

**BUSINESS OUTREACH NARRATIVE**  
FIRST QUARTER, 2012

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

EBE construction bid awards for 2011 to date are \$511,822 or 4.7% of total construction awards. Please refer to the Business Outreach Program, Proposition S, 2012, 1<sup>st</sup> Quarter Update: January 2012 – March 2012 table for further detail. Cumulative EBE awards since commencement of Proposition S projects through March 2012 are currently at 37.8% for construction.

Cumulative EBE professional services awards since commencement of Proposition S through March 31, 2012 are \$36,498,400 or 36.2% of total professional services awards.

For the reporting period of January to March 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	1526	7,929	42	<b>9,497</b>

**Emerging Business Enterprise (EBE) Meetings**

During this reporting period SDUSD conducted one-on-one meetings with 10 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):

- CMAA San Diego Chapter's 7th Annual Owners' Night
- Black Economic Council Business Strategies Success Workshop
- Caltrans 2012 Small Business Exchange

**SDUSD Business Outreach Database**

The District received 58 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 14 of the Business Outreach Newsletter was released late February 2012.

**Outreach Forecast**

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

- San Diego Regional Minority Supplier Development Council, 2012 Supplier Diversity Achievement Week
- San Diego Supplier Development Council, 2012 Operation Opportunity
- Southwest Veterans' Business Resource Center, 1<sup>st</sup> Annual Small Business Summit
- San Diego Regional Minority Supplier Development Council, 2012 Business Development Conference

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

**Events Attended**

- Meet and greet with Warfighter Construction, a local MBE and DVBE company (03/01)
- Meet and greet with CJSeto Support Services, LLC, a local DVBE company (03/05)
- Elite SDVOB Network monthly meeting (03/06)
- Dedication/open house Clairemont High School Automotive Facility (03/08)
- Strategy meeting with Turner Construction regarding the new Ambition! series (03/08)
- DVBE Alliance monthly meeting; presenting information about LCP and DVBE news (03/09)
- Meet and greet with Ideal Plumbing Heating Air & Electrical, a SBE/WBE company (03/14)
- Black Economic Council Business Strategies Success Workshop (3/16)
- Meet and greet with Hancock Construction, Inc., a DVBE company (03/20)
- Water Authority Meet and Greet Outreach Event (03/20)
- Caltrans 2012 Small Business Exchange (03/21)
- Annual strategy meeting with San Diego Regional Minority Supplier Development Council re participation and collaboration (3/21)

**Events Scheduled**

- Bimonthly joint SDUSD/American Subcontractors Association (ASA) meeting (04/02)
- Elite SDVOB Network monthly meeting (04/03)
- Meet and greet with The Unseen Wound organization, a disabled veteran work program (04/04)
- DVBE Alliance monthly meeting (04/13)
- San Diego Supplier Development Council monthly meeting (04/10)
- Strategy meeting with SDCOC regarding the new Ambition! series (04/10)
- National Association of Women in Construction (NAWIC) monthly meeting (04/10)
- American Subcontractors Association (04/11)
- Bimonthly joint SDUSD/AGC meeting (04/16)
- Central San Diego Black Chamber of Commerce monthly meeting (04/18)
- American Indian Chamber of Commerce monthly meeting (04/19)
- SD Hispanic Chamber of Commerce Monthly Mixer (04/26)
- Supplier Diversity Achievement Week (04/30-05/04)
- Operation Opportunity – San Diego Supplier Development Council (05/08)
- How to do Business with UCSD & Other Public Agencies (07/31)

### **Bid, Solicitation and PSA Support**

- Site walk for Remodel Existing Classrooms for Broadcast Video and Graphic Arts Programs at Mira Mesa High School project (03/01)
- Site walk for Live Broadcast Program and Theatre Upgrades at School of Creative and Performing Arts (SCPA) project (03/01)
- Site walk for Furnish and Install Ceiling Fans on An As-Needed Basis (IDIQ) project (03/02)
- Site walk for Restrooms and Concessions Building at Point Loma High School project (03/09)
- Site walk for Replace Roofing at Memorial Preparatory School project (03/15)
- Site walk for Auditorium Fire Suppression System at Hoover High School project (03/16)
- Site walk for Construct New Classroom Building at Encanto ES project (03/23)
- 2012 District Outreach Task Force Meeting (03/27)
- Site walk for Academy of Information Technology and Toilet Upgrades at Hoover project (03/29)
- Site walk for Construct New Classroom Building at Euclid ES project (03/30)

### **Micro-Projects Program**

- 47 micro-projects initiated, 36 awarded, 11 completed
- 100% Small Business Enterprises (SBEs), and also: 8 DVBE, 3 WBE and 18 MBE

