



*Community Development
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SOUTHSIDE REVITALIZATION

Small Disadvantaged Business Enterprise(SDBE) Plan

U.S. Department of Housing and Urban Development (HUD)

Section 3 Plan

Job Training Plan



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SDBE STRATEGIC PLAN

**Deborah Giles, Director
Department of EO/EA**



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Goal

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**To encourage the use of Small
Disadvantaged Business
Enterprises(SDBES) on the
Southside revitalization**



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Objectives

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- **To have a high level of SDBE participation on this project**
- **To promote SDBE development through relationships with established prime firms**
- **To achieve a fair and equitable distribution of contract awards**



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Small Disadvantaged Business Enterprises

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Minority and female owned businesses that have been certified as such by the City of Durham or the N.C. Department of Transportation



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Plan Components

- SDBE Identification
- Outreach
- Proactive Procurement & Recruitment
- Technical Assistance
- Second Tier Strategy
- General Condition Purchases
- Monitoring & Reporting

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SDBE Identification

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- **Meet with EO/EA Director to establish project specific goals, which becomes participation requirement**
- **Use of City of Durham and N.C. DOT databases to identify firms for participation**



SDBE Identification (Cont'd)

- **Selection of feasible portions of work to be performed by SDBES (creating packages to increase likelihood of SDBE participation)**
- **Fostering relationships with local organizations involved with SDBES (Durham Business & Professional Chain for example)**

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Outreach

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- **Advertising in general circulation and minority/women focused media regarding opportunities**
- **Provision of written notifications of opportunities to all SDBES who might perform work**



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Outreach (Cont'd)

- **Timely advertising to permit sufficient response time by SDBES**
- **Follow-up with SDBES to determine with certainty their interest in participation**
- **Consideration of all bids/proposals received from SDBES**



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Proactive Procurement & Recruitment

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- **Host SDBE project information sessions**
- **Offer CCIP(Contractor Controlled Insurance Program) and Sub-Guard to the project**
- **Distribute lists of qualified SDBES to prime bidders**
- **Making plans/bid documents accessible**



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Technical Assistance

- **Provision of assistance in reviewing applicable plans, specifications**
- **Assistance with any prequalification forms required**
- **Share material quantity/take-offs on bid packages to assist SDBES in refining their bids**

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Technical Assistance (Cont'd)

- **Provide construction schedules to allow SDBES to better understand their general conditions**
- **Offer referral assistance to SDBES to match them with appropriate vendors, service providers and/or prime contractors**

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Second Tier Strategy

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**Operate a second tier subcontracting
program that ensures that large
subcontractors meet participation
goals for SDBES**



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General Conditions Purchases

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**Gain involvement of SDBE
subcontractors and vendors through
purchase of general conditions
purchases**



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Monitoring & Reporting

- **Analyzing major contractors' bid records to assure participation goals are met or that good faith effort is demonstrated**
- **Review lower tier contractors and vendors for compliance with participation goals**

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Monitoring & Reporting (Cont'd)

- **Review awards and report SDBE participation by ethnicity, gender, scope of service and dollar volume**
- **Quarterly reporting (January, April, July and October)**
- **Bi-monthly site visits to verify SDBE participation**

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Monitoring & Reporting (Cont'd)

- Issue reports on SDBE participation
- Provide report and mediation of conflicts or discrepancies regarding SDBE performance or reporting
- Prepare and present final results on SDBE results

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Monitoring & Reporting (Cont'd)

- **Allow EO/EA staff to review bid tabulations on request**
- **Include EO/EA staff in project team meetings in which SDBE participation is discussed**

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U.S. Department of Housing and Urban Development Section 3 Plan

**Reginald J. Johnson, Interim Director
Community Development Department**



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Purpose of Section 3

“To ensure that employment and other economic opportunities generated by certain HUD financial assistance shall, to the greatest extent feasible, and consistent with existing Federal, State and local laws and regulations, be directed to low and very low-income persons, particularly those who are recipients of government assistance for housing, and to business concerns which provide economic opportunities to low- and very low-income persons.”

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24 CFR 135.1

www.hud.gov



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HUD Section 3 Definition

To Qualify as a Section 3 Resident: Must be a Public Housing Resident or Resident of the service area (city limits) which the Section 3 covered assistance is expended and who qualifies as a low-income or very low-income person

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HUD Section 3 Thresholds

- **award exceeds \$200,000 for subrecipients**
- **award exceeds \$100,000 for contractor and subcontractors carrying out construction activities**



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If a subrecipient, contractor, or subcontractor has the need to hire new persons to complete the Section 3 covered contract, they are required to submit a Section 3 plan which identifies the potential new hires. Of the potential new hires, 30% must be Section 3 certified residents.

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Southside Plan

- **Outreach by City staff and community leaders to the Southside Neighborhood**
- **Section 3 Coordinator located at Southside community center**
- **Completion of application/certification for Section 3 database and for JobLink at community center**
- **All developers will provide job opportunities to the Section 3 Coordinator for posting (provision in contract)**



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Outreach Coordinator will use the following preference to match applicants with job postings

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- **Section 3 certified residents within the Southside community**
- **Resident of Durham Housing Authority property**
- **Section 3 certified residents within the service area (city limits)**
- **JobLink**
- **Any other outreach efforts**



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Workforce Development Plan

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**Kevin Dick, Director
Department of Economic and
Workforce Development**



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Workforce Strategy

- In addition to the Section 3 certified resident, the Durham JobLink Will Serve as a Primary Recruitment and Referral Source – Jobs Created Will be Posted With Durham JobLink

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- **OEWD Will Provide:**

- Short-Term Subsidized Funding for Section 3 Outreach Coordinator Position

- **Durham JobLink Will Provide:**

- Recruitment Assistance
- Training
- Network of Resources (i.e. Supportive/Referral Services)
- Retention of Services



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Workforce Strategy

• Recruitment Assistance

- Database of Southside Residents Will be Created as a Source For Local Referrals
- Screening of Candidates
- Interview Scheduling/Space
- Referrals from Local Training Providers (i.e. Brownfields, Young Parent Grant)

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Workforce Strategy

• Training

- **Occupational and Soft Skills Training Opportunities – Durham JobLink**
- **Youth, Ex-Offender and Adult & Laid-Off Worker Programs**

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On-the Job Training for Potential Permanent Positions With the Developer

- **On-going Culinary Arts Training program funded by the Community Development Department**

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Questions?????