

Good Faith Efforts

Actions Speak Volumes

190640K

Presentation Flow

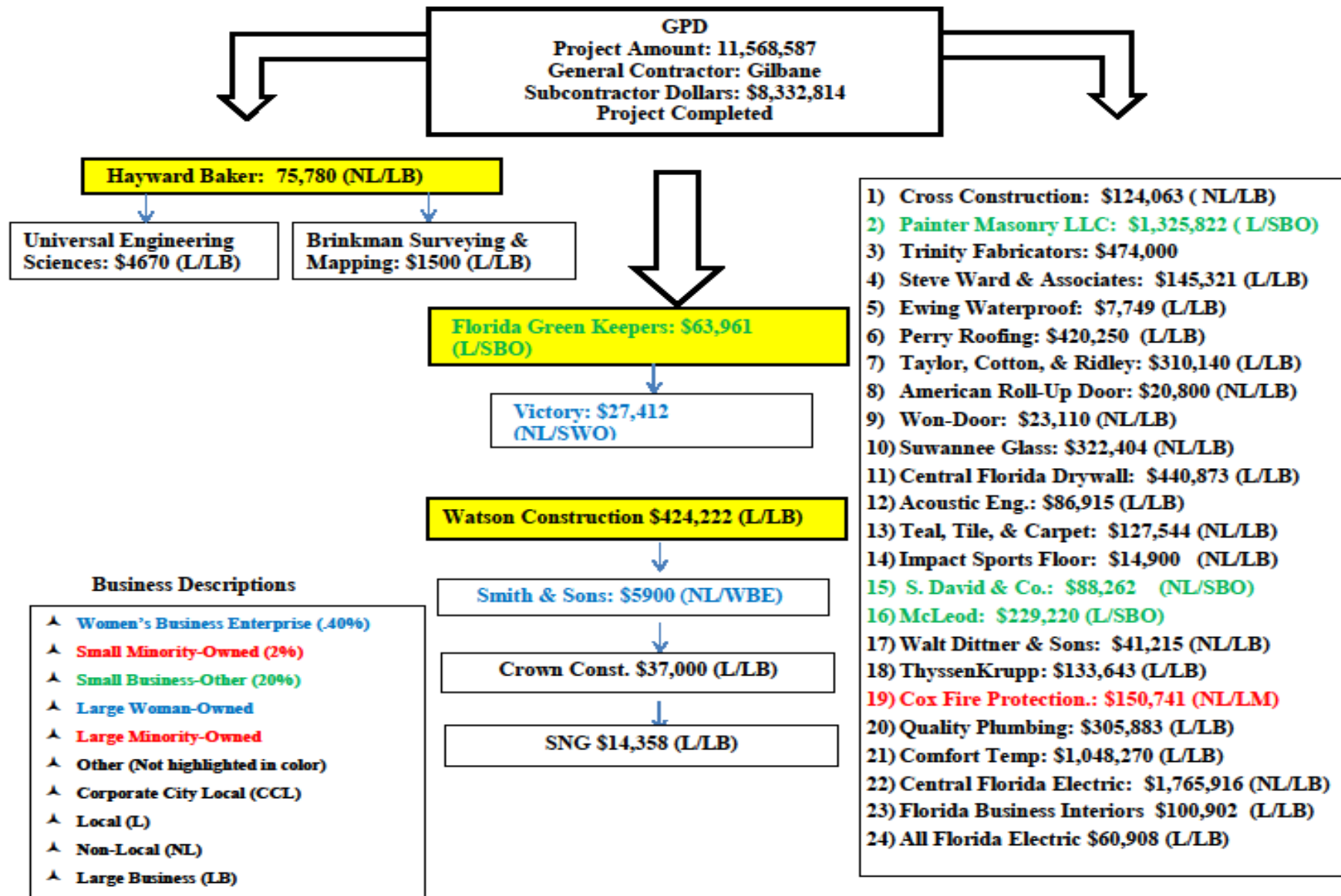
- 2014 Multi-million Dollar Projects
- What are Good Faith Efforts?
- Our Promise To Local Small Business Owners
- What Can We Do Differently?
- Office of Equal Opportunity - Small, Minority, Women and Service-Disabled Veteran Local Small Business Support



