Status: ORIGINAL

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

2024-03-12	Regular School Board Meeting
CATEGORY:	O. Strategy & Operations
DEPARTMENT:	Economic Development & Diversity Compliance

Agenda Item Number:	O-2.
Consent or Open Item:	Consent
Special Order:	NO
Time for Special Order:	

TITLE:

SDOP Summary of Progress_October 1, 2023 - December 31, 2023

REQUESTED ACTION:

Receive SDOP Summary of Progress for the October 1, 2023 - December 31, 2023 Reporting Period.

RATIONALE:

For the Requested Actions, Background/History, Alignment to the 2027 Goals and Guardrails, Measurable Outcome(s)/Return on Investment, and Financial Impact, please see the Executive Summary.

EXHIBITS:

- Executive Summary
- Summary of Progress

FINANCIAL IMPACT:

There is no financial impact to the District.

STRATEGIC PLAN ALIGNMENT:

Student Focus Outcomes

OR • **Business Operations**

BOARD ACTION:

(For Official School Board Records Only)

RECEIVED

SOURCE OF ADDITIONAL INFORMATION

Name:	Judith M. Marte	Phone:	754-321-2611
Name:		Phone:	

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Senior Leader & Title

Judith M. Marte, Deputy Superintendent, Finance & Operations

Signature

Judith M. Marte, Deputy Superintendent, Finance & Operations

Electronic Signature

Form $4189 Revised 7/23

PBL/VSW

Approved in Open Board Meeting On: March 12, 2024

By: Lori Wadell

School Board Chair

For more information, please contact:

Name: Judith M. Marte
Title: Deputy Superintendent, Operations
Phone: 754-321-2611

EXECUTIVE SUMMARY

Supplier Diversity Outreach Program Summary of Progress
October 1, 2023 – December 31, 2023

Board Meeting Date: March 12, 2024

Recommended Action

Receive an update on the Supplier Diversity Outreach Program (SDOP) Summary of Progress for the October 1, 2023 – December 31, 2023 reporting period.

District-zone Impact: District-wide.

Impact if the Board Voted Yes or No

If the Board votes "Yes": The Board's request to receive monthly updated on the progress of SDOP will be achieved.

If the Board votes "No": The Economic Development & Diversity Compliance Department (EDDC) will continue program implementation to advance District goals for Certified Emerging/Small/Minority/Veteran/Women (E/S/M/V/WBE) Business Enterprises in procurement opportunities across all industry categories.

Background/History

The local business community is a critical component of the District's supply chain, and South Florida's economic infrastructure, benefiting our students, families, and the business community. This item tracks activities undertaken by the Economic Development & Diversity Compliance Department to increase utilization of local small, minority, and women-owned firms.

Alignment to 2027 Goals and Guardrails

This item is categorized as Business Operations.

Measurable Outcome(s)/Return on Investment

The measurable outcome is increased District spend with local E/S/M/V/WBE Certified suppliers.

Financial Impact

There is no existing, nor additional funding necessary for this item.

SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: OCTOBER 1 - DECEMBER 31, 2024

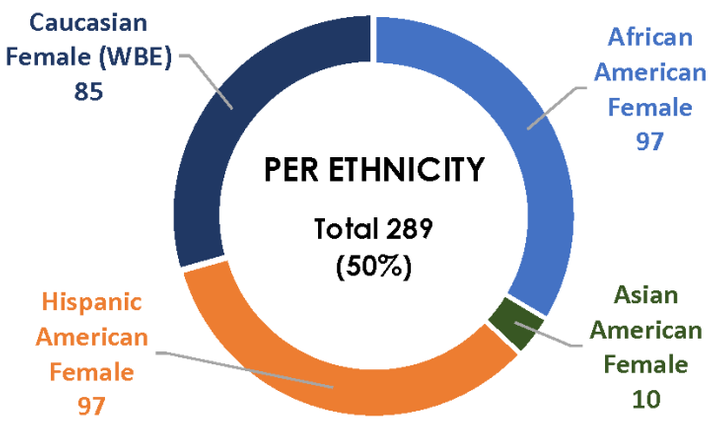
The Economic Development & Diversity Compliance Department (EDDC) oversees the District's Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to remedy the ongoing effects of identified marketplace discrimination that continue to adversely affect the participation of Emerging/Small/Minority/Women Business Enterprises (E/S/M/WBE) in District procurement opportunities. As EDDC continues to serve as a conduit to ensure inclusive procurement activity, we are implementing additional activities to fortify the target market.

The summaries and illustrations below provide an update on the continual progress of SDOP for the October 1 - December 31, 2023 reporting period.

