



Business Outreach
Facilities Planning & Construction
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BUSINESS OUTREACH NARRATIVE
FIRST QUARTER, 2010

Following is a summary of 1st Quarter 2010 Business Outreach activities:

Emerging Business Enterprise (EBE) Awards for Proposition S Projects

EBE construction bid award for the 1st reporting period of 2010 is at 50.8% while professional bid award for the same period is at 10.6%. Please refer to the Business Outreach Program, Proposition S, 1st Quarter: January 2010 – March 2010 table for further detail. Cumulative participation since commencement of Proposition S projects to March 2010 is currently at 36.8% for construction and 31.4% for professional services.

For the reporting period of January to March 2010, 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
1 st Quarter 2010	717	1,179	16	1,912

District Outreach Events

During this reporting period SDUSD held Project Stabilization Agreement (PSA) Workshops on January 12, February 16 and March 16, 2010. The workshops, led by Parsons, PSA Administration Consultant, provide a detailed understanding of the PSA and the tools to assist in bidding and performing PSA projects.

Participation in Public Agency Business Outreach Events & Meetings

SDUSD Business Outreach Program staff attended the following events (a complete list of all events attended was provided to the ICOC Construction Subcommittee on April 1, 2010):

- Public Agency Consortium (PAC) Meeting at San Diego County Offices
- Black Contractors Association (BCA) Chat 'n' Chew Business Mixer
- City of San Diego Bonding Assistance Workshop
- Construction Management Association of America (CMAA) 5th annual Owners Night
- Laborers-Employers Cooperation and Education Trust (LECET) Southwest/ Laborers Local 89
- Caltrans District 11 6th Annual Small Business Exchange (formerly the Procurement Fair)

SDUSD Business Outreach Database

The District received 55 new Self-Certification forms for the reported quarter. Additionally, updates have been made to the SDUSD database bringing the total number of firms to 2,031. These firms receive ongoing project information relative to upcoming construction bids and site walks.

Business Outreach Newsletter

Volume 9 of the Business Outreach Newsletter will be publicly distributed during the month of April 2010. The next edition release is planned for late July 2010.

Outreach Forecast

SDUSD has planned to attend the following Outreach events:

- Surety Association of San Diego monthly meeting—outreach presentation
- Doing Business with the District Workshop (a class through the San Diego Contracting Opportunities Center)
- Subs for Subs Small Business Networking Event



**Facilities Planning and Construction
Business Outreach Program
 PROPOSITION S
 2010**

1st Quarter: JANUARY 2010 – MARCH 2010

	Construction	Professional Services	Totals
TOTAL Dollars Awarded to EBE	\$1,299,211	\$2,930,777	\$4,229,988
TOTAL Dollars Awarded to ALL	\$2,557,500	\$27,700,000	\$30,257,500
% of Dollars Awarded to EBE Firms	50.8%	10.6%	14.0%
DBE	0.0%	5.0%	4.5%
WBE	7.4%	2.7%	3.2%
DVBE	0.0%	0.0%	0.0%
SBE	43.4%	2.9%	6.3%
% of Dollars Awarded to Non-EBE Firms	49.2%	89.4%	86.0%
% of Dollars Awarded to Unidentified Firms	0.0%	0.0%	0.0%



Facilities Planning and Construction
Business Outreach Program
PROPOSITION S
2009

JANUARY 2009 – DECEMBER 2009

	Construction	Professional Services	Totals
TOTAL Dollars Awarded to EBE	\$13,003,053	\$14,084,843	\$27,087,896
TOTAL Dollars Awarded to ALL	\$36,299,876	\$26,543,225	\$62,843,101
% of Dollars Awarded to EBE Firms	35.8%	53.1%	43.1%
DBE	1.3%	0.0%	0.7%
WBE	1.6%	44.0%	19.5%
DVBE	3.3%	8.4%	5.5%
SBE	29.6%	0.6%	17.4%
% of Dollars Awarded to Non-EBE Firms	56.6%	46.9%	52.5%
% of Dollars Awarded to Unidentified Firms	7.6%	0.0%	4.4%