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

**Events Attended**

- Meet and greet with The Unseen Wound organization, a disabled veteran work program (04/02)
- Elite SDVOB Network monthly meeting (04/03)
- Meet and greet with Park-Shell Development Corp (04/04)
- Meet and greet with CHESSBAKE Engineering Group, an MBE engineering company (04/06)
- Annual meeting with Soltek's Outreach Manager (04/09)
- Strategy meeting with SDCOC regarding the new Ambition! series (04/10)
- Public Agency Consortium Meeting (04/11)
- Meet and greet with CALTROP Corporation, a large construction services company (04/12)
- DVBE Alliance monthly meeting (04/13)
- Quarterly PSA Training Workshop (04/17)
- Meet and greet with iNgage Marketing, a DVBE company (04/18)
- Women's Construction Coalition monthly meeting and happy hour (04/20)
- Meet and greet with Mullen Enterprises, an SBE company (04/23)
- Meet and greet with Beltmann Relocation Group (04/23)
- Meet and greet with Martinez Adams, a local MBE/SBE company (04/25)

**Events Scheduled**

- Minority Supplier Diversity Council (MSDC) Supplier Diversity Achievement Week (04/30-05/04)
- Elite SDVOB Network monthly meeting (05/05)
- Operation Opportunity – San Diego Supplier Development Council (05/08)
- National Association of Women in Construction (NAWIC) monthly meeting (05/08)
- American Subcontractors Association (05/09)
- American Indian Chamber of Commerce monthly meeting (05/24)
- SD Hispanic Chamber of Commerce Monthly Mixer (05/31)
- DVBE Alliance monthly meeting (06/08)
- SDUSD Construction Expo (07/25)
- How to do Business with UCSD & Other Public Agencies (07/31)

**Bid, Solicitation and PSA Support**

- Site walk for the Construct Data Center at Serra High School project (04/05)

- Site walk for the New Classroom Building & Whole Site Modernization at Knox Middle School project (04/06)
- Site walk for the Replacement of Portable Building at Holmes Elementary School project (04/19)
- Site walk for the Performing Arts Center and Whole Site modernization at Creative Performing and Media Arts School (CPMA) project (04/20)

### **Micro-Projects Program**

- 51 micro-projects initiated, 38 awarded, 28 completed
- 100% Small Business Enterprises (SBEs), and also: 9 DVBE, 3 WBE and 19 MBE



**Facilities Planning and Construction  
Business Outreach Program  
 PROPOSITION S  
 2012, 1<sup>st</sup> Quarter Update**

**CONSTRUCTION**

**JANUARY 2012 – MARCH 2012**

	<b>Construction</b>	
TOTAL Dollars Awarded to Date to ALL	\$10,911,563	
TOTAL Dollars Awarded to Date to EBE	<b>\$511,822</b>	<b>4.7%</b>
Minority Business Enterprise	\$0	0%
Woman Business Enterprise	\$0	0%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$381,669	3.5%
Small Business Enterprise	\$130,153	1.2%
% of Dollars Awarded to Non-EBE Firms	\$10,399,741	95.3%
% of Dollars Awarded to Unidentified Firms	\$0	0%
Number of Construction Projects Included: 2		



**Facilities Planning and Construction  
Business Outreach Program  
 PROPOSITION S  
 JANUARY 2009 – MARCH 2012**

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

	<b>Professional Services</b>	
TOTAL Dollars Awarded to Date to ALL	\$100,736,695	
TOTAL Dollars Awarded to Date to EBE	<b>\$36,498,400</b>	<b>36.2%</b>
Minority Business Enterprise	\$4,860,769	4.8%
Woman Business Enterprise	\$25,424,095	25.2%
Disabled Veteran Business Enterprise/ Service-Disable Veteran-Owned Business	\$3,608,013	3.6%
Small Business Enterprise	\$2,605,523	2.6%
% of Dollars Awarded to Non-EBE Firms	\$64,238,295	63.8%
% of Dollars Awarded to Unidentified Firms	\$0	0.0%
Number of Professional Service Contracts Included: <b>16</b>		

Prop. S Professional Service EBE Sub Award List  
 Added Professional Service Consultants  
 For the period of February 24, 2012 to April 26, 2012

Contract No.	Prime Consultant/ Contract Value	Sub-Consultant/ (EBE Category)	Scope/ Work Description	Contract Value	EBE Participation %
PS-12-0056-02	URS \$12,000,000	(Large)	Prop S Staff Augmentation Services	\$11,623,240	0.0%
	---	ECM Group (MBE, SBE)	CM/PM Services	\$248,400	2.1%
	---	Nationwide Bldg Commissioning (DVBE, MBE, SBE)	Building Commissioning Services	\$97,200	0.01%
	---	Pulchritude Graphic Design (MBE, SBE)	Graphic Design Services	\$6,160	0.001%
	---	The Blue Pyramid (DVBE, MBE, SBE)	Photography/ Videography	\$25,000	0.002%