

OFFICE OF SMALL AND DISADVANTAGED BUSINESS UTILIZATION

OSDBU

Annual
Report

FY 2022

What's Inside

- Spotlight on Executive Order 13985
- Small Business Is Everybody's Business
- Meet the OSDBU Team



U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT



“Small businesses are the driving force in a thriving economy. As the largest consumer of goods and services in the world, the Federal Government has the power to advance equity through increased spending in underserved communities. Federal procurement serves as a powerful tool to support small business growth and build generational wealth throughout the country. As such, the President has committed to supporting small businesses that have historically faced barriers to resources and opportunities to grow.”

– Marcia L. Fudge
Secretary of HUD

Spotlight On Executive Order 13985

[Executive Order 13985](#), Advancing Racial Equity and Support for Underserved Communities through the Federal Government, directs agencies to make contracting opportunities more readily available to all eligible and remove barriers faced by individuals in underserved communities. To further implement this policy and advance procurement equity, the Office of Management and Budget issued [Memorandum No. M-22-03](#) and increased the Small Disadvantaged Business (SDB) goal to 11 percent in fiscal year 2022 government-wide to ultimately reach 15 percent by fiscal year 2025. Additionally, the third priority in the [President's Management Agenda](#) recognizes that improvements in the Federal acquisition system can create opportunities that lead to a more equitable economy. It is essential that the U.S. Department of Housing and Urban Development (HUD) continues efforts to meet its small business goals and help achieve procurement equity priorities.

To reinforce HUD's commitment to maximizing contracting opportunities for small and disadvantaged businesses, a Procurement Action Team was established to identify strategies on expanding contracting opportunities and removing barriers for small and disadvantaged businesses. HUD recognizes utilizing small and socioeconomic small businesses and creating opportunities for sustainable entrepreneurship contributes to building and retaining individual and community wealth. The importance of small business contracting cannot overshadow the necessity for strong contract performance and management.

Small Business Is Everybody's Business

HUD seeks to maximize federal contracting opportunities for small and disadvantaged businesses, ensuring that small disadvantaged, 8(a), women-owned, Historically Underutilized Business Zone (HUBZone), and service-disabled veteran-owned small businesses are treated fairly and can better compete and win prime and subcontracting opportunities. Due to the joint efforts of the Office of Small and Disadvantaged Business Utilization (OSDBU), the Office of the Chief Procurement Officer, and HUD program offices, the Department awarded in Fiscal Year 2022 \$499* million in prime contracts to small business concerns:

- * HUD exceeded statutory small business socioeconomic goals for all of the socioeconomic concerns, including the heightened government-wide SDB goal of 11% and achieved 20.4%.
- * For the fifth consecutive year, HUD surpassed the 3% HUBZone goal and achieved 3.98%.
- * For the second consecutive year, HUD surpassed the 5% women-owned small business goal and achieved 16.63%.

*Source: SAM.gov Small Business Goaling report pull on March 15, 2023 (using Small Business Goaling Deobligation masking)

HUD's Deputy Secretary Adrienne Todman



“Federal procurement is a powerful tool to support small business growth and build generational wealth throughout our country. Additionally, the President’s Management Agenda recognizes that improvements in the Federal acquisition system can create opportunities that lead to a more equitable economy. The Administration’s “Day One” Executive Order on racial equity directs agencies to make contracting opportunities more readily available to all those who are eligible and remove barriers faced by individuals in underserved communities. At HUD we are committed to taking concrete steps to meet its small business goals in 2022 and help achieve these priorities.”

Small Businesses are the Driving Force of the Nation’s Economy

According to the U.S. Small Business Administration’s Strategic Plan for Fiscal Years 2022-2026, small businesses in the United States make up more than 99.9 percent of all firms, supporting almost 47 percent of the private sector workforce or 61 million jobs.

Did You Know That Small Businesses Can Get Involved In Not Just Contracts?

Section 3

HUD directly bolsters employment and economic opportunity for small businesses and local residents through Section 3 of the Housing and Urban Development Act, which creates a pathway for Section 3 businesses (owned by or hiring low income individuals) to develop the capacity to pursue future federal contracting opportunities. HUD grantees also use HUD funding to support other small and local businesses to provide their services or products on an array of federally funded projects. HUD will partner with SBA to encourage entrepreneurship in public housing and Section 8 (Housing Choice Voucher) housing through community-based classes targeted to HUD-assisted residents and develop mechanisms to connect Section 3 businesses with contracting opportunities and federal programs.

