Navigation Guide for the SBS Online Directory of NYC-Certified Businesses

I. Introduction to this Guide

A. Purpose

The *Navigation Guide for the SBS Online Directory of Certified Businesses* was designed to guide and support NYCHA in identifying Minority- and Women-owned Business Enterprises (M/WBE) vendors for their procurements. It contains detailed instructions for navigating the NYC Online Directory of Certified Businesses, which is a searchable list of businesses with NYC certifications, including businesses certified as Minority-owned Business Enterprises (MBE) and Women-owned Business Enterprises (WBE) across the New York City area.

B. Background & Overview of M/WBE Program

NYCHA is committed to creating contracting opportunities for Minority- and Women-owned Business Enterprises. NYCHA's M/WBE Program is managed by the Supply Management and Procurement Department (SMP). SMP supports NYCHA's mission to provide affordable, quality housing by ensuring effective and efficient procurement of goods and services while supporting the organization's broader sustainability, supplier diversity, and social equity initiatives.

The Authority's M/WBE Program ensures the availability of contracting opportunities by requiring that 30% of the total contract value is subcontracted to M/WBEs (15% MBE and 15% WBE). For development projects, 25% utilization is required.

II. How to Use the Online Directory to Identify M/WBE-Certified Businesses

A. Directory Overview

The NYC Online Directory of Certified Businesses is a searchable list of businesses with NYC certifications, including M/WBE-certified businesses across the New York City area. NYCHA has identified this tool as a comprehensive resource to support NYCHA staff in finding potential M/WBE vendors for their procurements. Each vendor has a profile in the directory - it includes contact information, business description, and past contracts.

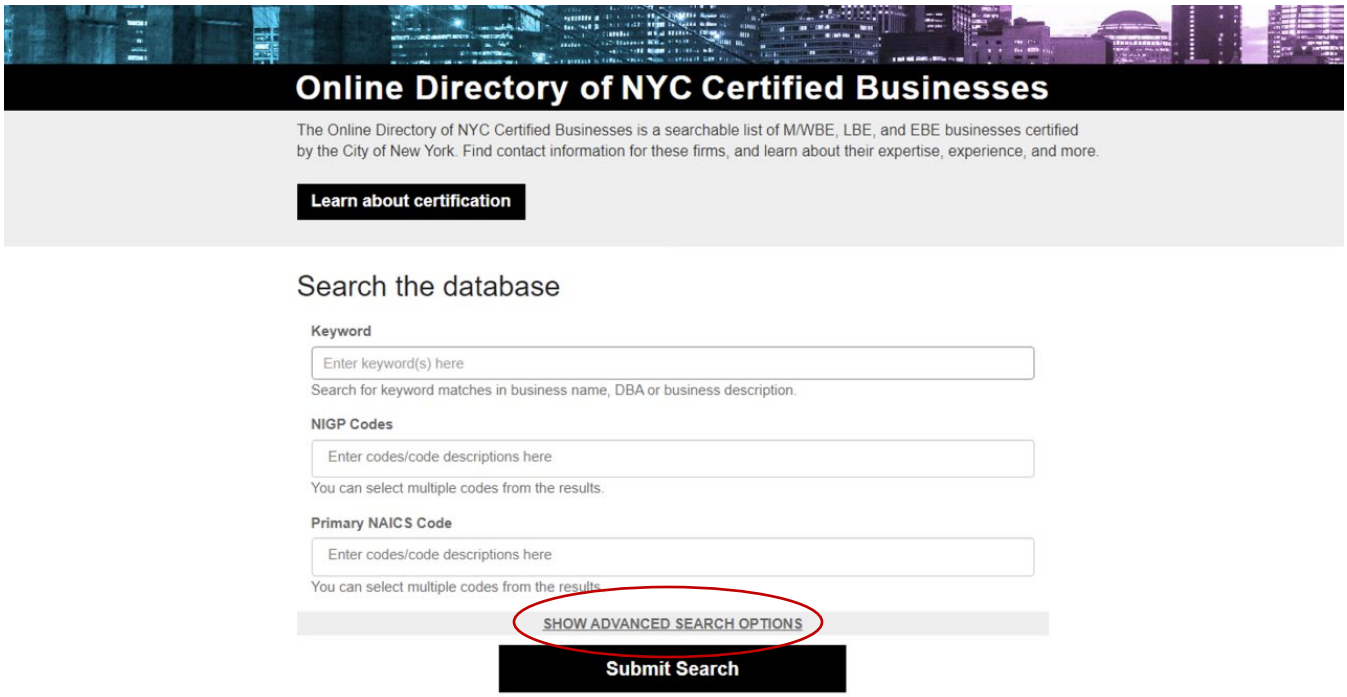
The directory's search function is primarily based on both the National Institute of Governmental Purchasing's (NIGP) Commodity/Services Codes and the North American Industry Classification System (NAICS) Codes. NIGP is a coding taxonomy used to classify products and services procured by state and local governments in North America. NAICS is a coding taxonomy used by Federal agencies to classify business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

Users can search for vendors by various criteria, including:

