

BUSINESS OUTREACH NARRATIVE
THIRD QUARTER, 2010

Emerging Business Enterprise (EBE) Awards for Proposition S Projects

EBE construction bid awards for the 3rd quarter of 2010 are \$11,277,948 or 44.3% of total construction awards in 2010 to date. Please refer to the Business Outreach Program, Proposition S, 2010, 3rd Quarter: January 2010 – September 2010 table for further detail. Cumulative EBE awards since commencement of Proposition S projects through September 2010 are currently at 39.3% for construction.

Cumulative EBE professional service awards since commencement of Proposition S through September 2010 are \$21,026,762 or 35.5% of total professional services awards.

For the reporting period of January to September 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
2 nd Quarter 2010	1,120	1,294	44	2,458
3 rd Quarter 2010	1,434	2,077	48	3,553

PSA Outreach

During this reporting period SDUSD held Project Stabilization Agreement (PSA) Workshops on July 20 and September 21, 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. District staff is in attendance to answer contractor questions and facilitate the event.

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):

- Annual San Diego Community College District Networking Outreach Event
- San Diego Regional Minority Supplier Development Council 2010 Business Opportunity Conference
- Blue Book Building and Construction Network’s Annual GC Showcase
- Construction Management Association of America (CMAA) – San Diego Chapter Annual Dinner Program: SDUSD Prop. S Overview

SDUSD Business Outreach Database

The District received 93 new/update Self-Certification forms for the reported quarter. Additionally, updates have been made to the SDUSD database bringing the number of businesses to over 2,000. These firms receive ongoing project information relative to upcoming construction bids and site walks.

Business Outreach Newsletter

Volume 10 of the Business Outreach Newsletter was distributed to the public the month of August 2010. The next edition release is planned for late November 2010.

Outreach Forecast

SDUSD has planned to attend the following Outreach event(s):

- Black Business Boot Camp with Willie Morrow: Doing Business with SDUSD
- Paths to Partnership 2010
- Small Business Exchange 2011

Proposition S Outreach Program Outreach Events Overview September Report

Events Attended

- American Subcontractors Association (ASA) quarterly meeting (09/13)
- California Disabled Veteran-owned Business Enterprise (DVBE) Alliance monthly meeting (09/16)
- San Diego Regional Minority Supplier Development Council (MSDC) Community Leaders Spotlight event (09/16)
- San Diego Regional MSDC 2010 Business Opportunity Conference (09/22)
- Blue Book Building and Construction Network's Annual GC Showcase (09/28)
- Construction Management Association of America (CMAA) – San Diego Chapter Annual Dinner Program: SDUSD Prop. S Overview (09/30)

Events Scheduled

- Willie Morrow's Black Business Boot Camp: Doing Business with SDUSD presentation (10/02)
- Elite DVBE Network monthly meeting (10/05)
- Center on Policy Initiatives (CPI) 2010 Gala (10/06)
- San Diego Supplier Development Council (SDSDC) monthly meeting (10/12)

Outreach Meetings Attended

- 2010 Paths to Partnership Regional Forum planning meeting (09/02)
- Iron Workers Local 229 Apprentice Program meeting and tour (09/03)

Outreach Meetings Scheduled

- Public Agency Consortium (PAC) Meeting (10/13)

PSA-Related Outreach Support

- Site Walk: Clairemont High School Stadium Improvements project (09/09)
- Bid Opening: Morse High School Child Development Center (CDC) project (09/15)
- Joint Labor Management Team monthly meeting (09/16)
- Bid Opening: Jefferson Elementary School Playground Expansion and CDC Addition project (09/16)
- Monthly PSA Training Workshop (09/21)
- Bid Opening: Clairemont High School Stadium Improvements project (09/24)
- Site Walk: Point Loma High School Motion Picture Industries and Music Center (09/30)



**Facilities Planning and Construction
Business Outreach Program
 PROPOSITION S
 2010, 3rd Quarter Update**

CONSTRUCTION

JANUARY 2010 – SEPTEMBER 2010

		Construction	
TOTAL Dollars Awarded to Date to ALL		\$25,468,994	
TOTAL Dollars Awarded to Date to EBE		\$11,277,948	44.3%
MBE		\$1,690,368	6.6%
WBE		\$673,011	2.7%
DVBE		\$1,163,940	4.6%
SBE		\$7,750,629	30.4%
% of Dollars Awarded to Non-EBE Firms		\$14,191,047	55.7%
% of Dollars Awarded to Unidentified Firms		\$0	0.0%
Number of Construction Projects Included: 8			



**Facilities Planning and Construction
Business Outreach Program
 PROPOSITION S
 JANUARY 2009 – SEPTEMBER 10, 2010**

PROFESSIONAL SERVICES
Cumulative Contract Awards

	Professional Services	
TOTAL Dollars Awarded to Date to ALL	\$59,236,695	
TOTAL Dollars Awarded to Date to EBE	\$21,026,762	35.5%
MBE	\$1,487,407	2.5%
WBE	\$14,732,805	24.9%
DVBE	\$2,939,551	5.0%
SBE	\$1,866,999	3.2%
% of Dollars Awarded to Non-EBE Firms	\$38,209,933	64.5%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
	Number of Construction Projects Included: 13	