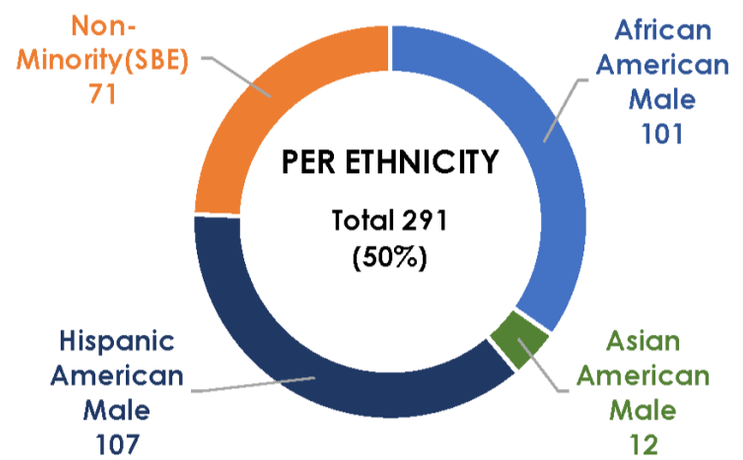
CERTIFICATION SECTION

580
Total Certified Firms

FEMALE-OWNED CERTIFIED FIRMS



MALE-OWNED CERTIFIED FIRMS



CERTIFICATION INDUSTRY CATEGORIES BY ETHNICITY & GENDER

Ethnicity & Gender	Construction	Commodities	Professional Services	Other Contractual Services
African American Males	37	5	16	45
African American Females	14	15	11	61
Asian American Males	0	2	7	4
Asian American Females	3	2	2	3
Hispanic American Males	41	6	23	39
Hispanic American Females	29	11	15	46
Caucasian American Females(WBE)	23	6	18	40
Non-Minority Male (SBE)[1]	25	6	13	28
TOTAL NUMBER OF CERTIFIED FIRMS[2]	172	53	105	266

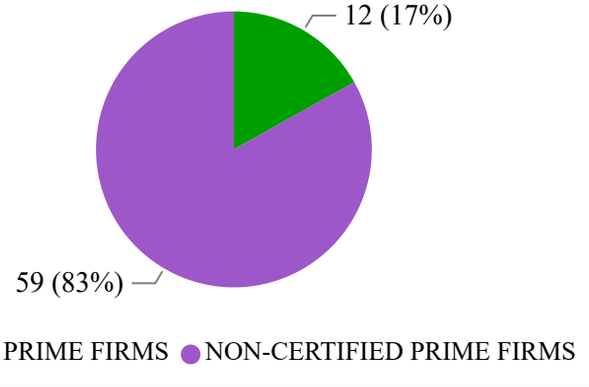
1 Certified firms may be categorized under multiple industry categories.
2 Non-Minority (SBE) is defined as firms certified as Small Business Enterprises and does not include ethnicity as a certification factor.

COMPLIANCE SECTION

• **SOLICITATION EVALUATION DATA**

In the reporting period, compliance evaluated seventy-one (71) solicitation submittals to assess the outcome and effectiveness of each assigned API.

ANALYSIS OF PRIME BIDDERS



• CERTIFIED FIRMS' PARTICIPATION LEVELS IN BCPS SOLICITATIONS



• AWARD DATA

A total of nine (9) Certified primes were awarded contracts between October - December 2023.

CERTIFIED PRIME AWARDS & SUB COMMITMENTS

Ethnicity & Gender	# of Primes Awarded	# of Subs Based on Award
African American M/WBE	3	1
African American MBE	0	0
Asian American M/WBE	0	0
Asian American MBE	0	0
Hispanic American M/WBE	2	0
Hispanic American MBE	2	0
Small Business Enterprise SBE	0	0
Women-owned WBE	2	0
Total	**9**	**1**

• AWARD DATA CONTINUED

CONTRACT AWARDS					
BID #	**AGENDA ITEM # and BID TITLE**	**PARTICIPATION LEVEL**	**CERTIFICATION STATUS**	**CONTRACT AWARD $**	**CERTIFIED SUB %**
Nov. 8, 2023 RSBM					
ITB FY23-272/ FY23-273	OO-8. Psychological Assessment Scoring			$326,000	
	NCS Pearson, Inc.	Prime	Non-Certified		
	Riverside Assessment, LLC	Prime	Non-Certified		
ITB FY24-215	OO-12. Small Engine Equipment Parts			$469,000	
	Four Mile Road LLC d/b/a Green Thumb Lawn and Garden	Prime	Non-Certified		
RFP FY24-011	OO-14. Before/After School Childcare, Summer/Non-School Day Prog			No Specified $ Amount	
	All Star Child Care, Inc.	Prime	Non-Certified		
	Bright Eyes Quality Child Care, Inc. d/b/a Bright Eyes Quality AfterSchool Academy	Prime	African American Female		
	Camp Wannado After School Program Inc	Prime	Caucasian American Female		
	Our Children, Our Future, Inc. d/b/a Caring for Our Leaders of Tomorrow d/b/a Our Children, Our Future	Prime	Hispanic American Female		
ITB FY24-195	OO-16. Public Address Systems, Intercoms, Equip, Parts/Accessories ADDED			$6,000,000	
	NDR Corporation	Prime	Non-Certified		
RFP FY23-277	OO-17. Janitorial Support			$2,700,000	
	Amer-Plus Janitorial & Maintenance LLC	Prime	African American Female		
	J and A Cleaning Company LLC	Prime	African American Female		
	Janitorial 5 Star Services LLC	Prime	Caucasian American Female		
	P.C. S. Professional Cleaning Services Corporation	Prime	Hispanic American Female		

