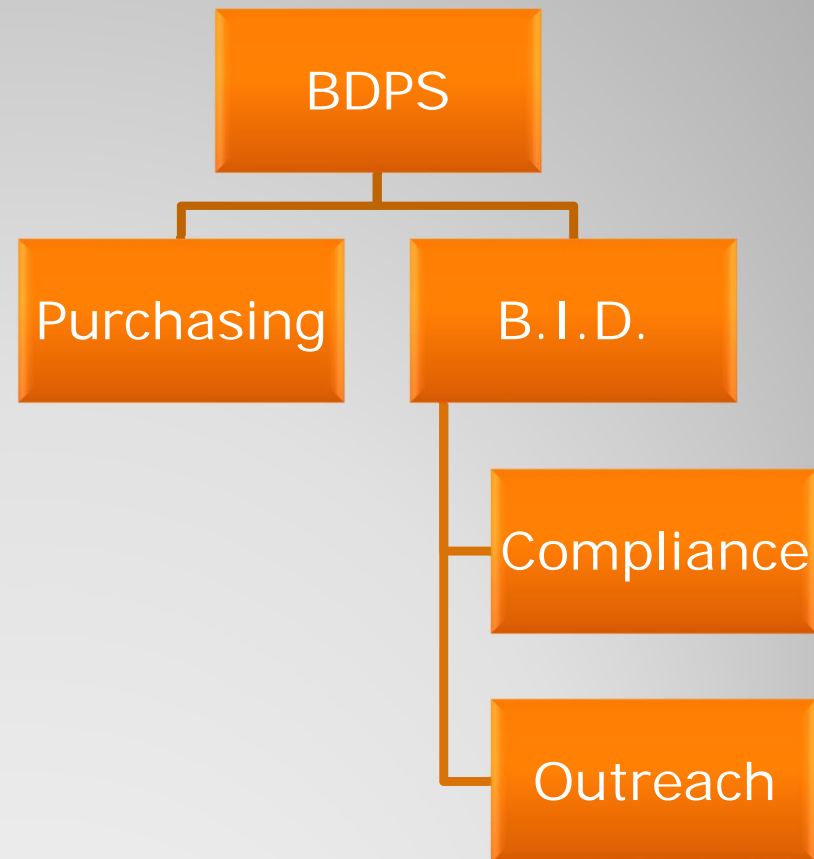
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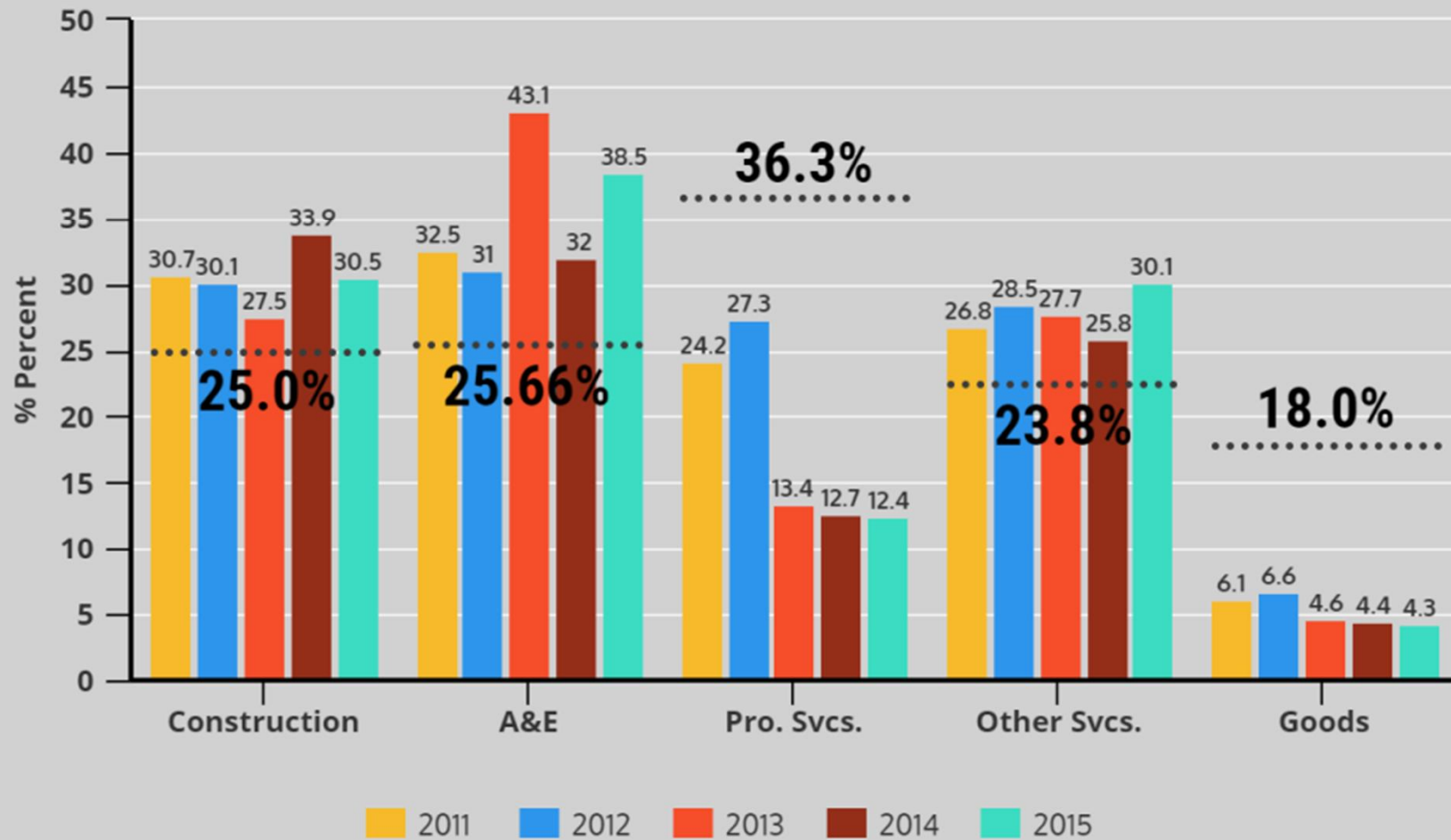
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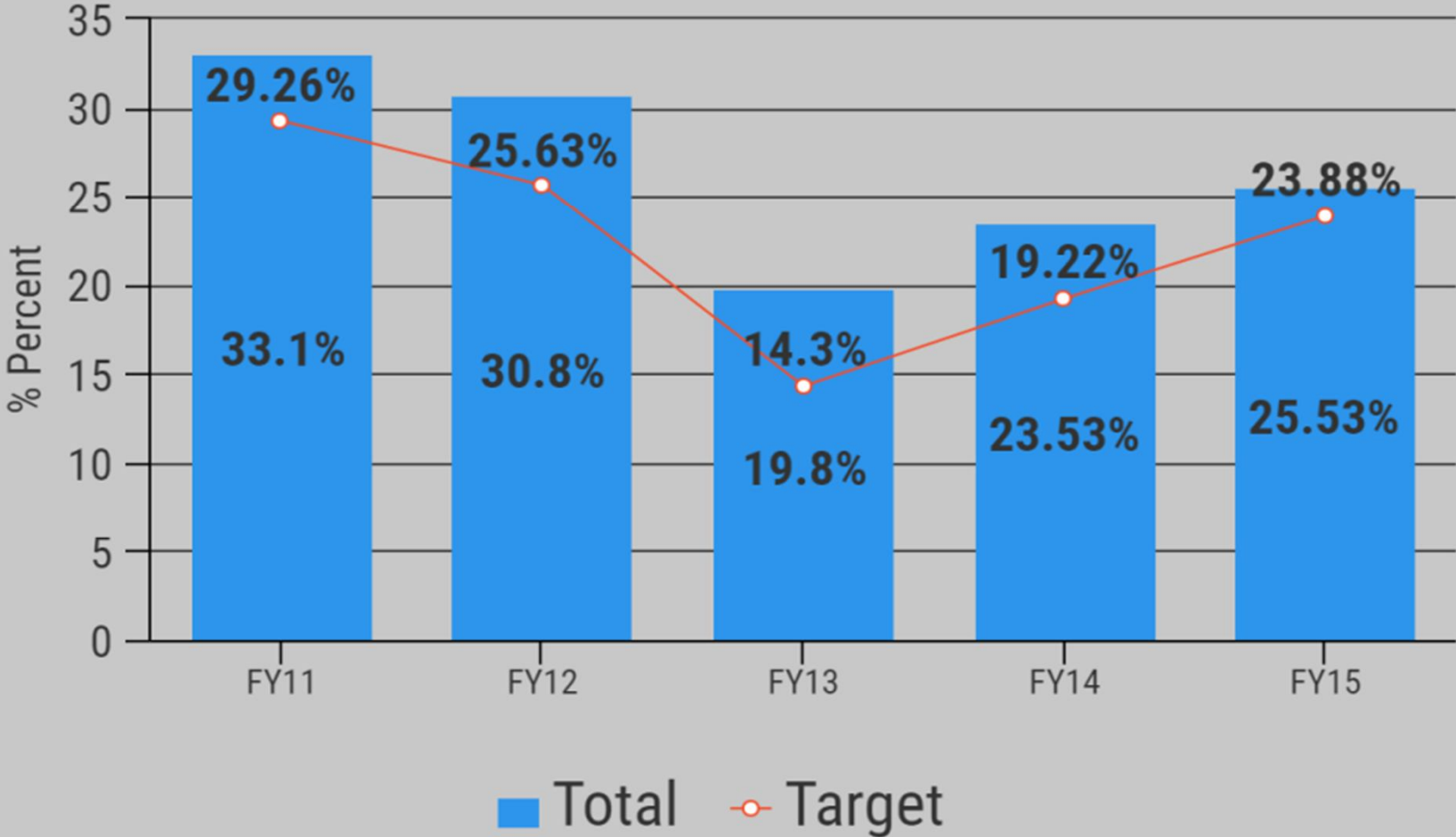
