

# WELCOME!

Equal Opportunity Department  
Business Relations Division presents:

“Virtual Business Workshop”

February 10, 2021



**City of Phoenix**



**DONALD R. LOGAN, DIRECTOR  
EQUAL OPPORTUNITY DEPARTMENT**

***Mission: To eliminate discrimination by fostering a spirit of caring, collaboration and commitment through fair and transparent services. Our Vision: To create an inclusive and equitable environment where everyone feels valued.***



# Virtual Business Workshop

## House Rules

Please make sure to mute yourself  
Questions can be asked in the chat box



## WEBEX Reminders

Please mute yourself



Questions can be submitted  
via the Chat icon





# Virtual Business Workshop

## ❖ AGENDA

Equal Opportunity - Certification

Finance Department – Doing Business with the City

Street Transportation Department – Contracting Overview

Equal Opportunity – Contract Compliance





# ICE BREAKER

In the Q&A box please comment:  
What are some of your expectations  
for this workshop?





**CITY OF PHOENIX  
EQUAL OPPORTUNITY DEPARTMENT  
CERTIFICATION SECTION**

**Jackie Ramirez  
Certification Specialist**



# OBJECTIVES



## In this presentation you will learn:

What is certification

Three types of Certification offered by the City of Phoenix

Small Business Enterprise (SBE) Certification Requirements

Disadvantaged Business Enterprise (DBE) Certification Requirements

Airport Concession Disadvantaged (ACDBE) Certification Requirements

Benefits of Certification

Examples of Businesses we certify

How to Apply for certification

The Certification Review Process

Unified Certification Program

Contact Information







# CERTIFICATION SECTION

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## Certification Programs

SBE

Small Business  
Enterprise  
Program

DBE

Disadvantaged  
Business Enterprise  
Program

ACDBE

Airport Concessions  
Disadvantaged  
Enterprise Program



# Three Types of Certification

## Small Business Enterprise Program (SBE) Certification:

### Local program

- Opportunities to do business with the City of Phoenix
- Applicable to procurement and contracting that occurs using City funds
- Only available to firms with a primary or principal location in Maricopa County

## Disadvantaged Business Enterprise Program (DBE) Certification – Part 26

### Federal Program

- Applicable to USDOT-funded contracts administered by the City or its subrecipients (surrounding 15 cities, Valley Metro and state wide)
- Available to firms located throughout the U.S. and completed the DBE process with the City of Phoenix, ADOT, or City of Tucson

## Airport Concessions Disadvantaged Business Enterprise Program (ACDBE) Certification – Part 23

### Federal Program

- Applicable to firms owned and operated by disadvantaged individuals in an airport concessions environment on FAA-assisted contracts and procurements



# SBE CERTIFICATION

| <b>REQUIREMENTS FOR <u>SBE</u> CERTIFICATION</b> |  |
|--|--|
| <b>Qualifying groups</b>                         | <b>Gender and race neutral – Anyone can apply</b>  |
| <b>Personal Net Worth (PNW)</b>                  | <b>Owner's personal net worth cannot exceed \$1,320,000 (excluding ownership interest in the applicant's business and the primary residence)</b> |
| <b>Local firm</b>                                | <b>Firm must have a primary or principal location in Maricopa County</b>   |
| <b>Operational and For Profit concern</b>        | <b>Copies of 3 completed or in progress jobs, contracts, proposals or bids</b>   |
| <b>Control and Expertise</b>                     | <b>Owners must have the experience, expertise, and control of the day-to-day operations of the firm</b>  |
| <b>SBA Guidelines Requirement</b>                | <b>Business must qualify as a small business under the Small Business Administration guidelines</b>  |
| <b>U.S Citizenship</b>                           | <b>Owner(s) must be U.S citizens or permanent legal resident(s)</b>  |



