Status: ORIGINAL

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

2023-02-15	Regular School Board Meeting
CATEGORY:	O. Strategy & Operations
DEPARTMENT:	Economic Development & Diversity Compliance

Agenda Item Number:	O-1.
Consent or Open Item:	Consent
Special Order:	NO
Time for Special Order:	

TITLE:

SDOP Summary of Progress_December 1 - 23, 2022

REQUESTED ACTION:

Receive SDOP Summary of Progress for the December 1 - 23, 2022 Reporting Period. District-wide.

DESCRIPTION:

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

EXHIBITS:

- Executive Summary
- Summary of Progress
- Recap_Closing the Gap Forum

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:	Robert M. Ballou	Phone:	754-321-1517
Name:		Phone:	

THE SCHOOL BOARD OF BROWARD COUNTY, FLORIDA

Senior Leader & Title

Judith M. Marte, Deputy Superintendent, Operations

Signature

Judith M. Marte, Deputy Superintendent, Operations

Electronic Signature

Form $4189 Revised 1/23

VSW/EL

Approved in Open Board Meeting On: February 15, 2023

By: Lori Wadell

School Board Chair

For more information, please contact:

Name: Robert Ballou
Title: Officer
Phone: (754) 321-1517

EXECUTIVE SUMMARY
Supplier Diversity Outreach Program Summary of Progress
December 1 – 23, 2022

Requested Action

Receive the *Supplier Diversity Outreach Program Summary of Progress* for the December 1 - 23, 2022 reporting period.

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 aligns to *Goal 4: College & Career Readiness*, as well as *Guardrail 2: Equity* and *Guardrail 4: Accountability*.

Measurable Outcome(s)/Return on Investment

The measurable outcome is increased diversity among vendors utilized to provide goods and services to the District.

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: DECEMBER 1 - 23, 2022

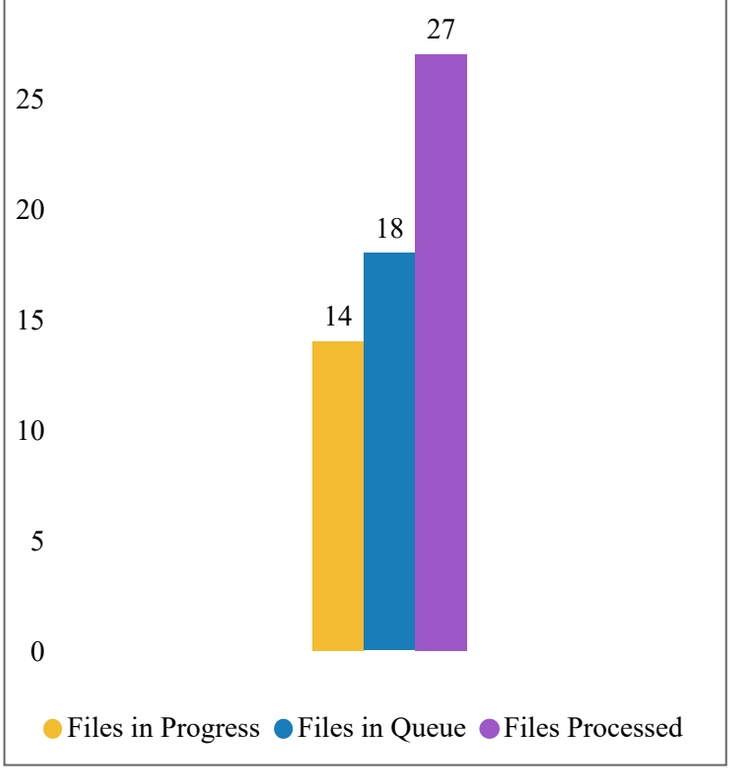
The Economic Development & Diversity Compliance Department (EDDC) oversees the District's Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to 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 December 1 - 23, 2022 reporting period.

CERTIFICATION SECTION

502
Total Certified Firms

CERTIFICATION ACTIVITIES



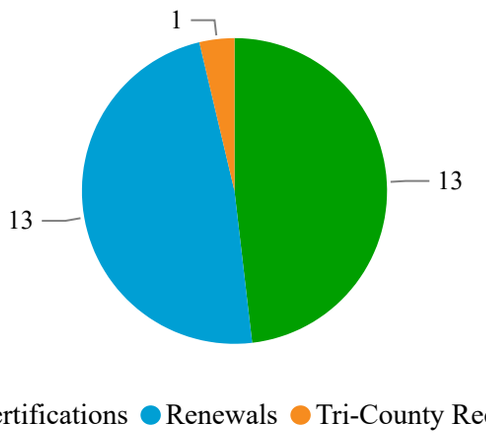
The "Files in Progress" consist of new certifications and renewal activity.

