

VENDOR OUTREACH PROGRAM

Human Rights & Equal Economic Opportunity

The goal of the Vendor Outreach Program (“VOP”) is to encourage contracting with local small business

VOP helps local small, small minority-owned and small woman-owned businesses take part on City contracts. The Saint Paul Administrative Code (chapter 84) governs VOP. Generally, there is a \$50,000 threshold for VOP applicability. A small business set-aside program does exist for contracts under \$50,000, in certain circumstances.

VOP strives to award as many purchases goods, services, and construction to eligible local businesses. 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 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).

However, VOP evaluates each project and contract on its own. 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. If DBE applies, information pertaining to such requirements will be included.

Procedure

Under VOP, you must seek vendors that are currently 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 through 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 and 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 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

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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.



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VENDOR OUTREACH PROGRAM-PRIME CONTRACTOR PROCESS OVERVIEW

Directions: Once you receive the Vendor Outreach Program Packet from your project manager, please complete the steps in Phase I immediately.

PHASE I: PRIOR TO PROJECT START

- ❖ Locate and identify certified vendors to include in your bid specifications by accessing the CERT certified vendor list on <https://cert.smwbe.com/> (see “Vendor Lists” in the left hand column to request an updated list)
- ❖ Submit VOP ID of Prime & Subs Sheet (this will be an Excel spreadsheet)
- ❖ Log into B2Gnow and click on the relevant project/contract
 - If you do not see your project/contract listed on your dashboard then the contract has not been inserted into the database. Please e-mail contractcompliance@ci.stpaul.mn.us and provide the contract amount, contract start date, contract end date, and a primary contact person. Please indicate: “Request for B2Gnow Project Setup” in the subject line.
- ❖ The prime must insert all vendors into B2Gnow
 - **NOTE:** Listing all vendors includes first tier, second tier, third tier, etc. subs and suppliers. The prime may delegate to first tier subs to report their second tier subs, and so on.
 - Please go to <https://stpaul.diversitycompliance.com> and login using your username and password. If you have forgotten your username and/or password, your e-mail address is your username and if you need to reset your password, there is link on the login page that reads “Forgot Password”. Place your username in the field provided and the system will send you a temporary password.
 - Once logged in, click on the contract you wish to add subs. At the top of the page you should see a tab entitled “Subs.” Click on this tab. Once on the page, you should see a button (closer to the top) that reads “Add Subcontractor.” Click this. Once on this page, start typing the company name in the “Vendor” search window. If the vendor is listed in our database a dropdown list should appear. If it is not, then you will need to click the red “Get Vendor.” If, after clicking the red “Get Vendor” you are unable to find the vendor, the vendor will need to be added to the database.
- ❖ Once all subcontractors are added to the database, they will need to be approved before the prime can insert a payment. As a result, **make sure subs are inserted prior to a Draw Request.** If all subs to date are not inserted prior to a Draw Request, **VOP will not approve the Draw Request until the most recent Sub ID sheet corresponds with the subs in B2Gnow.**

PHASE II: CONSTRUCTION:

- ❖ After subs are approved, the prime **must** insert all payments made to the subs by clicking on the “Compliance Audit List” tab at the top of the page.
- ❖ After a payment is entered for a sub, the sub will be notified by B2Gnow and will need to confirm the payment.
 - To “Confirm” a payment the sub will need to login to B2Gnow at <https://stpaul.diversitycompliance.com>. Once logged in, the sub should see the “Data dashboard” form there he/she can click on the appropriate contract and “Confirm” the payment amount made to him/her.
- ❖ **NOTE: If payments to subs are not inserted in B2Gnow and confirmed prior to a Draw Request, this will hold up approval of Draw Requests.**

Directions: When you have completed work on a project, it is very important to signify completion in B2Gnow. This is the final step of compliance.

PHASE III: PROJECT END:

- ❖ Verify that all subs and all payments to subs have been entered into B2Gnow.
- ❖ Verify that the most recent Subcontractor ID Sheet submitted to the Vendor Outreach Coordinator matches up with the entries in B2Gnow.
- ❖ Verify that all subs have confirmed all payments prior to the final draw request.
- ❖ Indicate in B2Gnow that the audit is final.
- ❖ **NOTE: A final Draw Request will not be approved unless everything is up to date and completed in B2Gnow.**

For questions, contact:
Human Rights and Equal Economic Opportunity Department
Vendor Outreach Program
15 Kellogg Blvd. W.
Saint Paul, MN 55102
ContractCompliance@ci.stpaul.mn.us | (651) 266-8900



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VENDOR OUTREACH PROGRAM CONTRACTOR COMPLIANCE CHECK-LIST

Directions: Once you receive this Vendor Outreach Program Packet from your project manager, please complete the steps in Phase I immediately.