# DBE CERTIFICATION

| <b>REQUIREMENTS FOR <u>DBE</u> CERTIFICATION</b>                                    |   |
|---|---|
| <b>Qualifying groups</b><br><br><b>Must hold at least 51% ownership of the firm</b> | <b>African American males &amp; females</b><br><b>Native American males &amp; females</b><br><b>Pacific Islander males &amp; females</b><br><b>Asian males &amp; females</b><br><b>Hispanic males &amp; females</b><br><b>Anglo females</b> |
| <b>U.S Citizenship</b>  | <b>Owner(s) must be US Citizen or lawfully admitted permanent resident(s)</b>   |
| <b>Personal Net Worth (PNW)</b>   | <b>Owner's personal net worth cannot exceed \$1,320,000 (excluding ownership interest in the applicant business and the primary residence)</b>  |
| <b>Location</b>   | <b>Can be located anywhere in U.S. but must complete the DBE certification process in Arizona. Home state DBE certification is required.</b>  |
| <b>SBA Guidelines Requirement</b>   | <b>Business must qualify as a small business under the Small Business Administration guidelines</b>   |
| <b>Control and Expertise</b>  | <b>Owners must have the experience, expertise, and control of the day-to-day operations of the firm</b>   |
| <b>Operational for Profit</b>   | <b>Copies of 3 completed or in progress jobs, contracts, proposals or bids</b>  |



# ACDBE CERTIFICATION

| <b>REQUIREMENTS FOR <u>ACDBE</u> CERTIFICATION</b>  |  |
|---|--|
| <b>Qualifying groups</b>                            | <b>Same Qualifying Groups as DBE certification.</b>  |
| <b>Must hold at least 51% ownership of the firm</b> | <b>Airport Concession is a for profit business located on an airport engaged in the sale of consumer goods or services to the public under and agreement with the recipient, another concessionaire, the owner or lessee of a terminal or take place on an airport such as Management contracts.</b> |
| <b>U.S Citizenship</b>                              | <b>Owner(s) must be US Citizen or lawfully admitted permanent resident(s)</b>  |
| <b>Personal Net Worth (PNW)</b>                     | <b>Owner's personal net worth cannot exceed \$1,320,000 (excluding ownership interest in the applicant business and the primary residence)</b>   |
| <b>Location</b>                                     | <b>Can be located anywhere in U.S. but must complete the DBE certification process in Arizona. Home state DBE certification is required.</b>   |
| <b>SBA Guidelines Requirement</b>                   | <b>Business gross receipts cannot exceed \$56.4 million dollars per year</b>   |
| <b>Control and Expertise</b>                        | <b>Owners must have the experience, expertise, and control of the day-to-day operations of the firm</b>  |
| <b>Operational for Profit</b>                       | <b>Copies of 3 completed or in progress jobs, contracts, proposals or bids</b>   |



# BENEFITS OF CERTIFICATION



- **Visibility/Exposure**

  - Prime Contractors

  - Other “small” business

  - The Private sector

  - Other municipalities/government Agencies

- **Increased access to opportunities**

  - Private sector firms as well as other government agencies offer opportunities to certified firms

- **Potential for Business Growth**

  - Certification does not guarantee that you will be successful each and every time you bid; however it may add a competitive edge to your bid.



# EXAMPLES OF CERTIFIED FIRMS

## Goods or Services providers

- Retail goods
- Paper products
- Janitorial
- HR/Payroll Firms

## Construction Trades

- Landscaping
- Drywall

## Professional Services

- Architects
- Engineers

## Other Areas

- IT providers



# HOW TO APPLY

[www.phoenix.diversitycompliance.com](http://www.phoenix.diversitycompliance.com)

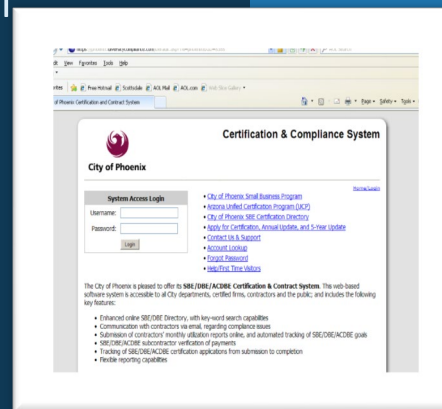
For SBE and DBE Applicant Firms Located in Maricopa County:

## Online Certification application

- Reduces paper
- Increased security
- Work on application and save your progress
- Convenient

The application includes:

- Basic Application for Certification
- Affidavit of Certification
- Supporting Documents Checklist
- Personal Net Worth Statement





# CERTIFICATION REVIEW PROCESS



1. Complete the certification application. Please note that incomplete applications are not accepted. If you need assistance, contact the Equal Opportunity Department at 602-262-6790.
2. A Certification Specialist will contact you in the event you need to submit additional information. The certification process usually takes 16 weeks after submitting a completed application.
3. Your certification specialist will contact you to schedule an on-site visit to your principal place of business. In certain technical or highly specialized trade areas, a work site visit also may be necessary to determine the applicant's expertise in the firm's primary field of operation.
4. You will receive a letter and/or a certificate from the Equal Opportunity Department to inform you regarding your certification status. Please review the online Directory of Certified SBE/DBE Firms to ensure the accuracy of your firm's information.
5. Learn more at <https://www.phoenix.gov/eod/programs/sbecertprograms>.