CERTIFICATION FILES PROCESSED

27
Approved

Each application reviewed during the reporting period was approved.

APPROVED APPLICATIONS



This is a breakdown of the twenty-seven (27) approved certification applications.

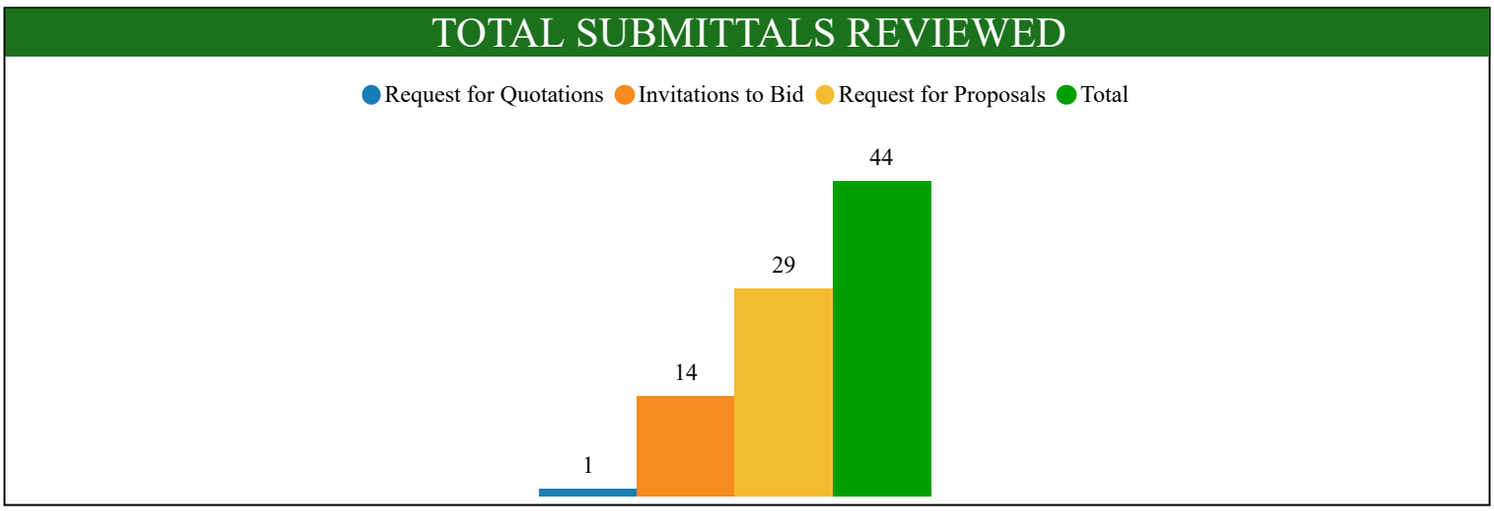
COMPLIANCE SECTION

Under this reporting period, there was a total of nine (9) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

TYPES OF SOLICITATIONS ADVERTISED



TOTAL SUBMITTALS REVIEWED

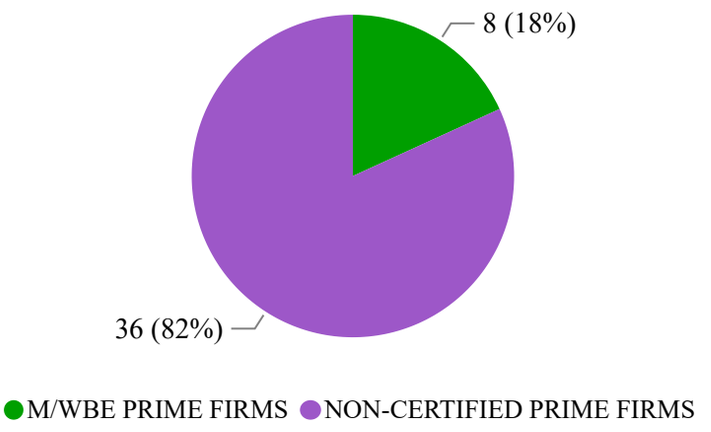


Of the six (6) solicitations advertised, compliance evaluated forty-four (44) solicitation submittals to assess the outcome and effectiveness of each assigned API.

