Equal Opportunity/Equity Assurance
(5 FTEs)

Director
(1 FTE)

Executive Assistant
(1 FTE)

Senior EO/EA Specialist
(1 FTE)

EO/EA Specialist
(1 FTE)

EO/EA Specialists
(1 FTE)
EQUAL OPPORTUNITY AND EQUITY ASSURANCE

Mission:
To assist in creating a business environment where firms desiring to do business with the City can do so in an inclusive atmosphere, and services to our internal and external customers are accessible and delivered in an equitable manner.

DEPARTMENT DESCRIPTION

Equal Opportunity and Equity Assurance

The Department of Equal Opportunity/Equity Assurance is responsible for the implementation of the City’s Equal Business Opportunity Program (EBOP). Responsibilities include:
- Recruitment of small disadvantaged business enterprises (SDBEs) eligible to participate in the EBOP.
- Certification of businesses to service City contracts in the areas of construction, professional services, supplier/vendor, and non-professional services.
- Maintenance of the SDBE database of all currently certified businesses.
- Business development through the provision of technical assistance and support.
- Administration and implementation of the Mentor-Protégé Program.
- Staff support to the EBOP Advisory Committee and the Mayor’s Committee for Persons with Disabilities.
- Project identification for potential contracting opportunities from City departments.
- SDBE participation goal setting.
- EBOP compliance determination.
- Monitoring of SDBE participation in City contracting activity.
- Reporting of SDBE participation on City contracts and reporting on special projects as requested.
- Monitoring City compliance with Senate Bill 914 reporting requirements.

Business Services

Service consists of business recruitment, certification/recertification, database management, goal setting, compliance reporting, news brief and SDBE Spotlight.

Administrative Services

Services consist of program operations, financial operations, Human Resources functions, program monitoring, city and state compliance.

Technical Assistance Services

Series of small business education programs to include business finance, legal issues, bidding/estimating, construction documents, project management and business plan development.
RESOURCE ALLOCATION

<table>
<thead>
<tr>
<th>Appropriations</th>
<th>Actual FY 2009-10</th>
<th>Adopted FY 2010-11</th>
<th>Estimated FY 2010-11</th>
<th>Adopted FY 2011-12</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Services</td>
<td>$467,278</td>
<td>$464,365</td>
<td>$468,379</td>
<td>$469,904</td>
<td>1.2%</td>
</tr>
<tr>
<td>Operating</td>
<td>61,133</td>
<td>71,928</td>
<td>66,375</td>
<td>74,164</td>
<td>3.1%</td>
</tr>
<tr>
<td>Capital</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>0.0%</td>
</tr>
<tr>
<td>Total Appropriations</td>
<td>$528,411</td>
<td>$536,293</td>
<td>$534,754</td>
<td>$544,068</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

| Full Time Equivalents   | 6                 | 5                  | 5                    | 5                  | -      |
| Part Time              | -                 | 1                  | 1                    | 1                  | -      |

| Revenues                |                   |                    |                      |                    |        |
| Discretionary          | $528,411          | $536,293           | $534,754             | $544,068           | 1.4%   |
| Program                | -                 | -                  | -                    | -                  | 0.0%   |
| Total Revenues         | $528,411          | $536,293           | $534,754             | $544,068           | 1.4%   |

DEPARTMENT PROGRAMS & PERFORMANCE MEASURES

Business Services

$269,005
3.25 FTEs

GOAL: Strong and Diverse Economy

1. OBJECTIVE: SDBEs will receive a percentage of City of Durham construction and professional services contracting dollars.

STRATEGY: Seek and make available economic and business development opportunities for SDBE firms and monitor SDBE participation.

MEASURES:

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>% Dollars spent with Minority-Owned Small Disadvantaged Business Enterprises (MSDBEs) in professional services</td>
<td>3%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>% Dollars spent with Minority-Owned Small Disadvantaged Business Enterprises (MSDBEs) in construction</td>
<td>3%</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>% Dollars spent with Women-Owned Small Disadvantaged Business Enterprises (WSDBEs) in Professional services</td>
<td>3%</td>
<td>10%</td>
<td>5%</td>
</tr>
<tr>
<td>% Dollars spent with Women-Owned Small Disadvantaged Business Enterprises (WSDBEs) in construction</td>
<td>3%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Administrative Services

$250,979
1.50 FTEs

GOAL: Well-Managed City

1. OBJECTIVE: To find City contracting activity in compliance with the Ordinance to Promote Equal Business Opportunities in City Contracting 75% of the time.
STRATEGY: Work with Audit Department to develop audit of contract compliance in the OnBase Contract Workflow System.

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Contracts found in compliance</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>75%</td>
</tr>
<tr>
<td>with the Ordinance</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>1</td>
</tr>
<tr>
<td>Audits conducted</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>1</td>
</tr>
</tbody>
</table>

Technical Assistance Services

GOAL: Strong and Diverse Economy

1. OBJECTIVE: To provide at least six educational programs to at least 10 small businesses per session.

STRATEGY: To offer a series of business education programs focused on identified needs of small businesses and promote participation in programs by small businesses.

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Programs held</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>6</td>
</tr>
<tr>
<td>Small business participants</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>10</td>
</tr>
<tr>
<td>per session</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>$504</td>
</tr>
</tbody>
</table>

BUDGET ISSUES FOR FY 2011-12

- Maintaining current departmental service level to fulfill the responsibilities of the EBOP.

COMPLETED INITIATIVES FOR FY 2010-11

- Actively sought business opportunities for certified small disadvantaged business enterprises (SDBEs) in all City contracting, as well as Durham County Government and Durham Public Schools projects.
- Conducted successful Minority Enterprise Development Week activities that included: a kick-off luncheon attended by approximately 75 persons and highlighted by honoring three small businesses, two educational programs with approximately 60 attendees, a Business After Hours event attended by approximately 100 attendees, a Business Trade Fair with approximately 200 attendees and a Golf With A Minority Business Day with approximately 50 participants.
- Conducted a successful, televised Construction Forecast: 2010-2012 with approximately 100 attendees.
- Graduated the fifth class of participants in the Mentor-Protégé Program.
- Published monthly "SDBE Spotlights" to acquaint internal and external customers with the services of our certified firms.
- Sent bid news brief to SDBEs every two weeks to advise them of business and educational opportunities and other information of interest to business owners.

DEPARTMENT INITIATIVES FOR FY 2011-12

- Graduate the sixth and last class of participants in the Mentor-Protégé Program.
- Begin a new Technical Assistance Services component to include educational programs designed to support small business development.
- Continue efforts to increase the numbers of SDBEs.
- Actively seek specific business opportunities for SDBEs on all City projects.
- Explore options for establishing a City of Durham Small Business Program in addition to current EBOP.
- Explore whether Durham can establish an enhanced procurement program similar to Executive Order 50 issued by the Governor.