2014

Multi-million Dollar Projects

SMALL AND DIVERSE BUSINESS UTILIZATION



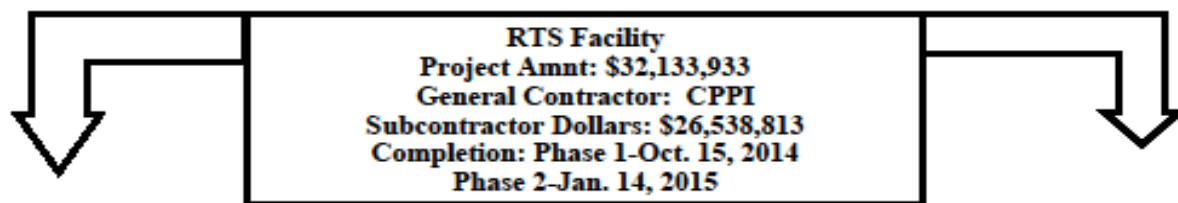
MMF & Related Construction
Project Amount: \$11,017,155
General Contractor: Parrish McCall
Project Completed

- 1) O'steen Brothers: \$2,777,421 (LB)
- 2) All Florida Enterprises: \$122,295 (L/MBE)
- 3) Oasis Landscaping Services: \$51,785 (L/SBO)
- 4) Mike Flynn Masonry.: \$67,300 (L/SBO)
- 5) Whitley Steel: \$484,795 (NL/LB)
- 6) McLeod General Trades: \$46,350 (L/SBO)
- 7) Gulf Construction: \$20,478 (L/MBE)
- 8) Big D. Roofing: \$344,723 (L/SBO)
- 9) Ewing Waterproofing: \$52,164 (L/SBO)
- 10) Taylor, Cotton, & Ridley: \$62,218 (L/SBO)
- 11) Precision Glass: \$32,727 (L/SBO)
- 12) American Roll-Up Door: \$134,820 (NL/SBO)
- 13) Teal, Tile, & Carpet: \$23,005 (NL/SBO)
- 14) Central FL. Drywall: \$91,307 (L/SBO)
- 15) Acousti Engineering: \$11,427 (L/LB)
- 16) Prof. Painting & Waterproofing: \$98,189 (L/SBO)

- 17) Kay Enterprises: \$3,627 (L/MBE)
- 18) Florida Concrete Cons. Co.: \$1,814,356 (L/LB)
- 19) S.E. Surfaces & Equipment: \$2,017 (NL/MBE)
- 20) Florida Equipment Service: \$334,258 (NL/SBO)
- 21) Ron's Windows: \$2,448 (L/SBO)
- 22) Advanced Overhead Systems: \$28,785 (NL/SBO)
- 23) Wiginton Fire Systems: \$59,630 (L/LB)
- 24) Comfort Temp.: \$447,685 (L/LB)
- 25) Quality Plumbing: \$252,715 (L/LB)
- 26) Preston-Link Electric: \$1,131,319 (L/LB)
- 27) Buckhalter Heating & A/C: \$2,097 (L/SBO)
- 28) Cabot Construction: \$14,634 (L/SBO)
- 29) Holt's Steel: \$4,500 (L/SBO)
- 30) L & D Ceiling: \$747 (L/SBO)
- 31) Metal Erectors: \$47,795 (L/SBO)
- 32) Rimrock Flooring: \$3,122 (NL/SBO)
- 33) Alternative Floors: 43,354 (NL/SBO)

Business Descriptions

- ▲ **Minority Business Enterprise (2%)**
(Includes women & minorities)
- ▲ **Small Business-Other (17%)**
- ▲ **Large Woman-Owned**
- ▲ **Large Minority-Owned**
- ▲ **Other (Not highlighted in color)**
- ▲ **Corporate City Local (CCL)**
- ▲ **Local (L)**
- ▲ **Non-Local (NL)**
- ▲ **Large Business (LB)**

