



Diversity in Contracting

Building Capacity &
Building Community

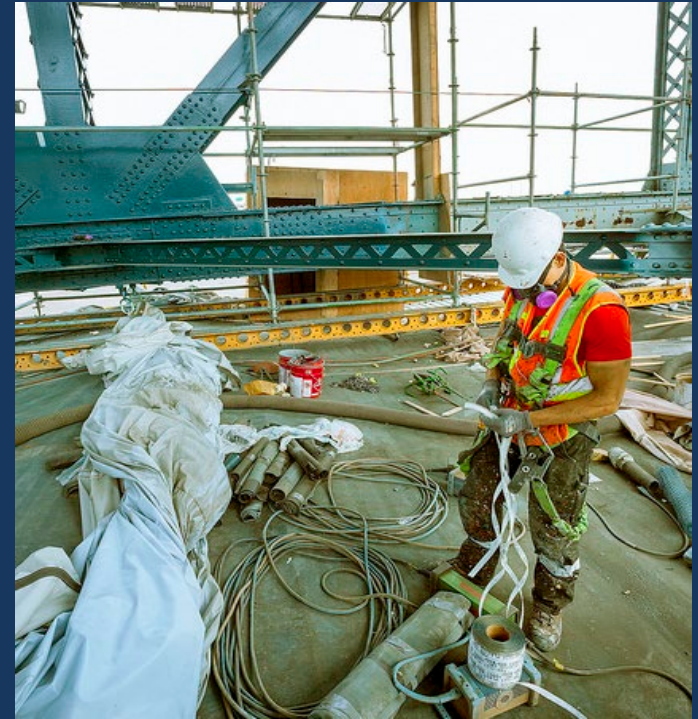
July 6, 2022



ODOT Office of Civil Rights

Our Vision:

*Promote innovative
programs that provide
equitable access and
opportunities in Oregon*



Building Capacity & Community

Benefits of
Diverse
Contracting

Connecting
With Firms

Reducing
Barriers to
Bidders



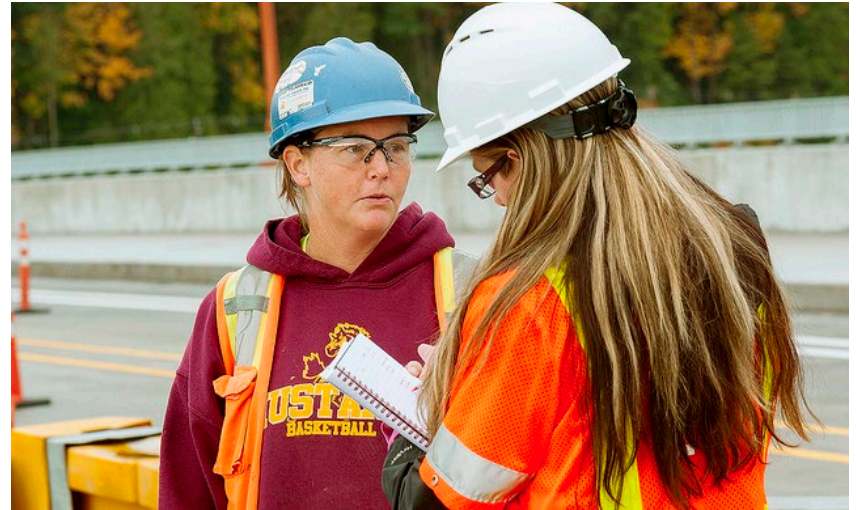
Benefits of Contracting with Certified Firms



Connecting with Firms

More than Just Construction

- *Transportation Planning*
- *Drug & Alcohol Screening*
- *Design, Printing, Bus Wraps*
- *Public Engagement*
- *Language Services*
- *Information Systems*
- *Purchased Service*
- *Facility Maintenance*
- *Fabrication*
- *Security*



What is COBID?

Certification Office for Business Inclusion and Diversity (COBID)

The primary goal of certification is to level the playing field by providing certified firms a fair opportunity to compete for government contracts regardless of owner ethnicity, gender, disability, or firm size.



What are COBID certifications?



