

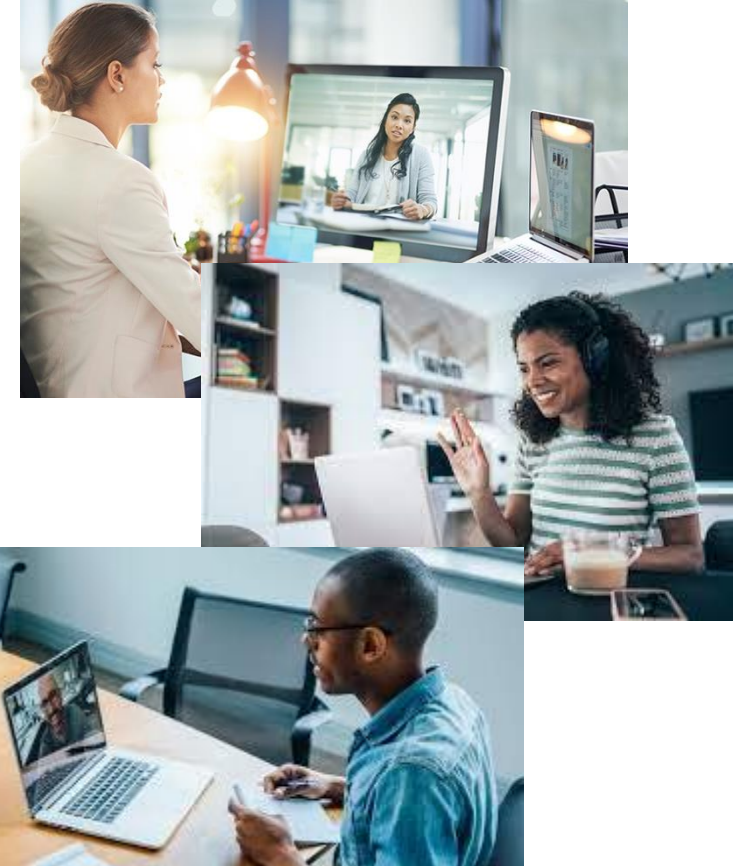


DSS Marketplace Program Local Vendor Engagement Guide for Human Service Providers, Nonprofits, and Community-Based Organizations

M/WBE Program Overview – Certification

Eligibility Requirements – What makes a locally certified vendor (also known as Minority- and/or Women-Owned Business or M/WBE)?

- At least 51% owned, operated and controlled by a U.S. Citizen (s) or U.S. permanent resident(s) that are women and/or members of the following eligible minority groups:
 - Black
 - Hispanic
 - Asian-Indian
 - Asian-Pacific
 - Native American
- Operating for at least 1 year
- Legitimate business structure (Not-for-Profit Organizations are ineligible)
- Legally authorized to transact business in New York State
- Located in the NYC market area or has a verifiable business connection to NYC



If you're working with a firm and believe they may qualify for certification, please ask them if they're aware of the City's certification program or if they're interested in becoming certified. The DSS Marketplace Team will refer them to SBS for support.

M/WBE Program Overview

What is the City's locally certified vendor program?

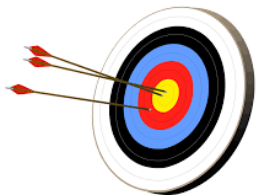


The cornerstone initiative of the City's economic justice investment platform



A constitutionally-backed vendor diversity program focused on correcting for historical disparities in City contracting

GOAL SETTING



Sets goals for contract participation on City contracts based on a Disparity Study



Provides tools and resources to help M/WBEs gain access to contracts and build capacity

M/WBE Program Overview

Why does locally certified vendor engagement in contracting matter?



Social justice is inextricably linked to economic justice.

Local vendors are more likely to invest back into their communities, to hire locally, as well as to hire minorities, women, and justice-involved individuals.



Your locally certified vendor spend adds to the City's tax base and helps ensure a ground-up economy.

Local vendor engagement means local investment, connecting City contracts to local communities.



Local vendors offer unique and valuable experiences and perspectives.

Connecting Human Service Providers to Local Firms

Program Status and Clarifications

Thanks for meeting us at our mission and including locally certified businesses in your pipelines. We appreciate your investment in local economic development and the jobs and intergenerational wealth your subcontracts represent.