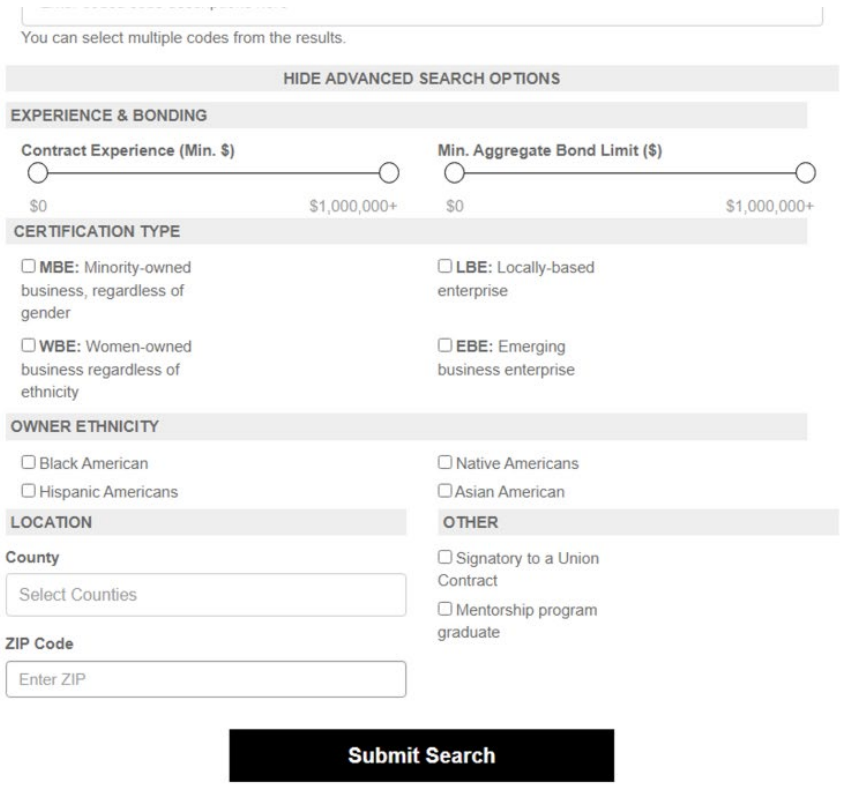
- 'Keyword(s):' A word related to the desired goods or services (e.g., lumber, office supplies, repair services).
- 'NIGP Codes:' A 3, 5, 7, or 11-digit numeric code used by the federal government to identify commodities and services in procurement systems.
- 'Primary NAICS Code:' A 6-digit numeric code used by federal agencies to classify a company's primary line of business and industry.
- 'Experience & Bonding:' The monetary amount for which a business has previously signed a contract in its history; the monetary amount of bonded work that the surety will back at one time.
- 'Certification Type:' Certifications granted by the City of New York (e.g., minority-owned business or MBE, locally-based enterprise or LBE, women-owned business or WBE, emerging business enterprise or EBE).
- 'Owner Ethnicity:' The ethnic or racial group with which the owner of that organization identifies (e.g., Black American, Native Americans, Hispanic Americans, Asian American).
- 'Location:' County or ZIP code in which the business is located.

B. Getting to the Online Directory

1. Navigate to the Online Directory of NYC Certified Businesses in your browser.
2. Scroll down until you see 'Search the database,' and select the gray banner at the top of the page, select the grey 'SHOW ADVANCED SEARCH OPTIONS' button.



3. Once you expand the 'Show Advanced Search Options,' you will be able to search the full listing of certified vendors by various fields:

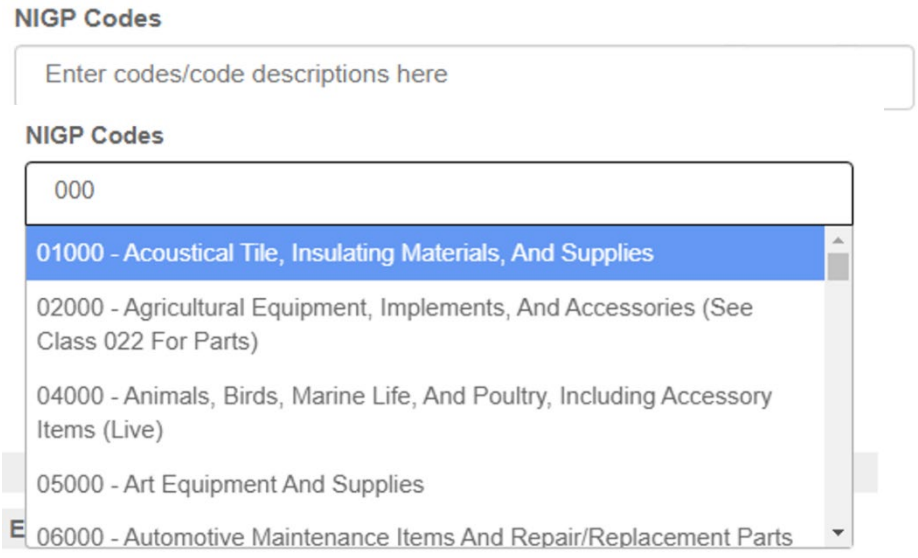


C. Navigating the Online Directory

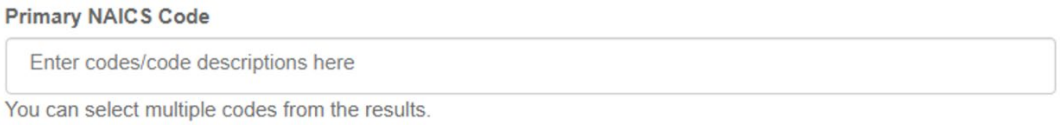
- **Narrow the Search:** There are a few ways you can query results to receive a more tailored list of vendors. For better results, try searching by multiple methods below:

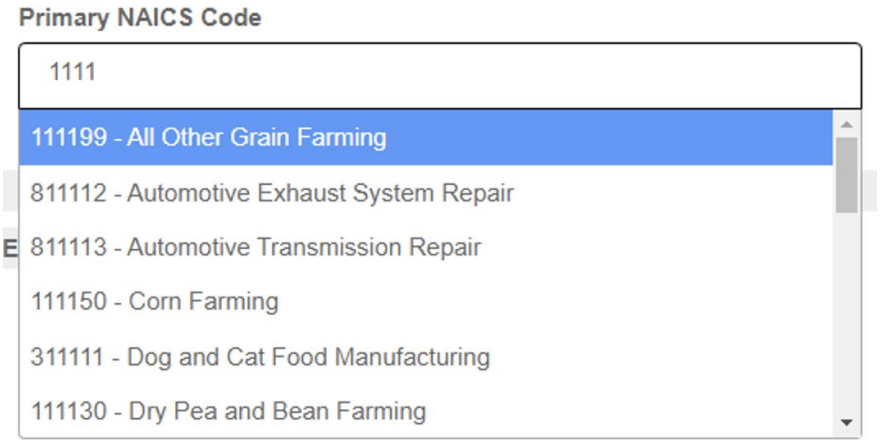
  a. *Keyword:* Search for keyword(s) matches by typing in the business name, DBA, or business description. If you know the name or type of company that you are explicitly seeking, you can select this option for the quickest search (in most cases, you will select other methods below). You may search multiple keywords by typing them in and separating them by a comma (note: do not include spaces between keywords).

