

The background of the slide is a dark blue aerial wireframe map of a city, showing building footprints, streets, and parks in a light blue color. The map is centered on the area of Malcolm X Park.

MALCOLM X PARK PROJECT INFO SESSION

May 18, 2021

Zoom Tips

Here is how you can participate during the Question and Answer part of the presentation:



JOINING VIA PHONE:

*9 to raise your hand



VIA WEB:

Chat to ask questions/comments



Raise hand to ask for audio/video permission to ask questions

An aerial wireframe map of Boston, Massachusetts, rendered in a dark blue color. The map shows the city's layout, including major roads, parks, and building footprints. The background is a solid dark blue color.

BOSTON'S COMMITMENT TO CONTRACTING EQUITY

Kenya Germain, Supplier Diversity Manager

Procurement Enhancements

New Equitable Procurement Process

- ***Affirmative Marketing to M/WBEs***
Requires certified vendors to be included in every procurement
- ***Equitable Procurement Plan***
Every department submit their plan to spend with diverse vendors
- ***Training for City Departments***
Over **120** City buyers have been trained on Equitable Procurement practices

Executive Order Overview

An Executive Order Establishing Equitable Procurement Goals for Minority and Woman-owned Businesses

- **25% Annual Discretionary Spend goal with minority- and woman-owned businesses**
 - 10% with MBEs
 - 15% with WBEs
 - Highest spending goal ever for the City of Boston
 - Applied across all industries and departments
- Establish a process for determining race- and gender-conscious goals on **individual contracts** as well as a process for **evaluating and monitoring compliance**.
- **By FY2023**: Require **goal tracking and reporting as part of the annual budget process**.
- Establishes a new **Supplier Diversity Program** to oversee the implementation of this Executive Order along with the 2019 Equitable Procurement Executive Order.

Contract Specific Goals

New Equitable Procurement Process

- **Establishing Goals:**
 - Tailored MBE and WBE goals for each project
 - Based on the types of work expected to be involved in the project
 - Based on business availability, information from the Disparity Study and other relevant market factors
 - Estimated total value of the project
- **Contract Goal Requirements**
 - Subcontracting commitments with **both** MBEs and WBEs; **or**
 - Demonstrating the specific Good Faith Efforts made to achieve the goals

Meeting the goals or showing sufficient Good Faith Efforts to do so will be required to be deemed responsive

Contract Specific Goals

New Equitable Procurement Process

- **Meeting the goals through commitments** (Example subtrades)
 - Asphalt and Concrete Installation
 - Fencing, Electrical, Plumbing
 - Landscaping and Planting
 - Signage and Art Design
- **Examples of Good Faith Efforts**
 - **Soliciting** and **negotiating** subcontracting bids from MBEs and WBEs
 - **Utilizing** the services local organizations, groups, offices that can help with the recruitment of MBEs and WBEs
 - **Unbundling** project work or services
 - **Offering** assistance with Bonding and Insurance

Contract Specific Goals

New Equitable Procurement Process

- **Setting Goals**
 - Based on information from the disparity study, contract-specific goals will be tailored to specific groups of MBEs/WBEs, but
 - Bidders are encouraged to partner with MBEs and WBEs of all types
- **Where to find potential Subcontractors**
 - Certified Business Directories
 - Bidders are strongly encouraged to request MBE and WBE outreach lists from the City's Equity and Inclusion Unit, which will provide information about MBEs and WBEs working in relevant trades or industries.

Contract Specific Goals

New Equitable Procurement Process

- **How will Goals be Set**
 - *Worktypes*
 - *Based on Availability from Disparity Study*
 - *Specific MBE, WBE goals for each project*

- **Expectation on how to meet the goals**
 - *Which Groups*
 - *Subtrades*
 - *Meeting goals or showing Good Faith Efforts (unbundling work types, support with bonding and insurance) will be required to be responsive*

- **How to find potential subs**
 - *Certified Business Directories*

Potential Worktypes

Contract Specific Goals

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The background of the slide is a dark blue aerial wireframe illustration of a city, showing various building footprints, streets, and a grid pattern. The lines are light blue and create a sense of depth and urban structure.