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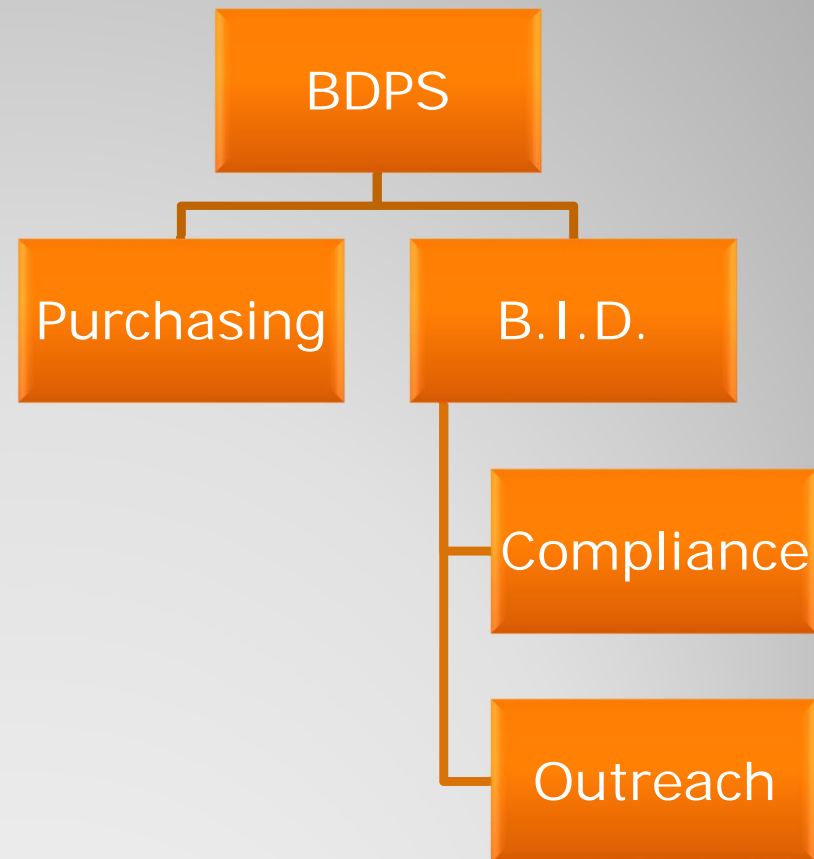
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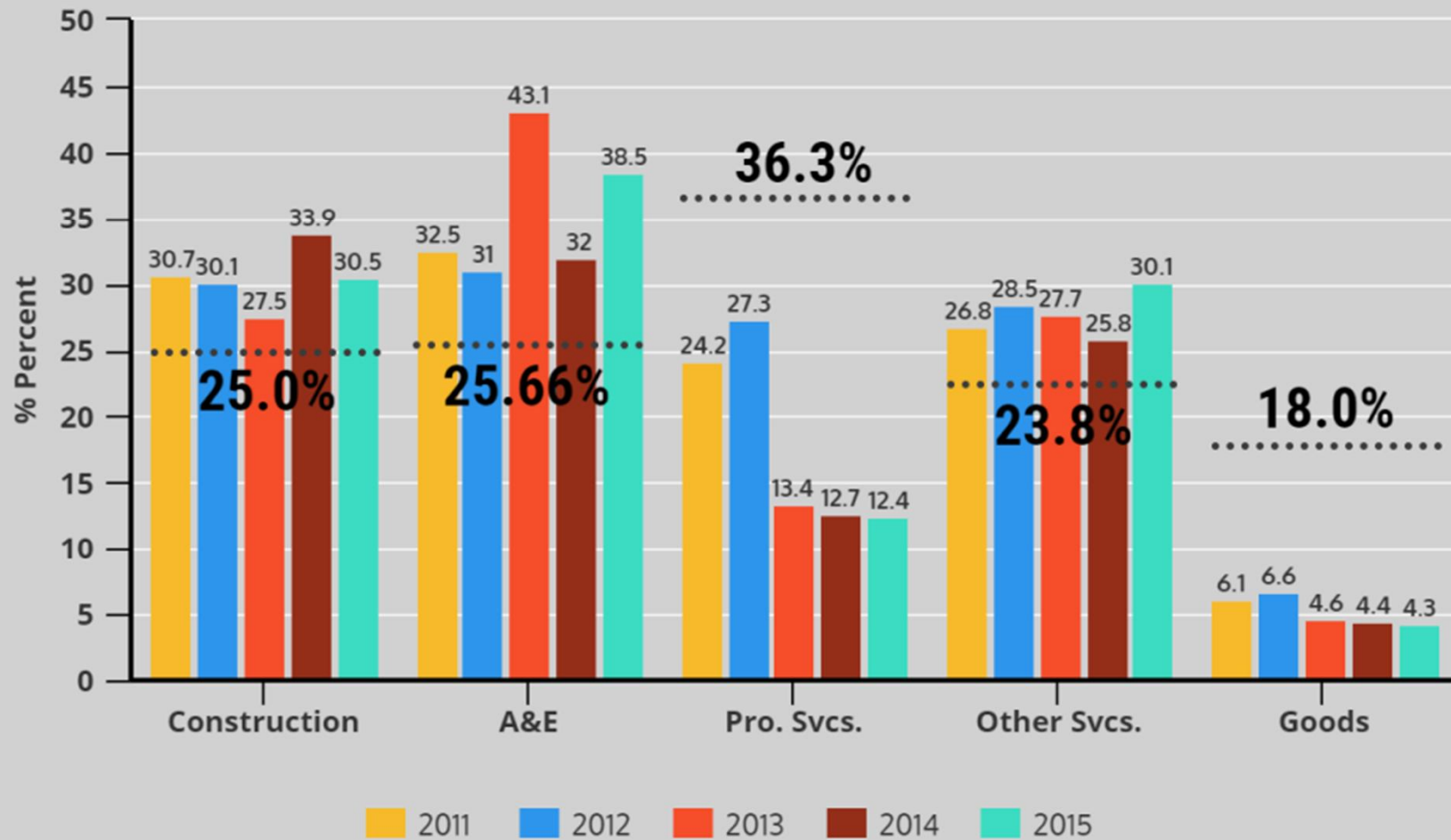
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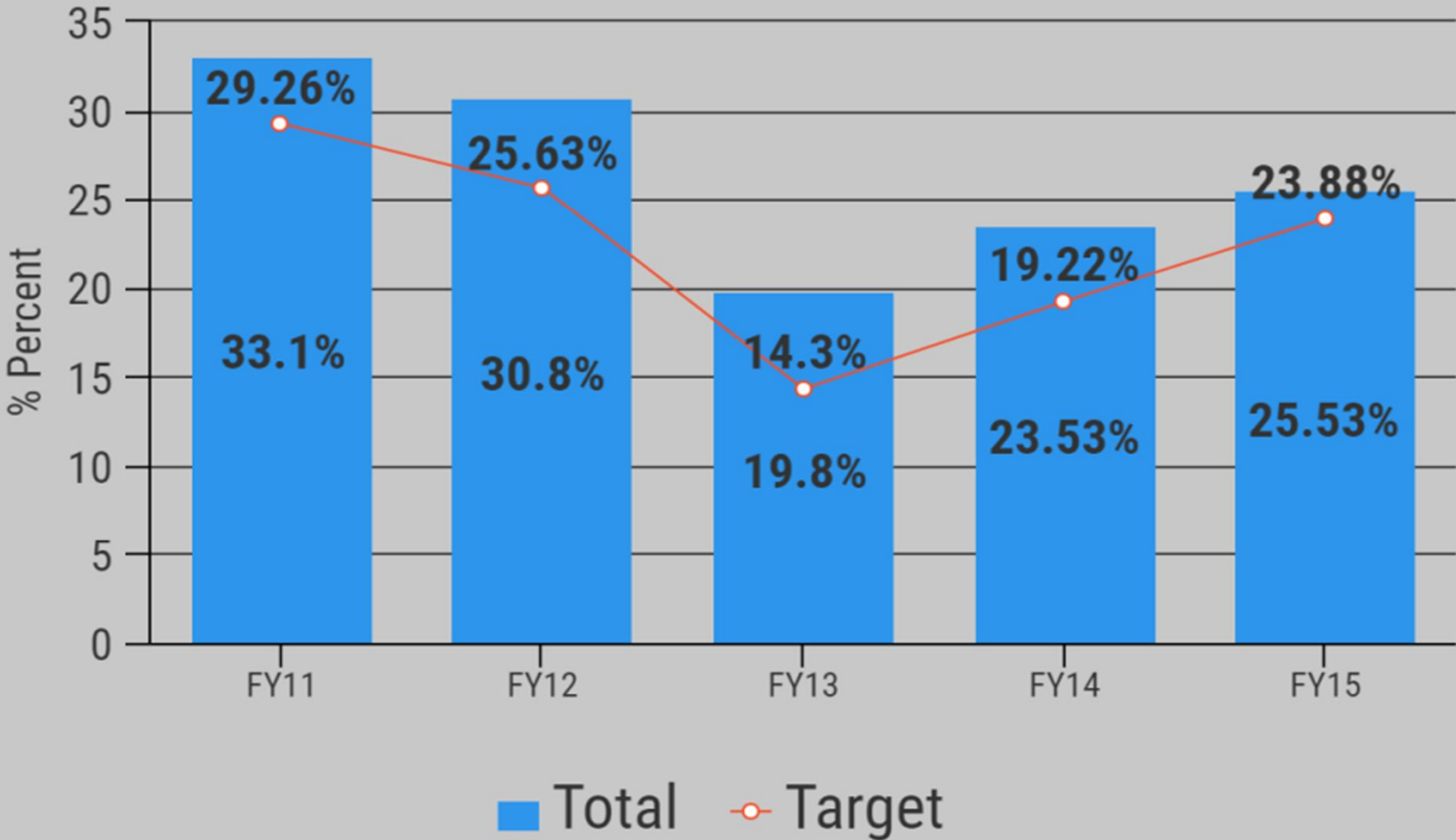
