

Mayor and Council Communication

DATE: 05/14/24

M&C FILE NUMBER: M&C 24-0372

LOG NAME: 08MARKETPLACE AVAILABILITY VENDOR

SUBJECT

(ALL) Authorize Execution of an Agreement with Colette Holt & Associates in an Amount Up to \$150,000.00 to Conduct Utilization and Availability Analysis for Business Equity, Veteran, Service-Disabled Veteran Owned Firms in the City of Fort Worth Marketplace, Adopt Appropriation Ordinance Reallocating Resources from the Non-Departmental Department Budget to Diversity & Inclusion Department in the Amount of \$150,000.00 and Amend the Fiscal Year 2024 Adopted Budget

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize execution of an agreement with Colette Holt & Associates in an amount up to \$150,000.00 to conduct the utilization and availability analysis updates for Business Equity Firms in the city's marketplace as well as to perform the baseline availability analysis for Veterans and Service Disabled Veteran Owned Firms in the City of Fort Worth marketplace for goal-setting;
 2. Adopt the attached appropriation ordinance reallocating appropriations in the General Fund to decrease the Non-Departmental Department in the amount of \$150,000.00 and increase the Diversity & Inclusion Department by the same amount; and
 3. Amend the Fiscal Year 2024 adopted budget.
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DISCUSSION:

City Council has requested an update of utilization and availability analysis for Fiscal Years 2019 through 2023, an aspect of a full availability and disparity study for Business Equity Firms and to create a baseline availability analysis for Veteran and Service-Disabled Veteran-Owned firms in the Fort Worth marketplace for goal-setting.

Utilization and Availability Analysis

While best practice for conducting an update for a full availability and disparity study is recommended to take place every five to seven years, a scientific analysis of firm utilization, availability and disparity ratios within a marketplace could be updated every two years. This methodology would include aspects of steps two, three, four, and five of the full seven step disparity study methodology and could show any economic marketplace changes or developing trends in participation and or barriers.

A utilization and availability analysis would use information from a more recent data collection range, including fiscal years *after* the final year of data used in a City Council authorized Availability and Disparity Study for goal-setting. For example, the 2020 City of Fort Worth Availability and Disparity Study used data from Fiscal Years 2013 – 2018. An updated Utilization and Availability Disparity Analysis would use data from Fiscal Years 2019 – 2023 since that would be the most recent data that could show changes in marketplace conditions, and trends including program outcomes towards overall, citywide annual aspiration goal-setting. This updated information *would not replace the authorized city goal* established through the most recent Availability and Disparity Study, but *could inform* city leaders of developing trends.

It is important to note, that consistent with national best practice for contract goal-setting, the City calculates project specific goals based on available vendors in our marketplace that are willing and able to provide goods and services listed in specific project scopes of work using North American Industry Code System (NAICS) or National Institute for Government Purchasing (NIGP) categories.

Utilization and Availability Analysis Cost and Timeline

Since this would be a new and innovative approach in measuring trends and progress towards participation goals, the City of Fort Worth doesn't have any prior existing information. However, based on preliminary conversations with Colette Holt & Associates (CHA), we have an idea, based on the CHA's national experience in providing this a la carte service, of expected time to complete the analysis and costs for the City of Fort Worth based on the quality and availability of the required data we currently have. The cost to complete this analysis in six months is expected to not exceed \$150,000.00.

Service Delivery Expectations

Business Equity Firms. The Diversity and Inclusion Business Equity Division is expected to continue service delivery that includes race neutral and race conscious strategies as outlined in the Business Equity Ordinance as well as updated Administrative Regulations for city contracts. This includes but is not limited to

1. Implementing Additional Features of the City's Electronic Contracting Data Collection and Monitoring System
2. Increase Outreach to Business Equity Firms and Small Firms
3. Increase Contract "Unbundling"
4. Review Requirements for all Bids and Proposals and Pre-qualifications

5. Provide training to City Staff and External Stakeholders
6. Review Required Forms
7. Review Contractor Partnership Agreements

Veteran, and Service-Disabled Veteran-Owned Firms. The Diversity and Inclusion Business Equity Division is expected to deliver services to Veteran-Owned Small Businesses (VOSBs) and Service-Disabled Veteran-Owned Small Businesses (SDVSBs) that includes but is not limited to

1. Implementing Additional Features of the City's Electronic Contracting Data Collection and Monitoring System
2. Increase Outreach to Veteran and Service-Disabled Veteran Firms
3. Increase Contract "Unbundling" for Small Veteran and Service-Disabled Veteran Firms
4. Review Requirements for all Bids and Proposals and Pre-qualifications
5. Provide training to City Staff and External Stakeholders
6. Review Required Forms
7. Review Contractor Partnership Agreement

The action in this Mayor and Council Communication will amend the Fiscal Year 2024 Adopted Budget as approved in connection with Ordinance 26453-09-2023.

Funding is budgeted in the Other Contractual Services account within the General Fund for the Non Departmental Department for the purpose of funding the Diversity & Inclusion Department.

FISCAL INFORMATION / CERTIFICATION:

The Director of Finance certifies funds are available in the current operating budget, as previously appropriated, in the General Fund for the Non Departmental Department and upon approval of the above recommendations and adoption of the attached appropriation ordinance, funds will be available in the General Fund for the Diversity & Inclusion Department. Prior to any expenditure being incurred, the Diversity & Inclusion Department has the responsibility to validate the availability of funds.

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