

**Small Business Outreach Requirements**

**Following the posting of the award recommendation**, documentation of Small Business Outreach efforts must be submitted by the recommended proposer to the Procurement Officer listed below within 60 days of the notification.

**Submit Small Business Outreach Requirements Questions to:**

Procurement Officer  
City of Phoenix  
Community and Economic Development Department  
200 West Washington Street, 20th Floor  
Phoenix, Arizona 85003-1611  
[procurement.request.ced@phoenix.gov](mailto:procurement.request.ced@phoenix.gov)

The City of Phoenix (City) Community and Economic Development Department (CEDD) extends to each proposer an equal economic opportunity to compete for this business opportunity and strongly encourages voluntary utilization of small businesses whenever practical. For the purpose of this RFP, a small business is defined as a business with fewer than 100 employees and gross receipts, averaged over the business' previous 3 fiscal years, less than \$30 million. A small business may participate in this RFP as a proposer, a member of a proposing team, or as a supplier of goods and/or services.

Each proposer should strive to achieve in its proposal a level of small business participation comparable to the availability of small businesses to participate in this development opportunity. By the submittal of its proposal, each proposer agrees to not discriminate against any small business because of the owner's gender, race, color, or national origin in connection with the award or performance of the contract to be awarded through this RFP.

**Recommended Proposer Responsibilities**

As part of the award recommendation for this RFP, the recommended proposer must demonstrate its compliance with the Outreach Requirements described in this **Small Business Outreach Requirements**. The recommended proposer's efforts to achieve the Outreach Requirements will be reviewed on a met/not met basis and failure to achieve all 4 Outreach Requirements will result in the recommended proposer's proposal being rejected and the City will offer the award to the next-highest scoring proposal.

The recommended proposer is responsible for submitting all documentation including **Attachment SBOR-A** and **Attachment SBOR-B**.

**CITY OF PHOENIX**  
**Community and Economic Development Department**

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A summary of the Outreach Requirements is listed below.

<b>Outreach Requirements</b>	
1.	Identify business opportunities small businesses can perform as partners or as suppliers of good and services.
2.	Broadly solicit proposals from small businesses for identified business opportunities
3.	Negotiate in good faith with small businesses
4.	Communicate outcomes in writing with all small businesses interested in the business opportunities

Should the City request clarification of submitted materials from the recommended proposer, clarification must be provided to the City within 3 business days, or the proposal will be rejected, and the City will offer the award to the next-highest scoring proposal.

**Outreach Requirements**

The recommended proposer's efforts to achieve the Outreach Requirements will be reviewed on a met/not met basis and failure to achieve all 4 Outreach Requirements will result in the proposal being rejected and the City will offer the award to the next highest-scoring proposal.

1. **Outreach Requirement #1 – Identify Business Opportunities for Small Business Participation as Partners or Suppliers of Goods and Services**

a. **Business Opportunities Identification**

The recommended proposer must identify all business opportunities for small business participation in the core business of this redevelopment opportunity. The recommended proposer should approach this with the goal of maximizing active participation from small businesses.

Documentation: The recommended proposer must provide a summary detailing all opportunities for small business participation and its methodology for identifying these opportunities. This documentation must be provided in hard copy and electronic format.

b. **Business Participation Requirements**

The recommended proposer must identify any business participation requirements that may limit or exclude participation of a small business in this redevelopment opportunity. The recommended proposer should approach this with the goal of minimizing barriers to participation while maintaining the industry standards for this redevelopment opportunity.

Documentation: The recommended proposer must provide a summary of the business participation requirements and its methodology for identifying these requirements. If no business participation requirements are identified, the recommended proposer must provide a detailed explanation of what factors it considered in selecting small businesses to participate in its proposal. This documentation must be provided in hard copy and electronic format.

**c. Business Participation Assistance**

The recommended proposer must identify the assistance it will provide to small businesses interested in participating in this redevelopment opportunity. Business participation assistance should include actions the recommended proposer will take to assist small businesses with issues such as obtaining performance guarantees, lines of credit, and insurance. The recommended proposer should approach this with the goal of lowering or eliminating barriers to small business participation in this redevelopment opportunity.

Documentation: The recommended proposer must provide a summary detailing the business participation assistance it will provide to small businesses interested in participating in this redevelopment opportunity. This documentation must be provided in hard copy and electronic format.

**2. Outreach Requirement #2 – Broadly Solicit Proposals from Small Businesses**

**a. Advertising**

Prior to the Small Business Outreach efforts deadline, the recommended proposer must advertise for small business participation in this development opportunity in daily or weekly newspapers, industry publications, or small business-oriented publications. The ad must include:

- the name of this development opportunity
- the name of the recommended proposer and its contact name and telephone number; and
- all development elements identified in Outreach Requirement #1.

The recommended proposer's contact with Small Businesses should occur well before the 60-day deadline to afford the firms contacted a reasonable opportunity to prepare a proposal and participate in the awarded contract.

Documentation: The recommended proposer must provide a copy of each ad and a proof of publication statement, or other verification, confirming the date the ad was published. This documentation must be provided in hard copy and electronic format.

**b. Participation Solicitation**

Prior to the Small Business Outreach efforts submittal deadline, the recommended proposer must solicit the participation of small businesses. Certified Small Business Enterprise (SBE) and Disadvantaged Business Enterprise (DBE) entities may be found at <https://phoenix.diversitycompliance.com/> and <https://utracs.azdot.gov/>. The solicitation must identify this development opportunity and include the name of the recommended proposer and a contact name and telephone number, and all development elements identified in Outreach Requirement #1.

**Documentation:** The recommended proposer must provide a copy of the participation solicitation sent to small businesses to include the scope of work solicited. If a blast email is used, the documentation provided must reflect a listing of all email addresses to which the solicitation was sent and the date and time of the transmission. This documentation must be provided in electronic format.

**c. Small Business Advocacy Groups**

Prior to the Small Business Outreach efforts deadline, the recommended proposer must request assistance from small business advocacy groups in recruiting small businesses for participation in this development opportunity. The request must identify this development opportunity and include the name of the recommended proposer and a contact name and telephone number, and all development elements identified in Outreach Requirement #1.

Documentation: The recommended proposer must provide a copy of the assistance request sent to small business advocacy groups. If a blast email format is used, the documentation provided must reflect a listing of all email addresses to which the request was sent and the date and time of the transmission. This documentation must be provided in electronic format.

**3. Outreach Requirement #3 – Negotiate with Small Businesses**

The recommended proposer must negotiate with interested and qualified small businesses. The recommended proposer may not unjustifiably reject proposals prepared by small businesses and must document justification for any rejections.

Documentation: The recommended proposer must complete and submit **Attachment SBOR-A** (Negotiations with Small Businesses) and a summary of the proposed small business participation. If the recommended proposer elects not to use any small business for a development element advertised in Outreach Requirement #2, the recommended proposer must provide justification for eliminating the opportunity for small business participation. This documentation must be provided in hard copy and electronic format.

The recommended proposer must provide an electronic copy of all proposals received from small businesses.

**4. Outreach Requirement #4 – Communicate Outcomes with Interested Small Businesses**

Prior to the Small Business Outreach efforts deadline, the recommended proposer must follow up with small businesses that have expressed interest in participating in the advertised development elements to communicate the outcomes of the selection process.

**Documentation:** proposer must provide a copy of e-mail messages or other written correspondence sent to interested small businesses with which it has not yet entered into an agreement for participation. If a blast email is used, the documentation provided must reflect a listing of all email to which the communication was sent and the date and time of the transmission. This documentation must be provided in electronic format.