

BUSINESS OUTREACH NARRATIVE
FIRST QUARTER, 2012

Emerging Business Enterprise (EBE) Awards for Proposition S Projects

EBE construction bid awards for 2011 to date are \$511,822 or 4.7% of total construction awards. Please refer to the Business Outreach Program, Proposition S, 2012, 1st Quarter Update: January 2012 – March 2012 table for further detail. Cumulative EBE awards since commencement of Proposition S projects through March 2012 are currently at 37.8% for construction.

Cumulative EBE professional services awards since commencement of Proposition S through March 31, 2012 are \$36,498,400 or 36.2% of total professional services awards.

For the reporting period of January to March 2012, 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 2012	1526	7,929	42	9,497

Emerging Business Enterprise (EBE) Meetings

During this reporting period SDUSD conducted one-on-one meetings with 10 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):

- CMAA San Diego Chapter's 7th Annual Owners' Night
- Black Economic Council Business Strategies Success Workshop
- Caltrans 2012 Small Business Exchange

SDUSD Business Outreach Database

The District received 58 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 was released late February 2012.

Outreach Forecast

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

- San Diego Regional Minority Supplier Development Council, 2012 Supplier Diversity Achievement Week
- San Diego Supplier Development Council, 2012 Operation Opportunity
- Southwest Veterans' Business Resource Center, 1st Annual Small Business Summit
- San Diego Regional Minority Supplier Development Council, 2012 Business Development Conference

**Proposition S Outreach Program
Outreach Events Overview
March 2012 Report**

Events Attended

- Meet and greet with Warfighter Construction, a local MBE and DVBE company (03/01)
- Meet and greet with CJSeto Support Services, LLC, a local DVBE company (03/05)
- Elite SDVOB Network monthly meeting (03/06)
- Dedication/open house Clairemont High School Automotive Facility (03/08)
- Strategy meeting with Turner Construction regarding the new Ambition! series (03/08)
- DVBE Alliance monthly meeting; presenting information about LCP and DVBE news (03/09)
- Meet and greet with Ideal Plumbing Heating Air & Electrical, a SBE/WBE company (03/14)
- Black Economic Council Business Strategies Success Workshop (3/16)
- Meet and greet with Hancock Construction, Inc., a DVBE company (03/20)
- Water Authority Meet and Greet Outreach Event (03/20)
- Caltrans 2012 Small Business Exchange (03/21)
- Annual strategy meeting with San Diego Regional Minority Supplier Development Council re participation and collaboration (3/21)

Events Scheduled

- Bimonthly joint SDUSD/American Subcontractors Association (ASA) meeting (04/02)
- Elite SDVOB Network monthly meeting (04/03)
- Meet and greet with The Unseen Wound organization, a disabled veteran work program (04/04)
- DVBE Alliance monthly meeting (04/13)
- San Diego Supplier Development Council monthly meeting (04/10)
- Strategy meeting with SDCOC regarding the new Ambition! series (04/10)
- National Association of Women in Construction (NAWIC) monthly meeting (04/10)
- American Subcontractors Association (04/11)
- Bimonthly joint SDUSD/AGC meeting (04/16)
- Central San Diego Black Chamber of Commerce monthly meeting (04/18)
- American Indian Chamber of Commerce monthly meeting (04/19)
- SD Hispanic Chamber of Commerce Monthly Mixer (04/26)
- Supplier Diversity Achievement Week (04/30-05/04)
- Operation Opportunity – San Diego Supplier Development Council (05/08)
- How to do Business with UCSD & Other Public Agencies (07/31)

Bid, Solicitation and PSA Support

- Site walk for Remodel Existing Classrooms for Broadcast Video and Graphic Arts Programs at Mira Mesa High School project (03/01)
- Site walk for Live Broadcast Program and Theatre Upgrades at School of Creative and Performing Arts (SCPA) project (03/01)
- Site walk for Furnish and Install Ceiling Fans on An As-Needed Basis (IDIQ) project (03/02)
- Site walk for Restrooms and Concessions Building at Point Loma High School project (03/09)
- Site walk for Replace Roofing at Memorial Preparatory School project (03/15)
- Site walk for Auditorium Fire Suppression System at Hoover High School project (03/16)
- Site walk for Construct New Classroom Building at Encanto ES project (03/23)
- 2012 District Outreach Task Force Meeting (03/27)
- Site walk for Academy of Information Technology and Toilet Upgrades at Hoover project (03/29)
- Site walk for Construct New Classroom Building at Euclid ES project (03/30)

Micro-Projects Program

- 47 micro-projects initiated, 36 awarded, 11 completed
- 100% Small Business Enterprises (SBEs), and also: 8 DVBE, 3 WBE and 18 MBE

**Proposition S Outreach Program
Outreach Events Overview
April 2012 Report**

Events Attended

- Meet and greet with The Unseen Wound organization, a disabled veteran work program (04/02)
- Elite SDVOB Network monthly meeting (04/03)
- Meet and greet with Park-Shell Development Corp (04/04)
- Meet and greet with CHESSBAKE Engineering Group, an MBE engineering company (04/06)
- Annual meeting with Soltek's Outreach Manager (04/09)
- Strategy meeting with SDCOC regarding the new Ambition! series (04/10)
- Public Agency Consortium Meeting (04/11)
- Meet and greet with CALTROP Corporation, a large construction services company (04/12)
- DVBE Alliance monthly meeting (04/13)
- Quarterly PSA Training Workshop (04/17)
- Meet and greet with iNgage Marketing, a DVBE company (04/18)
- Women's Construction Coalition monthly meeting and happy hour (04/20)
- Meet and greet with Mullen Enterprises, an SBE company (04/23)
- Meet and greet with Beltmann Relocation Group (04/23)
- Meet and greet with Martinez Adams, a local MBE/SBE company (04/25)

Events Scheduled

- Minority Supplier Diversity Council (MSDC) Supplier Diversity Achievement Week (04/30-05/04)
- Elite SDVOB Network monthly meeting (05/05)
- Operation Opportunity – San Diego Supplier Development Council (05/08)
- National Association of Women in Construction (NAWIC) monthly meeting (05/08)
- American Subcontractors Association (05/09)
- American Indian Chamber of Commerce monthly meeting (05/24)
- SD Hispanic Chamber of Commerce Monthly Mixer (05/31)
- DVBE Alliance monthly meeting (06/08)
- SDUSD Construction Expo (07/25)
- How to do Business with UCSD & Other Public Agencies (07/31)

Bid, Solicitation and PSA Support

- Site walk for the Construct Data Center at Serra High School project (04/05)

