AGENDA

- Introduction of the Four Certifications
- Certifications Defined
- What's In It for Me?
- Program Criteria
- Certification Process



Certification 101

Minority Business Enterprise (MBE)

Encouraging Diversity, Growth, and Equity (EDGE)

Women Business Enterprise (WBE)

Veteran-Friendly Business Enterprise (VBE)





Veteran-Friendly Business Enterprise (VBE)



The State of Ohio's VBE program establishes procedures for applying a preference to the bids or proposals for state contracts.

The program is an ethnicity-and-gender neutral program that provides price preference or proposal bonus points to certified companies who compete to contract with the state to supply the goods or services it needs, including eligible construction services.



R.C. Code 9.318 Website: das.ohio.gov/vbe

VBE Overview

Invitation to Bid

Prices on bids submitted by certified VBEs to exceed those prices on bids submitted by businesses not certified as a VBE by up to five percent and still be eligible for winning the award; and

DAS/OPS: Wayne McCulty

Phone: 1-614-466-7066

Email: wayne.mcculty@das.ohio.gov

Request for Proposal

Scores on proposals submitted by veteran-friendly businesses to be up to five percent (of the available points) lower than the proposal scores submitted by businesses not certified as a VBE and still be eligible for winning the award.

ODOT: David Walker

Phone: 1-614-644-0301

Email: david.walker@dot.ohio.gov



Minority Business Enterprise (MBE)

Website: mbe.ohio.gov



The State of Ohio's MBE program establishes a 15 percent set-aside procurement goal for state agencies, boards and commissions in awarding contracts to certified MBE businesses.

The MBE program is an ethnicity-based program designed to assist minority businesses in obtaining state government contracts for goods and services.



Encouraging Diversity, Growth and Equity (EDGE)



The State of Ohio's EDGE program establishes an annual procurement goal (currently set at five percent) for state agencies, boards, and commissions, as well as guidelines for state universities in awarding contracts to certified EDGE businesses.

The EDGE program is an ethnicity-and-gender neutral program designed to assist socially and economically disadvantaged businesses in obtaining state government contracts in the following areas: construction, architecture and engineering; professional services; goods and services; and information technology services.



Women-Owned Business Enterprise (WBE)



NEW: The State of Ohio's WBE program is designed to assist women-owned businesses in obtaining government contracts.

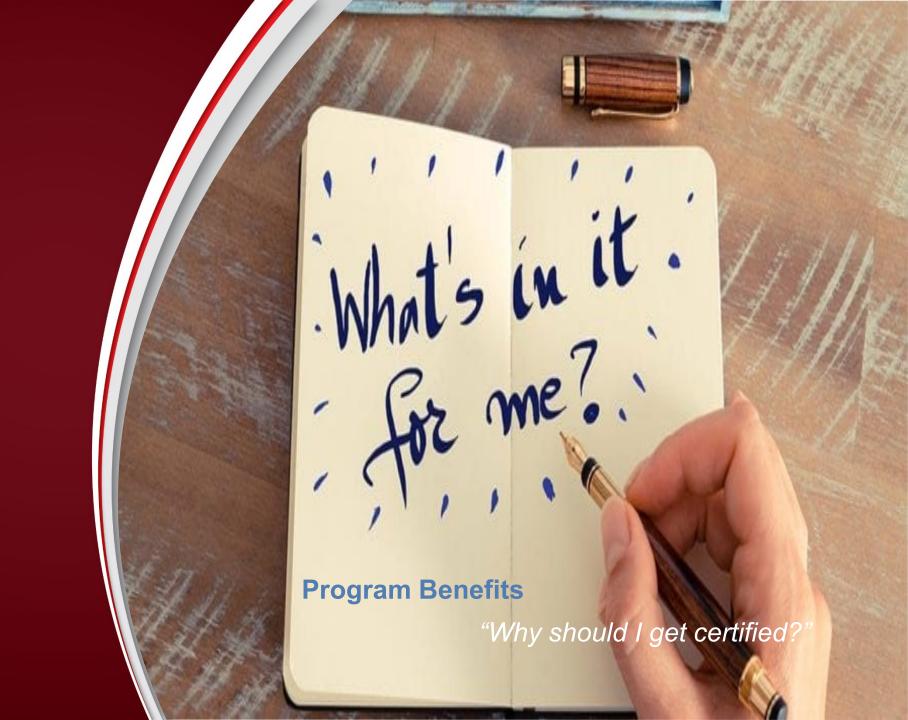
Additionally, the program provides certified companies an opportunity to receive reciprocal certification with other states with whom the State of Ohio enters reciprocity agreements.