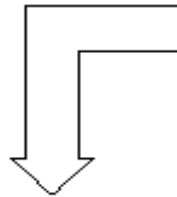


- 1) **OLP: \$2,783,194 – (NL/SMO)**
- 2) **McLeod: \$1,075,500 – (CCL/SBO)**
- 3) **Oasis Landscaping Services: \$163,070 – (L/SBO)**
- 4) **Ponikvar: \$2,239,649 – (L/WBE)**
- 5) **Florida Pre-Cast Industries: \$255,750 – (NL)**
- 6) **Painter Masonry: \$940,848 – (CCL)**
- 7) **Watson Construction: \$3,682,826 – (NL/LB)**
- 8) **Trinity Steel Fabricators: \$1,708,075 – (NL)**
- 9) **Ewing Waterproofing: \$492,870 – (CCL)**
- 10) **Perry Roofing: \$1,014,000 – (L)**
- 11) **Quality Metals: \$437,000 – (NL)**
- 12) **Shea's Glass: \$594,900 – (L)**
- 13) **Overhead Door Co: \$179,150 – (NL)**
- 14) **Central Florida Drywall: \$450,032 – (CCL)**
- 15) **L&D Ceilings: \$122,397 – (L)**
- 16) **Rimrock Commercial Flooring: \$372,393 – (NL)**

- 17) **Concrete Surface Innovations: \$147,820 – (NL)**
- 18) **Dittmer Architectural Products: \$12,900 – (NL)**
- 19) **Logsdon & Associates: \$74,000 – (NL)**
- 20) **Florida Filtration Systems: \$523,066 – (NL)**
- 21) **Ross & White: \$492,805 – (NL)**
- 22) **DR Nickelson: \$187,750 – (L)**
- 23) **Mowery Elevators: \$105,150 – (NL)**
- 24) **Heavy Duty Lifting: \$491,310 – (NL)**
- 25) **Gator Fire Equipment Co: \$407,500 – (CCL)**
- 26) **WW Gay Mechanical: \$2,977,980 – (CCL/LB)**
- 27) **Meco of North Florida: \$922,000 – (NL)**
- 28) **All Florida Electric: \$3,011,358 – (CCL)**
- 29) **Point to Point Communications: \$135,800 – (L)**
- 30) **Security 101: \$342,869 – (NL)**
- 31) **Walkup Fencing: \$194,851 – (NL)**

Business Descriptions

- ▲ **Women's Business Enterprise (8%)**
- ▲ **Small Minority-Owned (10%)**
- ▲ **Small Business-Other (5%)**
- ▲ **Large Woman-Owned**
- ▲ **Large Minority-Owned**
- ▲ **Other (Not highlighted in color)**
- ▲ **Corporate City Local (CCL)**
- ▲ **Local (L)**
- ▲ **Non-Local (NL)**
- ▲ **Large Business (LB)**



Depot Park
Project Amnt: \$4,768,060
General Contractor: RE Arnold
Subcontractor Dollars: \$1,111,050
Completion Date: Sept. 2014