PHASE I: PRIOR TO PROJECT START

- ☐ Locate and identify certified vendors to include in your bid specifications by accessing the CERT certified database at <https://cert.smwbe.com/>
- ☐ Submit VOP ID of Prime & Subs Sheet in Excel format (this will be an Excel spreadsheet)
- ☐ Verify that your contract is listed in B2Gnow
- ☐ The prime must insert all subs that are on the draw request (note: all subs includes second tier subs, third tier subs, etc) into B2Gnow

PHASE II: CONSTRUCTION:

- ☐ The prime **must** insert all payments made to the subs by clicking on the "Compliance Audit List" tab at the top of the page
 - o **Prime MUST insert subs prior to a Draw Request.**
 - o **Draw Request will not be approved until current sub ID sheet and/or pay application matches sub list in B2Gnow.**
- ☐ Prime must instruct subs to confirm payments prior to submitting a draw request
- ☐ Subs will need to approve each of their payments entered by the prime per audit period in B2Gnow
- ☐ **NOTE: If payments to subs are not inserted in B2Gnow, this will hold up approval of Draw Requests**

Directions: When you have completed work on a project, it is very important to signify completion in B2Gnow. This is the final step of compliance.

PHASE III: PROJECT END:

- ☐ Verify that all subs and all payments to subs have been entered into B2Gnow.
- ☐ Verify that the most recent Subcontractor ID Sheet submitted to the Vendor Outreach Coordinator matches up with the entries in B2Gnow.
- ☐ Verify that all subs have confirmed all payments prior to the final draw request.
- ☐ Indicate in B2Gnow that the audit is final.
- ☐ **NOTE: A final Draw Request will not be approved unless everything is up to date and completed in B2Gnow.**

For questions, contact:
Human Rights and Equal Economic Opportunity Department
Vendor Outreach Program City Hall 280
Saint Paul, MN 55102
ContractCompliance@ci.stpaul.mn.us | (651) 266-8900



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VENDOR OUTREACH PROGRAM-SUBCONTRACTOR CHECKLIST

PHASE I: PRIOR TO PROJECT START

- ☐ Provide prime contractor with a list of all of your subcontractors and suppliers.

PHASE II: CONSTRUCTION:

- ☐ Confirm all payments entered by the prime. The database will send you an e-mail instructing you to log in and confirm payments per monthly audit.
- ☐ Report your subs and suppliers in B2Gnow, as well as their payments. (See the "Contractor Compliance Checklist" on the previous page for instructions on how to do this).
- ☐ NOTE: Draw Requests will be held up until subs confirm payments and report accordingly.

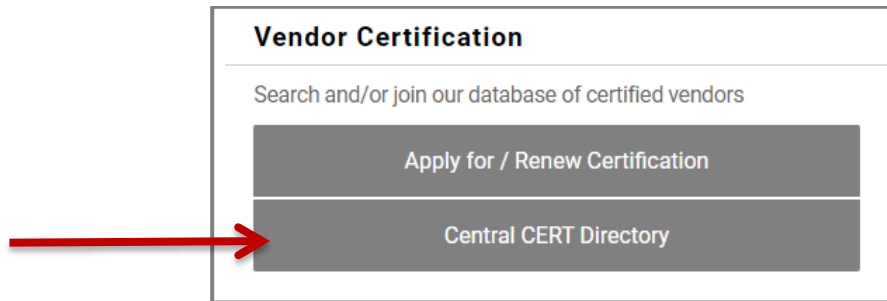
PHASE III: PROJECT END:

- ☐ Make sure you have confirmed all payments made to you by the prime once your work is complete.
- ☐ Ensure all of your subs and suppliers have been reported, as well as their payments.
- ☐ NOTE: Failure to confirm payments will result in payments being withheld until B2Gnow reflects a payment confirmation.

For questions, contact:
Human Rights and Equal Economic Opportunity Department
Vendor Outreach Program City Hall 280
Saint Paul, MN 55102
ContractCompliance@ci.stpaul.mn.us | (651) 266-8900

How to Access the Current CERT Directory

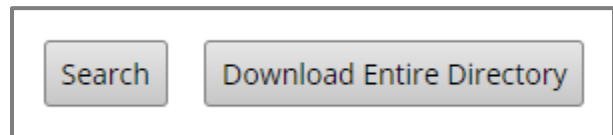
1. Visit <https://cert.smwbe.com/>, click on “Central CERT Directory” button in the left column in the “Vendor Certification” section.



2. In the pop-up window, you can search for items including: business name, description, commodity code, or location. For example, search for a cleaning company by entering “clean” in the business description field. **TIP:** keep search terms short. *Example:* searching for “plumb” will return results for both “plumber” and “plumbing”.

A screenshot of a search form titled "Search by Business Description". It has a label "BUSINESS DESCRIPTION" and a text input field containing the word "clean". Below the input field is a small tip: "Tip: Try just a few letters of a keyword."

3. Once you have entered your search fields, scroll to the bottom of the window, complete the reCAPTCHA, and click the “Search” button. (Or you can choose to download the entire business directory without entering any search terms.)