  b. *NIGP Codes:* Search by entering the NIGP code(s) using numbers, or code descriptions using words. You will be able to select multiple codes from the matching drop-down results as you type.
    - If you know the exact NIGP code, we recommend typing in that numeric code. This will help you quickly achieve a narrower result.
    - If you do not know the exact NIGP code, we recommend typing in as specific of key words as you can without being so specific to cancel out results which might appear as matches in the resulting drop-down.



c. *Primary NAICS Code:* To further narrow your search, type in the Primary NAICS code(s) (using numbers) or code descriptions (using words). Searching this alongside the NIGP Codes (above) and or Keyword(s) will help your search return more specific results. You will be able to select multiple codes from the matching drop-down results as you type.
    - If you know the exact NAICS code, we recommend typing in that numeric code. This will help you quickly achieve a narrower result.
    - If you do not know the exact NAICS code, we recommend typing in as specific of key words as you can without being so specific to cancel out results which might appear as matches in the resulting drop-down.





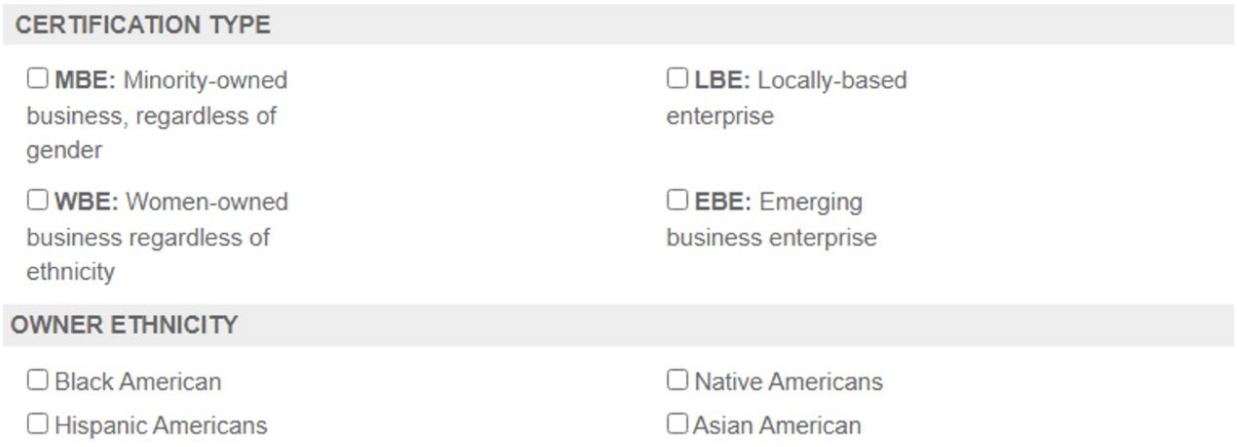
- **Select Additional Criteria for Your Search:** There are a few ways you can further narrow your search if you desire more specificity. These include areas such as 'Experience & Bonding,' 'Certification Type,' 'Owner Ethnicity,' 'Location,' and 'Other.' For all categories below, you can select as many as are applicable, depending on how narrow you would like your results to be.

    a. *Categories to Search by Certification and Classification:* The following categories are ways to further specify if you desire certain classifications of the business:
        - Certification Type: This category includes certifications such as 'Minority-owned business enterprise' (MBE), 'Locally-based enterprise' (LBE), 'Women-owned

business enterprise' (WBE), and Emerging business enterprise (EBE). You may select all that apply.

- Owner Ethnicity: In this category, you can select one or more ethnicities of the owner, including 'Black American,' 'Native Americans,' 'Hispanic Americans,' or 'Asian American.'

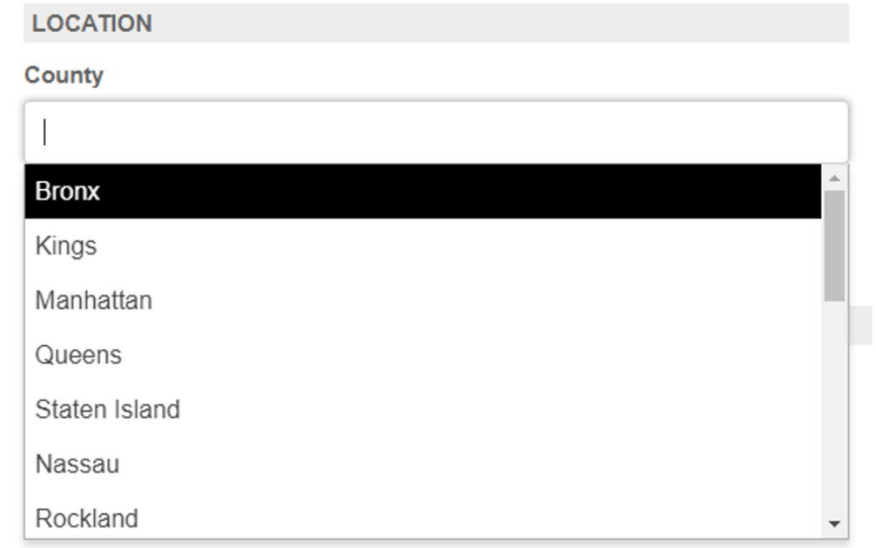
**Note: "LBE - Locally based enterprises" and "EBE - Emerging business enterprises" do not qualify towards the M/WBE utilization goal unless they are also MBE or WBE.*



- Signatory to a Union Contract: If you are searching specifically for vendors that are unionized, select this box.
- Mentorship Program Graduate: If you are searching specifically for vendors that are graduates of mentorship programs, select this box.

b. *Categories to Search by Location*: If you are looking for a vendor in a specific location, you can search either by 'County' or 'ZIP Code.'