- Site walk for the New Classroom Building & Whole Site Modernization at Knox Middle School project (04/06)
- Site walk for the Replacement of Portable Building at Holmes Elementary School project (04/19)
- Site walk for the Performing Arts Center and Whole Site modernization at Creative Performing and Media Arts School (CPMA) project (04/20)

Micro-Projects Program

- 51 micro-projects initiated, 38 awarded, 28 completed
- 100% Small Business Enterprises (SBEs), and also: 9 DVBE, 3 WBE and 19 MBE



**Facilities Planning and Construction
Business Outreach Program
PROPOSITION S**

2012, 1st Quarter Update

CONSTRUCTION

JANUARY 2012 – MARCH 2012

	Construction	
TOTAL Dollars Awarded to Date to ALL	\$10,911,563	
TOTAL Dollars Awarded to Date to EBE	\$511,822	4.7%
Minority Business Enterprise	\$0	0%
Woman Business Enterprise	\$0	0%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$381,669	3.5%
Small Business Enterprise	\$130,153	1.2%
% of Dollars Awarded to Non-EBE Firms	\$10,399,741	95.3%
% of Dollars Awarded to Unidentified Firms	\$0	0%
	Number of Construction Projects Included: 2	



**Facilities Planning and Construction
Business Outreach Program
PROPOSITION S
JANUARY 2009 – MARCH 2012**

PROFESSIONAL SERVICES
Cumulative Contract Awards

	Professional Services	
TOTAL Dollars Awarded to Date to ALL	\$100,736,695	
TOTAL Dollars Awarded to Date to EBE	\$36,498,400	36.2%
Minority Business Enterprise	\$4,860,769	4.8%
Woman Business Enterprise	\$25,424,095	25.2%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$3,608,013	3.6%
Small Business Enterprise	\$2,605,523	2.6%
% of Dollars Awarded to Non-EBE Firms	\$64,238,295	63.8%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
	Number of Professional Service Contracts Included: 16	

Prop. S Professional Service EBE Sub Award List
Added Professional Service Consultants
For the period of February 24, 2012 to April 26, 2012
C O R R E C T E D

Contract No.	Prime Consultant/ Contract Value	Sub-Consultant/ (EBE Category)	Scope/ Work Description	Contract Value	EBE Participation %
PS-12-0056-02	URS \$12,000,000	(Large)	Prop S Staff Augmentation Services	\$11,623,240	0.0%
	---	ECM Group (MBE, SBE)	CM/PM Services	\$248,400	2.1%
	---	Nationwide Bldg Commissioning (DVBE, MBE, SBE)	Building Commissioning Services	\$97,200	0.8%
	---	Pulchritude Graphic Design (MBE, SBE)	Graphic Design Services	\$6,160	0.05%
	---	The Blue Pyramid (DVBE, MBE, SBE)	Photography/ Videography	\$25,000	0.2%



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BUSINESS OUTREACH AND ENGAGEMENT PLAN

FOR PROJECTS THAT REPAIR, RENOVATE
AND REVITALIZE OUR SCHOOLS

Update No. 2
FINAL

MARCH 2012

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BUSINESS OUTREACH AND ENGAGEMENT PLAN

FOR PROJECTS THAT REPAIR, RENOVATE AND REVITALIZE OUR SCHOOLS

EXECUTIVE SUMMARY

This Business Outreach and Engagement Plan provides a guide for the Facilities Planning and Construction business outreach team as it conducts ongoing outreach and engagement among individuals, businesses and organizations within specific target communities of the San Diego Unified School District (SDUSD) and the broader district and county and beyond, as appropriate. This plan also provides a means for outlining for the superintendent, Board of Education, Independent Citizens Oversight Committee, stakeholders, general public and others the outreach and engagement efforts being planned as part of the Proposition S (Prop. S) Capital Improvement Bond Program.

The objectives of the business outreach program include ensuring SDUSD's projects benefit local communities and that a significant portion of construction dollars are spent on small and emerging businesses.

This Business Outreach and Engagement Plan details specific communication tools, activities and collateral materials that will be used to support the outreach and engagement efforts. Generally, groups such as economic, cultural, political, faith- and community-based, labor and construction organizations are the target stakeholders of this plan. The outreach budget in 2012 is \$32,570.

ABBREVIATIONS

CCTE	Office of College, Career & Technical Education
CNV	Contractor News and Views
DBE	Disadvantaged Business Enterprise
DVBE	Disabled Veteran-owned Business Enterprise/
EBE	Emerging Business Enterprise
FPC	Facilities Planning and Construction
ICOC	Independent Citizens Oversight Committee
MBE	Minority-owned Business Enterprise
NAWIC	National Association of Women in Construction
NECA	National Electrical Contractors Association
NGO	Non-governmental Organization
PAC	Public Agency Consortium
PPT	PowerPoint Presentation
Prop. S	Proposition S
PSA	Project Stabilization Agreement
SBE	Small Business Enterprise
SDUSD	San Diego Unified School District
SDVOB	Service-Disabled Veteran-Owned Business Enterprise
URL	Uniform Resource Locator (or a website's address)
WBE	Women-owned Business Enterprise

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BUSINESS OUTREACH AND ENGAGEMENT PROGRAM

This Business Outreach and Engagement Plan provides a guide for the Facilities Planning and Construction (FPC) business outreach team in its outreach and engagement efforts. These efforts are conducted among individuals, businesses and organizations within specific target communities in the San Diego Unified School District (SDUSD), the broader district overall and San Diego County and beyond. The primary objective of the Business Outreach and Engagement Program is to focus outreach and engagement efforts in a targeted manner to engage local businesses in SDUSD bid opportunities so that Prop. S tax dollars benefit local communities, specifically, communities in which District schoolchildren live. A secondary objective is to ensure a significant portion of construction dollars are spent on small and emerging businesses by reaching out to and engaging with women, minority and disabled veteran business owners.

This section outlines the specific objectives and goals of the Business Outreach and Engagement Program, states key messages, lists target stakeholders and describes the construction market in San Diego County.

1. PROGRAM OBJECTIVES

Business outreach and engagement efforts are designed to meet three broad objectives related to local contractor and business development:

1. Enhance and broaden efforts to reach out to local construction and construction-related businesses—specifically, those based in communities where District schoolchildren live—and engage them in SDUSD’s construction program.
2. Enhance and broaden existing efforts to reach out to those who are traditionally underrepresented, Emerging Business Enterprises (EBE) and related stakeholders who have not yet been engaged in SDUSD’s construction program.

EBE is defined as contractors and/or businesses eligible for the following certifications: Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Disabled Veteran Business Enterprise/Service-Disabled Veteran-Owned Business (DVBE/SDVOB), and/or Small Business Enterprise (SBE).