While OSDBU is primarily focused on ensuring that small businesses are afforded the maximum practicable opportunity to participate HUD’s acquisitions, a lot of HUD’s funding goes to state and local entities as grants. There can be contract and grant opportunities at the state and local levels through the Department’s community development programs administered by the Office of Community Planning and Development and the Office of Field Policy and Management’s Section 3 program. Small businesses can leverage their experience supporting HUD programs as grantees and non-federal contracts as they consider contracting opportunities at the federal level.

Community Compass

Community Compass is an innovative, outcome focused approach and a collaborative effort among HUD, its customers, and the organizations providing technical assistance and capacity building on behalf of HUD. HUD’s Community Compass Technical Assistance and Capacity Building program helps HUD’s customers navigate complex housing and community development challenges by equipping them with the knowledge, skills, tools, capacity, and systems to implement HUD programs and policies successfully. The goal of Community Compass is to empower communities so that successful program implementation is sustained over the long term.

OSDBU FY 2022 Accomplishments

Inaugural Small Disadvantaged Business Webinar

OSDBU convened the Department's **Inaugural Small Disadvantaged Business** virtual outreach event: "Navigating the Federal Workplace as a Small Disadvantaged Business" on February 28, 2022. Over 890 attendees viewed the webcast and OSDBU received positive feedback from attendees. Through this event, HUD was able to expand its outreach efforts by reaching new small businesses and first-time participants of a HUD OSDBU event. Additionally, registrants also self-identified as Alaskan Native, Native American, LGBTQ+, Hispanic, Asian, Black, persons with disabilities, and from tribal and rural areas. OSDBU looks forward to continued collaboration with HUD's program offices to advocate for and provide maximum opportunities to small businesses by removing barriers to advance racial equity and support for underserved communities through the Federal Government.

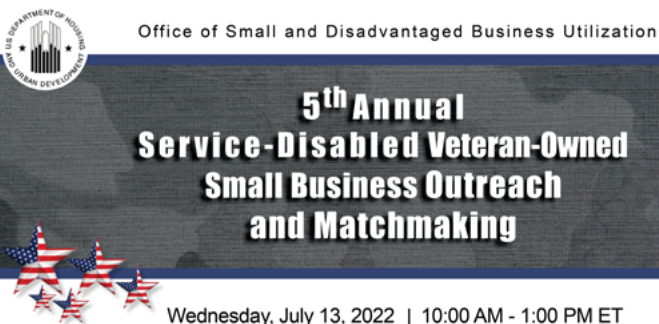


Women-Owned Small Business Conference

In March, OSDBU hosted HUD's **5th Annual HUD Women-Owned Small Business Virtual Outreach and Matchmaking**. Alanna McCargo, the first female president of Ginnie Mae, set the tone for a successful webinar with her opening remarks commending women on their continued resiliency to make gains towards economic prosperity. She committed to continue leveraging the partnerships Ginnie Mae has with small businesses specifically women-owned small businesses. Over 110 attendees viewed the webinar and 88 matchmaking meetings took place with 13 program offices.

Historically Underutilized Business Zones (HUBZone) Conference

OSDBU hosted the **7th Annual HUD HUBZone Vendor Outreach** on May 19, 2022. Over 300 attendees viewed the conference, which is an increase in participation over our 6th annual conference held in 2021, highlighting the growing interest of small business interests regarding the HUBZone Program. The conference featured top HUD leadership participation: Jimmy Fleming-Scott, Acting Chief Procurement Officer, Michele Perez, Assistant Deputy Secretary for Field and Policy Management, and Robin Keegan, Deputy Assistant Secretary for Economic Development.



Service-Disabled Veteran-Owned Small Businesses

OSDBU hosted its **5th Annual Service-Disabled Veteran-Owned Small Business (SDVOSB) Vendor Outreach** event on July 13, 2022. Deputy Secretary Adrienne Todman kicked off the event with a powerful message highlighting HUD's strong commitment to furthering the President's Management Agenda and Executive Order 1398 for a more equitable and inclusive federal market place. Additionally, the Deputy stressed the importance of HUD's support of small business. The event consisted of 145 registered businesses for the webinar and HUD program offices participated in 105 matchmaking meetings.

IT Industry Day

In December 2021, HUD convened its **5th Annual Information Technology (IT) Industry Day**. With over 250 attendees, this virtual event allowed vendors to learn more about HUD's IT needs. HUD's major IT buying offices, Office of the Chief Information Officer, Government National Mortgage Association, and the Office of the Inspector General, participated in the vendor outreach event and shared organizational priorities and contracting requirements for the year with the small business participants.

