

GOOD FAITH EFFORTS

As a government contractor your company shall make and document reasonable efforts to include qualified CERT certified small business enterprises (SBEs) – including companies owned and controlled by women (S/WBEs) and minorities (S/MBEs). A list of certified businesses can be obtained by visiting the CERT website at: cert.smwbe.com. Good faith efforts should not be an afterthought. If established goals are not met, Hennepin County will make the final determination as to whether sufficient good faith efforts to achieve the goals were made. Good faith is determined by the totality of circumstances and based on the quantity, quality, and timeliness of applicable efforts.

TARGETED BUSINESS INCLUSION GUIDELINES

Good faith efforts to provide the maximum practicable subcontracting opportunities for small business concerns may include, as appropriate for the procurement, the following types of actions and documentation thereof:

- 1) Breaking out contract work requirements into economically feasible units, as appropriate, to facilitate small business participation;
- 2) Searching for applicable CERT certified small businesses to include in contract opportunities and encouraging other qualified businesses to apply for CERT certifications;
- 3) Soliciting small business concerns as early in the acquisition process as practicable;
- 4) Keeping the playing field level, allowing all bidders equal time to respond; providing the same information to all prospective subcontractors at the same time;
- 5) Providing interested small businesses with adequate and timely information about the plans, specifications, and requirements for performance of the prime contract to assist them in submitting a timely offer for the subcontract;
- 6) Negotiating in good faith with interested small businesses;
- 7) Attending pre-bid conferences;
- 8) Participating in or sponsoring business networking events;
- 9) Utilizing the available services of small business associations; local, state, and federal small business assistance offices; and other organizations;
- 10) Directing small businesses that need additional assistance to community resources, e.g., Minnesota Small Business Assistance Office; Metropolitan Economic Development

Association (MEDA) Procurement Technical Assistance Center (PTAC); U.S. Small Business Administration (SBA); SCORE; LegalCORPS; WomenVenture, etc.;

- 11) Assisting interested small businesses in obtaining bonding, lines of credit, required insurance, necessary equipment, supplies, materials, or services;
- 12) Participating in the formal mentor-protégé program with one or more small business protégés that results in developmental assistance to the protégé(s);
- 13) Targeting advertising and posting of subcontracting opportunities;
- 14) Encouraging joint ventures and mentor/protégé relationships;
- 15) Providing technical, management and financial training and counseling;
- 16) Notifying firms that trade union membership is not a contract requirement, but payment of prevailing wage rates is;
- 17) Documenting solicitation processes, responses and results, e.g., work type/description of work/service/material, firm name, contact name (first and last), contact date, contact method (if by phone provide phone number, if by email...), bid amount, result, and additional comments;
- 18) Submitting complete, accurate and timely documents, reports and other information as required, and
- 19) Offering debriefings to unsuccessful small business respondents.

THE GUIDELINES ABOVE ARE NOT INTENDED TO BE A MANDATORY CHECKLIST, NOR ARE THEY INTENDED TO BE EXCLUSIVE OR EXHASUTIVE. OTHER FACTORS OR TYPES OF EFFORTS MAY BE RELEVANT. ALL DOCUMENTATION RELATED TO GOOD FAITH EFFORTS MUST BE COLLECTED AND MAINTAINED IN YOUR FILES FOR AT LEAST TWO (2) YEARS.