3. Maintain the current Business Outreach Program through ongoing communication and engagement with current EBEs and stakeholders.

2. PROGRAM GOALS

This Business Outreach and Engagement Plan describes communication tools, activities and collateral materials needed to support the above objectives. These tools enable SDUSD to initiate and manage a successful, sustainable program that meets the following goals:

1. Achieve a minimum of 45 percent EBE participation on all construction projects.
2. Achieve a minimum of 3 percent DVBE/SDVOB participation on all construction projects.

3. Achieve program-level EBE participation that at a minimum reflects each year's market capacity.
4. Identify and engage EBE contractors, vendors and suppliers and connect them with SDUSD's current prime contractors and subcontractors to ensure they have the opportunity to compete for Prop. S projects.
5. Provide ready resources and support to prime contractors and subcontractors that enable their ability to achieve a high percentage of EBE participation on SDUSD construction projects.
6. Identify and engage new prime contractors, large and small; instill a commitment to SDUSD's EBE participation goals; and ensure they have access to local EBE contractors, vendors and suppliers and the opportunity to compete for Prop. S projects.
7. Measure and report the effectiveness and results of the outreach program.

3. MESSAGES

Key messages are an important element in building the communications foundation for an effective engagement plan. Listed below are the key messages to be used in oral communication and written materials developed as part of this program.

1. SDUSD has a participation goal of 45 percent for EBE contractors, vendors and suppliers.
2. SDUSD aims to spend funding for local projects in the local communities where our kids live.
3. Small businesses make up a significant share of the local economy and SDUSD is committed to supporting small business.
4. Disabled veterans have made the ultimate contribution to their country and SDUSD proudly encourages DVBE participation in its construction program.
5. Prop. S provides funds to repair, renovate and revitalize local schools.

4. STAKEHOLDERS

A list of stakeholder categories to be included in SDUSD's outreach and engagement efforts includes, but is not limited to, the following.

- Business associations
- Construction associations
- Bonding companies
- Unions and labor organizations
- Cultural and faith-based organizations
- Elected officials
- Emerging Business Enterprise (EBE) contractors and organizations

- High schools and adult education centers
- Neighborhood and community groups
- Non-governmental organizations (NGOs)
- SDUSD's prime and subcontractors
- Women, disabled veterans, minority and other traditionally underrepresented business owners

This engagement program will require effort on various fronts to succeed in reaching the greatest number of stakeholders. This will include engaging with governmental, community and grassroots entities as well as with those from labor groups and the construction industry. Therefore, stakeholders include more than strictly those being targeted to compete for and work on SDUSD construction projects. A specific list of key stakeholders is provided in Appendix A.

A multilingual program may be necessary to engage traditionally underrepresented stakeholders and those not previously engaged in SDUSD construction projects. Translation and interpretation resources will be assessed and utilized throughout this program, as needed, to maximize engagement of target stakeholders. Since 2009, bilingual services (Spanish-English) have been provided when required.

5. LOCAL MARKET ASSESSMENT

A driving objective of the outreach program involves achieving a general EBE participation level on all construction projects. In addition, the program strives to achieve participation levels for each EBE category that reflect the San Diego region, including at least 3 percent DVBE participation. The Outreach Team conducts a market capacity assessment each year to better estimate those levels and adjust the program. An assessment of San Diego's market capacity by EBE category for 2012 is provided in Table 1 below.

Table 1 – 2012 San Diego Construction Market EBE Capacity

Business Classification	San Diego County*	Certified Businesses**	Estimated Capacity
Total Number of San Diego County Construction Businesses (large and small)	6,621		
Disabled Veteran-Owned Business Enterprise (DVBE)		100	1.51%
Minority-Owned Business Enterprise (MBE)		348	5.26%
Women-Owned Business Enterprise (WBE)		121	1.83%
Small Business Enterprise (SBE)		902	13.62%
Total Estimated EBE Capacity ***		1,471	22.22%
* San Diego County Census Data, http://censtats.census.gov/ ** CA Dept. General Services, http://www.pd.dgs.ca.gov/smbus/default.htm and Caltrans Office of Business & Economic Opportunity, http://www.dot.ca.gov/hq/bep/find_certified.htm *** As of October 18, 2011			

The market assessment, coupled with the previous year's EBE participation achievements, provides the data that helps to establish achievable goals. This year, the programmatic EBE goal is 45 percent, 5 percent above that for 2011. Table 2 presents the 2012 goals by EBE category.

Table 2 – 2012 EBE Outreach Goals

Business Classification	EBE Participation Goals
Disabled Veteran-Owned Business Enterprise (DVBE)	4.5%
Minority-Owned Business Enterprise (MBE)	5.8%
Women-Owned Business Enterprise (WBE)	3.7%
Small Business Enterprise (SBE)	31%
2012 EBE Participation Goals	45%

The specific communication tools, activities and collateral materials that make up the Business Outreach and Engagement Program are described in the sections below.

PROGRAM ELEMENTS

The Business Outreach and Engagement Program involves maintaining existing and generating new communication and engagement with stakeholders, and continually assessing and adjusting these efforts to ensure a fully-inclusive program. The budget for this effort is \$32,570 (detail provided in Appendix B). The elements that support these efforts are listed below.

1. RESOURCE CENTER

The business outreach team provides a variety of resources to contractors. The most beneficial resource is the database (described below). Prior to being entered into the database, contractors are vetted based on licensure and certification. The database allows for sorting contractors by many categories, including trade and EBE classification. These queries are used to provide prospective general and prime contractors customized listings of EBE subcontractors eager to work on SDUSD projects. Also, contractors use the database to advertise their own outreach activities and events to local EBEs.

In addition to bidding support via the database, the business outreach team provides ongoing daily assistance to contractors through telephone calls, email and post-event activities. The team also serves as the initial point of contact for contractor concerns by directing inquiries to appropriate SDUSD staff (i.e., Strategic Sourcing and Contracts, Physical Plant Operations, PSA Team, etc.). In addition, the business outreach team advocates for small business concerns, when appropriate, to ensure fair treatment and accessibility.

2. DATABASE

The business outreach database consists of contractors that have expressed interest in doing business with SDUSD. The database includes updated contractor business information such as license number, scope of work/trades, public agency certifications, addresses, and phone and fax numbers. This information is largely obtained from SDUSD Self-Certification Applications. Currently, there are over 2,100 businesses in the database. The database is used for a variety of purposes. In addition to mailing bid notices and other information, the business outreach team provides query support services upon request. This is especially evident at bid time when contractors request lists of subcontractors of various trades and EBE categories.