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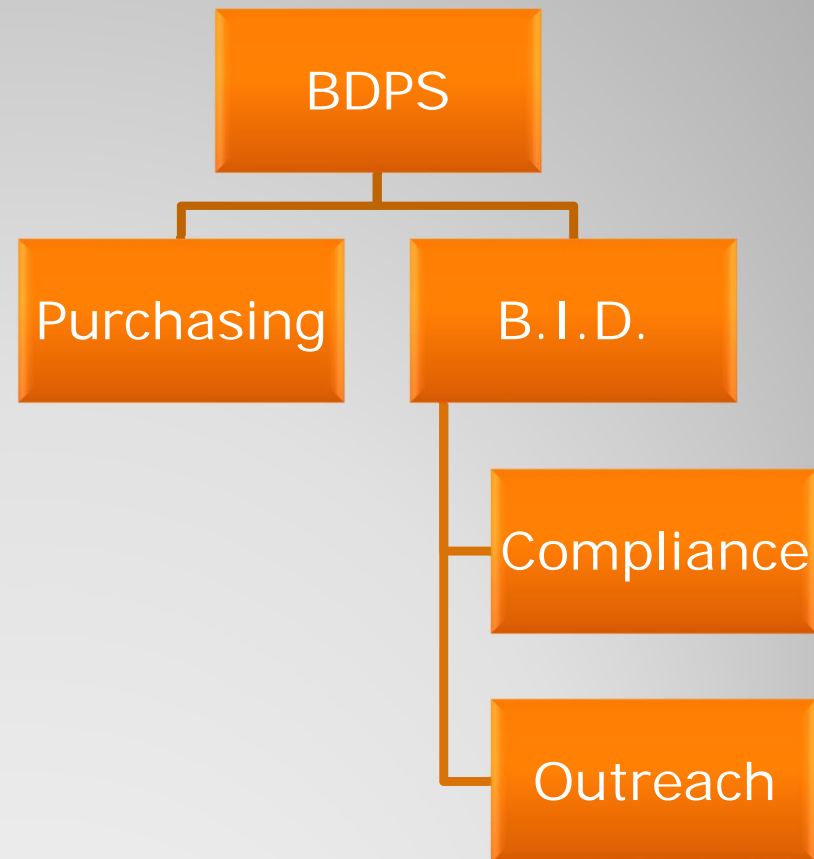
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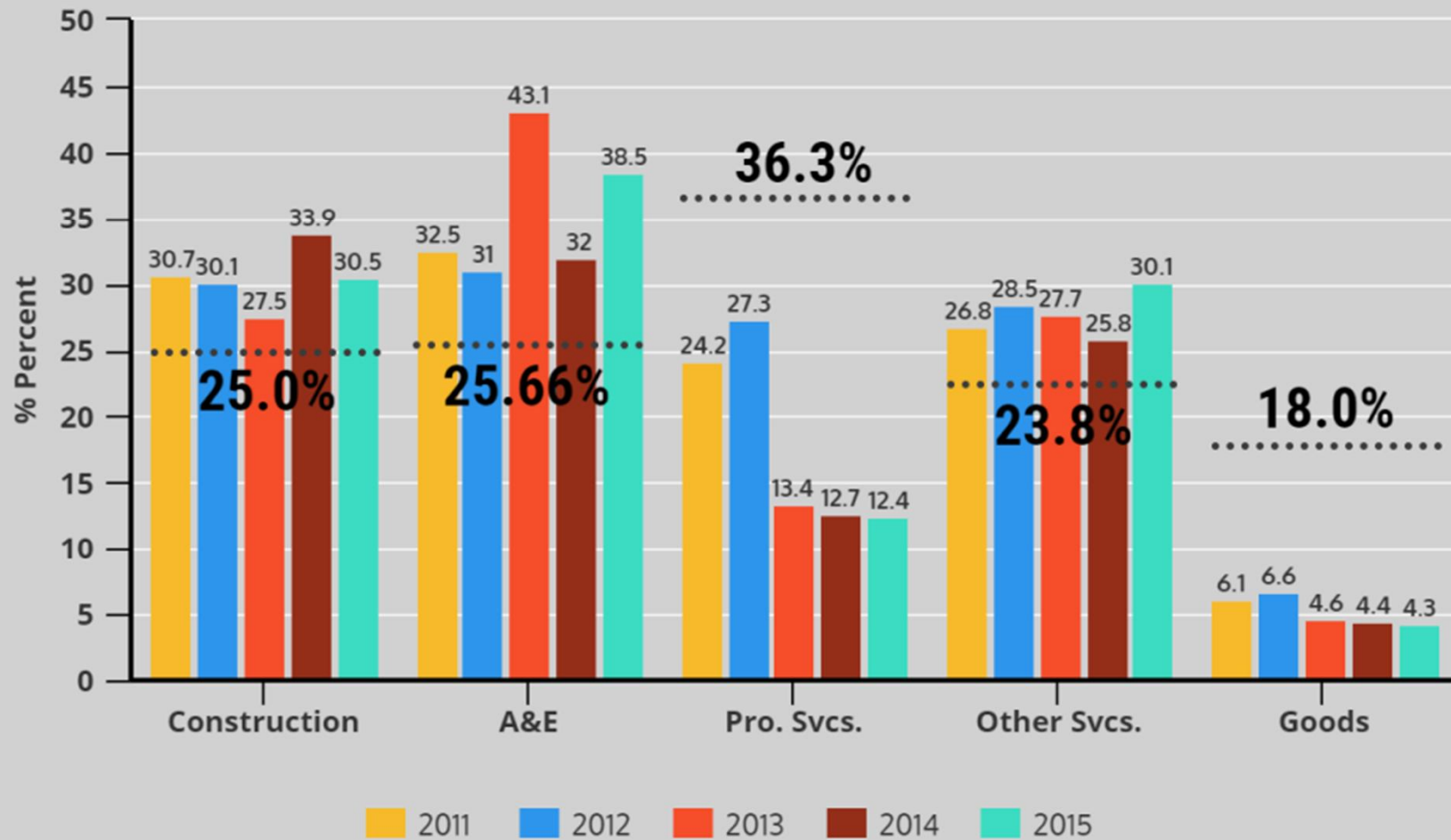
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