Analysis of Solicitation Submittals Reviewed

The analysis captures the prime bidders by certification status and the M/WBE prime and sub participation included within the proposals evaluated.

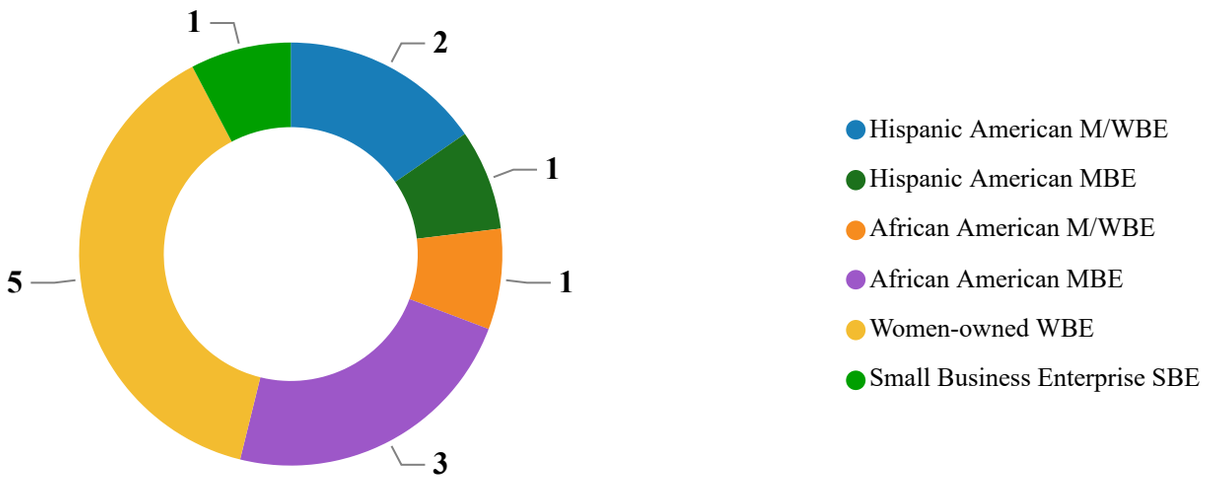
ANALYSIS OF PRIME BIDDERS



S/M/WBE PRIME SOLICITATION SUBMITTALS & AWARDS & SUB COMMITMENTS

Ethnicity & Gender	# of Prime Submittals	# of Primes Awarded	# of Subs Proposed	# of Subs Based on Award
Women-owned WBE	3	0	5	2
African American MBE	1	0	3	0
Hispanic American M/WBE	1	0	2	0
African American M/WBE	3	0	1	0
Hispanic American MBE	0	0	1	0
Small Business Enterprise SBE	0	0	1	1
Asian American M/WBE	0	0	0	0
Asian American MBE	0	0	0	0
Total	**8**	**0**	**13**	**3**