BENEFITS OF BEING “CERTIFIED” AS AN M/WBE

Presented by: Stacey Williams, Certification Manager

Certification Designations

- Minority Business Enterprise (MBE)
- Woman Business Enterprise (WBE)
- Small and Local Business Enterprise (SLBE)
- Veteran Owned Small Business Enterprise (VOSBE)
- Service Disabled Veteran Owned Small Business Enterprise (SDVOSBE)

Business Definitions



A Minority Owned Business Enterprise -

A business that is owned and controlled by one or more persons of an ethnicity that is designated as a minority by the federal government. The ethnic groups considered minorities for this program are:

- Asian: Asian Pacific, and Asian Indian
- Black
- Cape Verdean
- Hispanic
- Native American

Woman Owned Business Enterprise -

A business that is owned and controlled by one or more women.

Criteria for Minority and Woman Certification

- 1. The owners of the business are minority persons or women.**
- 2. Minority persons or women must own at least 51% of the business.**
- 3. The minority or women owners must have dominant control of the business.**
- 4. The minority or women owners must be substantial investors.**
- 5. The business must be an on-going business concern.**

Small Business Enterprise

Small and Local Business Enterprise

A business that has a 3-year average gross receipts of sales that falls within the guidelines established by the Small Business Administration for the North American Industrial Classification System Codes.

The City of Boston uses 75% of the dollar amount listed per trade. For example, many of the subcontractor trades are listed as \$16.5M, based on the SBA size standards. The City of Boston size standard would be \$12.375M. A SBE whose principal office is located in Boston



Business Definitions (continued)

Veteran Owned Small Business Enterprise and Service Disabled Veteran Owned Small Business Enterprise

An entity that has been verified as such by the U.S. Department of Veteran Affairs. More information may be obtained on the website for the Vets First Verification Program.

<https://www.va.gov/osdbu/verification/>

Joint Venture

An entity that has been created by at least one City of Boston certified M/WBE and another business. The City certified business must have at least 51% ownership, and dominant control of the entity in order to be identified as an M/WBE on City contracts.

Benefits Of Certification

- The business is now recognized as a City certified business and added to the **City of Boston online directory**
- The business is eligible for **cross-certification** with the State
- City Departments and agencies have **direct access** to your business through the directory for outreach for **Contracting Opportunities**
- Certified businesses **receive notices of networking events**
 - Trade Fairs
 - Workshops and Clinics
 - Contract Information Sessions
- **Additional Resources**, such as:
 - Access to capital
 - Assistance with business planning
 - Marketing
 - Financial Management

Recertification Process

Companies are required to update their information **every three (3) years**. An email or a letter will be sent to the business requesting the following documents:

- Most recent 3 years' Tax Returns
- A letter stating that the ownership has not changed
- The letter should also include address, telephone number, email address and all current contact information.

If there have been any changes in the business structure or scope of services, include that information, as well, along with any supporting documents.

Once everything has been reviewed, and the business is deemed eligible to remain certified, a new certification letter will be sent, reflecting any changes that may have been submitted.

How To Apply For Certification



- **The Certification Application is available online:**
https://www.boston.gov/sites/default/files/imce-uploads/2016-10/new_certification_application_9-16_with_oed_logo.pdf
- **For questions and additional information contact:**
Business Certification Office
businesscertification@boston.gov
or
Stacey Williams, Certification Manager
stacey.williams@boston.gov
(617) 635-3720

VIRTUAL CERTIFICATION OFFICE HOURS!

Every Wednesday

11 a.m. - 1 p.m.

No registration required

<https://bitly.com/MWBEcertificationhelp>

BusinessCertification@boston.gov



MALCOLM X PARK- Construction Bid INFORMATION SESSION

Presented by: Lauren Bryant, Parks Project Manager



MALCOLM X PARK

Construction Bid

1. *Project Overview*
2. *Project Timeline*
3. *Relevant construction trades*
4. *Bidding procedure*



MALCOLM X PARK

Project Overview

\$7.7 million PARK RENOVATION including:

- *Children's Playground*
- *Water Play*
- *4 basketball courts and 2 tennis courts*
- *Artificial turf field*
- *Lighting (sports and pedestrian)*
- *Paving, pathways and entrances*
- *Site furnishings*
- *Amphitheater*
- *Signage*
- *Fencing*



MALCOLM X PARK

Project timeline

CURRENT SCHEDULE

- *Anticipated bid:*
late June/ early July
- *Construction start:*
late summer/ early fall
- *Park re-opened to public:*
Fall 2022