3. FAX BLAST/BID NOTIFICATION

Specialized bid notifications for all advertised construction bids are blast-faxed and emailed to relevant firms in the business outreach database as well as to San Diego area chambers of commerce, construction organizations and other associations. Each notification consists of identified scopes of work, site visit information, bid due dates, information on how to obtain plans and points of contact. These notices provide other, more tailored information than that of the legal notices placed by SDUSD's Strategic Sourcing and Contracts Department in the San Diego *Daily Transcript*. This effort is designed to better convey project needs to target recipients in a more time-efficient and reader-friendly manner. All inquiries are tracked and answered, as appropriate.

4. ONLINE RESOURCES

Online resources are used to ensure stakeholders have multiple avenues for readily accessing information about SDUSD construction projects. This includes a business outreach webpage, Twitter and LinkedIn, an online business networking/marketing service.

A. BUSINESS OUTREACH WEBPAGE

A *Doing Business with Facilities Planning & Construction* website was established to provide a one-stop resource for learning all about SDUSD's capital projects department. The site has six regularly updated subpages, including the following relevant to outreach and bidding:

- *Bids and Requests for Qualifications/Proposals* includes a link to DemandStar, SDUSD's free procurement site.
- *Prop. S Construction Bid, Site Walk & Low Bidder Information* provides valuable information for marketing and strategic bidding. It provides the bid notice, pre-construction site walk sign-in sheet and bid tabulation sheet, including the low bidder's subcontractor list, for each Prop. S project.
- *Business Outreach* provides an overview of the business outreach program, project lists, a bid list, quarterly newsletters, information about small and emerging business self-certification, instructions on how to sign up for the outreach database. *Business Outreach* offers three subpages, the self-explanatory *Networking Opportunities*, a library of past *Business Outreach Newsletters*, and *Construction Expo 2011*, an overview of and materials from the 2011 event. The URL is <http://sandi.net/page/934>.
- *Contracting Information* features a link to DemandStar, information about pre- and post-award contracts, the construction bid process, plan rooms, and professional services contracting and procurement.

B. LINKEDIN

LinkedIn's mission is to "connect the world's professionals to enable them to be more productive and successful." The outreach program manager posts information everyday about construction bids, procurement news and outreach events to encourage connections among existing and potential SDUSD contractors, vendors and suppliers. Over 1,100 "contacts" follow these posts at <http://www.linkedin.com/in/karenlinehan> where they view daily posts, contacts and industry groups and access "shared" news articles, blogs and websites that can help contractors increase their company's visibility, productivity and success. After each outreach event, all new contacts are added to the LinkedIn account. LinkedIn has been instrumental in increasing the volume of daily calls and email inquiries, as well as the level of bids received by prime contractors.

C. TWITTER

Twitter is a free online social networking and micro-blogging service that allows users to send and read real-time text-based posts of up to 140 characters (the length of a short sentence), known as "tweets." It is similar to LinkedIn, but much easier and less time consuming. The business outreach team tweets about construction bids and from site walks and outreach events as they are happening to encourage participation. Twitter is slowly gaining popularity among the construction industry, although "followers"

of [@sdusd_outrch](#) increase each month. The Twitter account is advertised via the quarterly *Business Outreach Newsletter*, LinkedIn and other outreach materials.

5. TRADITIONAL ADVERTISING

Traditional advertising has been useful in issuing information about upcoming bids, PSA workshops and other relevant news about the construction program to specific communities of interest. These media outlets are described here.

A. CONTRACTOR NEWS AND VIEWS

The *Contractor News and Views* (CNV) is a widely-read publication that presents important information and issues affecting San Diego contractors and the local construction industry. The monthly trade magazine is mailed to over 10,000 construction firms throughout San Diego, with an additional 40,000 issues distributed countywide via supply houses, job sites, large construction firms, associations, public agencies, etc. Each year, a CNV media schedule is prepared to meet the annual outreach goals. In 2011/12, three types of advertising are being used: 1) CNV ads announcing construction bid and PSA workshops; 2) ads in CNV's NECA (National Electrical Contractors Association) quarterly publication; and 3) e-blasts for urgent notices, and PSA workshop and bid announcements. The CNV will continue to be used as the main media outlet for the business outreach program.

B. SAN DIEGO MONITOR NEWS

The San Diego *Monitor News & Business Journal* (*Monitor*) is a weekly newspaper geared toward the local African-American community. The newspaper is made available at a variety of high traffic in-community and faith-based locations. The *Monitor* worked with the business outreach team to develop a cost-effective media schedule and an ad design that appeals to its readers. These weekly ads provide contact information and a list of upcoming construction projects. In 2011, a new reader-friendly bi-weekly column was added, free of charge, to help readers better understand Prop. S, upcoming construction projects and SDUSD's sincere effort to engage local businesses in its program.

In addition to the weekly advertisements, the Monitor holds weekly Black Business Bootcamps at which "campers" are encouraged to "pull themselves up by their bootstraps" and take steps toward successful entrepreneurship. The business outreach team has been a featured bootcamp speaker and will continue to do so in the future to build and maintain relationships with contractors and construction-related suppliers and vendors in this area.

6. OUTREACH AND ENGAGEMENT EVENTS

B. SPEAKERS BUREAU

SDUSD staff will continue to identify appropriate professional and business associations, community groups and other organizations to coordinate speaking opportunities. These allow the business outreach team to provide information about Prop. S, the construction bid process, upcoming opportunities (both, Prop. S and non-Prop. S projects, and professional services), the PSA, networking and to answer questions. These engagements include participation in standing meetings; breakfast, lunch and dinner events; specially-scheduled meetings and workshops; conferences and expos; expert panel participation; etc. Relevant collateral materials are developed and provided, as appropriate. This effort often includes coordination with the PSA Team and other Prop. S staff.

C. MONTHLY BUSINESS MEETINGS

SDUSD staff will continue to participate regularly in monthly meetings hosted by relevant organizations and groups, namely those on the key stakeholder list (Appendix A). The purpose of attending regularly-scheduled meetings is to provide detailed information about Prop. S, SDUSD construction bid process, the PSA, and training, networking and bid opportunities. Participation level is based on need and request, and range from simple attendance, to regular updates, to formal presentations, to speaking appearances; relevant collateral materials are provided at each meeting, as needed. This effort often includes coordination with the PSA Team and other Prop. S staff.

D. LARGE-SCALE OUTREACH EVENTS

SDUSD staff will continue to participate in annual and special large-scale events. These include procurement, trade and job fairs; matchmaking sessions; business roundtables; and other community events such as street, health and multicultural fairs; and other major events hosted by key stakeholders. Generally, these events call for supporting an information booth and sometimes call for panel discussions, training sessions or speaking engagements as well. Participation in these events often require paying booth fees and developing tailored informational materials, presentations and other collateral. Other Prop. S and PSA staff are involved as appropriate. Participation level is scrutinized to evaluate return on investment; financial frugality is key in decision-making pertaining to this activity.