M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS

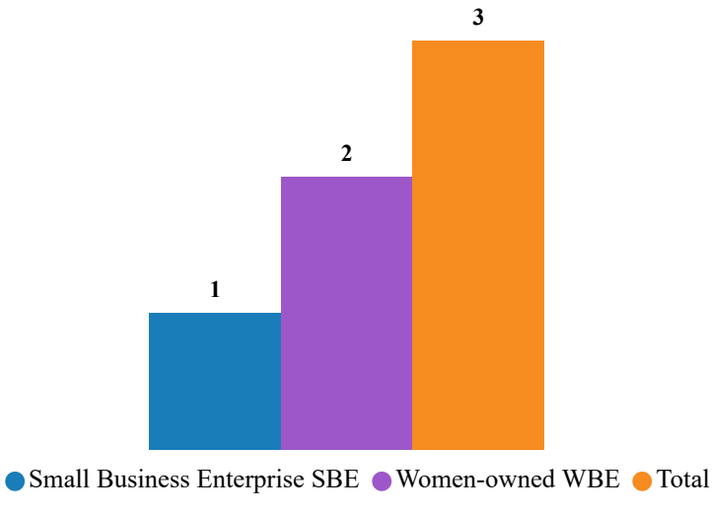


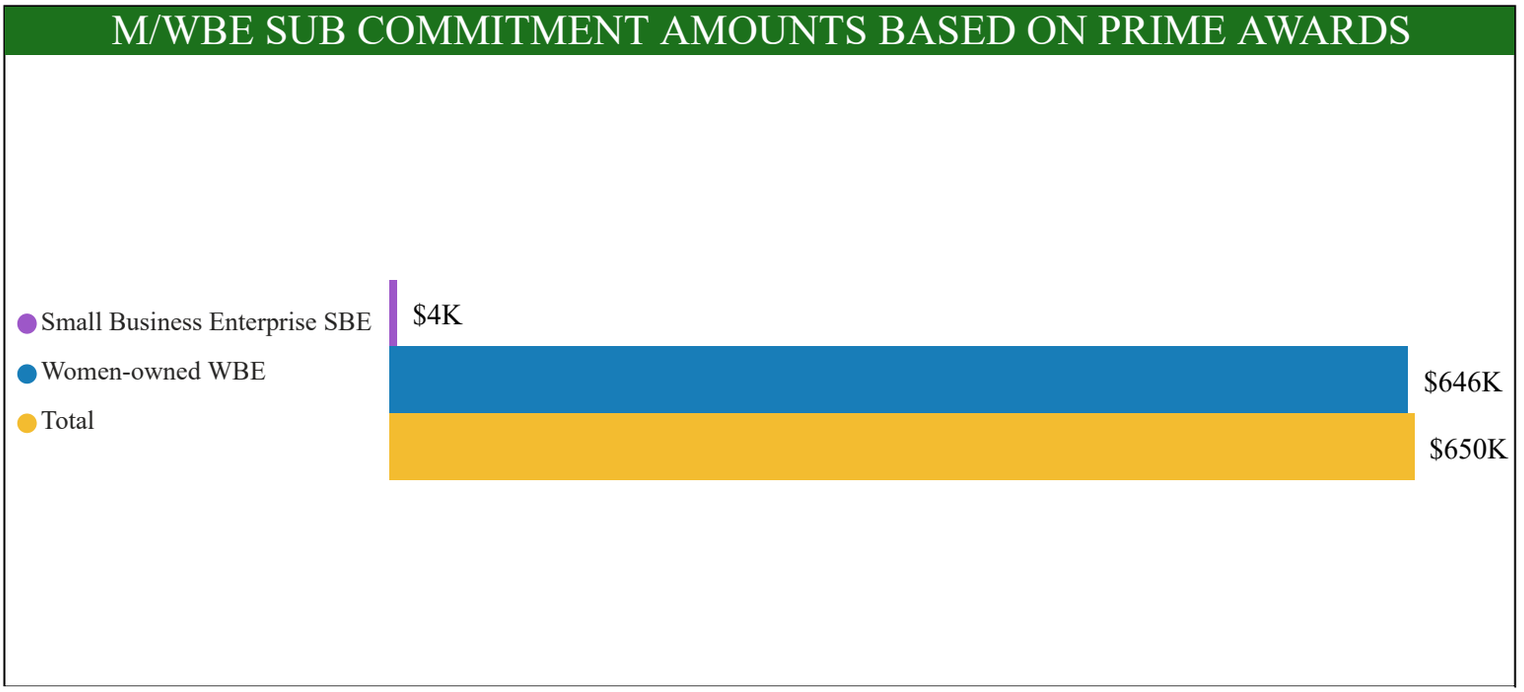
TOTAL M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

