

BUSINESS OUTREACH NARRATIVE
FOURTH QUARTER, 2011

Emerging Business Enterprise (EBE) Awards for Proposition S Projects

EBE construction bid awards for 2011 are \$13,008,416 or 51.3% of total construction awards. Please refer to the Business Outreach Program, Proposition S, 2011, Year-End Report: January 2011 – December 2011 table for further detail. Cumulative EBE awards since commencement of Proposition S projects through December 2011 are currently at 41.3% for construction.

Cumulative EBE professional services awards since commencement of Proposition S through December 31, 2011 are \$23,435,640 or 36.2% of total professional services awards.

For the reporting period of January to December 2011, SDUSD has made the following outreach efforts relative to Proposition S construction bid and professional services opportunities:

Quarter	Faxes	Emails	Responded to Contractor Inquiries	Total
1 st Quarter 2011	723	1,242	13	1,978
2 nd Quarter 2011	621	2,486	33	3,140
3 rd Quarter 2011	690	4,678	28	5,396
4 th Quarter 2011	67	1,118	18	1,203

Emerging Business Enterprise (EBE) Meetings

During this reporting period SDUSD conducted one-on-one meetings with 19 small and emerging contractors. These meetings provide detailed understanding of the bidding process and methods for staying informed of SDUSD bids.

Participation in Public Agency Business Outreach Events & Meetings

SDUSD Business Outreach Program staff attended the following major procurement events (complete lists of all events and meetings attended are provided to the ICOC Construction Subcommittee each month):

- SDVOB Elite - Annual Business Matchmaking
- The Blue Book GC Showcase
- Doing Business with SDUSD hosted by San Diego Contracting Opportunities Center

SDUSD Business Outreach Database

The District received 65 new/updated Self-Certification forms for the reported quarter. SDUSD database members receive ongoing project information relative to upcoming construction bids and site walks.

Business Outreach Newsletter

Volume 14 of the Business Outreach Newsletter will be released in February 2012.

Outreach Forecast

SDUSD plans to attend the following major outreach event(s):

- CMAA Owners' Night
- Caltrans, District 11, 8th Annual Small Business Exchange

**Proposition S Outreach Program
Outreach Events Overview
December 2011 Report**

Events Attended

- Elite SDVOB Network monthly meeting (12/06)
- Site walk for Furnish and Install Asphalt, Seal Coating, Concrete and Line Painting at Various District Sites on an As-Needed Basis (IDIQ) project (12/08)
- Site walk for Furnish and Install Security Screens on an As-Needed Basis (IDIQ) project (12/09)
- Meet and greet with Books 4 My Children, an MBE/SBE company (12/12)
- Meet and greet with BKM OfficeWorks, a local company (12/12)
- Meet and greet with United Drywallers, a local signatory SBE company (12/13)
- Meet and greet with Kennedy Pipeline, an MBE/SBE company (12/15)

Events Scheduled

- Elite SDVOB Network monthly meeting (01/03)
- San Diego Supplier Development Council (SDSDC) monthly networking luncheon (01/10)
- National Association of Women in Construction (NAWIC) monthly meeting (01/10)
- American Subcontractors Association (ASA) monthly meeting (01/11)
- Central San Diego Black Chamber of Commerce monthly meeting (01/18)
- San Diego Hispanic Chamber of Commerce monthly mixer (01/26)

Bid, Solicitation and PSA Support

- Site walk for Medical Therapy Unit and Site Improvements at Kimbrough Elementary School (12/01)

Micro-Projects Program

- 32 micro-projects initiated, 22 awarded, 9 completed
- 100% Small Business Enterprises (SBEs), **and also:** 5 DVBE, 3 WBE and 11 MBE



**Facilities Planning and Construction
Business Outreach Program
PROPOSITION S
2011, Year-End Report**

CONSTRUCTION

JANUARY 2011 – DECEMBER 2011

	Construction	
TOTAL Dollars Awarded to Date to ALL	\$25,376,776	
TOTAL Dollars Awarded to Date to EBE	\$13,008,416	51.3%
Minority Business Enterprise	\$1,083,275	4.3%
Woman Business Enterprise	\$938,279	3.7%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$1,101,271	4.3%
Small Business Enterprise	\$9,885,645	39.0%
% of Dollars Awarded to Non-EBE Firms	\$12,368,360	48.7%
% of Dollars Awarded to Unidentified Firms	\$0	0%
Number of Construction Projects Included: 12		



**Facilities Planning and Construction
Business Outreach Program
PROPOSITION S
JANUARY 2009 – DECEMBER 2011**

PROFESSIONAL SERVICES
Cumulative Contract Awards

	Professional Services	
TOTAL Dollars Awarded to Date to ALL	\$64,736,695	
TOTAL Dollars Awarded to Date to EBE	\$23,435,640	36.2%
Minority Business Enterprise	\$2,832,244	4.4%
Woman Business Enterprise	\$15,349,922	23.7%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$2,939,551	4.5%
Small Business Enterprise	\$2,313,923	3.6%
% of Dollars Awarded to Non-EBE Firms	\$41,327,455	63.8%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
Number of Professional Service Contracts Included: 13		