

BUSINESS OUTREACH NARRATIVE
FOURTH QUARTER, 2010

Emerging Business Enterprise (EBE) Awards for Proposition S Projects

EBE construction bid awards for 2010 are \$16,800,792 or 40.1% of total construction awards. Please refer to the Business Outreach Program, Proposition S, 2010, Year-End Report: January 2010 – December 2010 table for further detail. Cumulative EBE awards since commencement of Proposition S projects through December 2010 are currently at 38.1% for construction.

Cumulative EBE professional service awards since commencement of Proposition S through 2010 are \$22,260,608 or 38.2% of total professional services awards.

For the reporting period of January to December 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
4 th Quarter 2010	89	750	56	895

PSA Outreach

During this reporting period SDUSD held Project Stabilization Agreement (PSA) Workshops on October 19 and November 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. 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):

- Willie Morrow’s Black Business Boot Camp: Doing Business with SDUSD presentation
- 12th Annual Paths to Partnership Event
- Elite Service-Disable Veteran-Owned Business (SDVOB) Network’s 2010 Veteran’s Day Celebration and Business Matchmaking Event
- Women’s Construction Coalition Networking Reception

SDUSD Business Outreach Database

The District received 60 new/update 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 11 of the Business Outreach Newsletter was distributed to the public the month of December 2010. The next edition release is planned for late March 2011.

Outreach Forecast

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

- Construction Management Association of America (CMAA) – Owner’s Night 2011
- San Diego Regional Minority Supplier Development Council – Business Development Conference
- Caltrans District 11 & Public Agency Consortium – Small Business Exchange 2011

Proposition S Outreach Program Outreach Events Overview December 2010 Report

Events Attended

- Southwest Regional Council of Carpenters Apprenticeship Program tour (12/03)
- Elite Service-Disabled Veteran-Owned Business (SDVOB) Network monthly meeting (12/07)
- Public Agency Consortium (PAC) Meeting – Hosted by SDUSD (12/09)

Events Scheduled

- Elite Service-Disabled Veteran-Owned Business (SDVOB) Network monthly meeting (01/04)
- San Diego Supplier Development Council (SDSDC) monthly networking meeting (01/11)
- CA Disabled Veteran-Owned Business (DVBE) Alliance monthly meeting (01/11)
- National Association of Women in Construction (NAWIC) monthly meeting (01/11)
- American Subcontractors Association (ASA) monthly meeting (01/12)
- Black Contractors Association (BCA) Chat & Chew monthly meeting (01/18)
- First District Outreach Task Force meeting (01/26)
- Construction Management Association of America (CMAA) - San Diego Chapter Owner's Night (02/03/11)
- Annual Caltrans // PAC Small Business Exchange (03/23/11)
- San Diego Regional Minority Supplier Development Council (MSDC) Annual Business Development Conference—SDUSD booth (02/22)
- MSDC Annual Supplier Diversity Achievement Week—SDUSD booth (06/06)
- MSDC Annual Business Opportunity Conference —SDUSD booth (09/28)

ICOC Support

- ICOC Construction Subcommittee: provided monthly outreach report (12/02)



Facilities Planning and Construction
Business Outreach Program
PROPOSITION S

2010, Year-End Report

CONSTRUCTION

JANUARY 2010 – DECEMBER 2010

	Construction	
TOTAL Dollars Awarded to Date to ALL	\$41,920,363	
TOTAL Dollars Awarded to Date to EBE	\$16,800,792	40.1%
Minority Business Enterprise	\$2,427,969	5.8%
Woman Business Enterprise	\$967,411	2.3%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$1,589,201	3.8%
Small Business Enterprise	\$11,816,211	28.2%
% of Dollars Awarded to Non-EBE Firms	\$25,119,572	59.9%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
	Number of Construction Projects Included: 12	



**Facilities Planning and Construction
Business Outreach Program
PROPOSITION S
JANUARY 2009 – DECEMBER 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	\$22,620,608	38.2%
Minority Business Enterprise	\$2,162,912	3.7%
Woman Business Enterprise	\$15,301,622	25.8%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$2,939,551	5.0%
Small Business Enterprise	\$2,216,523	3.7%
% of Dollars Awarded to Non-EBE Firms	\$36,616,087	61.8%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
Number of Professional Service Contracts Included: 13		