

WHEDA Expands Equity Through Procurement Success

Wisconsin Housing and Economic Development Authority
Management Innovation: Financial

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Overview

Strategically, WHEDA is working on multiple fronts to cultivate an ecosystem that increases equity in housing and economic opportunity. To expand opportunity, WHEDA must leverage the collective strengths of its people, partners, and programs to create new approaches that drive systemic change.



Amanda Evans owns a photography business in Milwaukee.

One of WHEDA's collaborative and innovative efforts to cultivate an ecosystem of opportunity includes expanding its supplier diversity goals to increase the use of minority-, women-, and veteran-owned businesses.

Results

WHEDA has a statutory goal to spend 5% of its annual discretionary purchasing funds with minority and disabled veteran businesses certified by the Wisconsin Department of Administration (DOA). WHEDA exceeded this goal for fiscal year 2020, recording a significant increase over fiscal year 2019.

From computer technology to financial services, WHEDA exceeded its targets for purchases from certified minority-, disabled veteran- and women-owned businesses during fiscal 2020. In all, these targeted purchases accounted for some \$859,700 or 12.4% of WHEDA's total \$6.9 million in discretionary spending, up from \$509,963 or 8.58% during fiscal 2019.

WHEDA's overall spending with certified and non-certified minority firms from fiscal year 2019 to fiscal year 2020 is up by \$349,737 or 68.5%.

Supplier Diversity Commitment

WHEDA has been purposeful in its supplier diversity commitment. Our success to exceed purchasing goals with minority and disabled veteran businesses was accomplished through:

- Establishing an internal lead to serve as the point of contact to identify emerging businesses that can support departmental purchasing needs
- Updating procurement procedures to ensure managers understand the increased business benefits of partnering with minority businesses as well as accessing resources to attract and engage with minority firms when contracting for products/services
- Developing a dedicated procurement section on wheda.com that identifies procurement practices in a consistent and transparent process

- Implementing an online portal enabling interested businesses to register and connect more directly with WHEDA's procurement activities
- Participating in minority business conferences and forums to promote WHEDA procurement activities and goals
- Offering guidance to help businesses in their efforts to gain state minority-owned business enterprise/disabled veteran-owned business certification

The business community and the economy succeed when opportunity is widely shared and represents all interests. WHEDA's procurement practices strive to provide vigilant stewardship of resources, inspire stakeholder confidence through consistent and transparent processes, and ensure the vendor community has access to open and fair competition.



Emery Harlan is a partner in MWH Law Group of Milwaukee.

Visual Aids

- [Procurement | WHEDA](#)
- [WHEDA exceeds targets for purchases from diverse, disabled veteran and women-owned businesses | WHEDA](#)