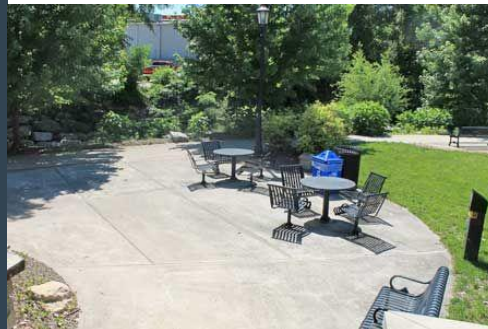
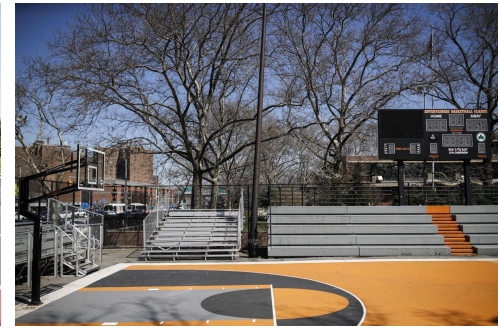


MALCOLM X PARK

Relevant construction trades

Including:

- **Asphalt installation:**
court pavement and pathways
- **Drainage and utilities:**
for paved surfaces, green infrastructure and water play
- **Concrete supply and installation:**
plaza areas, cast in place walls, footings and foundations

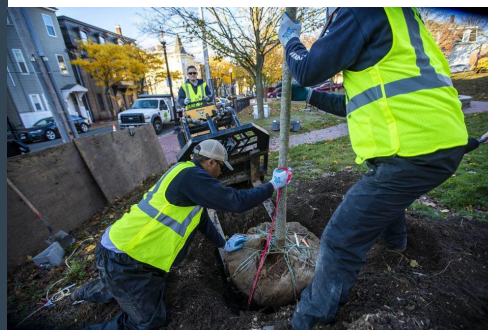


MALCOLM X PARK

Relevant construction trades

Including:

- **Plumbing:**
spray play and drinking fountains
- **Electrical:**
sports and pedestrian lighting
- **Ledge removal:**
- **Planting:**
natural grass areas and establishment, trees, shrubs, ground cover, including installation, watering and maintenance



MALCOLM X PARK

Relevant construction trades

Including:

- **Synthetic turf installation:**
- **Sealcoating:**
sports courts and pavement graphics
- **Fencing:**
chain link fence, decorative fencing, fencing repair, sports netting installation

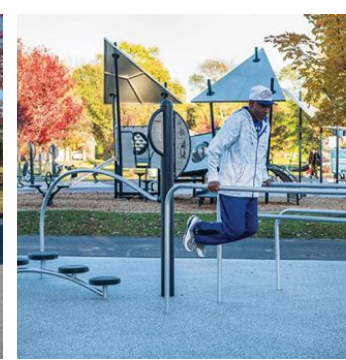


MALCOLM X PARK

Relevant construction trades

Including:

- **Arborist:**
- **Playground installation:**
- **Signage:**
fabrication and installation of standard park signage and interpretive signage

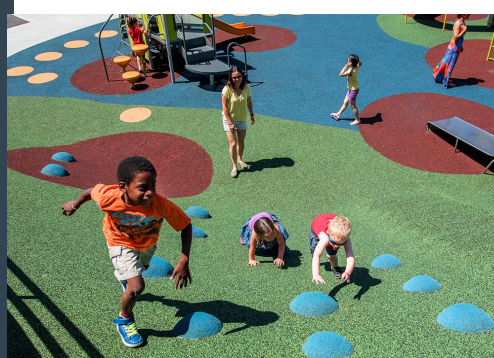


MALCOLM X PARK

Relevant construction trades

Including:

- *Playground rubber surface installation*
- *Site furnishings: procurement and installation*



MALCOLM X PARK

Bidding procedure

- *Project will be bid according to state law for horizontal construction*
- *Mass General Law Chapter 30, Section 39m*
- *Boston Job Resident Policy project*
- *New Equitable Procurement subcontractor goals project pilot*



MALCOLM X PARK CONTACT:

Boston Parks and Recreation Department
Lauren Bryant
Lauren.Bryant@boston.gov
617-961-3019



An aerial wireframe illustration of a cityscape, showing various building footprints, streets, and a central area that appears to be a park or plaza. The entire image is rendered in a light blue color against a darker blue background.

QUESTIONS