As part of the ongoing stakeholder assessment, SDUSD's participation in the variety of available outreach and special events is continuously evaluated. At times, attendance may be based solely on recommendations and advice from community members, key stakeholders or others. Participating in these types of local community events allows SDUSD to reach out to and engage stakeholders that do not normally participate in or know about other meetings. A more detailed overview of large-scale events is presented below.

i. Public Agency Consortium

SDUSD is a member of San Diego County's PAC, a partnership organization of 12 San Diego regional public agencies focused on increasing bidding opportunities on public agency contracts for small businesses (see <http://www.ccdc.com/economic-development/public-agency-consortium-pac.html> and <http://www.sandiego.gov/eoc/boc/pac/index.shtml>). SDUSD is involved with the PAC at the strategic level, planning and attending all outreach events. In participating in PAC events, SDUSD engages with small business contractors, and encourages self certification/applying to the business outreach database. Contractors are also provided with important information about SDUSD's bidding process, upcoming bids (construction and professional services), plan rooms, and points of contact and the Business Outreach Newsletter. A list of regional business outreach events is provided in Table 2 below.

ii. SDUSD Construction Expo

A construction expo is held on an annual basis at SDUSD's Kearny High School's Construction Tech Academy. The goals of this event are to reach out to the local construction industry and provide a venue for engaging with small and emerging construction company owners and related suppliers and vendors, and allow for direct connections with SDUSD staff.

The annual expo is held in an information fair format; features many booths sponsored by contractors (prime and sub), key stakeholder organizations, unions and FPC staff, including the contracts, labor compliance, project management, PSA, etc.; and offers informative materials and tailored resources. For

example, prime contractors might bring laptops and encourage applying to their procurement site on the spot. Unions might provide information about apprenticeship programs, union applications and the ready-to-work list. Business organizations might bring information about the various resources they can offer small and emerging businesses.

The effort to host this event requires extensive coordination with booth sponsors, stakeholder participants and other FPC staff. Announcements are made in the form of local advertisements and via the media described above, social media, in-community fliers and postings, blasted email and faxes, and other methods. Participants are called upon for in-kind and financial support.

Table 3 – Annual Outreach Events

Annual Event	Sponsor Organization/Agency	PAC Event
Annual Networking Outreach Event	San Diego Community College District	
Blue Book Building and Construction Network's Annual GC Showcase	The Blue Book	
Building Profitable Relationships	City of San Diego, San Diego Regional Chamber of Commerce	
Building Relationships	American Subcontractors Association	
Business Matchmaking Event	Elite SDVOB Network	
Business Opportunity Conference	San Diego Regional Minority Supplier Development Council (MSDC)	
Construction Expo	SDUSD	X
Diversity Summit & Equal Opportunity Day Awards	Urban League of San Diego County	
Grow Your Small Business: Financing & Contracts Seminar	Southwestern Community College (SCC)	
North County Business Boost Workshop	San Diego North Economic Development Council (SDNEDC)	
Operation Opportunity	San Diego Supplier Development Council	X
Owners' Night	Construction Management Association of America (CMAA)	
PAC Night at Turner School of Construction	San Diego County Regional Airport Authority/Turner Construction	X
Paths to Partnership	San Diego County Water Authority	X
Small Business Exchange	Caltrans	X
Subs for Subs	Centre City Development Corporation	X
Supplier Diversity Achievement Week	San Diego Regional MSDC	
Supplier Diversity Series—Let's Do Business	San Diego Regional MSDC	
WIC Week	NAWIC	

iii. Ambition Series

For 2012, the business outreach team will embark on a new outreach effort in the African-American community. Based in part on input received from several local stakeholders, the following “Ambition Series” is being developed to delve deeper into this target community to identify and develop any minority, disadvantaged or underutilized contractors yet to have been engaged in SDUSD’s construction program. The series has not been fleshed out in minute detail so the details below should be considered a draft idea.

A series of informative hands-on workshops will be held about monthly in the City of San Diego’s Southeastern Council District. Each session will focus on a discreet topic relevant to SBEs, such as EBE certification, contractor licensing, credit repair, surety bonding, insurance, business planning, accounting, small business loans, labor compliance and staffing support. Each session would be opened by a local business person as the key note or motivational speaker, leading to a brief introduction from the evening’s sponsor, followed by the main event. Main event topics would be delivered via a brief presentation, followed by a hands-on, interactive breakout session led by specialists and their colleagues. Each meeting of the series would provide participants with a tangible element or key accomplishment, and progress toward collecting the full assemblage of the credentials necessary to bid public work construction projects by the series’ conclusion. Sponsors might include local EBE contractors, SDUSD prime contractors, surety agents, a community bank, etc. and would provide dinner and raffle prizes.

The effort to plan this series will require extensive coordination with speakers and sponsors, as well as with other Prop. S staff. Publicity will be made in the form of local advertisements and via the media described above, in-community fliers and postings, blasted email and faxes, and other methods as appropriate. Sponsors will be called upon for in-kind and financial support. Although directly targeting African-American construction and construction-related business owners, this series will be a fully inclusive public program, open to people of all cultures, races, religions and backgrounds.

SDUSD staff will continue to participate in these and other high-profile outreach events, such as local small business roundtables hosted by local organizations and elected officials. In an effort to make a bigger impact, participation includes sponsorship and advertising (as necessary), and involving the PSA Team and other Prop. S staff when feasible.

7. DISTRICT OUTREACH TASK FORCE

The Outreach Task Force was launched in September 2010 to assist SDUSD in assessing and shaping its outreach and engagement efforts. The task force works together to identify small, emerging and historically disadvantaged businesses in the construction industry, including those owned by service-disabled veterans and women, and connect them with educational, contracting and employment opportunities created by SDUSD bond and non-bond funded projects; and to identify historically disadvantaged individuals interested in the construction industry and connect them with construction trade preparatory and training opportunities that potentially lead to working on bond and non-bond funded construction projects.

Meetings will be held once a year with a biannual emailed report of outreach achievements. At meetings, the task force receives reports about the efforts and results of the business outreach program, the PSA program and the Office of College, Career & Technical Education (CCTE). Meetings provide a venue for information sharing among all parties in an effort to improve SDUSD efforts and provide input for improvement and take-back to the respective constituencies, as appropriate. The task force is not a policy- or decision-making body.