WBE Application Link:

https://das.ohio.gov/Divisions/Equal-Opportunity/Business-Certification/women-businessenterprise-WBE-program



R.C. Code 123.154 Website: das.ohio.gov/eod



Contract Assistance



- Opportunity to compete in sheltered bidding process for goods and services(for MBE) and be eligible for subcontracting opportunities (EDGE) exclusive to certified businesses
- Listed in statewide searchable databases of certified companies, which is useful for marketing in public and private sectors



Financial and Bonding Assistance



Through the Ohio Development Services Agency (DSA):

- Exclusive access to certain loan and bond programs, which can provide access to capital and bonding for firms that many not qualify for traditional lending or bonding (MBE)
- Access to certain business development programs (MBE and EDGE)



Non-Government Opportunities



- Certification can be used to market your business to non-governmental entities who also have supplier diversity programs.
- Also, consider marketing to your certified peers. Are there MBE-, EDGE, or VBE-certified businesses who could use your services?



VBE Eligibility

At least fifty-one percent of the business is owned by veterans or persons on active service;

Business is certified by U.S.
Dept. of Vet Affairs as ServiceDisabled Vet.-Owned Small
Business or Vet.-Owned Small
Business & owners meets the
definition of veteran; or

3

At least fifty-one percent of the board of directors are veterans or persons on active service;

At least ten percent of the business employees are veterans or on active service.

4

Only <u>one</u> out of the four must be met.



General Program Eligibility



MBE and EDGE Requirements

- Full-time Ohio resident
- For-profit and in business one year
- Possess requisite knowledge of the business and industry
- Have day-to-day control and demonstrate capability and/or expertise
- Possession of all licenses



MBE Eligibility

Owned and controlled by a U.S. citizen and Ohio resident who belongs to one or more of the following minority groups:

- African Americans or Blacks
 - All persons having origins in any of the black racial groups of Africa.
- American Indian
 - All persons who maintain culture and have origins in a federally recognized Indian tribe as listed in the current "Federal Register Notice of Indian Entities Recognized and Eligible to Receive Services" from the U.S. Bureau of Indian Affairs.
- Asians
 - All persons having origins in any of the original people of the Far East, including China, Japan and Southeast Asia. India has been included in the definition of "Asian." Subsequent to that, Pakistan was included because the country came about as a division from India.
- Hispanics or Latinos
 - All persons of Spanish or Portuguese culture with origins in Mexico, South or Central America or the Caribbean Islands, regardless of race.



EDGE Eligibility

Owned and controlled by a U.S. citizen and Ohio resident who is both socially and economically disadvantaged.

- Social disadvantage
 - Ethnicity
 - Female gender
 - Chronic, physical or mental disability
 - Business owner's long-term residence in an environment isolated from the mainstream of American society
- Economic disadvantage
 - Personal net worth of less than \$750,000 at time of application & life of the program; and
 - Fair market value of all assets less than \$4 million



WBE Eligibility

An WBE certified business must be owned and controlled by a woman who is a U.S. citizen and has an established residency in the state of Ohio or a reciprocal state (if certified pursuant to section 123.154(D) of the Revised Code). In addition, the following criteria must be met:

The business must have been

- In business for at least one year prior to applying; and
- Be at least 51 percent women-owned; and

The business owner must

- Possess requisite knowledge of the business and industry in which she is applying;
- Have day-to-day control over the business, exercising final authority over all aspects of daily operations, including but not limited to, operations, financial and business management, human resources and policy decisions; and
- Possess all licenses and permits required by law to perform the scope of work within classifications requested.



Benefits of WBE Certification

Benefits of WBE Certification

Ohio WBE-certified program participants are eligible for contract assistance, management, and technical assistance.

Reciprocal State Certification

•Ability to utilize Ohio WBE-certification to apply for certification with reciprocal states, doing business in those states as a WBE-certified business

Eligibility for Open-Market Contracts

Certified businesses are listed in a searchable database (located in Quick Links)

Management and Technical Assistance

- •Access to <u>Minority Business Assistance Centers</u> and <u>Procurement Technical Assistance Centers</u>, which assist business with identifying federal, state and local contracting and subcontracting opportunities
- •Access to free accounting assistance, structuring internal accounting systems, auditing management records, business plan development, technical advisory services, marketing plans and evaluation of company operations/management processes
- •Access to business development organizations that facilitate training, strategic management, networking and mentoring opportunities with major corporations





Certification Processes



There are three certification options that a company can choose from, based on its needs.