- County: Here, you can select specific counties. If you are looking across multiple locations, you can type in that county and use your mouse to select and save that county from the drop-down menu. Once you have selected your first county, you can continue to select as many as you like.
- ZIP Code: You can also select specific ZIP Codes for an even more narrow search. For this option, write in the ZIP Code. You may search multiple ZIP Codes by typing in all ZIP Codes and separating them by a comma (note: do not include spaces between Zip Codes).



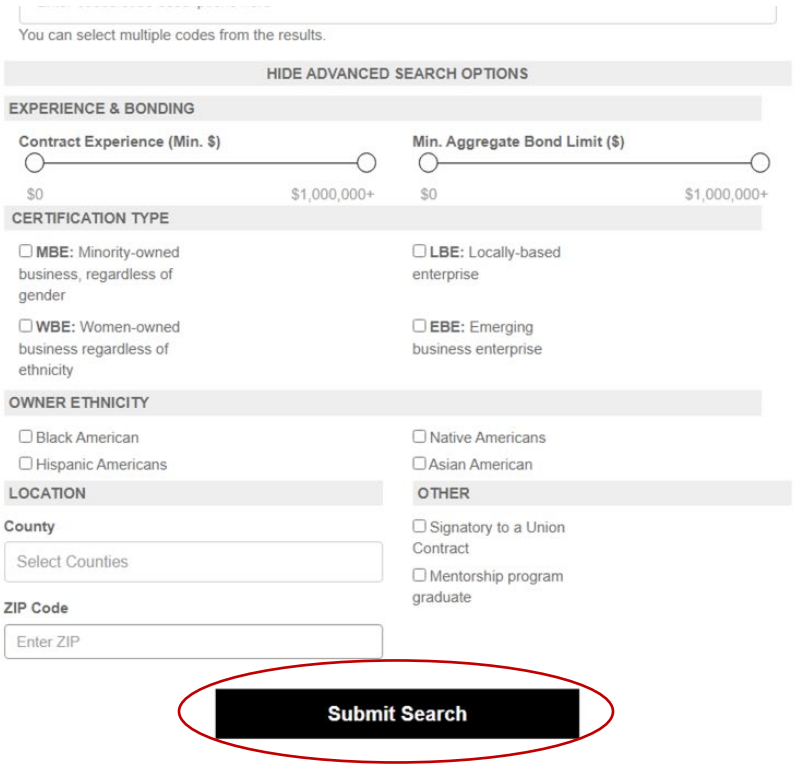
c. *Categories to Search by Experience & Bonding:* You can conduct this additional search to learn about contract experience and aggregate bond limit. As with other categories in this section, this is an optional search, and we recommend using it later in your search or reducing your use of these fields to ensure you receive a large and well-rounded list of vendors.
   - Contract Experience: You can search for vendors with previous contract experience using a sliding scale which will show you vendors with the contract experience by dollar ($) amount within the range that you select. For example, if you move one sliding scale to $500,00, and the other side of the sliding scale to

$510,000, the search will return only those vendors who have previous contracts that were exactly the dollar amount within that range. More commonly, you will likely move the left sliding scale to select the minimum previous contract experience by dollar amount, and the right sliding scale to select the maximum previous contract experience by dollar amount.

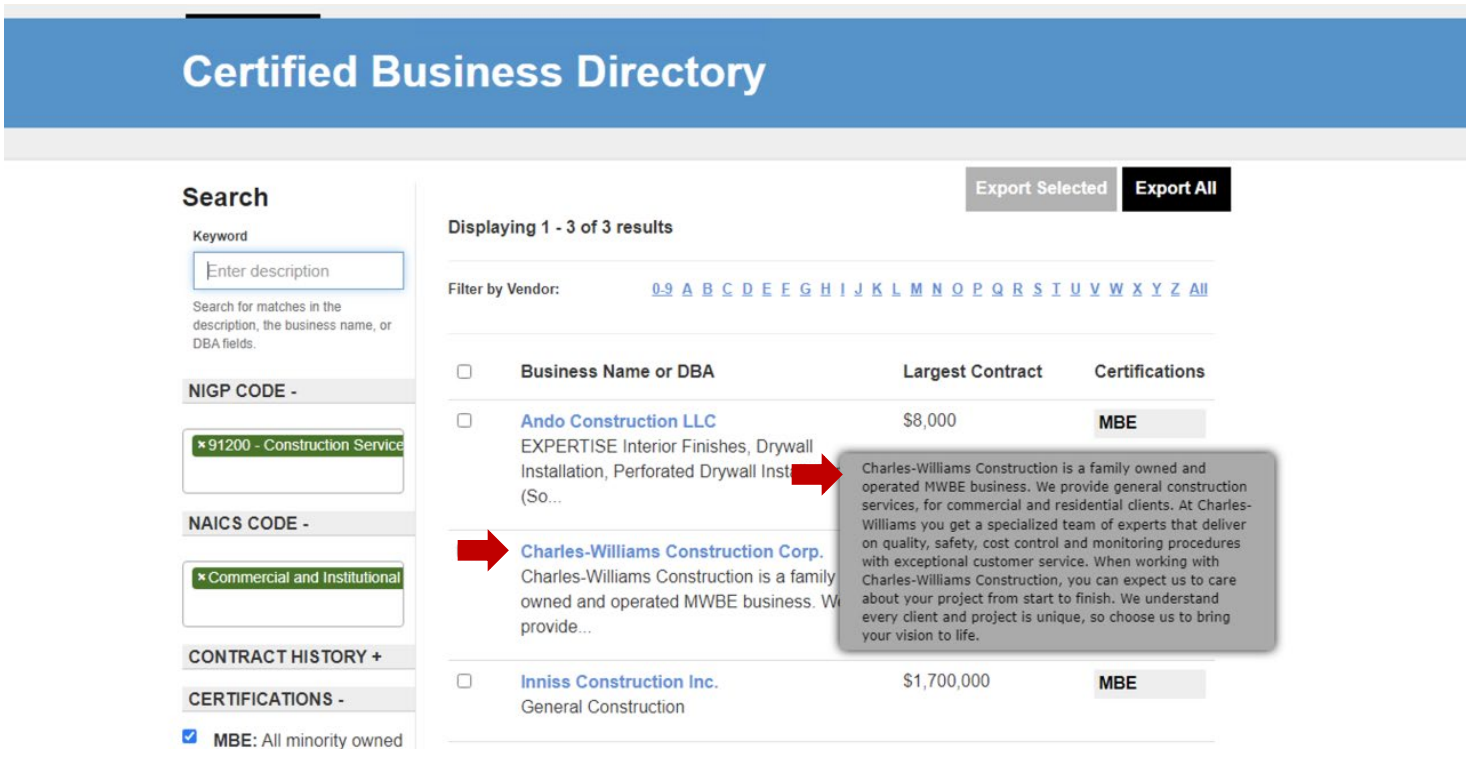
- Aggregate Bonding Limit: You can search for vendors by their previous minimum aggregate bond limit using a sliding scale which will show you vendors with the minimum aggregate bond limit by dollar ($) amount within the range that you select. In this case, you should only use the left slider to select the minimum amount. Touching the right slider here may incorrectly skew or limit results.