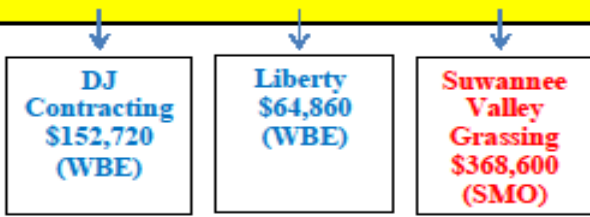
- 1) ACF Environmental/Land saver: \$10,891 (LB)
- 2) APAC - Southeast, Inc.: \$2,501 (LB)
- 3) Argos Ready Mix, LLC: \$646 (SBO)
- 4) Associated Construction Products, Inc: \$39,891 (SBO)
- 5) C&C Pumping: \$28,661 (SBO)
- 6) Dayton Superior Corporation: \$74,999 (LB)
- 7) Del Zotto Products of FL, Inc.: \$31,320 (SBO)
- 8) Eastern Crane and Rigging: \$4500 (LB)
- 9) Florida Concrete Recycling, Inc.: \$67,667 (LB)
- 10) Florida Rock Industries, Inc.: \$211,330 (LB)
- 11) Flowers Surveying & Mapping: \$18,390 (SBO)
- 12) Geo-Tech, Inc.: \$15,193 (SBO)
- 13) HD Supply Waterworks: \$84,209 (LB)
- 14) HD Supply White Cap: \$18,018 (LB)
- 15) Harris Rebar Nufab LLC: \$72,645 (LB)
- 16) Holt's Steel Inc.: \$69,560 (SBO)
- 17) Smith & Sons Sod Co., Inc.: \$53,180 (WBE)
- 18) Trench Shoring Services: \$3,577 (LB)
- 19) W.G. Johnson and Son, Inc.: \$186,673 (SBO)
- 20) Xylem Dewatering solutions DBA
Godwin Pumps of America: \$117,198 (LB)

Business Descriptions

- ▲ Women's Business Enterprise (4.78%)
- ▲ Small Minority-Owned
- ▲ Small Business-Other (35%)
- ▲ Large Woman-Owned
- ▲ Large Minority-Owned
- ▲ Other (Not highlighted in color)
- ▲ Corporate City Local (CCL)
- ▲ Local (L)
- ▲ Non-Local (NL)
- ▲ Large Business (LB)

Payne's Prairie Project
 Project Amount: \$22,085,970
 General Contractor: Wharton Smith, Inc.
 Subcontractor Dollars: \$14,539,751
 Completion Date: January 2015

Barco-Duval Engineering-\$10,778,720 (NL/LB)



- 1) Aero Photo-\$3444 (WBE)
- 2) Mobile Modular-Tropical-\$32,171
- 3) Tropical Recycling-\$15,000 (L/SBO)
- 4) Dampier Septic-\$20,000 (CCL/SBO)
- 5) Coast Machinery-\$133,433 (SBO)
- 6) Lapin Services-\$229,750 (SBO)
- 7) Florida Green Keepers-1,079,783(CCL/WBE)
- 8) Contech Engineering-\$115,782
- 9) Banner (Bridge Installer)-70,832 (SBO)
- 10) Hal Jones-\$168,923
- 11) Banner (Bridge Concrete) \$163,070 (SBO)
- 12) Southern Precast-\$154,765 (L)
- 13) CDM Contracting-\$187,236 (SBO)
- 14) RFE Contracting-\$76,668 (SMO)
- 15) VMG \$151,124 (SMO)
- 16) Division 5-\$152,095
- 17) LaFrontier Builders-\$740,000 (WBE)
- 18) Quality Metals-\$42,900 (SBO)
- 19) Hudson Everly-\$10,093
- 20) Perfection Spec. Painting-\$33,370
- 21) Florida Specialty Products: \$10,074 (WBE)
- 22) Ross Plumbing-\$12,862
- 23) United Electrical-\$150,155 (SBO)
- 24) Causseaux, Hewett, & Walpole- 7,500 (L/SBO)

Business Descriptions

- ▲ Women's Business Enterprise (14.1%)
- ▲ Small Minority-Owned (14.1%)
- ▲ Small Business-Other (7%)
- ▲ Large Woman-Owned
- ▲ Large Minority-Owned
- ▲ Other (Not highlighted in color)
- ▲ Corporate City Local (CCL)
- ▲ Local (L)
- ▲ Non-Local (NL)
- ▲ Large Business (LB)

What are Good Faith Efforts

- **FDOT:** Good faith efforts means efforts to achieve a DBE goal or other requirement of this part which, by their scope, intensity, and appropriateness to the objective, can reasonably be expected to fulfill the program requirement.
- "Good faith effort" is an implied contractual term and it is defined as "what a reasonable person would determine is a diligent and honest effort under the same set of facts or circumstances." *Troutt v. City of Lawrence*, 2008 U.S. Dist. LEXIS 61641 (S.D. Ind. Aug. 8, 2008)"
- Sustained efforts made with deliberate intention to produce desired or required results. Good-faith efforts do not necessarily include due-diligence.