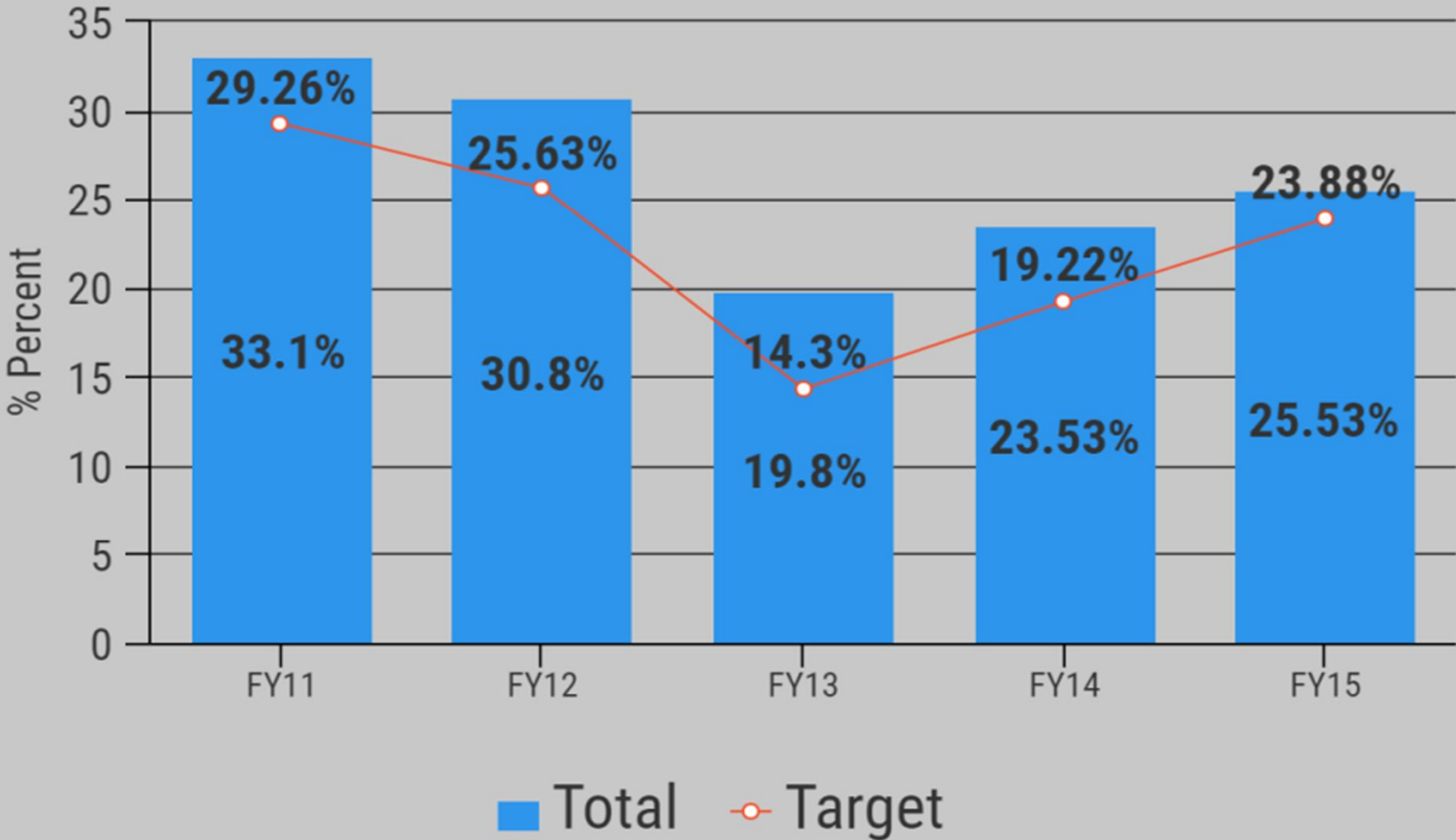
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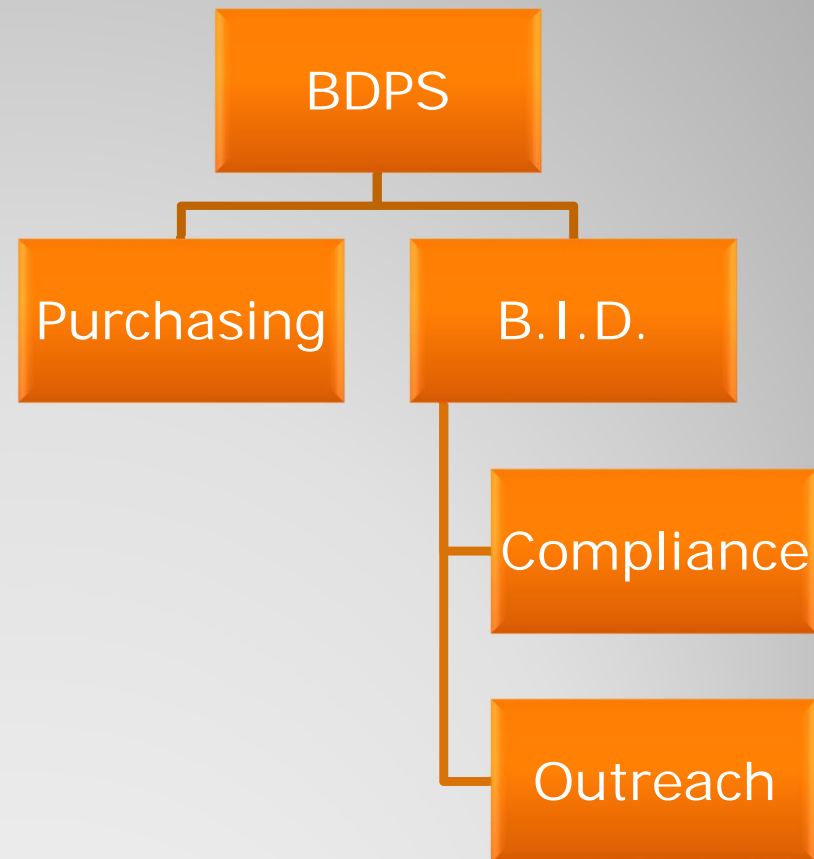
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  - Omni Hotel
  - Housing development projects
  - 380 Grants