# UNIFIED CERTIFICATION PROGRAM

- Phoenix is one of 3 DBE certifying agencies in Arizona as part of the Arizona Unified Certification Program (AZUCP). The AZUCP allows applicants for the DBE program to apply only once for a DBE certification that will be honored by all recipients in the state.
- The AZUCP is comprised of three certifying agencies: The City of Phoenix, Arizona Department of Transportation (ADOT), and City of Tucson.



City of Phoenix

ADOT



# APPLYING BY AGENCY

AZUCP Partners are assigned statewide geographical areas for DBE certification application processing as follows:

- Firms located in Maricopa County, and all ACDBE's, must submit their DBE certification application to the City of Phoenix.
- Firms located in Pima County must submit their DBE certification application to the City of Tucson.
- Firms located outside of Maricopa and Pima counties, including out-of-state DBE's, must submit their DBE certification to the Arizona Department of Transportation - ADOT.  
<http://www.adotdoors.dbesystem.com>



# CONTACT ADOT OR CITY OF TUCSON

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## Arizona Department of Transportation (DBE Certification for other cities outside of Maricopa County)

- DBE Certification: (602) 712-7761
- [azutracs.com](http://azutracs.com) (DBE search directory)
- <http://www.adotdoors.dbesystem.com>
- (apply for DBE Certification)

## City of Tucson (DBE Certification for Pinal County)

- DBE Certification: (520) 837-4000
- <http://www.tucsonaz.diversitycompliance.com>
- (apply for DBE Certification)





**City of Phoenix**

Equal Opportunity Department  
Business Relations Division

Q&A

# CONTACT US

SBE/DBE & ACDBE Certification:

602-262-6790

<http://phoenix.gov/eod/programs>

<https://phoenix.diversitycompliance.com>



TJ Martin  
Deputy Finance  
Director & Chief  
Procurement Officer



# Doing Business with the City of Phoenix

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Presented:

February 10, 2021

Equal Opportunity Department

Virtual Business Relations Workshop



## **Introduction**

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Deputy Finance Director &  
Chief Procurement Officer

