



# Office of Supplier Diversity

## EQUAL BUSINESS OPPORTUNITY PROGRAMS

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### ***Our Office***

The Office of Supplier Diversity oversees certification, compliance, training, outreach, and capacity building for the City of New Orleans' Equal Business Opportunity Programs. Anchored by the *State and Local Disadvantaged Business Enterprise (SLDBE) Certification Program*<sup>1</sup>, the City's Equal Business Opportunity Programs are designed to mitigate the effects of past and present social disadvantage, economic disadvantage, and discrimination by increasing the utilization of Disadvantaged Business Enterprises<sup>2</sup> (DBEs) in the procurement of goods and services by the City of New Orleans.

The Office of Supplier Diversity exists to help DBEs overcome challenges. The programs and services provided through the Office of Supplier Diversity are a direct response by the City of New Orleans to help DBE firms build sustainable businesses.

### ***Our Mission, Vision, & Values***

#### ***Mission***

The Office of Supplier Diversity is dedicated to creating and implementing programs, policies, and procedures that assist under-served and under-utilized disadvantaged business enterprises with gaining greater access to procurement opportunities and resources to build competitively viable and sustainable businesses in and for the City of New Orleans.

#### ***Vision***

The Office of Supplier Diversity's vision is to develop a national model for local governments on how to deliver and capture value through supplier diversity.

#### ***Values***

The Office of Supplier Diversity is committed to acting honestly and ethically in all our transactions and dealings. We are committed to treating everyone with whom we encounter fairly and respectfully. We are committed to acting thoughtfully and responsibly for the City and citizens of New Orleans.

1. The State & Local Disadvantaged Business Enterprise Certification Program is a race and gender neutral equal business opportunity program.
2. *Disadvantaged Business Enterprises (DBEs)* include micro-enterprise businesses, small, minority-, and women-owned businesses, veteran- and disabled-owned businesses.
3. You can download DBE certification information and applications at [www.nola.gov](http://www.nola.gov) (Businesses)



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### *Our Key Objectives*

1. Increase the number and dollar amount of procurements with certified DBEs in the City of New Orleans.
2. Increase the number of available and capable certified DBEs in the City of New Orleans.
3. Improve compliance and monitoring of DBE participation on City of New Orleans Contracts.
4. Help DBE firms build competitive and sustainable businesses in New Orleans.

### *Our Certification Programs<sup>3</sup>*

#### **State & Local Disadvantaged Business Enterprise (SLDBE) Certification Program**

The SLDBE Certification Program is the City's race and gender neutral certification program where historic social and economic disadvantage is the basis for qualifying for certification as a DBE.

#### **DBE Reciprocity Program**

A firm certified as a DBE through the U.S. Department of Transportation's Louisiana Unified Certification Program may be granted provisional certification as a DBE by the City of New Orleans with all the rights associated with such certification pursuant to Mayor Mitchell J. Landrieu's Executive Order MJL 10-02 signed on June 3, 2010. In order to participate in the DBE Reciprocity program, a business must provide evidence of LAUCP certification and receive a letter authorizing reciprocity from the Office of Supplier Diversity.

### *DBE Compliance*

The Office of Supplier Diversity's compliance staff is charged with monitoring and reporting DBE participation on City contracts to ensure DBE firms get their share of procurement opportunities. In addition to monitoring and reporting DBE participation, the compliance staff also:

- Reviews DBE utilization plans proposed by contractors
- Makes recommendations to approve or reject DBE participation waivers, substitutions, and modifications on City contracts
- Conducts random on-site visits to monitor contract compliance

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### *Our Training Programs*

Education is critical to helping DBE firms grow. Through a grant from the U.S. Department of Housing and Urban Development and partnerships with local non-profit entrepreneur development organizations, the Office of Supplier Diversity offers a variety of training resources for DBEs.

#### **Construction Business Management Training Program**

The Office of Supplier Diversity implements a construction business management and development program to help DBE firms become more competitive in the marketplace. The program helps DBE construction firms compete in the highly competitive construction industry by teaching them how to improve their businesses in the major areas of consideration of prime contractors, banks, insurance, and surety companies: *Credit, Capital, Capacity, and Credibility.*

### *Our Outreach Programs*

The Office of Supplier Diversity has developed a comprehensive DBE outreach plan designed to 1) facilitate interaction between certified DBEs and City departments, prime contractors, and other internal and external stakeholders, and 2) facilitate the flow of information regarding procurement, training, and other opportunities provided through the Office of Supplier Diversity. The outreach plan includes:

- **Success through Certifications** A comprehensive seminar about the City's certification programs as well as other Federal, State, and private sector business certification programs and registrations to improve access to opportunities for DBEs.
- **Social Media** Follow our office via Facebook to learn about procurement, training, networking, and other opportunities. On Facebook, "like" *City of New Orleans Office of Supplier Diversity*. [Facebook: City of New Orleans Office of Supplier Diversity]
- **The Solutions Forum** An annual roundtable of New Orleans area DBEs and business leaders to discuss how to improve programs, policies, and procedures within the Office of Supplier Diversity.

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- **Procurement Fairs** Our procurement fairs feature workshops, networking opportunities, and business match-making sessions with City, State, Federal agencies, and private sector companies.
- **Teens in Construction** The Office of Supplier Diversity is creating a summer jobs program that introduces at-risk teens to careers in the construction industry.

### *Capacity Building*

A lack of access to capital, credit, and surety bonding limits the ability of DBE firms to compete in the open marketplace. As a result, the Office of Supplier Diversity is developing programs that help DBE firms improve access to the financing tools they need to grow.

**Surety Bond Assistance Program** The goal of the program is to increase the surety bonding capacity of DBE construction firms by providing them with the education, management, technical, and financial assistance to give them greater ability to bid and perform on City of New Orleans construction projects that require surety bonding.

**Financing Assistance Program** The goal of the financing assistance program is to match creditworthy DBEs with the products, lenders, and intermediaries that will help them secure working capital, lines of credit, contract loans, and/or construction mobilization loans.

### Contact Us

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