

**CITY OF NEWPORT NEWS
SMALL, WOMEN OR MINORITY-OWNED AND SERVICE DISABLED
VETERAN-OWNED BUSINESS GOAL**

It is an important business objective of the City to promote the economic enhancement of small, women-owned, minority-owned and service disabled veteran-owned small businesses (SDV), collectively known as SWaM. The success of the City in maximizing participation in contracting or sub-contracting opportunities of SWaM firms (whether as a prime contractor or a subcontractor) is dependent upon City bidders/offerors and contractors partnering with us in this important endeavor.

A. Obtaining Certification

Eligible firms are encouraged to obtain certification as a SWaM business by using the services and assistance of the Department of Small Business and Supplier Diversity of the Commonwealth of Virginia (SBSD) and the Small Business Administration (SBA) or other resources to obtain certification. The City of Newport News recognizes several certification sources including:

Primary Certification Entity:

The Virginia Department of Supplier Diversity (SBSD): <https://www.sbsd.virginia.gov/>

Other Certification Entity partners of the City include:

- Small Business Administration www.sba.gov
- Women's Business Enterprise National Council www.wbenc.org
- National Minority Supplier Development Council www.nmsdc.org
- Carolina-Virginia Minority Supplier Diversity www.cvmsdc.org
- Other U.S. State or Local Government Supplier Diversity Programs such as the North Carolina Unified Certification Program, the Maryland Office of Minority Business Enterprise and other State certification programs. Some local government programs are also accepted provided the certification process is other than self-reporting.

B. Maximizing Sub-contractor Opportunities

Bidders/Offerors and Prime Contractors shall take affirmative steps prior to submission of bids/proposals and after award of a contract to facilitate participation by SWaM businesses by providing subcontractor or sub-consultant opportunities or by partnering with a SWaM firm. Such efforts may include:

- (1) Establishing and maintaining a current list of small, women-owned, minority-owned and service disabled veteran sources available to provide goods/services.
- (2) Use the services and assistance of the Department of Small Business and Supplier Diversity of the Commonwealth of Virginia (SBSD) or other similar resources to identify sub-contractors or sub-consultants.
- (3) Encourage existing sub-contractors or sub-consultants to seek certification from one of the certification programs identified above if they are eligible.
- (4) Segment total work requirements to permit maximum SWaM participation through

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subcontracts or partnerships.

- (5) Assure that SWaM firms are solicited whenever they are potential sources of goods or services. This step may include:

Sending letters or making other personal contact with SWaM firms and SWaM related associations. SWaM firms should be contacted when other potential subcontractors are contacted, within reasonable time prior to bid/proposal submission. Those letters or other contacts should communicate the following:

- (i) Specific description of the work to be contracted;
 - (ii) How and where to obtain a copy of plans, specifications or other detailed information needed to prepare a detailed price quotation;
 - (iii) Date the information is due to the Bidder/Offeror;
 - (iv) Name, address, and phone number of the person in the Bidder/Offeror's firm whom the prospective SWaM subcontractor should contact for additional information.
- (6) Offerors and potential subcontractors are encouraged to communicate and collaborate using the B2B Connect tab on the solicitation webpage on eVA, Virginia's eprocurement portal and to follow projects on the City's electronic bid portal ProcureNow.