# Business Inclusion and Development

## POLICY

It is the policy of the City of Dallas to:

- Involve Minority and Women-Owned Business Enterprises (M/WBEs) to the greatest extent feasible on City contracts
- Encourage growth and development of M/WBEs
- Not discriminate on the basis of race, color, religion, national origin, or sex in the award and performance of contracts

# Business Inclusion and Development

## BACKGROUND

- In 2001, the City commissioned Mason Tillman to conduct an Availability and Disparity study
  - Reviewed contract expenditure data from 1997 to 2000
  - Found disparity in prime contracting in all categories for M/WBEs
  - Found disparity in construction sub-contracting for African American and Asian American only
  - Revenue contracts not included in the study
- In 2003, the City commissioned Mason Tillman to conduct a “But For” study
  - Determined that without M/WBE goals participation would be lower
- In 2004, Council renewed the Good Faith Effort (GFE) program and adopted the GFE plan



# Business Inclusion and Development

## BACKGROUND (Cont.)

- On October 22, 2008 the City Council adopted the following amendments to the City's GFE plan:
  - Allocated 15 evaluation points for proposals estimated to be in excess of \$250K
  - Changed name to Business Inclusion and Development (B.I.D.) Plan

*Note: State law does not allow contracts to be awarded to prime contractors on basis of race, religion, color, sex or national origin (Texas Civil Practice and Remedies Code 106.001) Therefore, goals are set for the use of M/WBE subcontractors*

# Business Inclusion and Development

## PROCESS

M/WBE participation is monitored, maintained, and reported throughout the life of the contract for all expenditure contracts

### Pre-Bid/Proposal Conference

- Preliminary M/WBE subcontractor list distributed
- M/WBE policy reviewed
- Questions answered
- Sign-in sheet posted

### Compliance Phase

- Documented efforts to meet goal reviewed
- M/WBEs called to verify prime's efforts
- M/WBE participation compared to B.I.D. evaluation (if applicable)

### Sub-Contractors Confirmed

- Sub-contractor's M/WBE certification verified
- M/WBE sub-contractors utilization is confirmed