- **AWARD DATA CONTINUED**

CONTRACT AWARDS					
BID #	AGENDA ITEM # and BID TITLE	PARTICIPATION LEVEL	CERTIFICATION STATUS	CONTRACT AWARD $	CERTIFIED SUB %
Dec. 12, 2023 RSBM					
ITB FY24-178-1	OO-5. School Reviews and Reputation Management			$297,000	
	Niche.com, Inc.	Prime	Non-Certified		
ITB FY24-210	OO-14. Fans & Accessories			$1,095,000	
	GDR Acquisitions dba CORS-AIR	Prime	Non-Certified		
	C. Steward & Associates, Inc.	Prime	Non-Certified		
	Blizzard Air Conditioning, LLC	Prime	Hispanic American Male		
	Condo Electric Industrial Supply , Inc	Prime	Hispanic American Male		
	Economic Electric Motors, Inc	Prime	Non-Certified		
ITB24-221	OO-16. Hydraulic Lifts Equipment & Repair Services REVISED			$200,000	
	Material Handling Systems, Inc	Prime	Non-Certified		
	National Lift Truck Service, Inc.	Prime	Non-Certified		
ITB24-238	OO-17. Touchscreen Computer, Cash Drawers, Keypads, and Scanner			$37,017	
	Broadway Typewriter Company Inc. d/b/a Avery Jones Educational Solutions	Prime	Non-Certified		
	TekVisions, Inc	Prime	Non-Certified		
RFP-FY24-001	OO-22. Bond and Special Tax Counsel Service			$1,500,000	
	Greenberg Traurig, PA	Prime	Non-Certified		
	Edwards & Feanny, P.A	Subcontractor	African American Female		20%

• **AWARD DATA CONTINUED**

CONTRACT AWARDS					
BID #	AGENDA ITEM # and BID TITLE	PARTICIPATION LEVEL	CERTIFICATION STATUS	CONTRACT AWARD $	CERTIFIED SUB %
Dec. 12, 2023 RSBM CONTINUED					
RFP-FY24-002	OO-23. Financial Advisory Consultant Services			$1,100,000	
	PFM Financial Advisors, LLC	Prime	Non-Certified		
RFP FY24-011	OO-24. Before/After School Childcare, Summer/Non-School Day Prog.			No Specified $ Amount	
	After School Programs, Inc.	Prime	Non-Certified		
	After School Programs-South, Inc.	Prime	Non-Certified		
	ARC Broward, Inc.	Prime	Non-Certified		
	Center for Hearing & Communication, Inc.	Prime	Non-Certified		
	Christina G. Smith Community Mental Health Foundation, Inc.	Prime	Non-Certified		
	City of Oakland Park	Prime	Non-Certified		
	Community After School, Inc.	Prime	Non-Certified		
	Helping Advance and Nurture the Development of Youth, Inc. d/b/a HANDY	Prime	Non-Certified		
	Harmony Development Center, Inc.	Prime	Non-Certified		
	Hispanic Unity of Florida, Inc.	Prime	Non-Certified		
	Samuel M. and Helene Soref, Jewish Community Center, Inc.	Prime	Non-Certified		
	South Broward Hospital District d/b/a Memorial Healthcare System	Prime	Non-Certified		
	Sunshine After School Care, Inc.	Prime	Non-Certified		
	Urban League of Broward County, Inc.	Prime	Non-Certified		
	Young Men's Christian Association of South Florida, Inc. d/b/a YMCA of South Florida (15 Awarded Vendors)	Prime	Non-Certified		
RFP-FY24-035	OO-25. Student Psychiatric Services			$1,584,000	
	Nyrma N. Ortiz, P.A	Prime	Non-Certified		

OUTREACH/MARKETING SECTION

o Bid Communication Process

Communication is fundamental to EDDC's objective to increase small business participation in District opportunities. Each thought component of the department's outreach strategy is intended to increase utilization and engagement across all commodities. Outlined below is the communication process deployed by the EDDC for the District's solicitations:



STEP 1: PWS to EDDC

Solicitations are prepared by Procurement & Warehousing Services (PWS) and given to EDDC to make recommendations to include SMWBE participation in contracts.