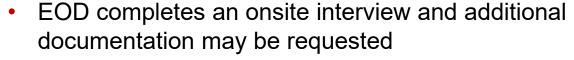
The two most commonly used are

- Standard
- Fast-Track

In a nutshell...



- EOD reviews the application and supporting documentation for completeness and begins the audit process
 - Validation of application information
 - Ownership and control



- EOD analyzes documentation and the information gathered during the interview; and makes a determination as to approval or disapproval
- EOD notifies client as to determination and next steps



Standard Certification Process

Complete a Unified Application through the Ohio Business Gateway (Gateway) portal

 MBAC, SBDC or PTAC assistance is available. Submit required documents based on business entity structure

 Checklist provided at time of application

Attend an onsite interview

 Additional documents may be requested at the interview. State Equal Employment Opportunity Coordinator makes certification determination

 Average certification time is 60-90 days.



Documents Required



Please see
mbe.ohio.gov,
edge.ohio.gov, or
das.ohio.gov/vbe
for a
detailed list.

For all MBE and EDGE applicants

- 1. Proof of U.S. citizenship
- 2. Proof of Ohio residency
- 3. Proof of ethnicity (MBE)
- Proof of social or economically disadvantaged group (EDGE)
- 5. Proof of veteran status (VBE)
- 6. Resume
- Registered trade name or fictitious name (Ohio Secretary of State)
- 8. Federal and State tax returns

Certification Processes



The "fast track" certification process is available, upon request from a Minority Business Assistance Center (MBAC), when:

- an applicant desires to submit a bid or proposal in response to a procurement solicitation and certification is a requirement to be responsive; or
- has a pending Minority Business Development Division (MBDD) financing or bonding application where certification is a requirement.

"Fast-Track" Certification Process

 Complete a Unified Application through the Gateway.

MBAC assistance is available.

Checklist provided at time of application.

 Submit required documents based on business entity structure. Attend an onsite interview.

Additional documents may be requested at the interview.

Average certification time is **3 to 5 days**

 State Equal Employment Opportunity Coordinator makes certification determination.



Expedited Certification Process

If certified by one of the entities below, as well as meeting all requirements listed in Chapter 123:2-15 of the Ohio Administrative Code, a business may apply for expedited certification:



- City of Cincinnati Business Enterprise Program
- City of Cleveland MBE Program
- City of Columbus MBE Certification
- City of Dayton Procurement Enhancement Program (PEP) (Minority Business Enterprise portion of the PEP program only)
- City of Springfield MBE Program



Cuyahoga County

*Statewide entities:

- City of Toledo MBE Program
- **Cuyahoga County Small Business** Enterprise (SBE) Program (MBE portion of the SBE program only)
- **Ohio Minority Supplier Development Council**
- Ohio Turnpike Commission MBE Program





For more information

Website:

www.das.ohio.gov/eod;

www.mbe.ohio.gov;

www.edge.ohio.gov; or

www.das.ohio.gov/vbe

Contact us:

Deborah Davis, Regional Director
Cincinnati Minority Business Assistance Center
African American Chamber of Commerce
2303 Gilbert Ave.

Deborah@african-americanchamber.com

513-475-7151



Show Me The BOOK OUTS

Although not part of this training...

The following information about identifying procurement opportunities, best practices for approaching agency procurement staff, and important registration steps can prove helpful both before and after certification.

Ohio

Department of Administrative Services

Identifying Procurement Opportunities

How to Utilize Agency Projection Plans





Now What?