13

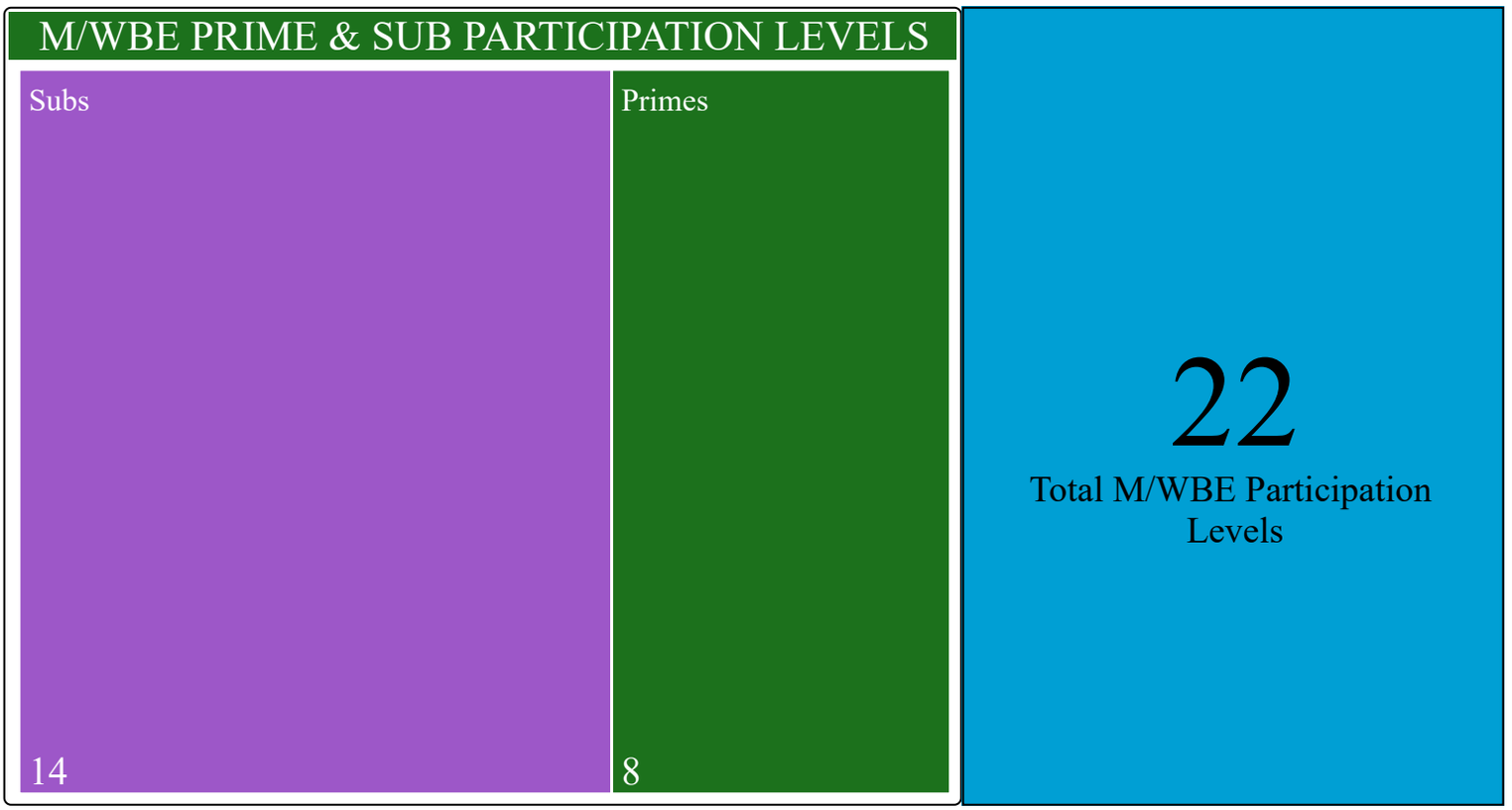
Total

M/WBE SUBS BASED ON AWARDS





A total of three (3) M/WBE sub firms were included on awarded contracts in the reporting period.

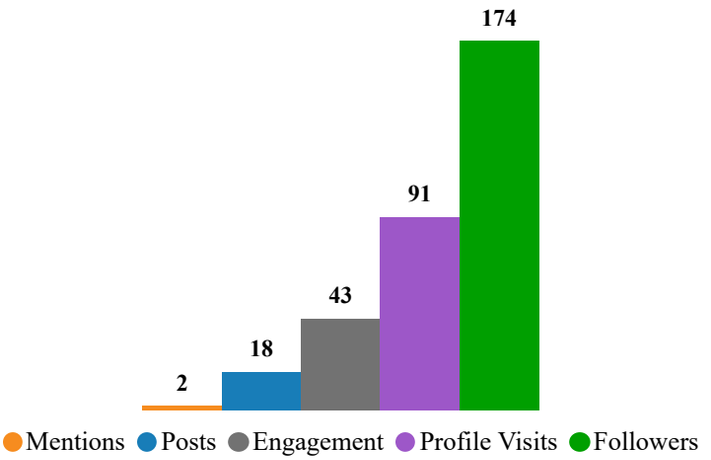


OUTREACH/MARKETING SECTION

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* social media platform. Tweet impressions amount to the number times users saw a tweet, and during the reporting period, a total of 1,133 impressions occurred. The EDDC engagement rate was 3.4% which includes user clicks, retweets, replies, follows, and likes. The cross-industry benchmark for engagement rate is .05% on Twitter. Follow us on *Twitter* at *@BCPSEDDC.*

