

BUSINESS OUTREACH NARRATIVE
THIRD QUARTER, 2011

Emerging Business Enterprise (EBE) Awards for Proposition S Projects

EBE construction bid awards for 2011 to date are \$11,270,363 or 51.2% of total construction awards. Please refer to the Business Outreach Program, Proposition S, 2011, 3rd Quarter Update: January 2011 – September 2011 table for further detail. Cumulative EBE awards since commencement of Proposition S projects through September 2011 are currently at 41% for construction.

Cumulative EBE professional services awards since commencement of Proposition S through September 30, 2011 are \$23,409,240 or 36.2% of total professional services awards.

For the reporting period of January to September 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
1 st Quarter 2011	723	1,242	13	1,978
2 nd Quarter 2011	621	2,486	33	3,140
3 rd Quarter 2011	690	4,678	28	5,396

Emerging Business Enterprise (EBE) Meetings

During this reporting period SDUSD conducted one-on-one meetings with 17 small and emerging contractors. These meetings provide detailed understanding of the bidding process and methods for staying informed of SDUSD bids.

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):

- Native American Procurement Conference
- UCSD Small Business Diversity Expo
- SCORE Marketing and Contracting with State and Local Governments outreach workshop
- Business Opportunity Conference, San Diego Minority Supplier Development Council

SDUSD Business Outreach Database

The District received 172 new/updated 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 13 of the Business Outreach Newsletter was released early September 2011.

Outreach Forecast

SDUSD plans to attend the following Outreach event(s):

- Elite SDVOB San Diego Annual Networking Event
- The Blue Book GC Showcase
- Doing Business with San Diego Unified School District at San Diego Contracting Opportunity Center

**Proposition S Outreach Program
Outreach Events Overview
September 2011 Report**

Events Attended

- Meet and greet with CJR Concrete, a local DVBE/WBE company (09/01)
- Meet and greet with Filefax, a local locker company (09/01)
- Meet and greet with Rittiner Construction, a local SBE company (09/06)
- Regional Construction Procurement Committee (RCPC) monthly meeting (09/07)
- Meet and greet with Construction Service Workers, a local WBE/MBE/SBE company (09/06)
- Conference call with San Diego Contracting Opportunities Center re DVBE engagement services (09/06)
- Interview with the San Diego Monitor News (09/13)
- Meet and greet with Saucedo Construction, a local MBE/SBE company (09/14)
- Meet and greet with KPS Insurance Services, a local EBE-friendly bonding company and member of San Diego Surety Association (09/15)
- Meet and greet with Suffolk Construction Company (09/20)
- Meet and greet (follow-up) with Base Architecture, a local MBE company (09/22)
- Meet and greet with a local MBE referral from Latino Builders Association (09/23)
- SCORE Marketing and Contracting With State and Local Governments outreach workshop (09/27)
- Meet and greet (follow-up) with CJR Concrete, a local DVBE company (09/27)
- San Diego Regional Minority Supplier Diversity Council's Annual Business Opportunity Conference (09/28)

Events Scheduled

- Elite SDVOB Network Monthly Meeting (10/04)
- San Diego Supplier Development Council monthly networking luncheon (10/11)
- Meet and greet with ECM Corporation, an MBE/SBE construction management company (10/13)
- CA DVBE Alliance monthly meeting (10/14)
- Elite SDVOB Network's Annual Networking and Fundraising Event (10/19)
- The Blue Book Annual GC Showcase (10/20)
- SDUSD Outreach Program presentation to SANDAG's Small Business Forum (10/24)
- San Diego Contracting Opportunities Center's annual Doing Business with SDUSD workshop (10/26)
- NECA 2011 Convention & Show (10/24-25)

Bid, Solicitation and PSA Support

Site walks for:

- Construct New Classroom Building at The Language Academy (09/15)
- Construct New Classroom Building at Encanto ES (09/16)
- Furnish and Install Playground Equipment and Surfacing IDIQ (09/23)

- Construct Bus Turnaround and Athletic Field at Millennial Tech MS (09/29)
- Service and Repair Elevators and Wheelchair Lifts at Various District Sites (09/29)
- Construct New Classroom Building at Euclid ES (09/30)
- Fabricate & Install Custom Console for Motion Pictures Industries (MPI) Facility at Point Loma HS (PLHS; 09/30)
- Furnish & Install Theatre Lighting and Controls MPI Facility at PLHS (09/30)

Micro-Projects Program

- 21 micro-projects initiated, 18 awarded, 8 completed
- 100% Small Business Enterprises (SBEs), **and also:** 3 DVBE, 8 MBE and 4 WBE



**Facilities Planning and Construction
Business Outreach Program**

PROPOSITION S

2011, 3rd Quarter Update

CONSTRUCTION

JANUARY 2011 – SEPTEMBER 2011

	Construction	
TOTAL Dollars Awarded to Date to ALL	\$21,995,087	
TOTAL Dollars Awarded to Date to EBE	\$11,270,363	51.2%
Minority Business Enterprise	\$1,083,275	4.9%
Woman Business Enterprise	\$938,279	4.3%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$778,195	3.5%
Small Business Enterprise	\$8,470,614	38.5%
% of Dollars Awarded to Non-EBE Firms	\$10,724,724	48.8%
% of Dollars Awarded to Unidentified Firms	\$0	0%
Number of Construction Projects Included:	9	



**Facilities Planning and Construction
Business Outreach Program
 PROPOSITION S
 JANUARY 2009 – SEPTEMBER 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	\$23,409,240	36.2%
Minority Business Enterprise	\$2,832,244	4.4%
Woman Business Enterprise	\$15,323,522	23.7%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$2,939,551	4.5%
Small Business Enterprise	\$2,313,923	3.6%
% of Dollars Awarded to Non-EBE Firms	\$41,327,455	63.8%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
	Number of Professional Service Contracts Included: 13	