Two commonly used sites to identify state procurement opportunities are:

- DAS Office of Procurement Services
- DAS Equal Opportunity Division

For construction companies, also be aware of:

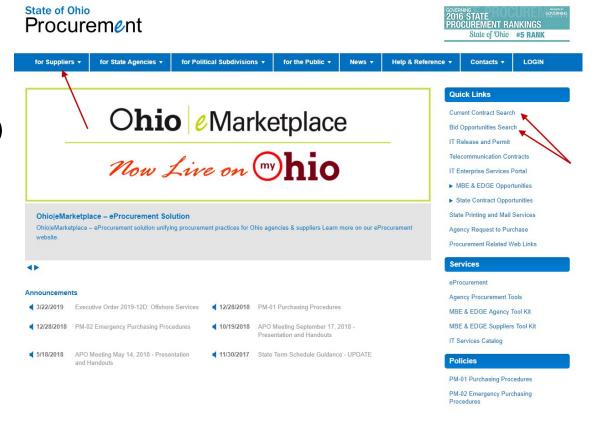
- Ohio Facilities Construction Commission
- Ohio Department of Transportation



Office of Procurement Services

URL: procure.ohio.gov

- Register with Office of Shared Services (OSS) to receive bid notifications
- Review current contracts
- Review bid opportunities





Ohio Facilities Construction Commission

URL:

ofcc.ohio.gov

- Sign up for RFQ and/or Construction Bidding email notifications
- Receive notices of Pre-Bid Meetings



Guiding capital construction projects for state agencies, state-supported universities and community colleges, including Ohio's comprehensive public K-12 school construction and renovation program.



Ohio Department of Transportation

Construction URL:

http://www.dot.state.oh.us/ <u>Divisions/ContractAdmin/</u> <u>Contracts/Pages/default.a</u> <u>spx</u>

- Upcoming projects
- Prebid meetings
- Bidding documents
- and more



CONTRACTS

ADC CONTACTS

SUBMIT A PREBID OUESTION

VIEW PREBID QUESTIONS

ODOT PREQUALIFICATION ACCOUNTS

CONSULTANT SERVICES

Welcome to the Office of Contract Sales

This office processes all ODOT Construction Contracts and Purchasing (Vendor) Contracts.

Construction Contract Information Sold Projects

Addenda List

Listing of All Current Addenda

3id Express

Bid Express is Used to Submit Construction Project Bids Online. Download the Expedite Software from this Location.

Bid Letting Pamphlet

Pamphlet for All Currently Scheduled Projects. This file contains Item Descriptions and Quantities for each Project.

Bid Letting Pamphlet - Excel

Download version of Pamphlet

DBE Affirmation Form (PN 013)

DBE-Bids.BIN File - DBE Utilization Plan DBE-Bids.BIN - Contains a list of currently certified DBE vendors.

DBE Termination Form (PN 013)

Administrative Letting Report (Apparent Low Bidder)

Award Meeting Results Summary

Award Sheets

DBE Commitments

Listing of DBE Commitments at Bid Time.

Bid Tabs

Tabulated results by item for each project in a letting.

Bid Tabs - Prior to 2011

History of Bid Tabulations for Sold Construction Projects

Bid Tabs - Excel

Current Snapshot of Projects Bid Tab Data for Download

Approved Subcontractors

Listing of subcontractors by project from SiteManager.

Project Subcontractors

Subcontractors on Construction Projects (6-Month History)

Signed Contracts - Project Status



Ohio Department of Transportation

Procurement URL:

http://www.dot.state.oh.us/ Divisions/ContractAdmin/ Contracts/Pages/Purchas e.aspx

- Prebid questions
- Upcoming ITBs
- Upcoming RFPs and RFIs
- and more

CONTRACTS

ADC CONTACTS

SUBMIT A PREBID QUESTION

VIEW PREBID QUESTIONS

ODOT PREQUALIFICATION ACCOUNTS

CONSULTANT SERVICES

Invitation to Bid Information

Addenda

Addenda for All Upcoming Invitations to Bid (ITB).



Upcoming ITBs

Invitations to Bid for Vendor Contracts.



Upcoming RFPs and RFIs

Request for Proposal for Vendor Contracts.

Current Contracts

Bid Tab and ITB Listing for Current Purchasing Contracts (Numerical).

Submit a Prebid Question

Forum for vendors to ask prebid questions. All potential bidders are encouraged to use this site to request clarification on ITBs.

Answers to Prebid Questions

ODOT Purchasing Portal

Purchasing Portal

One-stop-shop for doing business with ODOT. Contains purchasing quidelines, purchaser guidance and not-responsible vendor information.

Vendor Information

Vendor's Guide

Business Opportunities Guide for Vendors.