### Post Award

- Reporting
- Provide prime and sub-contractor assistance

# Business Inclusion and Development

## PROCESS

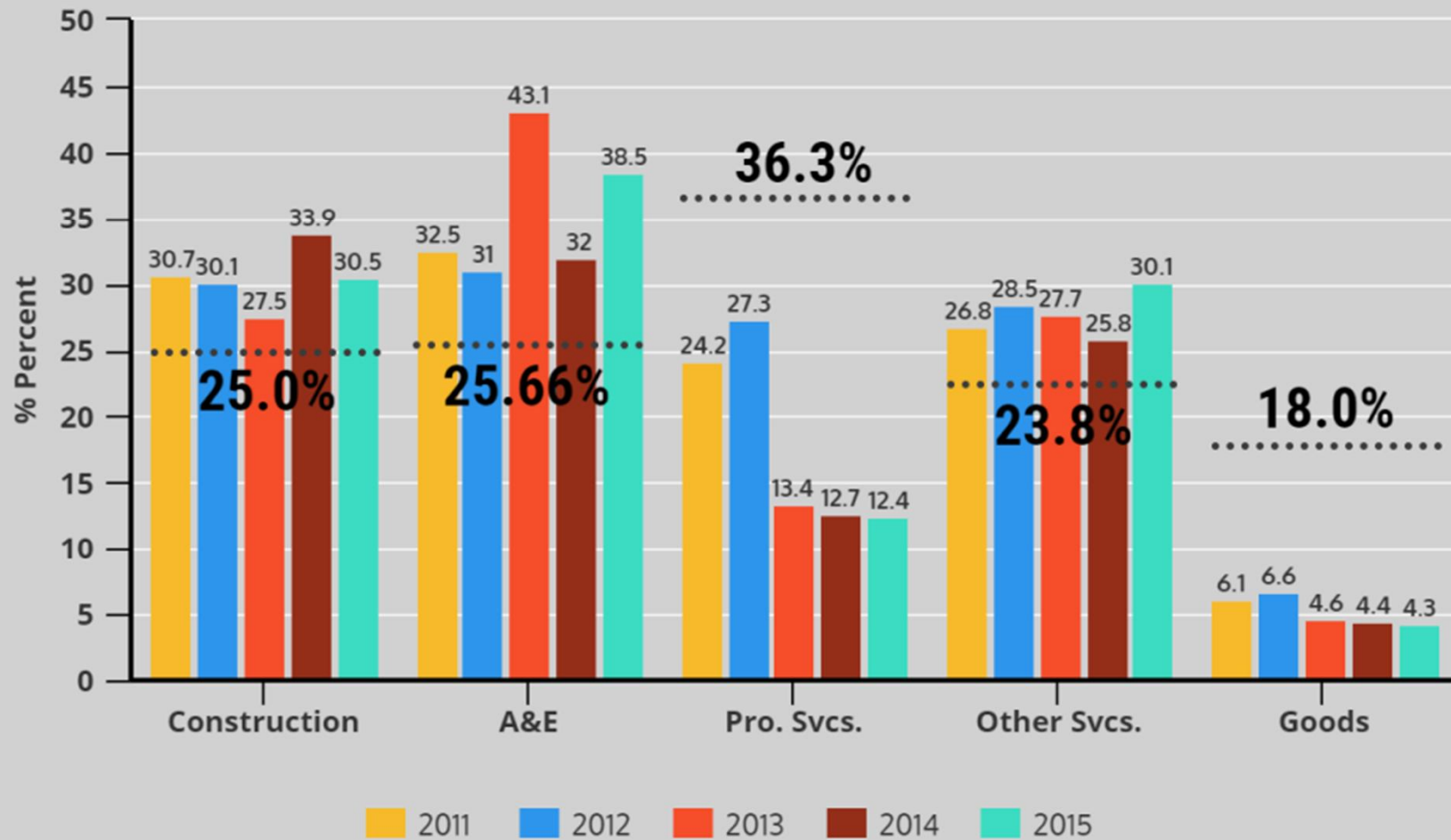
- Staff evaluates the proposal and allocates the 15 points for M/WBE participation for all proposals over \$250K (if applicable)
  - FY 14-15, 16% of all solicitations reviewed by compliance staff included the 15 point evaluation; remaining 84% were awarded as low-bid contracts
- Participation is monitored, maintained, and reported throughout the life of the contract