Continued Successful Outreach Events

This fiscal year the HUD OSDBU team began convening monthly group virtual meetings with vendors using Microsoft Teams. The one hour and 30-minute meet and greet consists of up to 15 small business vendors interested in doing business with HUD. The meet and greet provides small businesses with the opportunity to learn more about HUD and allows the vendors to learn about each other's capabilities for potential partnerships. In FY 2022, OSDBU held six meet and greets.

Previous outreach event recordings can be found at:

https://www.hud.gov/program_offices/sdb/outreach/previous_outreach_and_training

Updates to the Forecast of Contracting Opportunities

Critical to effective vendor outreach, OSDBU publishes the Forecast of Contracting Opportunities (Forecast) annually in the beginning of each Fiscal Year. Although all Federal agencies release a Forecast, what makes HUD's Forecast a recognized best practice in the small business community is that it is updated monthly. The Forecast is one of several tools that help the small business community effectively market their goods and services to the cognizant components within the Department. In fiscal year 2023, a new and improved Forecast will be available that allows users to easily filter the data by program office, NAICS code, contract type, dollar value and more.

HUD's Forecast of Contracting Opportunities can be found on OSDBU's website: https://www.hud.gov/program_offices/sdb/4cast.

Meet the Small But Mighty OSDBU Team



Meishoma Hayes has been with OSDBU for 20 years and serves as the Senior Small Business Utilization Specialist. She has organized several small business outreach events. She performs acquisition reviews for Housing, Ginnie Mae, Policy Development and Research, Office of the Chief Information Officer, and the Office of the Secretary, to ensure that small businesses have fair opportunities to HUD contracts. She also provides training on the small business programs.



Derek Pruitt serves as a Senior Small Business Utilization Specialist with OSDBU for 16 years. In this role, he aids HUD's efforts to provide maximum opportunities for small, disadvantaged, women-owned, service-disabled veteran-owned, and HUBZone small businesses to participate in HUD contract awards through outreach, education, and small business market research strategies.

Spotlight on OSDBU's Newest Team Member

Doan Ly Nguyen, the newest member, is a Small Business Utilization Specialist. She assumed the role in February of 2022. In this capacity, she assists the Department on its small business outreach, education, and advocacy to help HUD meet its small business and socioeconomic goals. Prior to joining HUD, she worked in the private sector for 16 years in various roles. Most notable was her role as the Small Business Liaison Officer for five years from July 2014 to June 2019. Through this position she created a formal corporate Small Business Department.





Message from the OSDBU Director Jean Lin Pao

The Department of Housing and Urban Development's (HUD) mission is to create strong, sustainable, and inclusive communities and quality affordable housing for all. Both equity and inclusion are the key components to achieve that mission for families and individuals. The Office of Small and Disadvantaged Business Utilization (OSDU) is responsible for ensuring that small businesses are treated fairly and that they have an opportunity to compete and be selected for a fair amount of the Department's prime and subcontracting opportunities.

HUD's Equity Action Plan, which was developed in collaboration with representatives across the Department, amplifies the Department's commitment. This plan outlines strategies to support HUD's efforts in sustaining, building, and retaining individual and community wealth by widening the base of small and local businesses in HUD's procurements. Released on April 14, 2022, you can find HUD's Equity Action Plan at <https://www.hud.gov/equity>.

OSDBU is engaged in several activities to advance procurement equity by:

- Improving HUD's procurement practices by advocating for longer lead times for planning
- Facilitating quality market research
- Collaborating with program colleagues to identify new ways for small business participation
- Encouraging small businesses to compete for technical assistance grants
- Building the pipeline of new federal entrants through the Section 3 program that requires HUD funding recipients to contract with Section 3 businesses that are owned by low income residents
- Expanding outreach geographically
- Launching an inaugural outreach series for SDBs to help small disadvantaged businesses navigate the federal procurement landscape
- Including a small business goal in the performance appraisals for Senior Executive Service members
- Incorporating procurement equity considerations in the Secretary's Small Business Policy Statement, HUD Strategic Plan, and HUD's Equity Plan

HUD has a full calendar of small business outreach events planned in 2023. All are welcome to participate. Please visit OSDBU's website <https://www.hud.gov/smallbusiness> for notices and registration details.



Contact Us

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