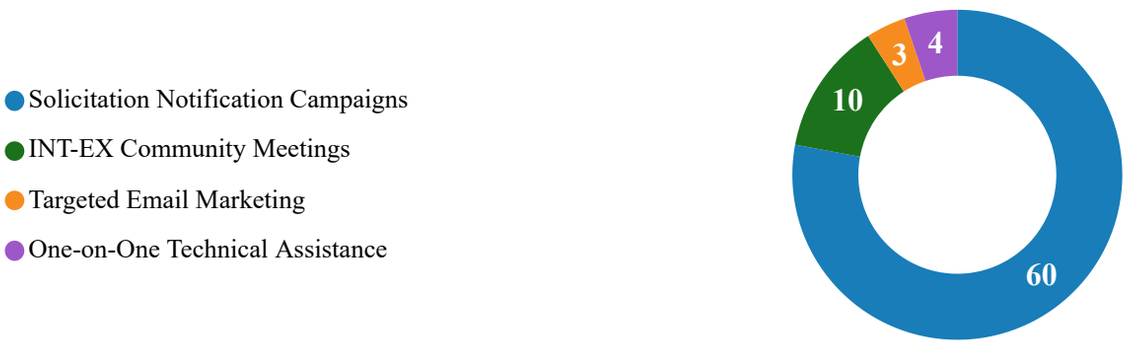
TWITTER ACTIVITY



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 **Internal/External Community Meetings & Events**

- Broward Black Chamber of Commerce Mixer
- Miami Dade County Public Schools Certification Day
- Virtual APG Meeting
- Mandatory Pre-Bidders Conference - FY23-255 - Demolition Services
- SAP Ariba Demonstration at TSCC (in person)
- South Regional Marketplace Pilot Team – Weekly Check-In
- Broward Black Chamber of Commerce Annual Luncheon
- Small Business Advisory Committee Meeting
- South Regional Marketplace Pilot Team – Weekly Check-In
- Mandatory Pre-Bidders Conference # 2 - FY23-255 - Demolition Services

• Internal Meetings
• External Meetings

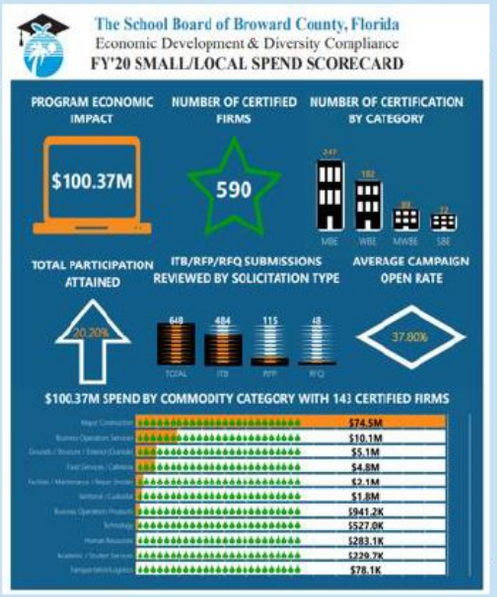
SOUTH FLORIDA ANCHOR ALLIANCE

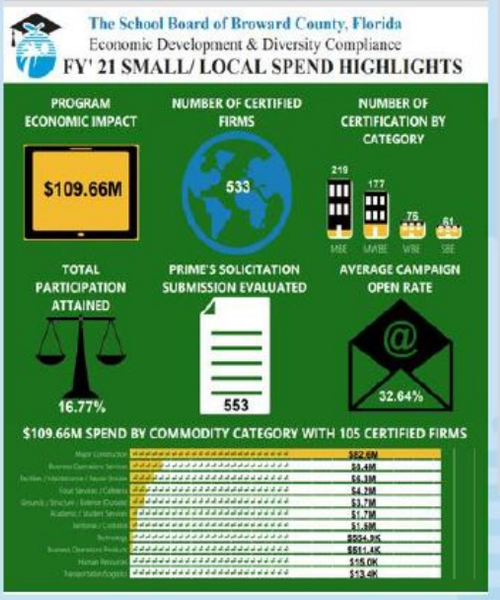
To impact the growth of small, minority, and women-owned businesses in Broward County, BCPS is a participating in the South Florida Anchor Alliance Regional Marketplace, an online portal where vendors can view contracting opportunities across the ten (10) participating institutions. In a single platform, certified suppliers are able to access contracting opportunities and the institutions can easily find small businesses and learn about their products, services, and capabilities.