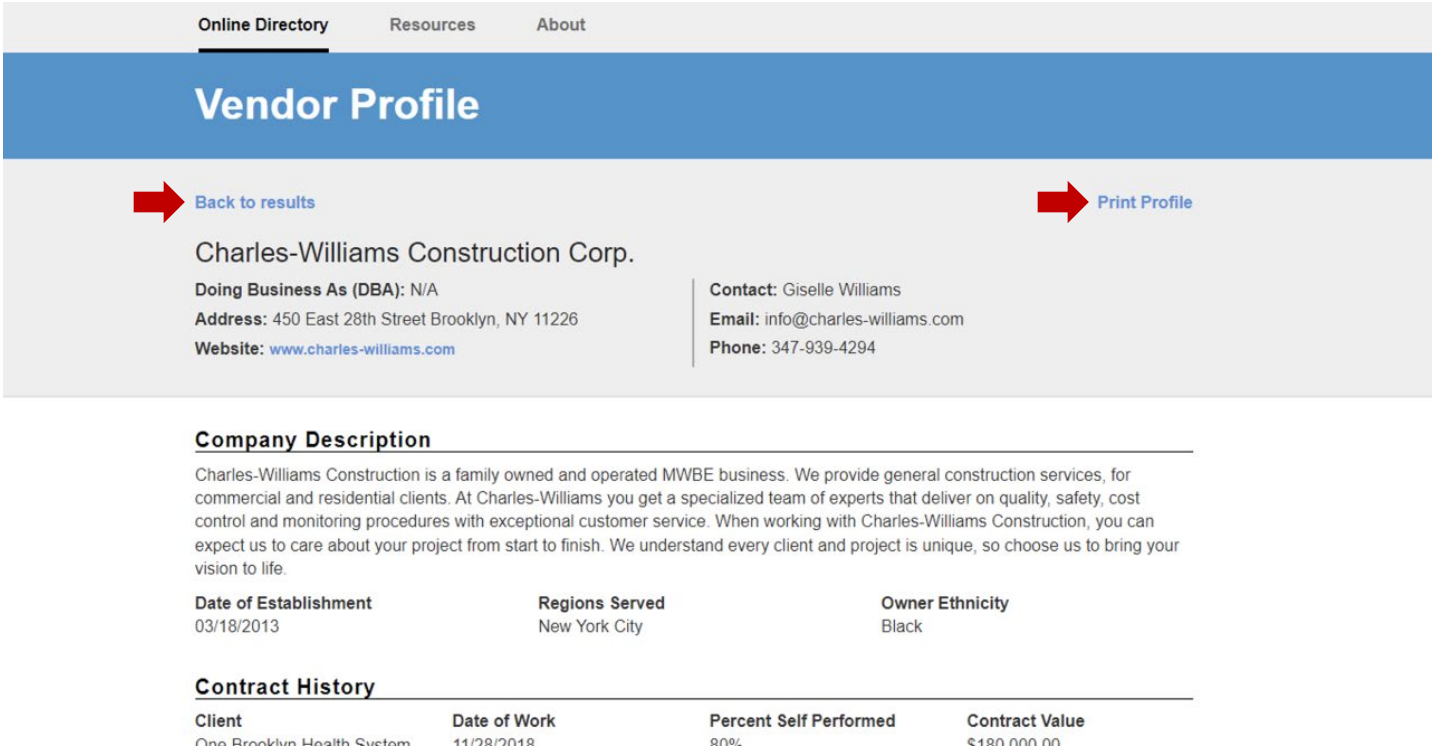
D. Understanding Search Results

a. *Receive a Full List of Tailored Vendors:* After you select various search criteria, hit the black 'Submit Search' button at the bottom of the page to generate an aggregated list of best-fit vendors. See below for a few fields you can explore to learn more about vendors prior to contacting them for more information.