Started with the City January  
2020

Oversee procurement of goods  
and services for 34 departments

20+ year licensed attorney in  
Texas and Arizona

Gradual transitioned from Law  
to Finance over the last 10  
years



**TJ Martin**





# Agenda

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Background

How to Become a CoP Vendor

Registration Completed

Contract Executed- Ready to Perform

Helpful Tips

Closing/Q & A



# City Organization

## 34 Departments

### Categorized:

- Full Support
- Partial Support
- Self Support

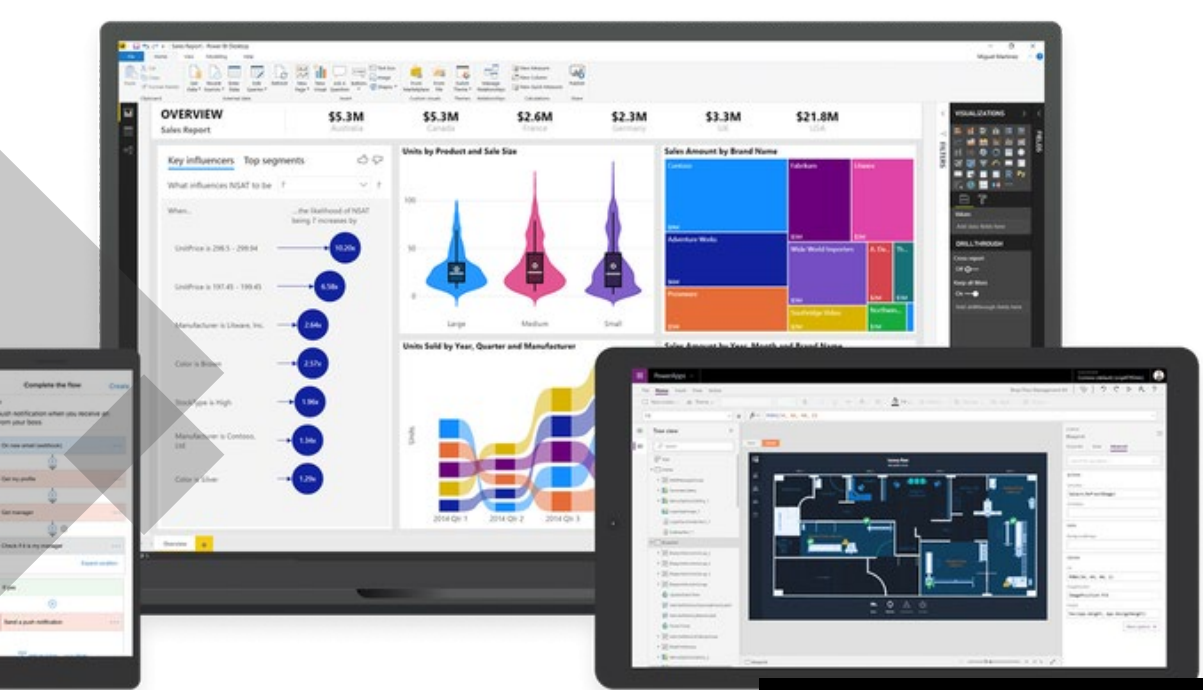
### Mayor Eight Member Council City Manager

- Aviation
- Phoenix Convention
- Streets
- Public Transit
- Water Services
- Communication
- Police & Fire
- Government Relations
- Housing
- Human Services
- Municipal Court
- Retirement
- Finance
- Neighbor Services
- Employment Relations
- CED
- Human Resources
- Library
- Parks and Recreation
- ITS
- Law
- Arts & Culture
- Public Works
- Planning & Development
- EOD
- Sustainability
- Clerk
- Emergency Mgmt.
- Budget & Research
- Audit
- Education



# What Does the City Buy?

- Not just pens and paper
  - Landscaping
  - Janitorial and Cleaning
  - Asbestos Remediation
  - Owl Nest Removal
  - Gym Equipment
  - Uniforms
  - Personal Protective Equipment
  - Training
  - Temporary Placement Services
  - Electronics/Technology



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# How To Become a CoP Vendor?

1



# You Register!

FREE

FREE



# procurePHX

Have you signed up?

<https://www.phoenix.gov/procure>

## BECOME A VENDOR

1. **Gather** Your Business Info
2. **Scan** Your Signed W-9
3. **Register** in System
4. **Set-Up** ID & Password

Steps to Success!

## REGISTRATION HELP



Call Help Desk  
(602) 262-1819

Email Help Desk  
[vendor.support@phoenix.gov](mailto:vendor.support@phoenix.gov)



# Registration Completed

2



# What Does this Mean?

## STEP 1

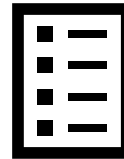
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Insures you are eligible to do business

[www//solicitations.phoenix.gov](http://www//solicitations.phoenix.gov)