All Certified Firms:

- Complete thorough application process

State Certifications include:

- Minority-owned Business Enterprise
- Women-owned Business Enterprise
- Service Disabled Veteran-owned Business Enterprise
- Emerging Small Business

Disadvantaged Business Enterprise (DBE)



Connecting with Certified Firms

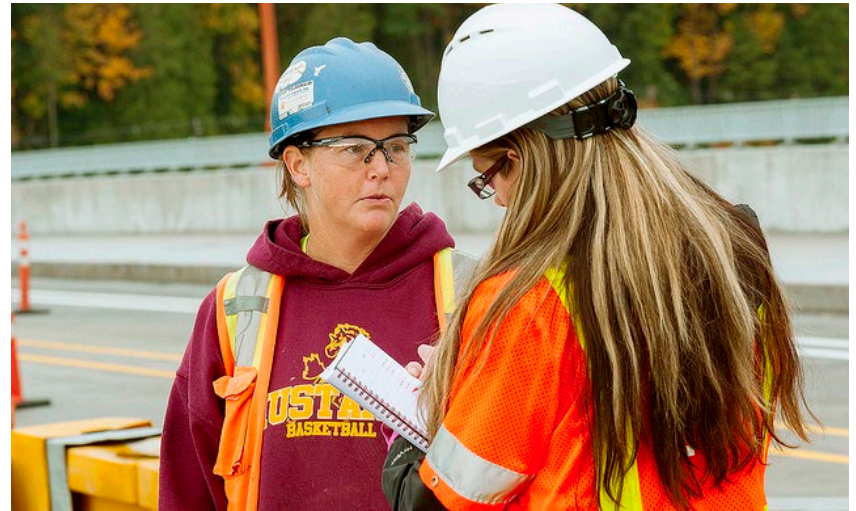
- COBID directory searches include name, type of work performed (business description), zip code, county
- Contact ODOT or other agencies for bidders lists or certified firms that other are contracting with
- Reach out to other agencies, governments, and non-profits in your community



Connecting with Firms

Business Networking Organizations

Business organizations often share bidding opportunities and develop relationships with businesses of all types.



Removing Barriers to Bidding

Proactive Approaches

- Include language about your agency's commitment to inclusion and diversity
- Using minority business organizations or publications to advertise projects



Removing Barriers to Bidding

Proactive approaches

- Solicit bids on smaller projects, consider unbundling large proposals
- Expand methods of advertising
- Facilitate contact between potential subcontractors and primes



Removing Barriers to Bidding

Inclusive Contracting Language

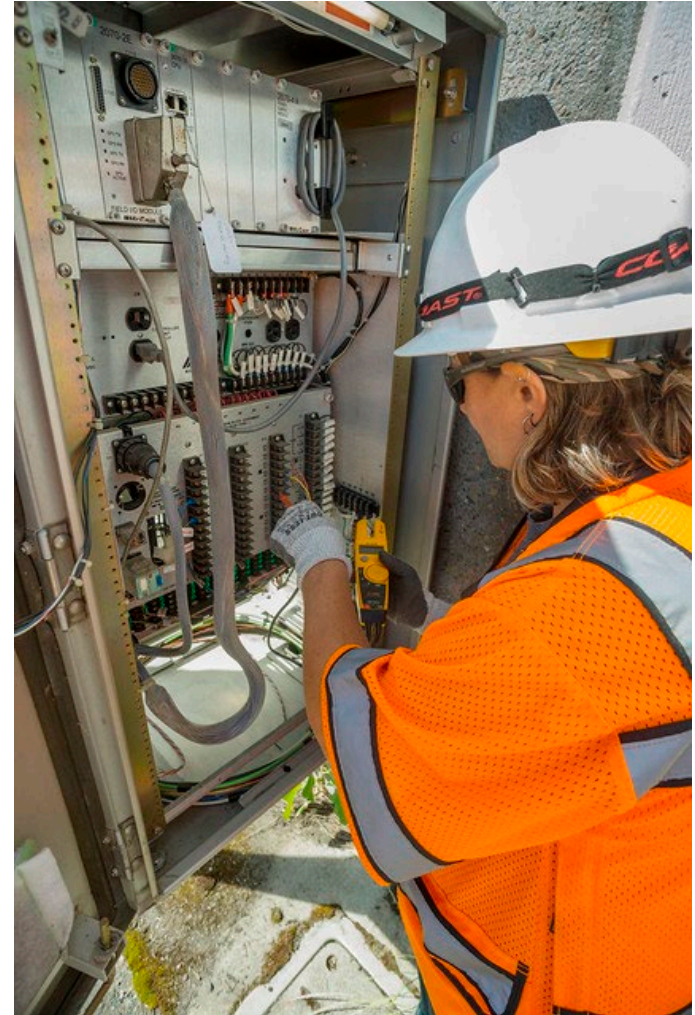
- Potential language to include in an RFP about how the provider values x,y,z to encourage applicants to consider equity and inclusion
- One method –
 - “...ODOT has a statewide DBE goal of 4.25% of FTA-funded bidding opportunities”
- Another method –
 - “.....Example City is committed to diversity in contracting and will support all interested bidders in



Connecting With Firms

ODOT Office of Civil Rights

- Sharing your projects to interested bidders
- Partnering to make agency connections
- Networking with qualified firms
- Guidance & best practices for RFPs
- Sharing success stories





Questions

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