4. To download your filtered search results, click the “Download Search Results” button.

5. Check the “Include Commodity Codes in download” box. Click “Download to Excel” or “Download to CSV” button.

A screenshot showing a checkbox labeled "Include Commodity Codes in download" which is checked. Below it are two buttons: "Download to Excel" and "Download to CSV".

6. Save file to a location on your computer that you can find, and then open the file to view the list filtered by your defined criteria. If you chose to download the entire directory, you can also search directly in the downloaded list.

For further assistance finding CERT certified vendors for a certain scope of work, contact a CERT specialist at cert@ci.stpaul.mn.us or call 651-266-8966. Choose the option for “CERT” to speak with a CERT specialist.

Saint Paul Department of Human Rights and Equal Economic Opportunity
IDENTIFICATION OF PRIME CONTRACTOR AND SUBCONTRACTORS (INCLUDING MATERIAL SUPPLIERS)

Date_____



Submit completed form to:

Form required for Vendor Outreach Program, Labor Standards, AA/EEO, and HUD Section 3
Contract Compliance & Business Development
15 West Kellogg Blvd, Room 280
Saint Paul, MN 55102-1681
Phone: 651-266-8966
Email: contractcompliance@stpaul.gov

Project: _____ Event #: _____ Est. Construction Cost: _____ form completion date: _____
If applicable

Please identify all subcontractors (including material suppliers) you intend to utilize on this project. Use "supplier only" column to identify suppliers. Identify Certified Minority Owned, Women Owned, Small, and Section 3 businesses with MBE, WBE, SBE, or Sec 3 respectively.
Form must be updated and submitted when you add, delete, or make other changes to the list.

	Name, Address, Contact Person, Email and Phone Number	CERT M/W/S/BE Vendor	Section 3 Certified Vendor	Nature (Scope) of Work	supplier only (no labor)	Estimated Start Date	Estimated End Date	Contract Amount
PRIME:	_____			_____				
	_____			_____				
UBS: 1	_____			_____				
	_____			_____				
2	_____			_____				
	_____			_____				
3	_____			_____				
	_____			_____				
4	_____			_____				
	_____			_____				
5	_____			_____				
	_____			_____				
6	_____			_____				
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19	_____			_____				
	_____			_____				
20	_____			_____				
	_____			_____				

City of Saint Paul HBEEO Use Only

Section 3			
Construction Subcontracts		Non-Construction Subcontracts	
Total Subcontracts (labor)		Total PSA awards	
GC Self Perform	\$0	Goal - PSA 3%	0
Goal - Labor 25% (if applicable)	\$0	Awards to Sec 3 Subs	
Goal - Labor 10%	\$0	Percentage to Sec 3	#DIV/0!
Awards to Sec 3 Subs		Total Work by Sec 3 (GC & Subs)	
Percentage to Sec 3	#DIV/0!	Total % by Sec 3	#DIV/0!

Notes / Status:

Total Business Opportunity (VOP)				\$100.00
MBE	5.00%	%	\$	\$5.00
WBE	10.00%	%	\$	\$10.00
SBE	10.00%	%	\$	\$10.00
Total MBE, WBE, SBE contract \$				\$25
VOP Subcontract Percentage				25.00%
Overall VOP Contract Percentage				#DIV/0!

ID sheet for Professional Service Agreements (PSAs)

The purpose of this form is to notify the City of Saint Paul that your business is paying other businesses (subcontractors, suppliers, or vendors) as a part of your awarded contract. Please complete as thoroughly as possible and submit to your city project manager and contractcompliance@ci.stpaul.mn.us.



Instructions:

List all businesses that you will be paying as "vendors" below. This includes subcontractors, suppliers, and any other businesses you are paying. Note if a vendor has CERT certification (MBE, WBE, SBE) in column C. The CERT directory can be found at <https://cert.smwbe.com/>

If you are not paying other businesses on this contract/project, can list "N/A" (not applicable) or "none" in the first vendor field B11. Add additional vendor lines if needed.

Keep this form current throughout the life of your project. If there are changes to vendors, make edits to the form and re-submit. Be sure to update the form completion date field with the date the form was updated.

Project or Contract Name: _____

**Contract award amount \$
or estimated total project cost** _____

**Date form completed
or updated:** _____

	Business Name, Address, Contact Person, Email, and Phone Number	CERT M/W/S/BE Vendor	Nature of work, service provided, or type of supply	Date Work to Begin	Date Work Completed	Contract \$ Amount or Total Payment Estimate
Awarded Vendor:	_____					
VENDORS paid by awarded vendor	_____					
1	_____					
2	_____					
3	_____					
4	_____					
5	_____					
6	_____					
7	_____					
8	_____					
9	_____					
10	_____					
11	_____					
12	_____					
13	_____					
14	_____					
15	_____					

City of Saint Paul HREEO Use Only

Total Business Opportunity (VOP)	\$ _____	
	_____	MBE
	_____	WBE
	_____	SBE
Total MBE, WBE, SBE contract	\$ _____	