



TOUGH LEAF



NEW ROCHELLE
NEW YORK



Streamlining And Strengthening **Diverse Supplier Participation**

The Challenge

The City of New Rochelle is committed to building a inclusive economy where small and certified businesses can thrive. But like many municipalities, the city faced challenges:

- **Fragmented supplier data** and difficulty verifying certifications
- **Limited participation** from diverse local vendors
- **Cumbersome compliance** reporting and tracking

The Solution: **Tough Leaf**

New Rochelle partnered with Tough Leaf, a preconstruction sourcing platform and managed service, to modernize its supplier diversity program. Together, they built a process that:

- ✓ **Centralized Data:** Access to Tough Leaf's network of 350,000+ certified firms across 50 states, with real-time tracking of 100+ certification types
- ✓ **Increased Engagement:** Tailored outreach and vendor education to boost participation and capacity-building for local businesses
- ✓ **Simplified Compliance:** Automated reporting and electronic record-keeping to ensure requirements were met without administrative burden

The Results

By partnering with Tough Leaf, the City of New Rochelle:

- **Achieved greater vendor participation and competition**, generating more bids per project than traditional outreach methods
- **Built a repeatable, scalable process** to support upcoming development initiatives
- **Strengthened its ability to track, report, and demonstrate** compliance with participation goals
- **Established itself as a leader** in municipal supplier diversity programs

Why It Matters

Building Impact for Every Stakeholder

- **For New Rochelle:** A more inclusive local economy that maximizes opportunities for small and certified firms.
- **For Contractors:** Confidence that participation goals can be met, with simplified compliance reporting.
- **For Vendors:** Easier access to opportunities and support services like grants, staffing, and payroll solutions.



Looking Ahead

With Tough Leaf as a partner, New Rochelle has built a model that other cities can follow. The city continues to expand opportunities for small and certified businesses, demonstrating how municipalities can combine innovation with inclusion to drive lasting community impact.

About Tough Leaf

Tough Leaf helps general contractors, developers, and municipalities connect with qualified, certified subcontractors. Combining an **AI-powered platform with concierge-level services**, we help projects meet compliance goals, generate more competitive bids, and deliver lasting community impact.

With a nationwide network of **350,000+ certified firms** and real-time tracking across **100+ certification types**, Tough Leaf simplifies participation requirements and delivers **3.5x more bids** than traditional outreach.

How Tough Leaf Works

By partnering with Tough Leaf, the City of New Rochelle:

Kickoff: The GC shares project details and requirements

Research: Our AI-powered platform identifies all subcontractors that match project needs

Vetting: We confirm qualifications, orient subcontractors on the project, verify intent to bid, and offer capacity-building support when needed

Delivery: We collect bids and provide an easy-to-use summary to streamline the projects compliance reporting

Success: We stay engaged after bid delivery to ensure compliance and gather post-bid results

With Tough Leaf, you don't just meet compliance requirements — you build stronger projects, stronger partnerships, and stronger communities.

Why Tough Leaf

- ✓ **3.5x more bids** than traditional outreach methods
- ✓ **350,000+ certified firm profiles** nationwide
- ✓ **100+ certifications** tracked automatically across all 50 states
- ✓ **100% compliance** requirements met, every time
- ✓ **Capacity-building services** to help certified firms grow and scale
- ✓ **Audit-ready reporting** with electronic records and utilization forms

Learn more: toughleaf.com