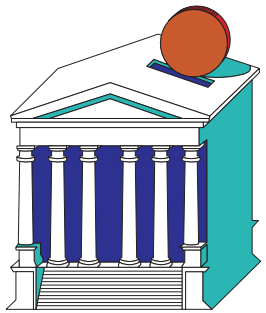

Equal Access to Economic Opportunity

The City of Madison is committed to working to create a community free of discrimination. Unfair discrimination in employment and contracting adversely affects the general welfare of the city. Equal access to economic opportunity—whether that be a job or a chance to do business—is critical to Madison remaining one of the top U.S. cities in which to live.



The City of Madison believes it is not in the public interest to do business with a developer unless it demonstrates that it has taken a **proactive** approach to ensuring equal access to employment and contracting opportunities. As such, all contracts where the City provides financial assistance to a developer contain specific requirements to ensure that equal economic opportunity is realized.

As the developer, what do I need to do?

Read your contract. Ignorance of the requirements is not an excuse for noncompliance. It is much easier to comply up front instead of trying to “fix” a problem after the fact. Remember, compliance with these requirements is a condition of your funding from the City.

Call the Affirmative Action Division *before* soliciting bids and/or quotes for work on the project. It is our goal to work *with* you to ensure that targeted businesses are provided the maximum feasible opportunity to compete for business opportunities associated with the development of your project. We can’t do that unless you communicate with us.

Submit a completed Affirmative Action Plan to the Affirmative Action Division within 30 days of executing your contract. If you employ fewer than 15 employees, you may file a *Request for Exemption* from submitting an affirmative action plan. Forms are available from the Affirmative Action Division.

Provide targeted business access to bidding on all business opportunities related to the covered project. This includes, but is not limited to, professional services, construction contracts and subcontracts, and material and supply purchases. Notify the Affirmative Action Division of upcoming opportunities. Consult the City’s Targeted Business Directory to identify businesses to include in your solicitations. It is your responsibility to be proactive in your approach to doing business with targeted businesses. It is also your responsibility to ensure that all parties with which you contract for any type of work on this project take the same approach to ensuring that targeted businesses have access to these opportunities.

Notify the Affirmative Action Division of all job openings. We operate a *JOB BANK* and can refer a diverse pool of qualified applicants for your openings.

Include the AA/EEO and targeted business requirements from your contract in all your written agreements with contractors and subcontractors. Provide these contractors and subcontractors with copies of the City-provided documents necessary to comply with these requirements. Submit their completed paperwork to the Affirmative Action Division for review and approval. In the end, it is your responsibility to ensure that these companies comply with the City’s requirements.

What if a developer or contractor doesn’t comply with the City’s AA/EEO and targeted business requirements?

These requirements are part of the written agreement which you will sign if your application for City financing is approved.

If you, or any of your contractors or subcontractors, fail to comply with these requirements, the City may cancel, terminate or suspend your contract; declare you ineligible for further City contracts until the requirements are met; and/or recover up to 5% of the contract amount or \$5,000 (whichever is less) in the form of liquidated damages.

Don't drop the ball!



Contact the
following
Affirmative Action Division
staff for further assistance:

Telephone
(608) 266-4910

FAX
(608) 266-6514

E-Mail
dcr@cityofmadison.com

DEPARTMENT OF CIVIL RIGHTS
AFFIRMATIVE ACTION DIVISION
210 MARTIN LUTHER KING JR BLVD RM 523
MADISON WI 53703

Developer's & Prime Contractor's Guide to AA/EEO & Targeted Business Requirements



*for Projects Receiving
City Financial Assistance*

**Department of Civil Rights
Affirmative Action Division**
210 Martin Luther King, Jr. Blvd., Rm. 523
Madison, WI 53703
