

**BUSINESS OUTREACH NARRATIVE**  
THIRD QUARTER, 2012

**Emerging Business Enterprise (EBE) Awards for Proposition S Projects**

EBE construction bid awards for 2012 to date are \$36,589,040 or 38.44% of total construction awards. Please refer to the Business Outreach Program, Proposition S, 2012, 3<sup>rd</sup> Quarter: January 2012 – September 2012 table for further detail. Cumulative EBE awards since commencement of Proposition S projects through September 2012 are currently at 39.95% for construction.

Cumulative EBE professional services awards since commencement of Proposition S through September 2012 are \$31,753,242 or 34.6% of total professional services awards.

For the reporting period of January to September 2012, 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 <sup>st</sup> Quarter 2012	1,526	7,929	42	<b>9,497</b>
2 <sup>nd</sup> Quarter 2012	1,166	5,450	44	<b>6,660</b>
3 <sup>rd</sup> Quarter 2012	0	3,075	18	<b>3,093</b>

**Emerging Business Enterprise (EBE) Meetings**

During this reporting period SDUSD conducted one-on-one meetings with 8 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):

- San Diego Regional Minority Supplier Development Council, 2012 Business Opportunity Conference
- Business Matchmaking 2012
- NAVY 2012 Gold Coast Annual Procurement Fair
- University of California, San Diego, How to do Business with UCSD & Public Agencies

**SDUSD Business Outreach Database**

The District received 62 new/updated Self-Certification forms for the reported quarter. SDUSD database members receive ongoing project information relative to upcoming construction bids and site walks. Database entries with expired CSLB licenses were removed as part yearly database upkeep.

**Business Outreach Newsletter**

Volume 16 of the Business Outreach Newsletter was released in September 2012.

**Outreach Forecast**

SDUSD plans to attend the following major outreach event(s):

- The Blue Book Network GC Showcase
- Business & Entrepreneurship Center Meet the Buyers Workshop
- PAC Night for Turner School of Construction Management

**Proposition S Outreach Program  
Outreach Events Overview  
September 2012 Report**

**Events Attended**

- Elite SDVOB Network monthly meeting (09/04)
- Regional Construction Procurement Committee (RCPC) quarterly meeting (09/05)
- San Diego Regional Minority Supplier Development Council (MSDC) Business Outreach Conference (09/18-19)
- US Hispanic Contractors and Professionals—San Diego monthly meeting (09/25)
- Small Business Development Council (SBDC) Panel Event and Matchmaking (09/25)
- Caltrans Disparity Study II Goal and Methodology Forum (09/27)
- Conference call with U.S. Veterans Magazine (09/27)

**Events Scheduled**

- American Subcontractors Association (ASA) monthly meeting (10/01)
- Elite SDVOB Network monthly meeting (10/02)
- Meet and greet with Acoustic Evolution, a local SBE company (10/02)
- Meet and greet with Hubzone Corp, a DVBE/MBE/WBE company (10/03)
- SBDC Panel Event and Matchmaking (10/03)
- Site walk for the Renovate Woodshop at Marston Middle School project (10/03)
- The Blue Book Network 2012 GC Showcase (10/24)
- San Diego Supplier Development Council (SDSDC) monthly networking meeting (10/09)
- National Association of Women in Construction (NAWIC) monthly meeting (10/09)
- San Diego North Economic Development Council October Meeting: Prosperity on Purpose Regional Economy Kick Off Meeting (10/11)
- American Subcontractors Association (ASA) monthly meeting (10/10)
- Central San Diego Black Chamber of Commerce monthly meeting (10/17)
- Urban League Equal Opportunity Day: Diversity Summit & Urban Leaders Under 40 Awards Luncheon (10/18)
- SBDC Panel Event and Matchmaking (10/19)
- American Indian Chamber of Commerce monthly meeting (10/25)
- San Diego Hispanic Chamber of Commerce monthly mixer (10/25)
- US Hispanic Contractors and Professionals—San Diego monthly meeting (10/30)
- San Diego Contracting Opportunities Center (SDCOC) annual Doing Business with SDUSD workshop (12/04)

**Bid, Solicitation and PSA Support**

- PSA Training Workshop (09/18)

**Proposition S Outreach Program  
Outreach Events Overview  
September 2012 Report**

- Site walk for the Chollas Elementary School Whole Site Modernization project (09/20)
- Site walk for the Downtown Charter High School project (09/28)

**Micro-Projects Program**

- 68 micro-projects initiated, 60 awarded, 49 completed
- 100% Small Business Enterprises (SBEs), and also: 12 DVBE, 5 WBE and 27 MBE



**Facilities Planning and Construction  
Business Outreach Program  
PROPOSITION S  
2012, 3<sup>rd</sup> Quarter**

**CONSTRUCTION**

**JANUARY 2012 – SEPTEMBER 2012**

	<b>Construction</b>	
TOTAL Dollars Awarded to Date to ALL	\$95,177,970	
TOTAL Dollars Awarded to Date to EBE	<b>\$36,589,040</b>	<b>38.5%</b>
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$4,930,742	5.2%
Minority Business Enterprise	\$10,082,344	10.6%
Woman Business Enterprise	\$2,173,055	2.3%
Small Business Enterprise	\$19,402,899	20.4%
% of Dollars Awarded to Non-EBE Firms	\$58,588,930	61.5%
% of Dollars Awarded to Unidentified Firms	\$0	0%
	Number of Construction Projects Included: <b>18</b>	



**Facilities Planning and Construction  
Business Outreach Program  
PROPOSITION S  
JANUARY 2009 – SEPTEMBER 20, 2012**

**PROFESSIONAL SERVICES**  
***Cumulative Contract Awards***

	<b>Professional Services</b>	
TOTAL Dollars Awarded to Date to ALL	\$91,855,482	
TOTAL Dollars Awarded to Date to EBE	<b>\$31,753,242</b>	<b>34.6%</b>
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$3,863,853	4.2%
Minority Business Enterprise	\$7,517,863	8.2%
Woman Business Enterprise	\$16,607,843	18.1%
Small Business Enterprise	\$3,763,683	4.1%
% of Dollars Awarded to Non-EBE Firms	\$60,102,240	65.4%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
Number of Professional Service Contracts Included: <b>16</b>		