8. PROJECT STABILIZATION AGREEMENT SUPPORT

On July 28, 2009, the SDUSD Board of Education entered into a Project Stabilization Agreement (PSA) with local construction unions to establish a common set of work rules and goals that apply to Prop. S projects with a value of \$1 million or more. The outreach team supports the PSA in a number of ways; they are described here.

A. QUARTERLY PSA TRAININGS

The PSA Administrator hosts a quarterly three-hour PSA training class to teach contractors how to work effectively and successfully under the agreement. Training classes provide a detailed understanding of the PSA and the tools to assist in bidding and performing PSA projects. Training includes an overview of the scope of the agreement; contractor, union and SDUSD roles and responsibilities; grievance/jurisdictional dispute procedures; and a one-hour “Candid Conversation with Unions.” Classes are offered from 1-4 p.m. on a third Tuesday each quarter and will continue as such until it becomes unnecessary. Core collateral materials include a PowerPoint presentation (PPT) and a notebook that serves as a companion reference piece that includes a union workforce dispatch form, zip code list, letter of assent and full copy of the final signed PSA. One segment of the training includes an overview of outreach goals and services available to contractors.

The business outreach team supports each event and information from each attendee is collected in an effort to identify and track target stakeholders and engage them in the overarching outreach program. Workshop announcements are made in the form of advertisements in the CNV, blasted emails and faxes, and via coordination with key stakeholders. PSA training classes offer an excellent venue for contractor networking.

B. UNION OUTREACH

Outreach to local unions is conducted on a variety of levels. In addition to collaborating at PSA workshops, pre-construction site walks and pre-job conferences, the business outreach team has made a point to better understand what unions do so that adequate information can be presented to stakeholders. This has been achieved through meeting with union leaders, touring local union halls and apprenticeship training facility, and participating in the same outreach events.

9. REPORTING

The annual EBE participation goals are tracked carefully and reported often. Raw contract award data from SDUSD’s Strategic Sourcing and Contracts Department are calculated after contracts are approved by the Board of Education. Subcontractor participation is calculated based on percentage of contract amount awarded; EBE status is confirmed and then tallied by category (DVBE, MBE, WBE and SBE).

Reports are provided to the Board of Education tri-annually, the ICOC quarterly and the ICOC construction subcommittee monthly. The District Outreach Task Force will receive biannual reports. An audit binder is maintained throughout the year to document all activities conducted by the business outreach team. The binder includes each:

- handout created
- event attended
- blast faxed and emailed

- ad placed
- report issued (including backup data)
- newsletter published
- annual Business Outreach and Engagement Plan update

A. CURRENT DATA

In addition to these reports, the market assessment is updated regularly for internal tracking purposes. Market capacity data for 2010, 2011 and 2012 and actual EBE participation percentages (based on dollars awarded) for 2009, 2010 and 2011 is presented below. Overall, the goals for EBE participation were exceeded each year.

Table 4 – Cumulative Market Capacity and EBE Participation

Business Classification	EBE \$ Awarded 2009*	Estimated Capacity 2010	EBE \$ Awarded 2010	Estimated Capacity 2011	EBE \$ Awarded 2011	Estimated Capacity 2012
No. San Diego County Construction Businesses		7,360		7,217		6,621
DVBE**	3.3%	3.74%	3.8%	1.18%	4.3%	1.51%
MBE	1.3%	6.18%	5.8%	5.76%	4.3%	5.26%
WBE	1.6%	2.35%	2.3%	2.22%	3.7%	1.83%
SBE	29.6%	8.93%	28.2%	12.18%	39%	13.62%
Total EBE Capacity		21.20%		21.34%		22.22%
FPC EBE Goal	35%	35%		40%		45%
Total EBE Awards	35.8%		40.1%		51.3%	
* Estimated market capacity not assessed for 2009 ** In May 2010, SDUSD passed a resolution requiring 3% DVBE participation on all construction contracts Sources: San Diego County Census Data, http://censtats.census.gov/ CA Dept. General Services, http://www.pd.dgs.ca.gov/smbus/default.htm and Caltrans Office of Business & Economic Opportunity, http://www.dot.ca.gov/hq/bep/find_certified.htm						

B. ANNUAL CONTRACTOR SURVEY

Each year in January a (non-scientific) survey will be conducted among SDUSD's previous year's prime and subcontractors. The survey will be noticed via email and conducted online, through SDUSD's existing Survey Monkey account. The primary goal of the survey will be to assess the makeup of the contractor pool in a manner that goes beyond the EBE categories tracked as part of this outreach and engagement program. The findings will be another method for gauging contractor recruitment efforts and to steer program improvement. Survey results will be reported to the ICOC construction subcommittee and included in annual metrics.

ENGAGEMENT COLLATERAL

The support materials that enhance efforts of the Business Outreach and Engagement Program and convey its messages are described in this section.

1. PRESENTATIONS

A generic PPT has been developed to provide an overview of the business outreach program, including program and goals, capital improvement projects and the PSA. It is updated annually and used for the speakers bureau, workshops, monthly business meetings and, when appropriate, special events.

2. QUARTERLY NEWSLETTER

On a quarterly basis, the *Business Outreach Newsletter* is issued to those listed in the business database, San Diego area chambers of commerce, construction and contractor organizations, and to public agencies through the PAC. The newsletter is designed to keep contractors and subcontractors informed of current project and contracting developments and provides general information to promote doing business with SDUSD. Regular columns include "A Message from the Executive Director," "Business Outreach Program—What's New" and "SDUSD Scheduled Bids & Contracting Info." Special features about Prop. S, connecting via social media, the DVBE Resolution, and the Micro-Projects Program, among others, make the newsletter an important part of the outreach program.

3. TRAVELING EXHIBIT

A traveling tabletop exhibit is used at events where space allows. The exhibit consists of replaceable components, namely photographs, maps and brief information bites; it is updated as needed.

4. AWARD SUBMITTALS

Each year the outreach team will monitor opportunities and, when appropriate, submit applications for professional and industry recognition. Recognition will be sought in such areas as outreach efforts, outreach program, newsletter, EBE participation, etc. Submittals for industry awards from professional organizations typically have a cost associated with them, although nominal. As such, a new line item is included in the outreach budget (Appendix B) to handle these potential expenditures.

5. PLAN UPDATE

This Business Outreach and Engagement Plan will be updated on an annual basis to ensure its effectiveness. Updates will include elimination or addition of some activities and collateral and/or enhancing or supplementing others. A "Lessons Learned" section is included to provide context and justification for these changes.

LESSONS LEARNED

As Prop. S continues to build momentum, the outreach program has kept up, worked out kinks and is moving steadily along with great results. The biggest change this year was the natural bifurcation of the Business Outreach and PSA programs. Outreach among the programs has been conducted, for the most part, in tandem during the first year and a half of Prop. S. During that time, the level of effort of the business outreach team has increased and reached maximum capacity supporting contractors and the business community. Likewise, PSA outreach is now focused on the labor community in order to meet program goals.