# Business Inclusion and Development

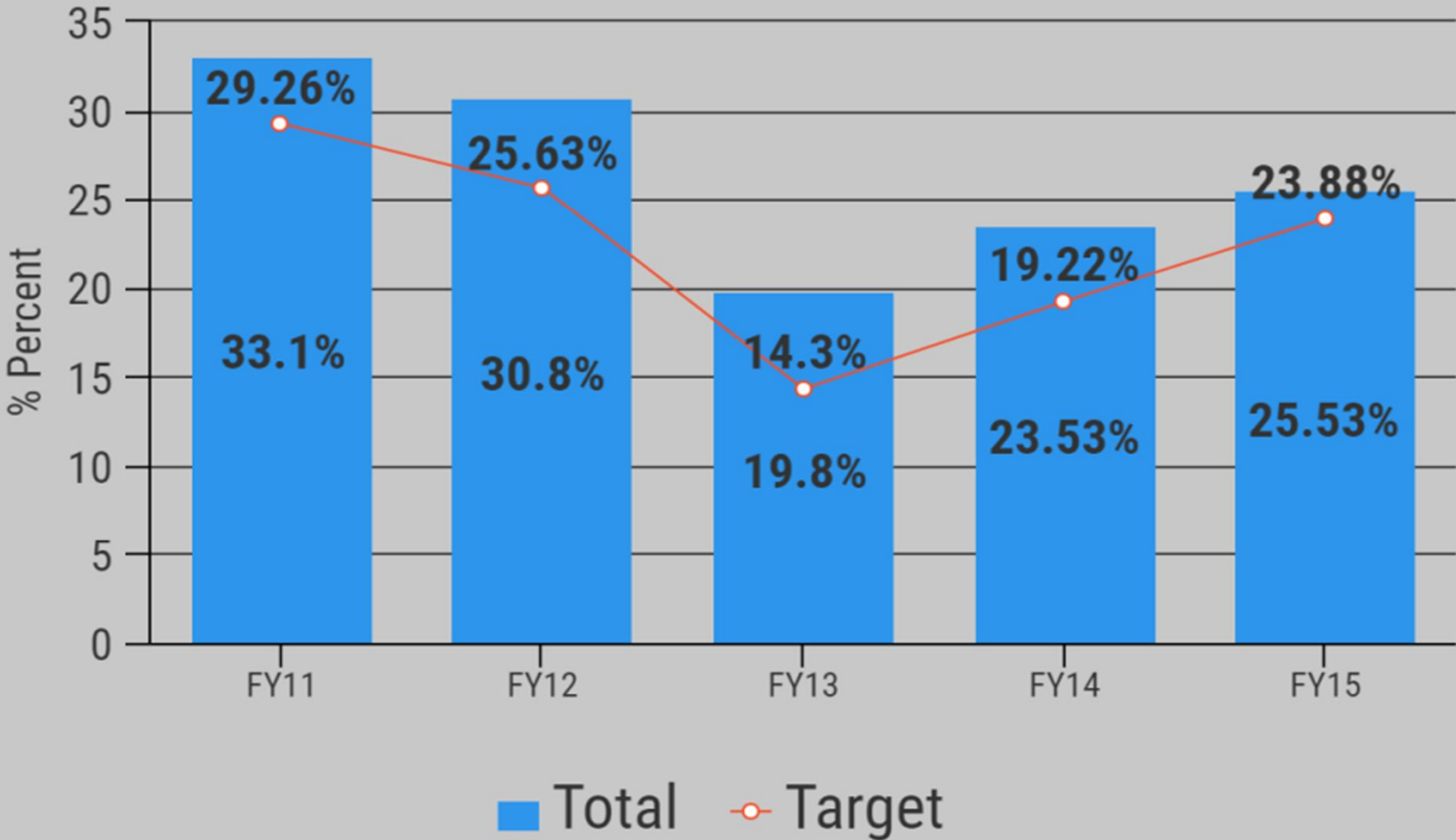
## GOALS

- Construction = 25.00%
- Architecture and Engineering = 25.66%
- Professional Services = 36.30%
- Other Services = 23.80%
- Goods = 18.00%
- No goals established for revenue contracts, however, federal regulations permit goals for Airport Concession Disadvantaged Business Enterprise (ACDBE) program

## Total M/WBE Historical Performance by Contract Type



# Total M/WBE Historical Performance



# Appendix

# Business Inclusion and Development

## POLICY

- Encourages certified M/WBEs utilization to the greatest extent feasible on City contracts.
- Based on contract expenditures by the City
- A sub-contracting program

## BACKGROUND

- October 2008 Amendments
- Changed from Good Faith Effort to Business Inclusion and Development
- Added 15 points in evaluation criteria for items over \$250K
- Encouraged Joint Ventures

## ADMINISTRATION

- BDPS Contract Compliance Team
- Centralized location for contractors and subcontractors
- Evaluation of large contracts prior to advertising to identify unbundling opportunities

## PROCESS

- B.I.D. forms completed by respondent
- 15 point M/WBE evaluation (if applicable)
- Assist vendors to identify scopes and sub-contractors
- Planned M/WBE participation verified
- Participation monitored

## GOALS

- Utilizes local (Dallas County) M/WBEs
- Compliance based on the good-faith efforts
- Construction: 25.00%
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## EVALUATION CRITERIA

- Applies to proposals greater than \$250K
- 7 points for sub-contractor team make-up (meaningful work)
- 4 points for historical M/WBE utilization
- 2 points for signed B.I.D. Affidavit
- 2 points for Ethnic Workforce Composition Form



# Business Inclusion and Development Program Overview

Park and Recreation Board Briefing  
Thursday September 15, 2016



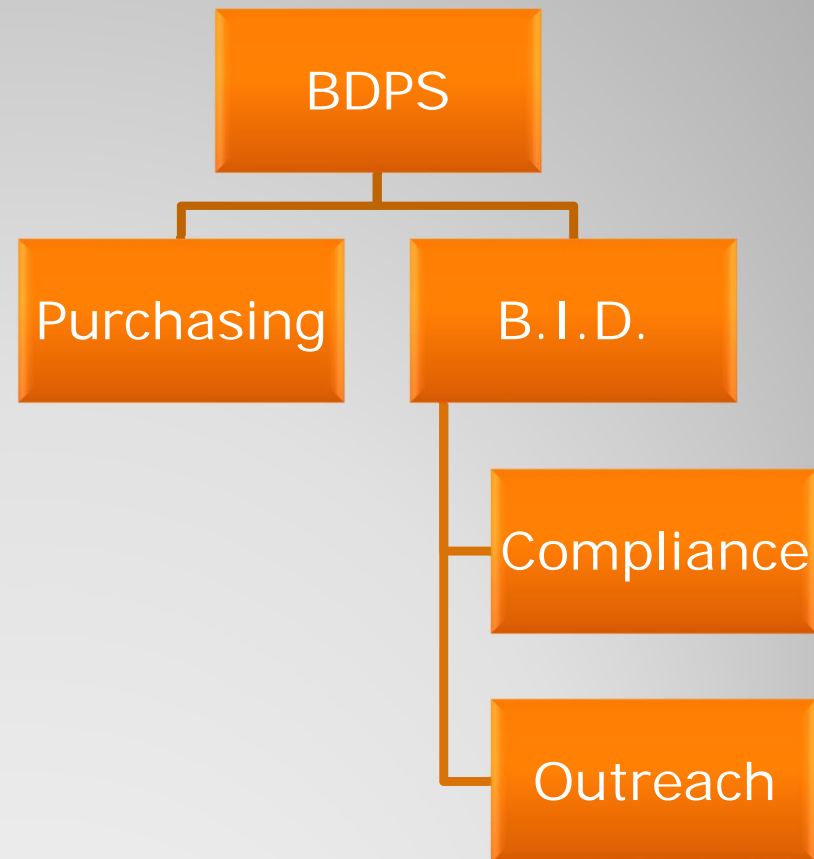
# Outline

- I. Program structure overview
- II. Outreach efforts and strategy
- III. Current Business Inclusion and Development (B.I.D.) program

## Business Development and Procurement Services

The Business Inclusion and Development (B.I.D.) Program has two divisions:

- ResourceLink (Vendor Outreach)
  - Recruit, educate, and assist the vending community
  - Consists of two staff
- B.I.D. (Compliance)
  - Ensure efforts are made to gain minority participation
  - Monitors, maintains, and reports M/WBE participation throughout the life of the contract
  - Consists of four staff



## Resourcelink Team (Outreach)

- Connects vendors to resources to do business with the City
- Provides training and informational seminars
- Compiles scope specific M/WBE subcontractor lists
- Recruits vendors to compete for City contracts



# ResourceLink Team (Outreach)

- FY 14-15 RLT:
  - Attended 75 events
  - Conducted 19 training sessions
  - Held 230 one-on-one meetings
  - Hosted 6 vendor orientation meetings
- Recent Events
  - Business Opportunities Forum
  - M/WBE Interest Meeting for the Millcreek Tunneling project



