

---

# CALENDAR YEAR 2023 EQUITY IMPACT PLAN ANNUAL REPORT

## BACKGROUND INFORMATION

Department Name: Dept. of Procurement and Material Management (DPMM)

Equity Lead(s): Audrey Ampomah & Chris McGough

Date: 10/17/2023

## EQUITY IMPACT PLAN REPORT

**Goal 1:** Maintain departmental equity team and conduct staff engagement/training.

Progress on items 1a, 1b, 1c & 1d:

- In 2023, the most successful aspect of DPMM's staff-facing equity efforts has been the equity engagement calendar. From the reboot of our department book club to the monthly email engagement and the Cultural Potluck, staff have been receptive and passionate about the different activities. The book club remains a consistent and reliable means of conversation in DPMM as it is generally well attended, and topics are varied. The monthly email engagements, educational messages highlighting racial and ethnic observances (Black History Month, Diversity Month, Hispanic Heritage Month, etc.) allow for continued education and consistency. The Cultural Potluck turned out to be the most high-impact event on the engagement calendar. The event allowed DPMM staff to interact with others across divisions and facilities and connect through food contributed by staff of varying cultures. Also, the Equity Lead gave a talk about the importance of staff bringing 'their whole selves to work' and how to promote vulnerability through a celebratory workspace. Based on feedback, this event was extremely valuable – with some saying their biggest takeaways were "Cultural awareness through food," learning "Equity and inclusion are important in every aspect of work and life in general" & understanding "How important it is to actively foster/create safe spaces for this diversity in our office." Due to these and other equity priorities in 2023 and the need to update the equity team's goals, the equity team itself took a pause but will be reengaged in 2024.

---

# CALENDAR YEAR 2023 EQUITY IMPACT PLAN

## ANNUAL REPORT

**Goal 2:** Collect disaggregated data including stakeholder feedback and conduct root cause assessments to identify equity issues within the procurement process.

Progress on items 2a, 2b, 2c, 2d & 2e:

- DPMM continues to publish an [annual report](#) of County spending on SWaM businesses by designation (disaggregated among Small, Women-Owned, and Minority-Owned) for the public to view. Tracking the classification of our business partners, the amount spent with each designation, and any associated data is a key tactic DPMM utilizes to advance equity and promote accountability.
- One of the most substantial gaps identified in DPMM's equity data was the 'unclassified' spend category – about 22% of this spend was with businesses that were unclassified, meaning there was no ownership or size classification information for those vendors. DPMM was able to utilize the Virginia Dept. of Small Business & Supplier Diversity's business directory, intern research, and 3<sup>rd</sup> party software to help classify vendors and decrease the unclassified percentage from 22% to 10%. This gives further accuracy to the yearly SWaM Spend Report and allows DPMM to adjust any SWaM spend goals accordingly. Through the same methods, DPMM was able to update existing classification data, as needed.
- DPMM's supplier outreach efforts progressed into newer offerings this year. Topic-specific forums were introduced this year to cover procurement topics of interest and allow for an open-house style discussion between DPMM and prospective vendors. These forums were often collaborations with other DPMM divisions & external organizations, such as the Virginia Dept. of Small Business & Supplier Diversity (SBSD). Based on feedback from SWaM business attendees, these workshops and forums consistently deliver high-impact information and resources to the business community.
- Efforts toward conducting a Procurement Disparity Study (PDS) are progressing steadily. The goal of this study is to assess whether there is a gender and/or racial disparity between County business partners and the businesses available in the community to perform work for the County. If disparities are found, the report would provide recommendations on how to close this gap. DPMM and supporting agencies have moved into discussions of funding and procurement strategy for the study. A workgroup of initial stakeholders has also been created to support high-level discussions and decisions across applicable departments & agencies.