STEP 2: Certified Firms Identified

EDDC Certification identifies firms from the District's Certified Supplier Directory based on the scope and NAICS outlined in the solicitation[1].



STEP 3: Survey

EDDC Contact Compliance emails a potential opportunity survey to the firms to acquire their availability and willingness to provide the services/products requested. The relevant Affirmative Procurement Initiative (per Goal Setting Committee) is implemented based on the responses received by the firms. Note: EDDC does not answer any specific questions regarding the potential opportunity from the suppliers.

DEMANDSTAR
The School Board of Broward County, FL - Procurement & Warehousing Services

STEP 4: DemandStar Notification

The solicitation is posted in Demandstar by PWS. Firms with a membership receive an email notification from the system for the active bid opportunity, but all companies can view the District Bid Opportunities webpage for updates.



STEP 5: EDDC Bid Notifications

EDDC Marketing sends bid notifications within two business days of a bid posting using the following:

- **EMAILS**
  1. Certified Firms – Companies identified in our directory in the specified commodity area
  2. All Other Firms – Companies with an expired certification or have not been certified (these are generally the firms from our partner agencies); still, they can potentially provide the service/products requested. The email also includes certification information.
- **SOCIAL MEDIA**
  EDDC also uses Twitter, Instagram, LinkedIn, and Facebook to notify the community of bid opportunities. Each post includes the bid title and the link to BCPS solicitations. Community Partners assist by reposting the notifications to their respective pages.



STEP 5: Pre-Bid Meetings (and Site Visits)

When applicable, EDDC Marketing will include the specifics of the pre-bid meeting in the initial bid notification. A separate notice detailing the specifics of the pre-bid meetings is sent a few days prior and on the morning of the meeting via all social media platforms.



STEP 6: Reminder

Bid notification reminders are sent via email within the last week of the due date via email and social media.

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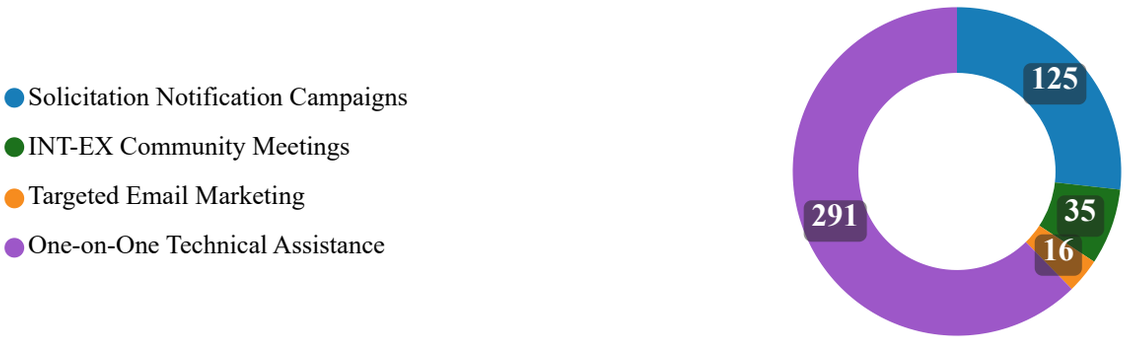
[1] If less than two certified firms can provide the requested service/product, the team sources certified vendors from the following partner agencies' directories: Broward County, Miami Dade County, Miami Dade County Public Schools, Palm Beach County, and School District of Palm Beach County to allocate potential suppliers. EDDC provides a tri-county reciprocal certification for these agencies' SBE, MBE, and WBE certifications. The certification team expedites applications for the firms working to submit a bid.

OUTREACH/MARKETING SECTION

o **Targeted Outreach**
EDDC continued to market District and local opportunities to E/S/M/WBEs in the tri-county market and assist firms in seeking to engage in local economic development opportunities. The constant objective of EDDC is to increase the participation of certified firms as primes and subs across all industry categories: Construction, Professional Services, Contractual Services and Commodities.

TARGETED MARKETING ACTIVITIES



o **Social Media Communication**
The implementation of social media communication to the EDDC marketing channels has broadened connectivity with the business community and economic development partners. EDDC has a growing following and frequency of engagement on the *Twitter* and *Instagram* social media platforms.

During the reporting period, a total of 1,200 impressions occurred on *X*, reflecting the number of times users saw EDDC tweets. Also, the EDDC engagement rate was 4.5% and includes user clicks, retweets, replies, follows, and likes. Collectively on *Instagram*, 6,200 impressions occurred and the Post Engagement Rate was 4.92%. Follow us on *Twitter* and Instagram at *@BCPSEDDC.*

X