Sodium Chloride (Contract No. 018)

Salt Contract Participation Agreement

Cooperative Purchasing & Other Miscellaneous Information



Equal Opportunity Division

URL: das.ohio.gov/eod/rrr

- Review UNSPS Codes (procurement codes)
- Verify scope of work and contact information
- Annual projection plans
- Projection plan analysis
- Agency procurement contacts

SERVICES

The Equal Opportunity Division (EOD) is responsible for administering the MBE and EDGE programs in accordance with sections 123.151 and 123.152 of the Ohio Revised Code, respectively. Part of EOD's administration requires that it monitor and report each state agency's compliance with programmatic goals. To this end, EOD established the Research, Reporting, and Recruitment Unit. The unit is responsible for the following:

For state agencies:

- · Reviewing, approving, and modifying agency MBE and EDGE projection plans;
- Publishing MBE and EDGE Scorecards;
- Monitoring and conducting training on the MBE and EDGE Standard Reports and Adjustment Module;
- Managing the MBE and EDGE Vendor Search database;
- · Creating ad hoc and statutory reports;
- Recruiting businesses for inclusion in the MBE, EDGE, and VBE programs; and

For general public:

- · Compiling agency MBE and EDGE projection plans;
- Publishing MBE and EDGE Scorecards;
- Monitoring agencies' compliance with MBE and EDGE programs;
- Recruiting businesses for inclusion in the MBE, EDGE, and VBE programs; and
- Managing the MBE and EDGE Vendor Search database.

BUSINESS AND AGENCY RESOURCES

- Locate MBE-certified businesses
- Locate EDGE-certified businesses
- OBM Account Code Cross Walk
- Obivi Account Code Cross Walk
- Agency Projection Plans
- Projection Plan Analysis
 MBE and EDGE Scorecards
- Agency MBE-officer and procurement-officer list
- Certified Business Toolkit
- OBM Account Code Database
- MBE and EDGE Standard Reports and SWCAP Adjustment Module (Agencies)

SERVICES

Agency MBE Projection Plans

MBE and EDGE Scorecards

MBE and EDGE Standard Reports (Agencies)

MBE and EDGE Vendor Search

QUICK LINKS

FOD HOME

File a Discrimination Complaint

Certified Businesses

- · Apply for MBE or EDGE Certification
 - Apply for MBE or EDGE Recertification (renewal)
- Apply for VBE Certification
 - Apply for VBE Recertification (renewal)
- Locate MBE-certified businesses and download certificates
- Locate EDGE-certified businesses and download certificates
- Locate VBE-certified businesses
- Certified Business Toolkit
 - Check agency projection plans
- Check procurement bid announcements
- Check construction bid announcements
- Submit EDGE complaint

- VBE certification
- Unified application (MBE or EDGE)
 - Corporation

Now what?

URL:

das.ohio.gov/eod/rrr

- OBM Account Code Cross Walk
- This will allow you to identify what account code your UNSPSC matches to, or rather, how an agency might code their purchase in that commodity.

SFRVICES

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EOD HOME

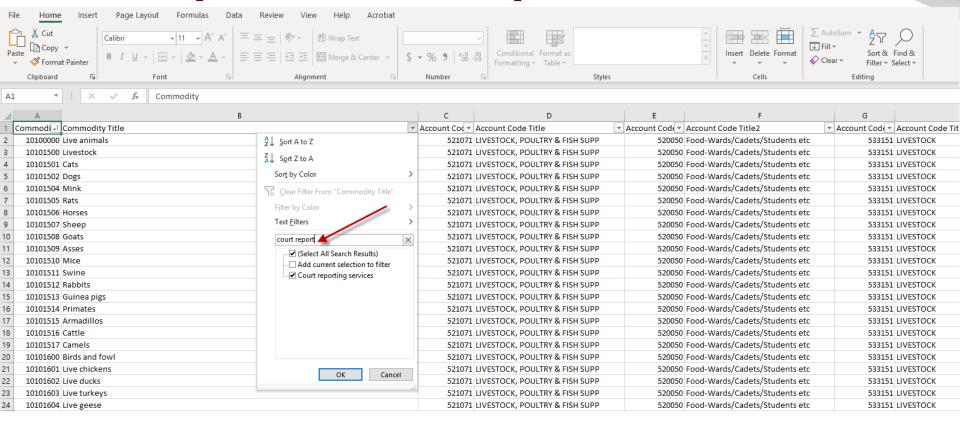
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Example: Court Reporter





Example: Court Reporter

| A | В | С | D | E | F | G | Н |
|----------|--------------------------|-------------|--------------------------------|----------------|--------------------------------|--------------|----------------------------|
| Commodi | Commodity Title | Account Co(| Account Code Title | Account Cod(v | Account Code Title2 | Account Code | Account Code Title3 |
| 82111603 | Court reporting services | 510050 | O ADMINISTRATIVE AND MGMT SERV | 510052 | 2 Legal Services avail for bid | 510060 | State Planned Training / E |

Using the Projection Plan Analysis

URL:

das.ohio.gov/eod/rrr

- Once you have the account codes, you want to see which agencies plan to spend in those areas.
- Review the Projection Plan Analysis to identify those opportunities.