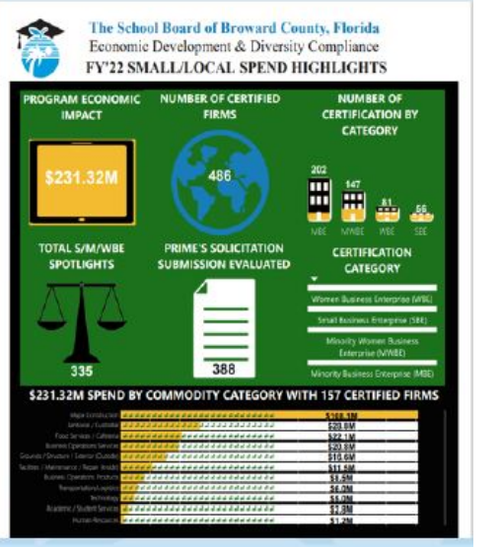
The Anchor Alliance is funded by a $2M grant from the Health Foundation of South Florida and includes: Broward County Public Schools, Broward County, Miami Dade County Public Schools, Miami-Dade County, the City of Miami, Broward College, Florida International University, the University of Miami, University of Miami Health System, and Broward Health.

BCPS SMALL/LOCAL SPEND GROWTH

SMALL/LOCAL SPEND GROWTH: $75.1M GREW TO $231.3M FROM 2019 TO 2022



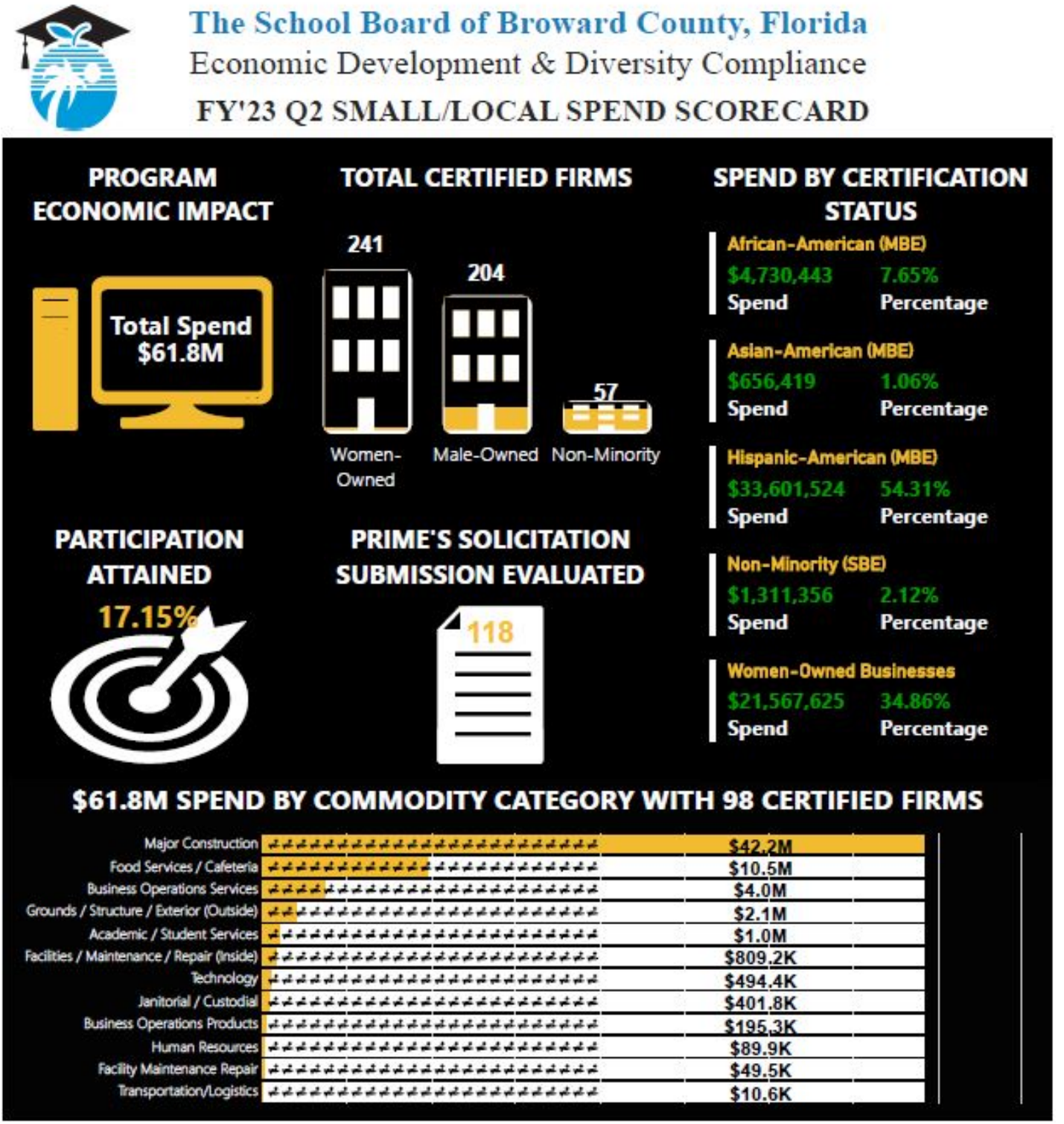




FY'19 SMALL/LOCAL SPEND: $75.1M

[Economic Development & Diversity Compliance (EDDC) / EDDC By Numbers (browardschools.com)]

This scorecard highlights the activities for the 2nd Quarter of Fiscal Year 2022-2023 (October - December 2022).



EDDC FISCAL YEAR 2022-2023 ACTION PLAN

01

DISPARITY STUDY

Initiate and conduct an eight milestone comprehensive, legally-defensible disparity study, for SBBC of its procurement practices, through statistical analysis, of all contracting expenditures and evaluation of economic and sociological studies of the marketplace to determine whether a disparity exists in the award of procurement contracts to minority and women-owned business enterprises. Complete Milestones 1-4 this year.

02

SOUTH FLORIDA ANCHOR ALLIANCE MARKETPLACE PILOT- Grant Recipient

This alliance consists of governmental procurement organizations, in Broward and Dade, working together under a grant from the Health Foundation to simplify our procurements; local supplier outreach and bid notifications onto one common platform.

03

3-QUOTES INITIATIVE

The 3-Quotes Initiatives is an alternative effort to position certified suppliers to do business with the District. It is an avenue for success, with consideration for the comparatively smaller firms. EDDC hopes to gain District-wide commitment from the individual department heads to considerably increase spending with small, minority, and women business enterprises.