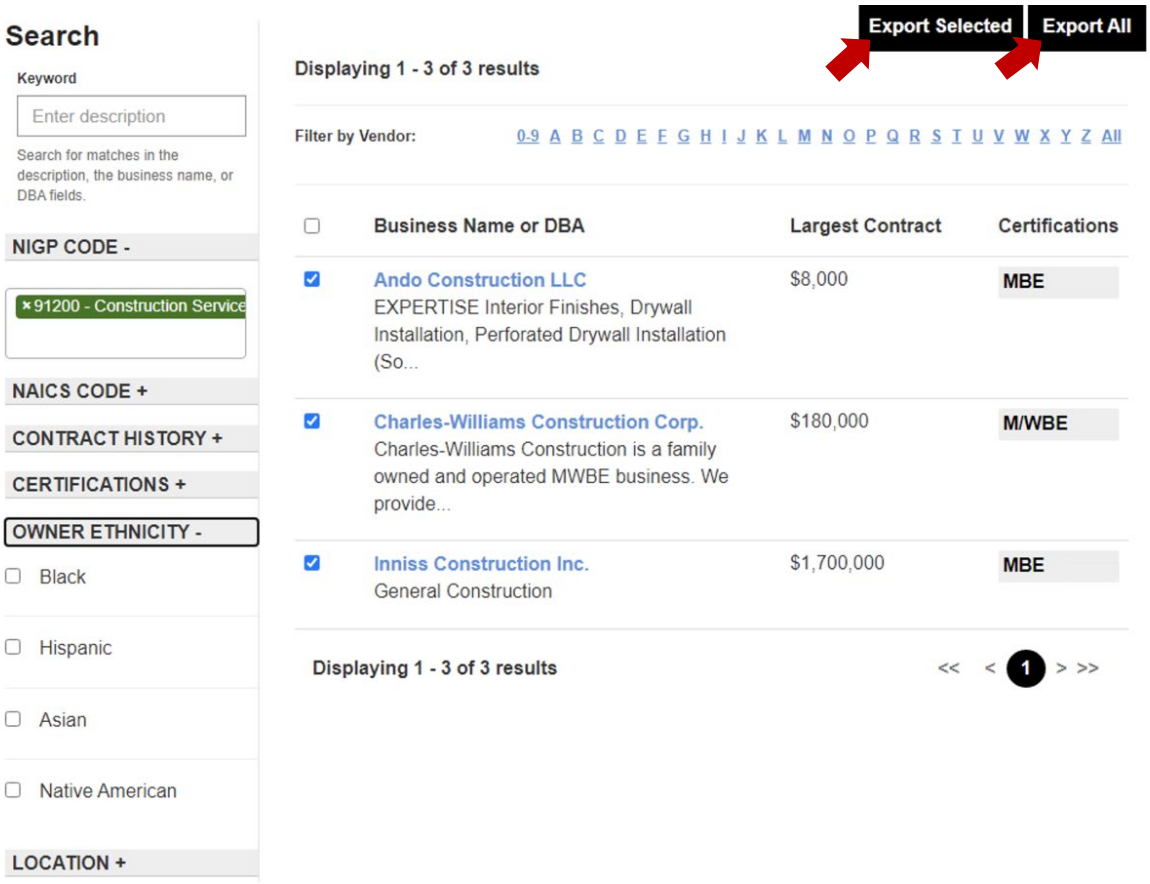
b. *Vendor Profile*: In the list of query results, you can click and read up on as many of the vendors as you would like. To quickly browse a vendor profile, hover your mouse over their name in blue to show a grey preview of their description. To read a full vendor profile, click on the name of the vendor in blue on the left side of the list under 'Business Name or DBA.' From that page, you will be able to read up on several aspects of the business, including all the parameters by which the database is searchable which are applicable to that specific vendor, and decide whether the vendor meets the selection criteria you are seeking. You can also use the blue button on the top right of the page to export and print the vendor profile as a PDF. You may also return back to the former page by clicking 'Back to results' at the top left of the page. The vendor page includes details such as contact information, link to website, company description, regions served, detailed contract history, NAICS and NIGP code details, certificate information, union contracts, aggregate bonding limit, and mentorship courses (if applicable).

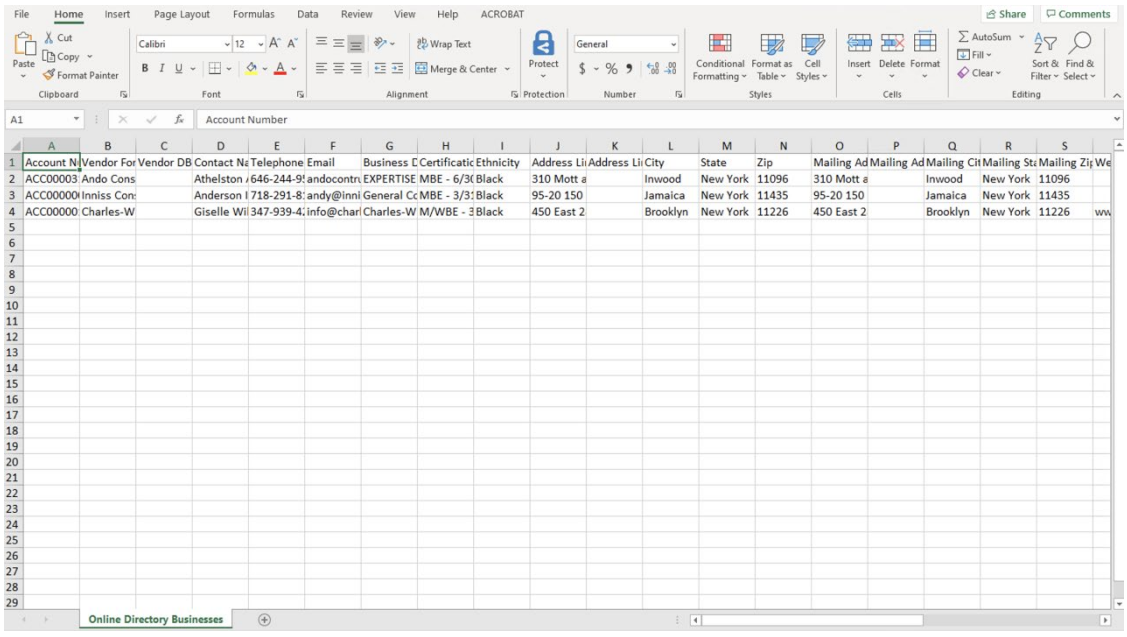

Certified Business Directory
Search
Keyword
Enter description
Search for matches in the description, the business name, or DBA fields.
NIGP CODE -
×91200 - Construction Service
NAICS CODE -
×Commercial and Institutional
CONTRACT HISTORY +
CERTIFICATIONS -
MBE: All minority owned
Export Selected
Export All
Displaying 1 - 3 of 3 results
Filter by Vendor: 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z All
Business Name or DBA
Largest Contract
Certifications
Ando Construction LLC
EXPERTISE Interior Finishes, Drywall Installation, Perforated Drywall Inst
(So...
$8,000
MBE
Charles-Williams Construction Corp.
Charles-Williams Construction is a family owned and operated MWBE business. W
provide...
Charles-Williams Construction is a family owned and operated MWBE business. We provide general construction services, for commercial and residential clients. At Charles-Williams you get a specialized team of experts that deliver on quality, safety, cost control and monitoring procedures with exceptional customer service. When working with Charles-Williams Construction, you can expect us to care about your project from start to finish. We understand every client and project is unique, so choose us to bring your vision to life.
Inniss Construction Inc.
General Construction
$1,700,000
MBE



c. Export from Database: This feature will export and download an Excel sheet to your computer which you can save, use, view, manipulate, and share as you wish.