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SERVICES

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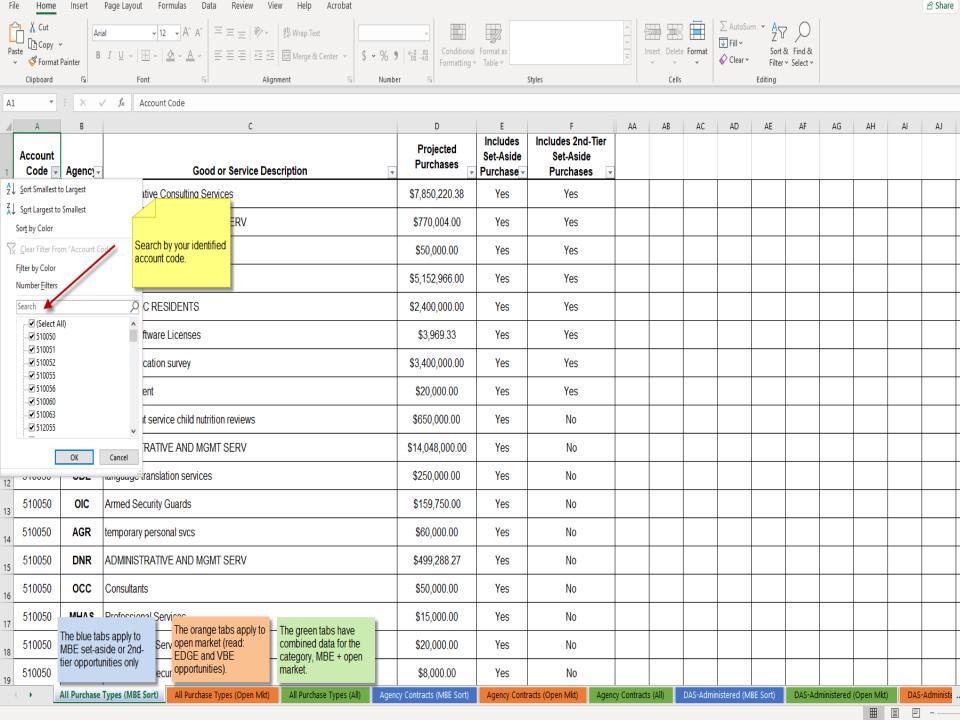
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- Certified Business Toolkit

Submit EDGE complaint

- Check agency projection plans
- Check procurement bid announcements
- Check construction bid announcements
- Check construction blu annot

- VBE certification
- Unified application (MBE or EDGE)
 - Corporation
 - Limited Liability Company



Example: Court Reporter

| | А | В | C | | D | E | F | |
|----|-------------------|----------|---|---|------------------------|-----------------------------------|---|--|
| 1 | Account Code 🗊 | Agencyু⊸ | Good or Service Description | | Projected Purchases | Includes Set-Aside Purchase | Includes 2nd-Tier Set-Aside Purchases | |
| 23 | 510052 | MCD Y | Hearing Examiners | hese would be the | \$108,000.00 | Yes | No | |
| 24 | 510052 | MHAS | Transcription Services a | gencies you would want to ocus your efforts on for | \$29,500.00 | Yes | No | |
| 25 | 510052 | NUR | Court Reporters & Hearing Officers | utreach related to MBE set- side. | \$172,000.00 | Yes | No | |
| 26 | 510052 | JFS | Court Reporter for OUIO | | \$10,000.00 | Yes | No | |
| 27 | 510052 | DEN | Dentist- Expert/Hearing Officers/Court Rep | \$30,000.00 | Yes | No | | |
| 28 | 510052 | DODD | COURT REPORTING / HEARNING EXAMINERS | \$75,000.00 | Yes | No | | |
| 29 | 510052 | PYT | Court Reporter | \$5,000.00 | Yes | No | | |
| 30 | 510052 | ENG | Court Reporter | | \$2,000.00 | Yes | No | |
| 31 | 510052 | ACC | Court Reporter for Board Meetings - Transcripts | | \$1,500.00 | Yes | No | |
| 32 | 510052 | DOT | Legal Services avail for bid | \$29,000.00 | Yes | No | | |
| 33 | 510052 | AGE / | Hearing officers | \$25,000.00 | Yes | No | | |
| | | | | | | | | |

Contacts

URL: das.ohio.gov/eod/rrr

- Annual projection plans
- Projection plan analysis
- Agency procurement contacts
 - Available on the Certified Business Toolkit

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Who are you going to call?

