



BUSINESS OUTREACH NARRATIVE
FIRST QUARTER, 2011

Emerging Business Enterprise (EBE) Awards for Proposition S Projects

No construction awards were made during the 2011 1st Quarter reporting period. The next quarterly report will include the first and subsequent 2011 construction project awards made by the Board of Education.

Cumulative EBE professional service awards since commencement of Proposition S through 2011 are \$22,912,826 or 35.4% of total professional services awards.

For the reporting period of January to March 2011, 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 2011	723	1,242	13	1,978

PSA Outreach

During this reporting period SDUSD held a Project Stabilization Agreement (PSA) Workshop on January 18, 2011. The workshop, led by Parsons, PSA Administration Consultant, provided 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. These workshops will be held quarterly during the 2011 year.

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):

- Selling to Government, Santee Chamber of Commerce Annual Forum
- 7th Annual Small Business Exchange, Caltrans District 11 & Public Agency Consortium
- Owner’s Night, Construction Management Association of America
- Construction Tech Academy Tour with Nathan Fletcher, Women’s Construction Coalition

SDUSD Business Outreach Database

The District received 67 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 12 of the Business Outreach Newsletter is planned to be released late April 2011.

Outreach Forecast

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

- Business Mixer, Central San Diego Black Chamber of Commerce
- Operation Opportunity, San Diego Supplier Development Council
- Subs for Subs, Centre City Development Corporation & Public Agency Consortium
- Annual Supplier Diversity Achievement Week, San Diego Regional Minority Supplier Development Council

Proposition S Outreach Program Outreach Events Overview March 2011 Report

Events Attended

- Elite Service-Disabled Veteran-Owned Business Enterprise (SDVOB) Network monthly meeting (03/01)
- San Diego Regional Construction Procurement Committee (RCPC) quarterly meeting (03/02)
- Special Grahovac PSA Training (03/02)
- Meet and greet with Conner Networks, Inc., an MBE (03/03)
- CA Disabled Veteran-Owned Business Enterprise (DVBE) Alliance monthly meeting (03/03)
- Meet and greet with Network Cabling, Inc., a SBE/MBE (03/03)
- Project site walk: Construct Sustainable Technologies Building at Scripps Ranch High School (03/04)
- San Diego and Imperial Valley Labor Council's Youth Training Program tour (03/04)
- Meet and greet with Fringe Benefit Experts, a local SBE (03/07)
- Meet and greet with Omni2max Inc., a local DVBE and MBE (03/09)
- Meet and greet with Tactile Signage, a SBE (03/11)
- Third District Outreach Task Force meeting (03/16)
- Central San Diego Black Chamber of Commerce March 2011 Business Mixer (03/17)
- Annual North County Business & Industry Forum (03/18)
- Site walk for the HVAC Upgrades at Whittier Center Whittier Center project (03/18)
- Caltrans Small Business Exchange 2011 (03/23)

Events Scheduled

- Site walk for the New Weight Room at Point Loma HS project (04/01)
- Elite SDVOB Network monthly meeting (04/05)
- CA DVBE Alliance monthly meeting (04/07)
- San Diego Supplier Development Council monthly networking event (04/12)
- Central San Diego Black Chamber of Commerce Doing Business with SDUSD workshop (04/20)

PSA Support

- Special Grahovac PSA Training (03/02)
- Project site walk: Construct Sustainable Technologies Building at Scripps Ranch High School (03/04)
- San Diego and Imperial Valley Labor Council's Youth Training Program tour (03/04)
- Monthly Joint Labor Management Team meeting (03/08)
- Site walk for the Student Pick-Up/Drop-Off and Site Improvements at Sessions ES project (03/31)
- Site walk for the i21 Interactive Classroom Technology Integration – Small Regions projects (03/31)



**Facilities Planning and Construction
Business Outreach Program
 PROPOSITION S
 JANUARY 2009 – MARCH 10, 2011**

PROFESSIONAL SERVICES
Cumulative Contract Awards

	Professional Services	
TOTAL Dollars Awarded to Date to ALL	\$64,736,695	
TOTAL Dollars Awarded to Date to EBE	\$22,912,826	35.4%
Minority Business Enterprise	\$2,419,930	3.8%
Woman Business Enterprise	\$15,301,622	23.6%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$2,939,551	4.5%
Small Business Enterprise	\$2,251,723	3.5%
% of Dollars Awarded to Non-EBE Firms	\$41,823,869	64.6%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
Number of Professional Service Contracts Included: 13		



Facilities Planning and Construction
Business Outreach Program
 PROPOSITION S
2011, 1st Quarter Update

CONSTRUCTION

JANUARY 2011 – MARCH 10, 2011*

	Construction	
TOTAL Dollars Awarded to Date to ALL	\$0	
TOTAL Dollars Awarded to Date to EBE	\$0	0%
Minority Business Enterprise	\$0	0%
Woman Business Enterprise	\$0	0%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$0	0%
Small Business Enterprise	\$0	0%
% of Dollars Awarded to Non-EBE Firms	\$0	0%
% of Dollars Awarded to Unidentified Firms	\$0	0%
Number of Construction Projects Included: 0		

* The first 2011 construction project award will be made by the Board of Education on March 29, 2011.