This 2011/12 Community and Business Engagement Plan Update No. 2 includes four new items, three deleted items and one changed item based on lessons learned over the course of the last year. These are described below.

1. ADDED TO PROGRAM

- **Twitter** – This year a second social networking tool, Twitter, was added to the program to offer contractors real-time connection with SDUSD.
- ***Ambition! Series*** – A new outreach event was added to enhance outreach to the local African-American community.
- **Annual Contractor Survey** – The survey was added better gauge contractor makeup and steer program improvement.
- **Award Submittals** – A new effort and subsequent line item was added to the budget to account for efforts associated with applying for program recognition.

2. DELETED FROM PROGRAM

- **Events Calendar** – The Events Calendar was not used to the extent expected. This was due in large part to the business outreach team's regular use of an exceptional and extensive regional calendar maintained by the San Diego Contracting Opportunities Center, a key stakeholder.
- **Joint Labor Management Team** – Due to the natural bifurcation of the Business Outreach and PSA programs described above, the need to attend and report monthly to the Joint Labor Management Team is no longer necessary. The business outreach team attends the meetings upon request.
- **Capacity Building** – As described above, the business outreach team focuses its efforts on reaching out to and engaging the construction and business community. Intentional capacity building to support the PSA's local hiring goals is no longer possible, however, passive support to the effort continues as opportunities arise.

3. CHANGES TO PROGRAM

- **Quarterly PSA Trainings** – The need to conduct monthly PSA Training Workshops has waned as more and more contractors work on Prop. S projects. There continues to be a need for the training sessions, however less often, and they are now held on a quarterly basis. The business outreach team continues to support the meetings.

METRICS

Evaluation of the Business Outreach and Engagement Program will be accomplished by looking at both the engagement process and the outcomes. The outreach and engagement tracking, reporting and data compilation will continue and be reported in the current manner, as follows:

1. PROP. S PROJECT-LEVEL TRACKING

1. Number of site walk attendees, including EBE contractors
2. Number of bidding prime contractors, including EBE contractors
3. Number of EBE subcontractors

2. PROP. S PROGRAM-LEVEL TRACKING

1. Total dollars awarded to EBEs by category
2. Percentage of dollars awarded to EBEs by category
3. Resource center usage

It is also necessary to assess the results of the program qualitatively. An evaluation of whether all the elements of the engagement plan were implemented and how this implementation contributed to the overarching outcome is assessed each year during Plan updates. This includes evaluation the types of stakeholder engagement points (i.e., events, meetings, etc.) utilized and their usefulness in leading to participation on SDUSD construction projects. It is this analysis that most affects lessons learned. The Availability Study will help to better understand minority participation dynamics.

SCHEDULE

This section presents a schedule of the engagement activities and tools described in this plan, aligned with a timeframe. This is a general schedule. Each specific task will have a lead assigned as well as its own schedule or program developed as needed. The purpose of this section is to ensure each item is included.

1. SPECIFIC TASKS

January 2012	Contractor Survey
Quarter 1	Ambition Series Internal Kick-Off
July 2012	Second Annual SDUSD Construction Expo
October 2012	Begin Business Outreach and Engagement Plan Update No. 3

2. REGULAR ACTIVITIES

Ongoing	Responding to Contractors
Ongoing	Database Updates
Ongoing	Fax Blast/Bid Notifications
Ongoing	Webpage Updates
Ongoing	LinkedIn Posting
Ongoing	Traditional Media Advertising
Ongoing	PSA Support
Ongoing	Award Submittals
Monthly	Business Meeting Attendance/Participation
Monthly	ICOC Construction Subcommittee Reporting
Monthly	Ambition Series
Quarterly	PSA Contractor Orientation Workshop
Quarterly	Full ICOC Reporting
Quarterly	Business Outreach Newsletter
Annually in Q-1	Contractor Survey
Annually in Q-1	Outreach Task Force Meeting
Annually in Q-3	Outreach Task Force Update Email
Annually	SDUSD Construction Expo
As requested	Speakers Bureau Appearances
As Appropriate	Community Events

APPENDIX A – KEY STAKEHOLDER LIST

NGOS, FAITH-BASED & COMMUNITY ORGANIZATIONS

- Center on Policy Initiatives
- Cesar Chavez Service Clubs
- Chicano Federation of San Diego County, Inc.
- Coalition of Neighborhood Councils
- MAAC Project
- San Diego County Affordable Housing Coalition
- San Diego County Interdenominational Ministerial Alliance
- San Diego Organizing Project
- Urban League of San Diego County

CONTRACTOR ASSOCIATIONS & LABOR GROUPS

- American Building Council (ABC)
- American Society of Heating, Refrigerating & Air Conditioning Engineers, Inc., San Diego Chapter
- American Subcontractors Association, San Diego Chapter
- Associated Builders & Contractors
- Association of General Contractors (AGC), San Diego Chapter, Inc.
- Black Contractors Association
- Building Industry Association of San Diego County
- California Landscape Contractors Association, San Diego Chapter
- Construction Management Association of America, San Diego Chapter
- Hispanic Contractors and Professionals Association
- National Electrical Contractors Association (NECA), San Diego County Chapter
- Piping Industry Progress Education & Trust Fund
- Plumbing, Heating, Cooling Contractors, San Diego Chapter
- San Diego & Imperial Counties Labor Council
- San Diego County Building & Construction Trades Council (BCTC)
- Sheet Metal & Air Conditioning Contractors' National Association of San Diego
- University Mechanical and Engineering Contractors (UMEC)

BUSINESS/EMERGING BUSINESS ORGANIZATIONS

- American Indian Chamber of Commerce
- California Disabled Veteran Business Enterprise Alliance (DVBE), San Diego County Chapter
- Elite Service Disabled Veteran-Owned Business (SDVOB) Network
- Greater San Diego Chamber of Commerce
- Latin Business Association Institute
- Latino Builders Industry Association
- National Association of Women in Construction (San Diego Chapter #21)
- San Diego Contracting Opportunities Center
- San Diego County Hispanic Chamber of Commerce
- San Diego Regional Minority Supplier Diversity Council
- San Diego Supplier Development Council
- San Diego Surety Association
- SCORE San Diego Chapter
- Society of Hispanic Professional Engineers
- U.S. Department of Commerce, Minority Business Development
- Women's Construction Coalition

TOP PRIME CONTRACTORS (by most Prop. S dollars awarded)

1. Soltek Pacific Construction Co.
2. Triton Structural Concrete, Inc.
3. Byrom-Davey
4. Straight Line General Contractors, Inc.
5. Cox Construction
6. ROEL Construction Co., Inc.
7. Erickson-Hall Construction Co.
8. M.A. Stevens Construction, Inc.
9. Summit Builders
10. Bay Air Systems
11. St. Thomas Enterprises, Inc.
12. American Industrial Services
13. Khavari Construction, Inc.

