

## Good Faith Efforts

Projects for which the City of Madison has provided financial assistance are covered by **Section 39.02 of the Madison General Ordinances**. This means that the developer and his/her prime contractor are required to take all necessary affirmative steps to assure that Small Business Enterprises (SBEs), including those owned and operated by women and minorities, are provided the maximum feasible opportunity to participate on such projects, and are used whenever possible. Such steps include, but are not limited to:

- 2.4.1.1 Attendance at the pre-bid meeting.
- 2.4.1.2 Using the City of Madison's directory of certified SBEs to identify SBEs from which to solicit bids. The City of Madison SBE Directory is available at:  
<https://www.cityofmadison.com/civil-rights/contract-compliance/targeted-business-enterprise-programs/directories>
- 2.4.1.3 Assuring that SBEs are solicited whenever they are potential sources.
- 2.4.1.4 Referring prospective SBEs to the City of Madison Affirmative Action Department for certification.
- 2.4.1.5 Dividing total project requirements into smaller tasks and/or quantities, where economically feasible, to permit maximum feasible SBE participation.
- 2.4.1.6 Establishing delivery schedules, where requirements permit, which will encourage participation by SBEs.
- 2.4.1.7 Providing SBEs with specific information regarding the work to be performed.
- 2.4.1.8 Contacting SBEs in advance of the deadline to allow such businesses sufficient time to prepare a bid and engage in negotiation.
- 2.4.1.9 Negotiating directly with SBEs, including those which volunteer a bid.
- 2.4.1.10 Utilizing the bid of a qualified and competent SBE when the bid of such a business is deemed reasonable, although not necessarily low.