Lake County, Ohio

Minority and Women Business Enterprise Affirmative Marketing and Outreach Plan

January 12, 2017

OBJECTIVE

In an effort to establish a clear and realistic strategy for encouraging minority business participation in Lake County’s HUD-assisted programs, the Lake County Planning and Community Development Department has developed an Affirmative Marketing and Outreach Plan. The Plan is consistent with Departmental policy as set forth at 24 CFR 85.36(e).

Lake County is strongly committed to the ideals of equal opportunity. Our plan establishes a program for the achievement of certain contracting and subcontracting goals to ensure equal opportunity access to and fair treatment in contracting, and striving to maximize contracting opportunities for minority-owned and women-owned businesses.

COORDINATION AND REPORTING TO HUD

The Lake County CDBG Manager, under the supervision of the department Director, will coordinate the implementation and reporting of the MBE-WBE program and be responsible for dissemination of the program information intended to provide MBE-WBE firms an equitable opportunity to participate in the County’s federally-funded contracted opportunities.

Reporting obligations include the HUD-2516 Contract and Subcontract Activity Report for all CDBG and HOME funded projects during the program year. Data is supplied by contractors and is made part of each project file. All contracts and subcontracts of $10,000 or more must be reported. Contracts or subcontracts less than $10,000 may be reported to more fully reflect the County’s actual contract activity. All reports must be retained for five year as required by 24 CFR 570.502.

QUARTERLY SCHEDULE TO MONITOR PROGRESS

A review of progress will be conducted on the following dates for each Program Year:

December 31st (Quarter 1 Review)

March 31st (Quarter 2 Review)

June 30th (Quarter 3 Review)

September 30th (Quarter 4 Review)

Reviews will be conducted by the Director of the Planning and Community Development Department. A review form will be completed and submitted the HUD Columbus Field Representative via email in order to report progress being made.

AFFIRMATIVE EFFORTS

The County will conduct its affirmative marketing and outreach to Minority Business Enterprise (MBE) and Woman Business Enterprise (WBE) in conformance with 85.36(e). (See Attachment A.)

Subrecipients of CDBD and HOME funds, contractors, and subcontractors, will be required to take affirmative steps to use MBE-WBE firms. The County will continue to provide training, guidance, and information to Subrecipients about complying with MBE-WBE marketing, recordkeeping, and reporting requirements through the annual mandatory meeting and through regular correspondence that occurs throughout the program year.

MBE-WBE and small business outreach information, including links to resources available at the Ohio Department of Administrative Services, Equal Opportunity Division (ODAS) and the Lake County Port and Economic Development Authority, as well as application process information will be posted on the Lake County website at lakecountyohio.gov/planning.

The CDBG Manager will be responsible for responding to inquiries about being listed on the County’s solicitation lists for bidding opportunities, Requests for Proposals, or when the County may seek quotes for construction type work or professional services. The list will be maintained by the Planning and Community Development office. Additionally, staff will conduct a periodic search of the State’s MBE Certified Service Providers through the ODAS website, and will include the resulting firms on the list.

The County (and non MBE-WBE bidders) will notify minority and women contractors, associations, minority interest groups, etc., of their intention to solicit bids from MBE-WBE firms. For its part, the County program staff will initiate affirmative recruitment efforts.

At the local level, bid solicitations shall indicate that the activity is a federally funded activity where participation by MBE-WBE firms is crucial. The County and its Subrecipients will continue to use their websites and other media to advertise bid opportunities.

At a county-wide level, the same process will be used in terms of marketing the availability of contracts. County-wide programs, such as the Lake County Housing Rehabilitation Program, will place advertisements encouraging MBE-WBE firms to participate in these specific programs.

At a multi-county level, the mechanisms listed below will be carried out, involving Ashtabula County, Geauga County, and Cuyahoga County.

* Update bidders, MBE-WBE lists periodically and make lists available to bidders, and to all County staff with purchasing authority.
* Provide technical assistance to MBE-WBE relative lead certification, and utilize the local SBDC to assist with bonding, insurance and financing required for performance of County and other contracts.
* Maintain records of all bids and awards where MBE-WBE firms are involved.
* Publish bids, RFPs and construction notices in widely circulated newspaper, minority media, trade associations and other business publications.
* Mail or email recruitment and outreach notices and information for MBE-WBE firms will be sent to the following organizations on an annual basis (organization list may be updated at any time):

Lake County Chambers of Commerce

1 Victoria Square, Ste. 265a

Painesville, Ohio 44077

The Northeast Ohio Hispanic Chamber of Commerce

2511 Clark Ave.

Cleveland, Ohio 44109

info@neohcc.org

Lake County Port and Economic Development Authority

1 Victoria Square, Ste. 265a

Painesville, Ohio 44077

Auburn Career Center

Business Development, Workforce Education, & Partnerships

8140 Auburn Road

Concord, Ohio 44077

Lakeland Community College

Small Business Development Center (SBDC)

7700 Clocktower Drive

Kirtland, Ohio 44094

Lake County NAACP Ohio

8 North State Street

Painesville, Ohio 44077

HOLA, P.O. Box 3066

Ashtabula, Ohio 44005

Fair Housing Resource Center

1100 Mentor Ave.

Painesville, Ohio 44077

Attachment A

24 CFR 85.36(e)

(e) Contracting with small and minority firms, women’s business enterprise and labor surplus area firms.

(1) The grantee and sub grantee will take all necessary affirmative steps to assure that minority firms, women’s business enterprises, and labor surplus area firms are used when possible.

(2) Affirmative steps shall include:

(i) Placing qualified small and minority businesses and women’s business enterprises on solicitation lists;

(ii) Assuring that small and minority businesses and women’s business enterprises area solicited whenever they are potential sources;

(iii) Dividing total requirements, when economically feasible, into smaller tasks or quantities to permit maximum participation by small and minority business and women’s business enterprises;

(iv) Establishing delivery schedules, where the requirement permits, which encourage participation by small and minority business and women’s business enterprises;

(v) Using the services and assistance of the Small Business Administration and the Minority Business Development Agency of the Department of Administration; and

(vi) Requiring the prime contractor, if subcontractors are to be let, to take the affirmative steps listed in paragraphs (e)(2)(i) through (v) of this section.