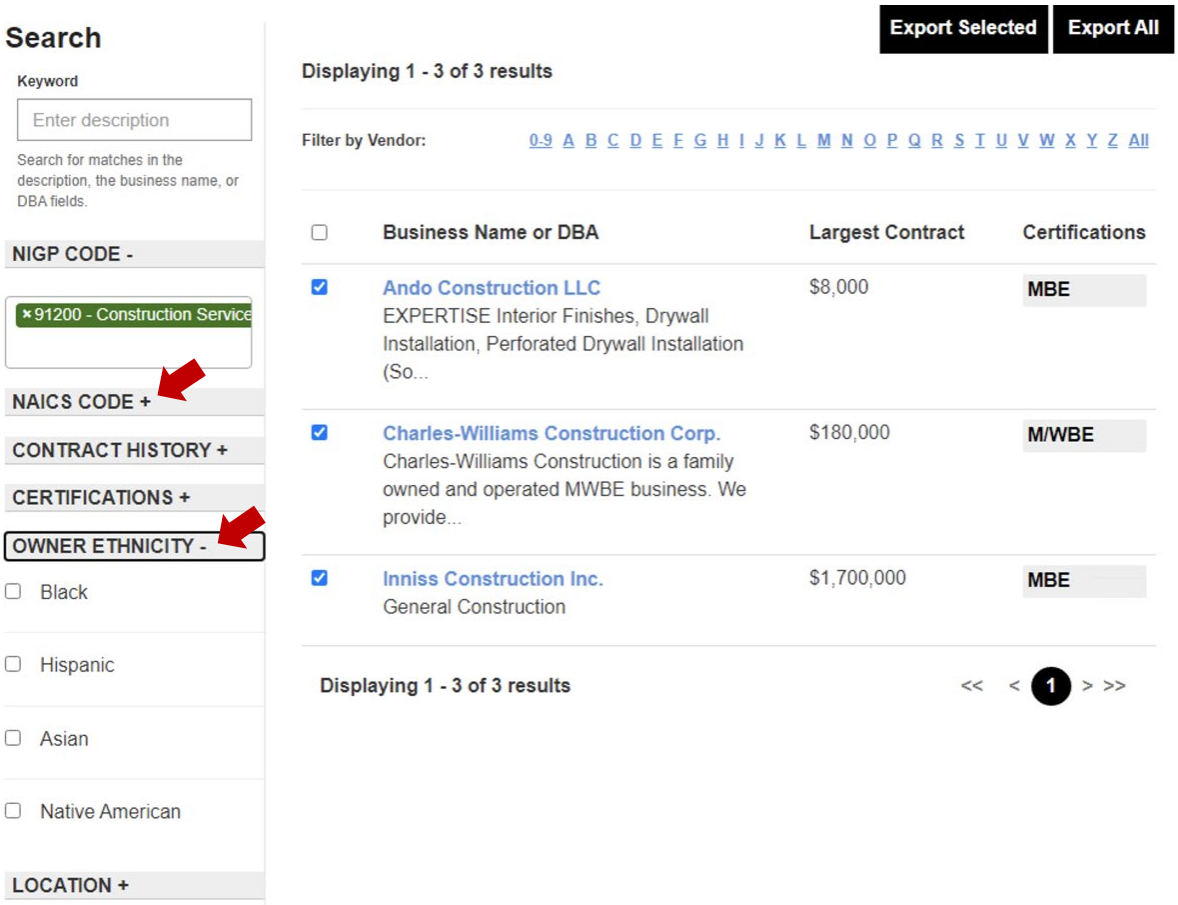
- Export Selected: To export vendor information within the database to a local excel file, return to the database search results page, and select the box to the left of the screen by the vendor(s) whose data you would like to export. After selecting the vendor(s) whose data you would like to export, navigate to the far top right screen, and select the black button 'Export Selected.'
- Export All: You may also select the 'Export All' button to export all the results in the database that match your search, however this could return a large amount of data that may make the Excel data difficult to manage and compare.


Search
Keyword
Enter description
Search for matches in the description, the business name, or DBA fields.
NIGP CODE -
× 91200 - Construction Service
NAICS CODE +
CONTRACT HISTORY +
CERTIFICATIONS +
OWNER ETHNICITY -
Black
Hispanic
Asian
Native American
LOCATION +
Export Selected
Export All
Displaying 1 - 3 of 3 results
Filter by Vendor: 0-9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z All
Business Name or DBA
Largest Contract
Certifications
Ando Construction LLC
EXPERTISE Interior Finishes, Drywall Installation, Perforated Drywall Installation (So...
$8,000
MBE
Charles-Williams Construction Corp.
Charles-Williams Construction is a family owned and operated MWBE business. We provide...
$180,000
M/WBE
Inniss Construction Inc.
General Construction
$1,700,000
MBE
Displaying 1 - 3 of 3 results
<< < 1 > >>