Please continue to think of ways to work with local businesses such as by:

- i. Engaging with your organization's Marketplace Liaison, identified by your organization's senior leadership as the first point of contact for local firms looking to work with you.
- ii. Including at least one locally certified bidder in your RFP and Bid Pools
- iii. Identifying right-sized RFPs and Bids for targeted outreach to local firms
- iv. Resizing or redistributing larger contracts to create more opportunities for smaller local firms, expanded bidder pools, and increased overall competition
- v. Making timely payments to subcontractors, especially smaller vendors. If you're experiencing delays in funding allocations or payment reviews, please proactively reach out to your budget analyst.

Connecting Human Service Providers to Local Firms

Welcome to the DSS Marketplace Provider Resource Hub

Scan or click here to get access to our Provider Resource Hub which will link you to lots of great resources for Human Service Providers, Nonprofits, and Community-Based Organizations looking to connect with locally certified vendors. Bookmark the Hub and check back regularly!

1. Local Vendor Engagement Guide
2. Online Directory of Certified Businesses
 - a. Tutorial for Performing Directory Searches
3. Most Recent Provider Survey-Driven Online Directory Searches
4. List of Local Vendors Supporting Common Shelter Services
5. Last Matchmaker Event Vendor Profiles
6. Contact DSS Marketplace Team

Connecting Human Service Providers to Local Firms

Online Directory of Certified Businesses

A searchable, sortable Online Directory of the City's Certified Businesses can be found [here](#) or by clicking the corresponding link on the **Hub**. The Directory is maintained by the Department of Small Business Services and updated in real time. It includes a detailed profile of each locally certified vendor, including business descriptions, project experience, and links to additional information.

The Hub includes a link to a [tutorial](#) to help you effectively search the Directory.

If you require further assistance, you may reach out to the DSS Marketplace Team at marketplace@dss.nyc.gov for support finding local firms to support your subcontracting needs. You may also reach out to the Department of Small Business Services' Buyer Services Unit for assistance by emailing them [here](#).



M/WBE Roadmap – Human Service Provider Contract Pipeline

Spring 2024 Survey Results – Click [here](#) to access.

Professional Services

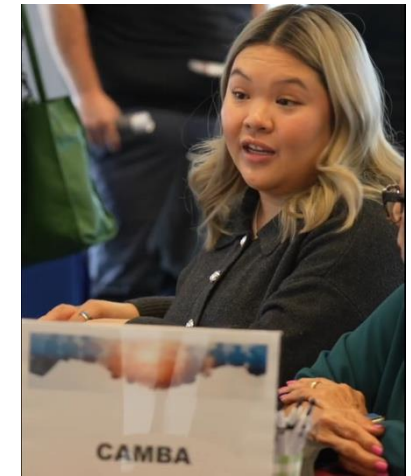
- Counseling Services, Wellness and Therapy (59)
- Career Development and Vocational Training Services (63)
- Human Resource Consulting (47)
- Medical Services (MD, LPN, PA, MA, etc.) (37)
- IT Supply/Consulting (101)
- Real Estate Brokerage (30)
- Staffing-Temporary/Contracted (266)
- Storage Services (90)

There are M/WBEs to support most of the goods and services you need most. Many of them are experienced working with DSS/HRA/DHS, Human Service agencies, and City processes.

Connecting Human Service Providers to Local Firms

Marketplace Matchmaker Events

We have connected hundreds of locally certified firms with dozens of representatives from our Non-Profit Human Service Provider community for over a thousand one-on-one connections. Our Matchmaker events bring the vendors you need into conversation with your staff and are an excellent resource for finding local vendors who can support shelter services. The Hub includes a link to the list of our last event's vendor profiles, which you can also access [here](#). Visit our posts on [Instagram](#) and [LinkedIn](#) or email us at marketplace@dss.nyc.gov to learn more!



Engaging with Local Vendors

On Bid Release

Reach out to locally certified vendors once the bid is released!

- **Leverage the lists** of vendors on the DSS Marketplace Provide Resource Hub or which you've created to **send individual emails and make phone calls** to prospective vendors inviting them to bid.
- **Send an e-blast** to local vendors with information about the opportunity and including any pre-bid meeting dates and details.

Tip: Make sure the subject line clearly indicates the procurement information and the intent of your outreach. Local businesses have indicated that outreach is not always clear in its intent.



