



## SAN DIEGO UNIFIED SCHOOL DISTRICT

### Business Outreach Summary Second Quarter, 2009

ICOC Prop S  
Handout 2.4  
July 16, 2009

Following is a summary of 2<sup>nd</sup> Quarter 2009 Business Outreach activities, together with a forecast of scheduled events:

#### **Emerging Business Enterprise (EBE) Awards for Proposition S Projects**

EBE construction bid participation for the second reporting period for 2009 is at 15.4%. Please refer to the Business Outreach Program, Proposition S, January 2009 – June 2009 table for further detail. Participation has increased from 3.8% since the First Quarter of 2009.

For the this reporting period, April to June 2009, 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 Outreach Efforts
2 <sup>nd</sup> Quarter 2009	1577	160	19	1756

#### **District Outreach Events**

During this reporting period SDUSD held its first Proposition S Outreach event on April 24, 2009. The event titled, *Prop. S Construction Bid Opportunity Forecast* was highly successful. Business Outreach Consultant, Alma Banuelos from Padilla & Associates, Inc., planned, coordinated and executed the event on behalf of the District. Approximately 30 small businesses were present with various scope of work including general contracting, HVAC, synthetic turf, plumbing, electrical, and hazardous materials removal. District staff was also present including Stu Markey, Steve Bovee, Art Hanby, Kim Abrams, and Joanne Pilgrim. Proposition S opportunities, bidding process, and general requirements were reviewed with the subcontractors.

#### **Participation in Other Public Agency Business Outreach Events & Meetings**

SDUSD Business Outreach Consultant attended the following events:

- Public Agency Consortium (PAC) bimonthly meetings – Discussion at meeting has been focused on planning and execution of public agency events in collaboration with Center City Development Corporation (CCDC) and the San Diego County Water Authority (SDCWA).
- Subs for Subs – The event was held on June 18<sup>th</sup> and had over 500 participants most of which were small, minority or women owned businesses. The District's table was very popular and the District representative spoke to interested firms throughout the entire event.

#### **SDUSD Business Outreach Database**

The District received 21 new Self-Certification forms for the reported Quarter, bringing the total number of firms in the SDUSD database to 1,788. These firms receive ongoing project information relative to upcoming construction bids and site walks.

#### **Business Outreach Newsletter**

Volume 6 of the Business Outreach Newsletter was publicly distributed during the month of March 2009. The next edition release is planned for mid July 2009.

#### **Outreach Forecast**

SDUSD has planned to attend the following Outreach events and/or meetings:

- San Diego Unified School District Outreach Event, August TBD, 2009
- Paths to Partnership Regional Forum, October TBD, 2009



SAN DIEGO UNIFIED SCHOOL DISTRICT  
FACILITIES CONTRACTS & CONSTRUCTION DEPARTMENT  
**BUSINESS OUTREACH PROGRAM**

*PROPOSITION S*

JANUARY 2009 - JUNE 2009

EBE FIRMS		15.4%
DBE/WBE	>0.1%	
DVBE	5.2%	
SBE	10.1%	
NON-EBE FIRMS		83.3%
UNIDENTIFIED FIRMS		1.3%
TOTAL		100.0%