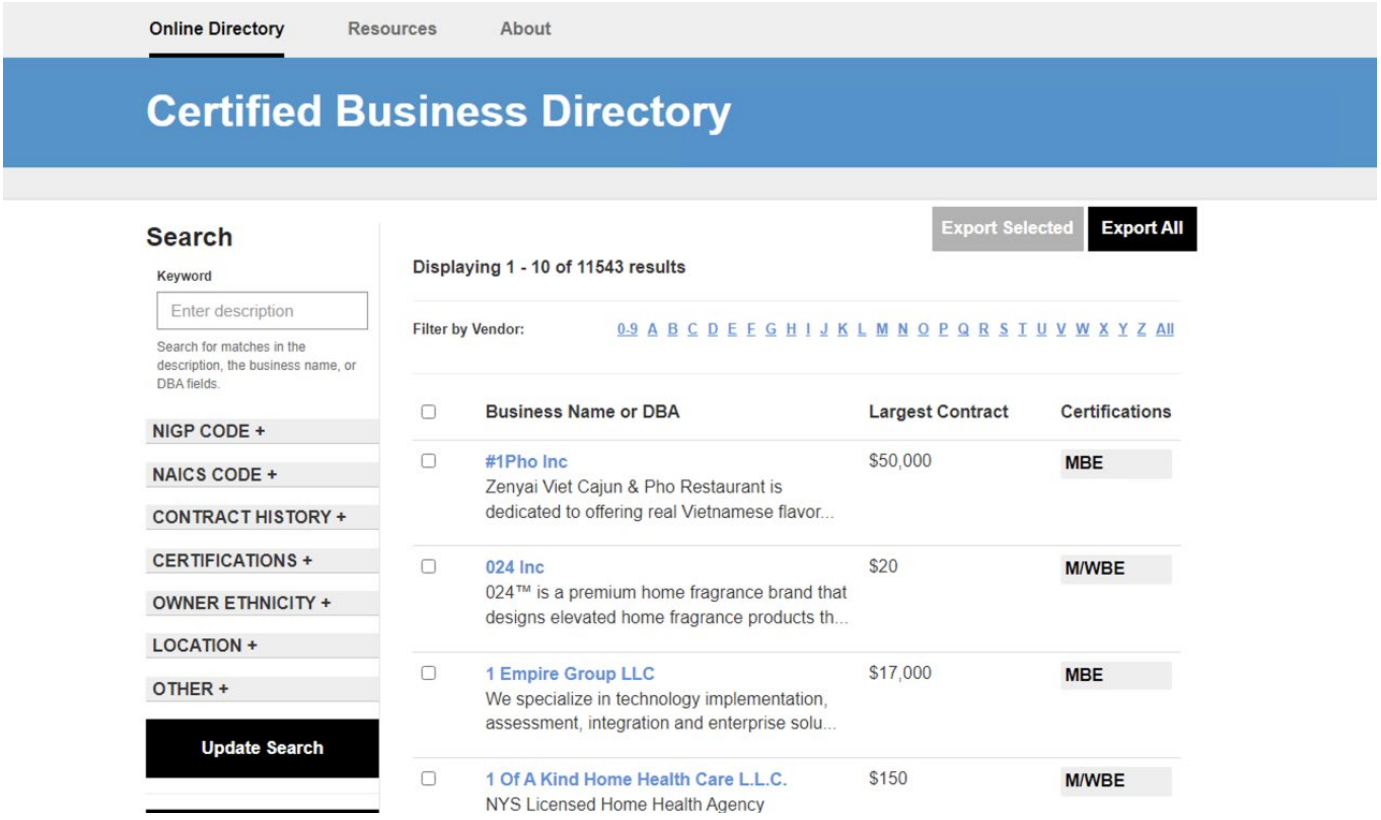

Account Number
Online Directory Businesses

d. *Update Search and Clear Search*: The black 'Update Search' and 'Clear Search' buttons on the bottom left corner of the results screen allow you to either modify your current search or clear to begin a new search.

- Update Search: Selecting 'Update Search' button will allow you to modify your search by tweaking certain or all criteria. To update your search, first navigate to the left side of the screen under the Search column area. Here, you can modify any of the parameters which were available to you on the original search screen. If you do not see a certain parameter you would like to modify to the menu in the left, click the '+' button in the grey bar with the name of that parameter to expand its details to then edit.



- Clear Search: Selecting the 'Clear Search' button will clear your current search parameters and bring you to a page where you can either filter by vendors alphabetically or use the same left-hand menu to search by new parameters. This may take a while to load, as there are many vendors in the database.



e. Tips for Securing a Strong Match

a. **Narrow Search Fields Sufficiently:** Aim to strike a balance between too many and too few search fields to generate a strong list of vendor results. Too many search fields can quickly yield too few results, while too many search fields will limit your options. At minimum, we recommend searching by 'Keywords, or more specifically 'NIGP' or 'NAICS' keywords, along with necessary criteria. You might also consider using one or two additional criteria, such as 'Certification,' 'Owner Ethnicity,' or 'Location,' depending on your goals and needs.

b. **Search in a Couple Different Ways for Best Results:** We recommend running a few different search queries for the best results. For example, you might want to try running a query for 'NAICS' code, 'NAICS' keyword, or business description 'Keyword' and the certifications you are seeking in a vendor. Before settling on those results as final, try running the query a second time. For the new query, select 'NIGP' keyword and 'Certification' to match what you are seeking in a vendor. If the results are comparable in length and type, it is a good way to test if the search query is resulting in a best-fit list of vendors. The results may also become more tailored to

your needs with different searches. Based on how many criteria you choose to search for, the number of results your search returns will vary.

c. **Avoid Narrowing by Certain Fields until Later in Your Search:** While you may search by any of the available criteria, consider skipping over certain criteria until later in your search. A couple of fields might be overly limiting and should be utilized only if needed. These include: 'Contract Experience,' 'Aggregate Bonding Limit,' 'Signatory to a Union Contract,' and 'Mentorship Program Graduate.' While these fields may be important to some degree in your search, not all vendors have included this information, and therefore, you may end up overly reducing your search results and missing a vendor that otherwise would exactly match your desired criteria. We recommend you start by casting a wide net and narrowing down based on those results.

d. **Read Several Vendor Profiles:** Once your vendor result list is sufficiently narrowed, we recommend taking time to understand a handful of vendors you are interested in contacting for quotes. You can do this by reading vendor profiles of interest to get a sense of business classification, certification information, region served, client experience details, NIGP code, NAICS code, among other information.