Receive Notification of Contract Opportunities



Must Respond to Requests for Bid and Proposals for Consideration



Expedites Contract Execution by Providing Vendor Number



Required to Issue Payment



# Methods of Procurement

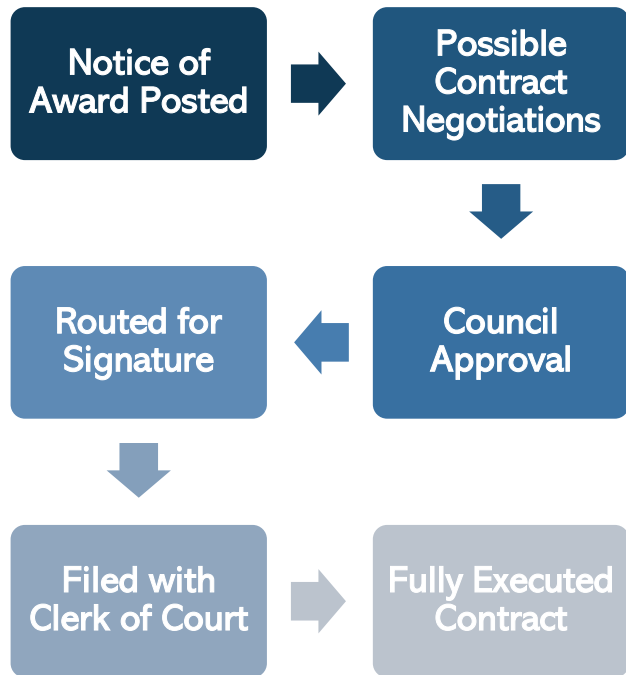


| Small Dollar Purchases | Alternate Procurements | Informal Procurement                                | Invitation for Bids                    | Request for Proposals<br>Qualifications<br>Quotes |
|------------------------|------------------------|---|--|---|
| Under \$8600           | Cooperative Agreements | Under \$100,000                                     | Fixed Commodities and Specifications   | Competitive Procurements                          |
| Handled by Departments | Emergency              | Handled by both Departments and Central Procurement | Price is determining factor            | Complex and high-risk projects                    |
| Purchase with PO       | Non-competitive        | Three quotes minimum                                | Publicly posted to Solicitation's page | Evaluation based on identified criteria           |
|                        | Sole-Source            | Local & Small Business Program                      |  | Publicly posted to Solicitation's page            |





# Post Award



**\*CoP Transparency Policy**



# Contract Executed- Ready to Perform

4



# Departments Shop Executed Contracts



Depart Has a Need

Is the Needed Good or Service Available on an Existing Contract?



Yes, the Department Enters an Internal Cart/Reaches Out to the Vendor

PO-Goods Receipt- Invoice- Payment



If Not Available on Existing Contract, We Explore the Methods of Procurement



# Contract Monitoring

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Risk Based: High, Medium, and Low.

Factors: total contract value, complexity of the procurement, existing or new vendor relationship, and previous vendor performance, criticality.

## Performance

- Honoring the contracted terms and price
- Timely delivery and response
- Quality goods/services
- Maintaining current vendor information

## Vendor Evaluation

- Evaluated annually, quarterly or monthly depending on risk
- May impact future contract opportunities



# Vendor Payments

Most Important Thing of All

- Vendor Number is required
- Ensure your invoice price matches our PO price
- Required three-way match for payment (PO- Good Receipt- Invoice)
- Failure to match will delay payment
- Price changes require formal request with supporting documentation for justification and contract amendment



# Additional Information

5



# Vendor Pitfalls

Don't Make these Mistakes

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May result in findings of non-responsive or non-responsible



Thoroughly reading the solicitation and terms and conditions



Submitting exceptions language with bid or proposal



Returning signed Addenda



Obtain clarification to questions during designated period.



# Did You Know?

Some things to Think About

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Often Vendors are not aware:



Every Purchase Over \$8600 Must Have Council Approval



Contract is Not Valid Until Approved By Council



All Records Subject to Public Records Request (limited exceptions)

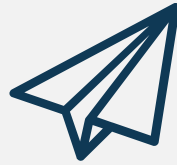


CoP Staff Is Always Available to Answer Questions





# Closing Q&A



Email: [Procurement@Phoenix.gov](mailto:Procurement@Phoenix.gov)



Phone: (602) 272-7181



Eric Froberg  
City Engineer – Office of  
the City Engineer



# OFFICE OF THE CITY ENGINEER

## Eric Froberg, PE



- Responsible for overseeing the selection of architects, engineers & contractors to execute the City's 5-year, \$7 billion Capital Improvement Program.
- Oversees Central Records, Environmental, Labor Compliance, Procurement, Vertical Project Management, Development Coordination and the Small Business Enterprise program.
- Two decades of engineering and design experience on a variety of projects with an emphasis in public works infrastructure, residential, and commercial land development.
- In 2013, was recognized as a **Top 20 Under 40** for ENR.



**OFFICE OF  
THE CITY  
ENGINEER**

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Central Records

---

Environmental

---

Labor Compliance

---

Procurement

---

Vertical Project Management

---

Development Coordination

---

Small Business Enterprise Program



# Title 34 Procurements

- Adhere to Arizona Revised Statutes Title 34 & City Administrative Regulation 3.25  
*(Do not procure goods and services)*
- Title 34 provides the rules for procurement of professional and construction services for Public Buildings and Improvements
- Covers items such as Contracts, Bidding, type and differences of construction, etc.