14. EC Constructors Inc. (IBI Group)
15. Public Works Contractor, Inc.
16. Folton Enterprises
17. Sierra Pacific West, Inc.
18. Teves Construction
19. Team C Construction
20. MW Construction, Inc.

PSA SIGNATORIES

- Asbestos Workers' Local 5
- Boilermakers Local 92
- Bricklayer & Allied Crafts Local 4
- Cement Masons Local 500/Area 744
- Elevator Constructors Local 18
- Glaziers & Floor Coverers Local 1399
- International Association Sheet Metal Workers Local 206
- International Brotherhood of Electrical Workers Local 569
- Iron Workers Local 229
- Laborers Local 89
- Operating Engineers Local 12
- Painters & Allied Trades District Council 36
- Painters & Tapers Local 333
- Plasterers Local 200
- Road Sprinkler Fitters Local 669
- Southwest Regional Council of Carpenters, Local 1506 and 547
- Steamfitters & Pipefitters Local 250
- Teamsters Local 36
- Tile, Marble & Terrazo Local 18
- Tradeshow & Sign Crafts Local 831
- United Association of Plumbers & Pipefitters Local 230

INTERNSHIP, PRE-APPRENTICESHIP, APPRENTICESHIP & WORK TRAINING PROGRAMS

- Associated Builders Contractors (ABC; Electrical, Plumbing/Pipefitting, Sheet Metal, Electronic Systems, Technician [Low-Voltage], HVAC Service Tech [Craft Training Only]).
- Associated General Contractors (AGC; Carpenter, Cement Mason, Drywall Lather, Drywall Finisher, Heavy Equipment Operator, Painter, Laborer)
- Black Contractors Association (BCA; carpenters, drywall, lathers)
- Job Corps (Brick Masonry, Carpentry, Cement Masonry, Electrical, Floor Covering, Painting, Plastering, Plumbing, Tile Setting, Welding)
- MAAC Project (Healthy Homes Department's Weatherization Trainee Program)
- NAWIC (Magic Camp [Mentoring A Girl In Construction])
- San Diego and Imperial Counties Labor Council (Workforce Development Department's YouthBuild Program, Career & Apprenticeship Preparation Program [CAPP])
- San Diego County Building and Construction Trades Council (Allied Workers, Boilermakers, Bricklayers/Stonemasons, Carpenter, Carpenter/Acoustic Installer, Cement Mason, Drywall Finisher, Drywall Lather, Electrical, Floor Covering, Glazing, Ironworker, Laborers, Landscape and Irrigation Fitters, Millwright, Operating Engineer, Painter, Pile Driver, Plasterer, Plaster Tender, Roofing and Waterproofing, Sheet Metal, Sprinkler Fitters, Surveyor, Teamsters, Telecommunication Installer, Tile Setters)
- San Diego Workforce Partnership (One-Stop Career Centers and Workforce Investment Board [WIB])
- Urban Corps (Corps-to-Career Program)

HIGH SCHOOLS & ADULT EDUCATION CENTERS

- Hoover High School woodshop classes
- Kearny High School: Stanley E. Foster Construction Tech Academy
- La Jolla High School woodshop classes
- San Diego Community College District
- San Diego County Office of Education Regional Occupational Program
- San Diego Unified School District Office of College, Career & Technical Education
- Scripps Ranch High School woodshop classes

APPENDIX B – BUSINESS OUTREACH AND ENGAGEMENT BUDGET DETAIL

Item	Cost	Quantity	Total
Business meetings (approx. monthly)		52	\$1,420
Sponsorship/table costs:			
Black Contractors Association (BCA)	\$0	6	\$0
California Disabled Veteran Business Enterprise (DVBE) Alliance	\$0	12	\$0
Elite Service Disabled Veteran Owned Business Network (Elite Network)	\$0	12	\$0
National Association of Women in Construction (NAWIC)	\$45	8	\$360
San Diego County Hispanic Chamber of Commerce	\$50	2	\$100
San Diego Supplier Development Council (SDSDC)	\$80	12	\$960
Business Outreach Newsletter (4)		4	\$8,800
Layout: 8.5 x 11 8-page printed newsletter	\$1,400	4	\$5,600
Printing	\$800	4	\$3,200
Outreach Events		21	\$6,200
Sponsorship/exhibit costs:			
American Subcontractors Association (ASA) Building Relationships	\$500	1	\$500
Blue Book Building and Construction Network's Annual GC Showcase	\$0	1	\$0
Caltrans Small Business Exchange	\$0	1	\$0
City of San Diego & San Diego Regional Chamber of Commerce Building Profitable Relationships	\$500	1	\$500
CMAA Owners' Night	\$0	1	\$0
Diversity Summit & Equal Opportunity Day Awards	\$600	1	\$600
Urban League of San Diego County			
Elite SDVOB Network Business Matchmaking Event	\$0	1	\$0
MSDC Business Opportunity Conference	\$500	1	\$500
MSDC Supplier Diversity Achievement Week	\$600	1	\$600
MSDC Supplier Diversity Series—Let's Do Business	\$1,500	1	\$1,500
National Association of Minority Contractors conference	\$500	1	\$500
NAWIC WIC Week	\$0	1	\$0
North County Business Boost Workshop	\$0	1	\$0
Operation Opportunity	\$500	1	\$500

Continued...

Item, cont.	Cost	Quantity	Total
Sponsorship/exhibit costs:			
PAC Night at Turner School of Construction	\$0	2	\$0
Paths to Partnership	\$500	1	\$500
San Diego Community College District Annual Networking Outreach Event	\$0	1	\$0
SCC Grow Your Small Business: Financing & Contracts Seminar	\$0	1	\$0
Subs for Subs	\$500	1	\$500
SDUSD Construction Expo (1)		1	\$12,400
Rentals	\$4,600	Lump	\$4,600
Advertising	\$4,000	Lump	\$4,000
Postcard Layout and Collateral	\$3,000	Lump	\$3,000
Production	\$800	Lump	\$800
Award Submittals (5)		5	\$1,750
Submittal Fees	\$350	5	\$1,750
Traveling Exhibit Update (1)		1	\$2,000
Layout	\$1,200	1	\$1,200
Production	\$800	1	\$800
GRAND TOTAL			\$32,570



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