Engaging with Local Vendors

Bid and Contract Requirements

Provide local firms with information on what's needed to successfully bid and perform on contracts. Some examples include:

- How to join your organization's prequalification lists
- How to join your bidder's lists
- Insurance requirements
- Bonding requirements
- Certifications and licenses
- Compliance and reporting requirements
- Night differentials and holiday structures



Engaging Local Vendors

Post-Bid Debriefs

Post-bid debriefs are a valuable resource for local firms seeking to win City contracts.

How do I support firms who aren't successful with bids?

- Proactively reach out to local firms to offer detailed debriefs.
- If a debrief is requested, set expectations on what information is available at what time and to what level of detail.
- Debriefs should be timely and substantive – consider the questions on the Debrief form pictured and linked [here](#).
- Refer firms to the Department of Small Business Services' [Apex Accelerator](#) for help improving their future bid responses.

Questions to Ask During a Debrief

Bidding on government contracts takes dedicated time and effort and you should take every step possible to ensure your response was not for nothing. Once you learn that an opportunity you have bid on has been awarded, you should always request a debrief meeting.

A debrief meeting provides you with valuable feedback on how your proposal was evaluated and perceived. It is also another opportunity to connect with the government agency you want to do business with.

Debrief meetings can help you improve for future proposals and you should always ask for one whether or not you were awarded the contract.

Here are some questions to consider asking during a debrief meeting:

Basic questions:

- Who won?
- How many bids were received?
- What was my overall score?
- Was my score closer to the top or close to the bottom?
- What was the winner's score?
- Did the winner have the lowest price?
- Did the winner have a higher score based on technical factors?

If price was a major factor and you did not win:

- Did I score higher or lower than the winner on technical factors?
- Did I scope the level of effort (number of people/hours) appropriately?
- Was the skill level of my proposed staffing too high?
- Did the winner propose more or less staff/hours? By how much?

If you scored higher on technical factors but you did not win:

- Did I not win because my higher technical score drove up the cost?
- If my price had been the same as the winner, would my proposal have represented the best value?

If you scored lower on technical factors:

- How did my staffing score?
- How did my technical understanding and approach score?
- How did my past performance score?
- Did I have any compliance issues?

Miscellaneous:

- How did the presentation and appearance of my proposal stack up against the competition?
- What differentiated me from the other bids?
- Was my proposal easy to navigate and score?
- Was the appearance of my proposal better, worse, or about the same as my competition?
- Did my proposal contain any unnecessary or imprecise content?
- Is there anything the individual conducting the debrief meeting would recommend for you to improve?

- FMS Subcontractor Reporting Materials: <https://portal.fisa.nycnet/wps/portal>. Access the FISA Applications Portal and navigate to FMS Subcontractor Reporting on the left-hand menu bar.
- PIP Subcontractor Reporting deck:
https://cityshare1.nycnet/html/mocs/downloads/intranet_pdf/PTI/pti_pip.pdf
- [65-A Approval Process?](#)
- [PASSPort?!?](#)

Subcontractor Payments

1. Monitor subcontract goods and service provision relative to budgeted line items. Proactively check in with subcontractors to set expectations on payments.
2. Remember that systemic cashflow issues disproportionately impact small businesses. Reach out to your Program Manager with concerns regarding your own budgets.
3. Contact the Marketplace Program team at marketplace@dss.nyc.gov if you have identified a locally certified vendor who is struggling to perform either due to technical concerns or because of payment backlogs. Please feel free to share information about the Department of Business Small Services' [technical assistance](#) and [contract financing support](#) (loans up to \$1M at a 3% interest rate), or our team will share this information with them upon introduction.

How to partner with locally certified vendors

Name or update your Marketplace Liaison [here](#). The Marketplace Liaison should be in a procurement or adjacent role. They are the first point of contact for our agency as well as local firms looking to work with your organization.

Visit the [Online Directory of Certified Businesses](#).

<https://sbsconnect.nyc.gov/certification-directory-search/>

If you require further assistance, you may reach out to the DSS M/WBE Program Team at mwbe@dss.nyc.gov for support finding M/WBEs to support your contracts. You may also reach out to the Department of Small Business Services' Buyer Services Unit by visiting [here](#).



Become Our Success Story

Let us know about your contracts, events, and initiatives!



Please let us know if:

- you subcontract with a locally-certified firm on a City-funded contract.
- you subcontract with a locally-certified firm on one of your other contracts.
- you host a local business outreach event or other vendor-facing program.

Need help with an upcoming procurement? Contact us at marketplace@dss.nyc.gov.
We look forward to supporting your success!