**Project Delivery  
Methods for  
Construction  
Include:**

Design-Bid-Build

Job Order Contracting

Design-Build

Construction Manager at Risk

Technical Registrant



# Goal Setting – Prime Contractors

PROJECT SPECIFIC & HISTORICAL DATA

CURRENT DESCRIPTION OF PROJECT

AVAILABLE SBES IN EACH CATEGORY USED

SPECIAL CIRCUMSTANCES OF THE PROJECT

GOAL SET AND INPUT IN CONTRACT  
LANGUAGE





# SBE Oversight Committee

The powers and duties of the Committee will be:

1. Monitor the implementation of the SBE Participation Program (in City construction contracting).
2. Review and comment on the City Manager's Administrative Rules or Regulations that implement the SBE Participation Program.
3. Review and comment periodically on City's progress in meeting the SBE Subcontracting Goals Program objectives.





# SBE Oversight Committee

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## Membership:

- SBE Oversight Committee membership shall consist of up to eight persons, and will be composed of Standing and Ad Hoc members.
- There will be four standing members who are permanent representatives and will include:
  - the City Engineer;
  - the Equal Opportunity Department Director;
  - Arizona Associated General Contractors of America (AZAGC); and
  - Associated Minority Contractors of Arizona (AMCA)
- There will be up to four Ad Hoc members will consist of up to two representatives each from the AZAGC or AMCA



THANK YOU!



[WWW.SNOOPY.COM](http://WWW.SNOOPY.COM)





**CITY OF PHOENIX  
EQUAL OPPORTUNITY DEPARTMENT  
CONTRACT COMPLIANCE**

**Karen Zinn  
Contract Compliance Program Manager**



# EQUAL OPPORTUNITY DEPARTMENT CONTRACT COMPLIANCE SECTION

**The Equal Opportunity Department is responsible for monitoring bid and post-award compliance with the SBE provisions of Chapter 18 Article VI of the Phoenix City Code and CFR 49 Part 26 of the Federal DBE Certification Program. The EOD Contract Compliance Section functions include, but are not limited to:**



# CONTRACT COMPLIANCE (continued)

## Pre-Award Phase:

- Participating as a member of the Goal Setting Committee to provide input into the project and annual goal setting processes.
- Participating in Pre-solicitation meetings
- Reviewing all SBE/DBE submittals: The SBE/DBE proposals on all contracts that contain utilization goals/requirements and making determinations of responsiveness, when applicable, to SBE program requirements.



# CONTRACT COMPLIANCE (continued)

## Post-Award Phase

- Review and Clarification of the SBE/DBE Program Requirements
- Monitoring compliance with SBE utilization goals on City construction contracts (i.e CUF criteria, honoring proposed agreements)
- Conducting onsite inspections at the job site.
- Facilitating mediation efforts to resolve SBE program-related issues with primes and SBE subcontractors.
- Monitoring compliance with AZ (7-day) Prompt payment regulations.
- Monitoring good faith efforts by prime and SBE subcontractors in meeting all SBE program requirements throughout the term of the contract.
- Evaluating SBE/DBE participation for counting: Meeting the Programs' Commercially-Useful Function Criteria (CUF)



# EQUAL OPPORTUNITY DEPARTMENT CONTRACT COMPLIANCE SECTION (CONTINUED)

## “Trip-ups and Challenges”

- Breakdown in communication between sub and prime
- Cooperating with all monitoring activities
  - Reporting accurate information (Online B2G System)
  - Responding to City request for information in a timely manner.

### Sub:

- Over committing – Too many subcontracts, insufficient staff and/or equipment
- Maintaining accurate records

### Prime:

- Ambiguous SBE participation proposals – Letters of Intent (LOI)
- Unrealistic SBE proposals, lack of good faith estimates





## **City of Phoenix**

Equal Opportunity Department  
Contract Compliance

Contact us:

602-495-0887

[business.relations.eod@phoenix.gov](mailto:business.relations.eod@phoenix.gov)







**City of Phoenix**

**CLOSING REMARKS**



**Donald N. Mayes, Deputy Director**  
Equal Opportunity Department  
Business Relations Division



**City of Phoenix**



**City of Phoenix**

Thank you for  
attending!