- Lead with services; how business can help the agency meet their agency mission
- Lead with a capability statement
- Coincidentally,
 happen to be a
 certified business
 who can help
 agency meet
 procurement goals

Outreach Events

Agency MBE Projection Plans

Agency MBE/EDGE Contacts

Use the list of MBE/EDGE EEO Officers that have been identified by each agency to monitor and ensure MBE/EDGE spending.



CLICK THE IMAGE ABOVE TO DOWNLOAD THE CONTACT LIST IN EXCEL.

DAS Office of Procurement Services

Contracting Opportunities

Ohio Business and Career Expo

Available Business Assistance

SERVICES

Affirmative Action and Equal Employment
Opportunity

Business Certification and Compliance

Research, Reporting and Recruitment

Dr. Martin Luther King, Jr. Holiday Commission

QUICK LINKS

EOD HOME

File a Discrimination Complaint

Certified Businesses

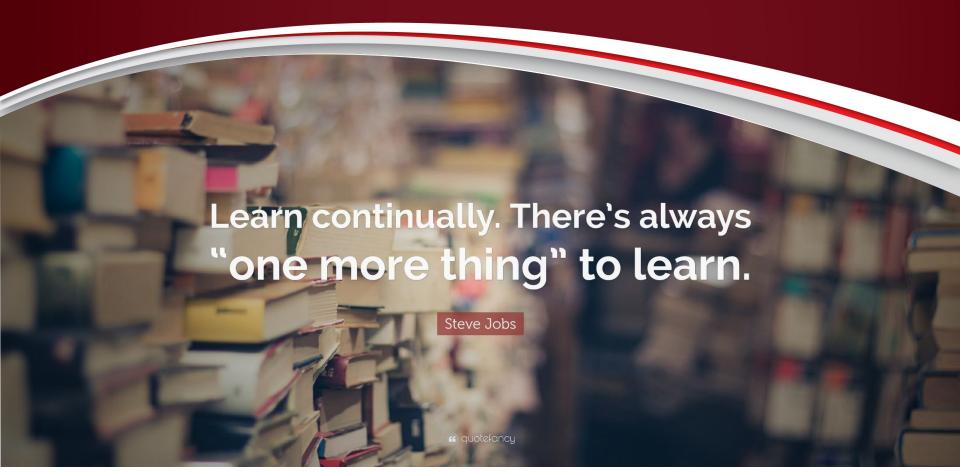
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Final Thoughts



- Register with Office of Budget and Management's Office of Shared Services
 - Doing so adds you to the state's accounting system so that when you are awarded a bid, it is that much easier for you to be paid.
 - URL: www.supplier.ohio.gov
- Register for Office of Procurement Services' new Ohio|Buys eProcurement system, an online shopping platform for State users to purchase goods and services provided by supplier partners
 - Doing so will position your company to bid on "quick quote" opportunities direct from the initial early adopting agencies.
 - URL: www.das.ohio.gov/OhioBuys





- In anticipation of contract/bid award, consider reviewing affirmative action guidelines and having the following certificates already in place:
 - Goods and services: Affirmative Action Program Verification (AAPV)
 - URL: https://das.ohio.gov/Divisions/Equal-Opportunity/Construction-Compliance/Affirmative-Action-Program-Verification
 - Construction industry: Certificate of Compliance (COC)
 - URL: https://das.ohio.gov/Divisions/Equal-Opportunity/Business-Certification/Certificate-of-Compliance



For more information

Website:

www.das.ohio.gov/eod;

www.mbe.ohio.gov;

www.edge.ohio.gov; or

www.das.ohio.gov/vbe

Contact us:

Research, Reporting and Recruitment Unit

4200 Surface Road

Columbus, OH 43228

Phone: 614-466-8380

Email: das-eod.research@das.ohio.gov