---

# CALENDAR YEAR 2023 EQUITY IMPACT PLAN

## ANNUAL REPORT

**Goal 3:** Enhance supplier outreach and programming.

Progress on items 3a, 3b & 3c:

- Supplier outreach initiatives have achieved demonstrable success through monthly offerings. The continued provision of the "Selling to Fairfax" workshop by DPMM remains a cornerstone of these efforts, offering valuable education and insights into Fairfax County's procurement procedures and expectations for potential suppliers. 2023's outreach endeavors also included an information session on the Small, Women- and Minority-owned Business (SWaM) Certification process held in partnership with the Virginia Department of Small Business & Supplier Diversity. This event drew a significant audience, providing SWaM businesses with an exceptional opportunity to acquire pertinent information and resources.
- DPMM collaborated with the Small Business Commission to host a highly anticipated Procurement Prose Panel. This educational event aimed to equip businesses with the knowledge and tools to effectively navigate the procurement process, including understanding solicitations, crafting compelling proposals, and evaluating their business readiness. Speakers from the Small Business Commission, Virginia Department of Small Business & Supplier Diversity (VA SBSD), and the Procurement Technical Assistance Center provided valuable insights and expertise. Notably, this panel event garnered the highest attendance of any DPMM-hosted outreach program, with 69 participants present and over 100 individuals registering beforehand. Feedback was strongly positive, with attendees specifically appreciating the exclusive "pro tips" and detailed guidance on crafting successful proposals.
- Extending outreach efforts, the Supplier Diversity Team accepted an invitation to participate in a Government Contracting Panel hosted by the Women's Business Center of Northern Virginia (WBC). This panel served to educate businesses on essential aspects of securing government contracts, including preparation strategies, effective targeting of opportunities across local, state, and federal levels, and strategies for leveraging minority ownership status to their advantage.
- In a dedicated effort to expand avenues for vendor outreach and exposure, DPMM continued its collaboration with the Department of Economic Initiatives (DEI) to operate the Vendor Pitch Portal (VPP). This online platform functions as a digital submission point for marketing materials, empowering prospective vendors to be more visible to various county agency purchasers. The initiative has garnered significant traction, attracting over 100 submissions from diverse vendors eager to establish business partnerships with the County. By partnering with other departments and external organizations, DPMM was

---

# CALENDAR YEAR 2023 EQUITY IMPACT PLAN

## ANNUAL REPORT

able to not only provide varied and tailored education to the business community, but also to build meaningful relationships with entities that share its goals.

---

# CALENDAR YEAR 2023 EQUITY IMPACT PLAN

## ANNUAL REPORT

**Goal 4:** Review procurement policy, procedure, and process through an equity lens – and recommend improvements.

Progress on items 4a, 4b, 4c, 4d & 4e:

- The Equity Policy Review Committee, launched in fall 2022, has continued through 2023. Made up of one staff person from each of DPMM’s five divisions, this committee has reviewed all of DPMM’s draft new and revised policies (five since committee inception) with an equity lens and provided recommendations to make the policies as equitable as possible.
- In an effort to support Virginia’s smallest businesses, DPMM is currently developing a proposal to make it easier for County staff to purchase from certified micro businesses (defined by the Virginia SBDB as having 25 or fewer employees) by decreasing certain competitive requirements for such businesses.
- In 2023, DPMM began to draft a Sustainable Procurement Policy to improve equity (as well as other social and environmental priorities) in purchasing procedures. A goal of this policy and its associated Buyer’s Guide is to guide county staff in addressing inequities in all county purchasing by providing a standard operating procedure.
- DPMM has continued to implement the Supplier Corporate Social Responsibility (CSR) program. EcoVadis and their CSR assessments have been key in connecting with our supplier community to better understand equity and social responsibility in their own business practices. This past year DPMM was able to conduct the 3rd wave of CSR assessment invitations to our supplier community; over 75 major suppliers were engaged in this process.

**Goal 5:** Collaborate with Departments to help them consider equity in their purchasing decisions.

Progress on items 5a, 5b, 5c & 5d:

- Business planning meetings between various departments and DPMM are an impactful space for discussions of socially responsible purchasing goals for departments and collaboration on how to increase SWaM business participation in available business opportunities. These meetings have consistently led to robust equity conversations between DPMM and stakeholder departments.
- In response to the growing demand for training among departmental purchasers, DPMM has developed and begun to deliver enhanced procurement trainings. This new training

---

# CALENDAR YEAR 2023 EQUITY IMPACT PLAN

## ANNUAL REPORT

content was enhanced to introduce why and how to include equity in procurement practices.

- Lastly, DPMM has continued to assist departments with supplier discovery to help identify and invite qualified SWaM businesses to compete in county solicitations. Supplier discovery assistance in 2023 included both formal and informal solicitations.