A close-up photograph of a person's hand in a white button-down shirt, pointing their index finger towards the right. The background is slightly blurred, showing more of the person's torso and another hand holding a smartphone.

EFFORT

- a) conscious exertion of power : hard work.
- b) a serious attempt
- c) something produced by exertion or trying
- d) an earnest or strenuous attempt



Our Promise

To Local Small Business Owners

- Committed to their success, growth and development
- Provide significant opportunities for qualified local small businesses to participate on a non-discriminatory basis in all aspects of the City's contracting and procurement programs as well as providing other needed business services.

A New Way of Thinking...

EFFORTS FROM ANOTHER PERSPECTIVE



THINK OUTSIDE OF THE BOX

EFFORTS FROM ANOTHER PERSPECTIVE

- Attend small-business related events
- Attend pre-bid meetings
- Search various small business listings
- Host small and diverse business enterprise Open House along with Primes
- Focus on needs of small and diverse businesses
- Monitor/Track departmental efforts

- Adopt Best Practices to determine what constitutes a “good faith effort”
- Advertised in general circulation, trade association, or targeted-focus media concerning the subcontracting opportunities
- Ensure contractors advertise in general circulation, trade association, or diverse business-focused media concerning the subcontracting opportunities

- Ensure dept.'s effectively use services and resources of available diverse communities, organizations; diverse contractors' groups; local, state, and federal diverse business-focused assistance offices; and other organizations that provide assistance in the recruitment and placement of diverse business-focused enterprises

- Encouraging contractors (where there lies opportunity) selected portions of the work to be performed by diverse business enterprises in order to increase small and diverse business utilization
- Where appropriate, breaking down contracts into economically feasible units to facilitate small and diverse business enterprise participation.

- Offer higher point value for strategic plan of inclusion during evaluation process
- Direct focus on continuous monitoring of diverse business enterprise participation throughout project
- Technical assistance support (estimating, scheduling, project management, etc.)



Office of Equal Opportunity

Small, Minority, Women and Service-Disabled Veteran
Local Small Business Support

How We Support Local Small & Diverse Businesses



TRAINING

- September 9, 2019-“Accessing Capital-Getting Your Bank To Say Yes”
- September 16, 2019-“Financial Management: Projecting Cash Flow”
- September 17, 2019- *Part I series “What You Don’t Know Can Hurt Your Business”*
- September 24, 2019- *Part II series “What You Don’t Know Can Hurt Your Business”*
- Technical assistance in preparing bids



OUTREACH

- May 2, 2019-28th U.F. Annual Small Business & Opportunity Fair & Summit (Sponsor & Attendee)
- July 26, 2019- Small Business Conference & Expo in partnership with the Greater Gainesville Chamber of Commerce
- August 3, 2019-Community Information Expo

How We Support Local Small & Diverse Businesses cont.



Strategic Partnerships

- Strategic Alliance with the SBA
- SBA Day once monthly in partnership with Small Business Administration
- MOA/Partnership with Gainesville Area Chamber of Commerce
- Strategic Alliance Agreement with the Office of Supplier Diversity
- Strategic Alliance with the Gainesville Housing Authority



Additional Services

- Small Business Mentoring Program
- Bid documents available at no cost

Questions...



Thank You

Sylvia Warren



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Office of Equal Opportunity



References

http://www.leg.state.fl.us/Statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=0200-0299/0287/Sections/0287.042.html

<https://definitions.uslegal.com/g/good-faith-effort/>

[Increasing Minority Opportunities in the Construction Industry. Simeon O. Terry, MBA, MCA, Vice President of Diversity Affairs Austin Commercial, LP](#)