



Strategy 2:

Increase business awareness when soliciting the purchase of goods and services:

- a) Proactively identify contracting and procurement needs early in order to maximize supplier diversity.
- b) Advertise bidding opportunities through Department of Enterprises' WEBS vendor notification system to ensure minority and women's businesses and veteran owned firms are notified.
- c) Include language in solicitations encouraging bidder's use of a diverse supplier pool, including small, minority, veteran, and women-owned firms.
- d) Include language in solicitations encouraging the use of minority and women-owned businesses as subcontractors.
- e) Encourage bidders to identify whether they are certified with OMWBE in their bid submittals by including a OMWBE Participation form in the solicitation they can use.
- f) Add OMWBE language in solicitations encouraging firms to register with OMWBE.