## Program Impact

- Traditionally focused on direct City spend
- More recently a focus has been on strengthening the overall all impact and transparency on items such as:
  - Tax Increment Financing (TIFs) projects
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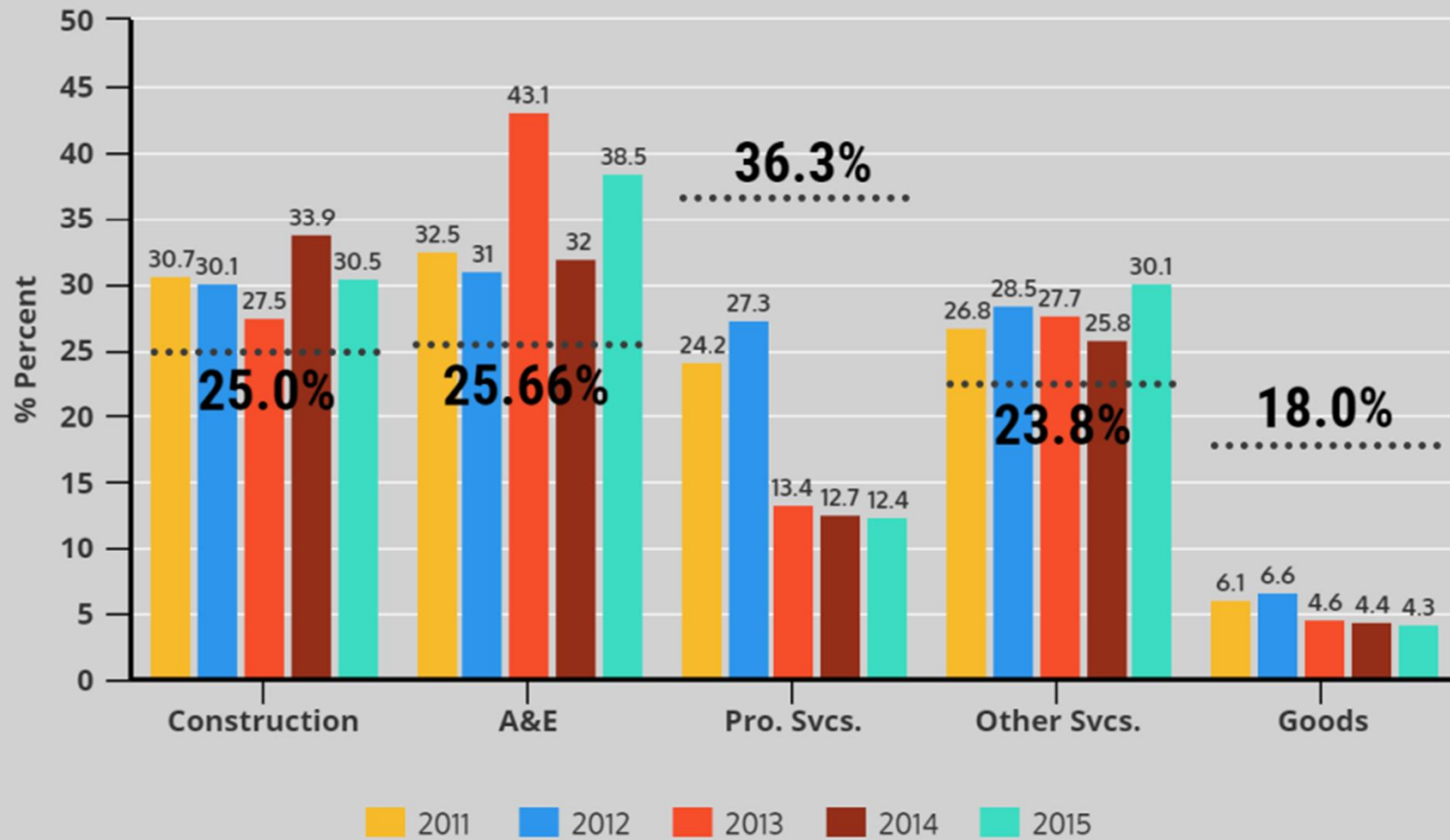
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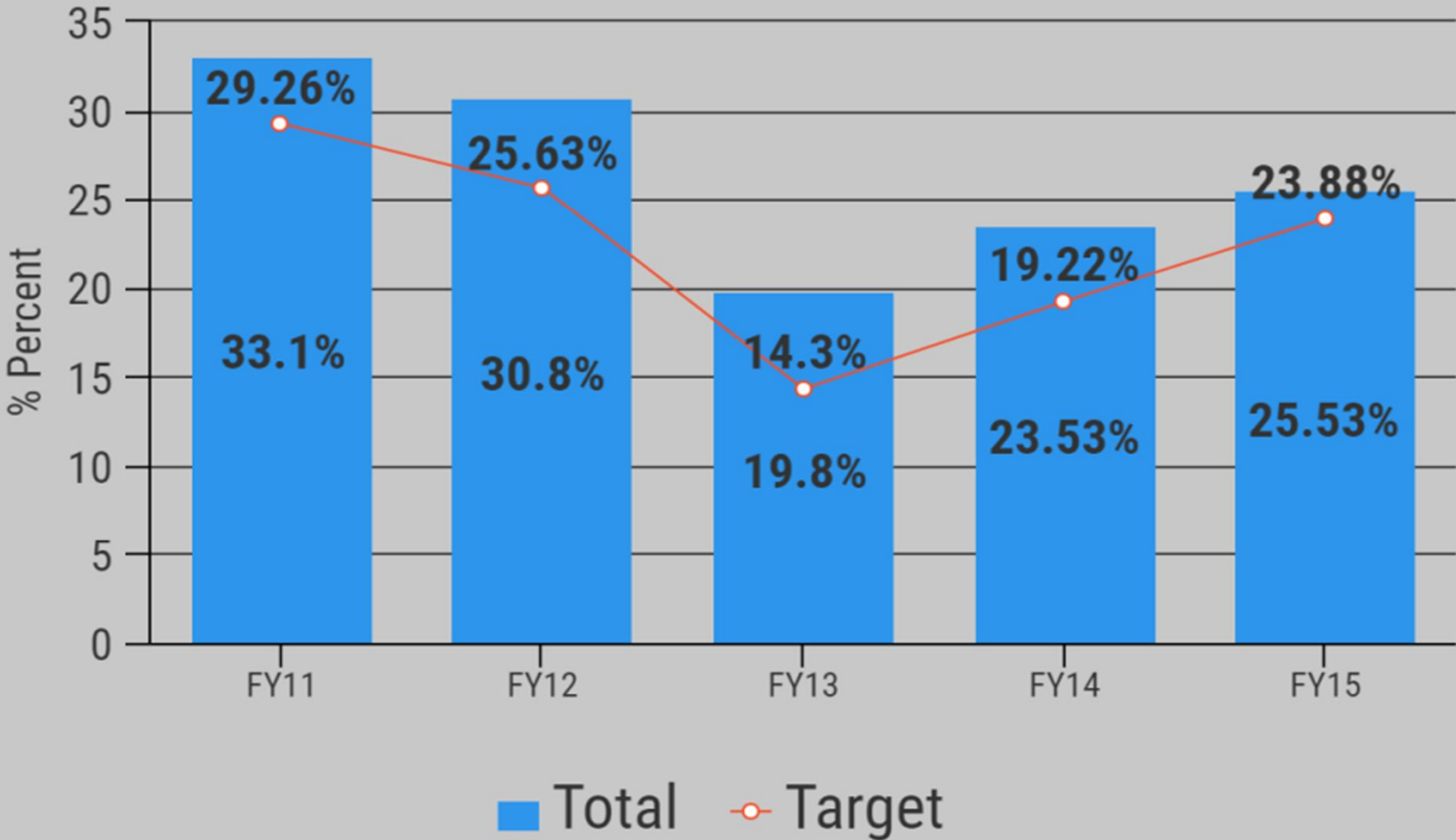
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