04

ENGAGE INTERNAL DEPARTMENTS IN THE API PROCESS FOR COMMODITIES SOLICITATIONS

As per Policy 3330, the SDOP unfolds the Industry-Specific Remedial APIs throughout construction and commodities contract opportunities. EDDC's strategy aims to advance the inclusion and involvement of Departments coordinating commodities contracts, including Information & Technology, Academics, Transportation, and more.

05

SYSTEM ENHANCEMENTS

B2Gnow enhancement: Enable reciprocal certification functionality with the system to streamline the reciprocal certification process and eliminate paper processing.
SAP Ariba enhancement: Staff is working with the Procurement & Warehousing Services, Operations & Compliance team to continually improve and enhance the user experience.

06

COMMUNITY PARTNERSHIPS

The team will continue to formalize regional partnerships with supplier inclusion organizations. Our goal is to leverage and build relationships to increase access to central resources supporting small business growth and development.

07

EVENTS

Participate, partner, and host events to facilitate network building and matchmaking opportunities for suppliers.

RECAP: Closing the GAP Forum

Hosted by**:** Economic Development & Diversity Compliance Department

Date: Friday, January 13

Time: 2 – 4 pm

Venue: Blanche Ely High School - 1201 NW Sixth Ave, Pompano Beach, FL 33060

Goal:

Host robust discussions with the African American Community leaders (in Pompano Beach) about the school district's actions and vision for support, scalable impact, and a resilient future of small African American-owned businesses in its procurement activities.

Recapitulation:

On Friday, January 13, 2023, the Economic Development & Diversity Compliance department, in collaboration with the Urban League of Broward County and Community-Based Connections, hosted the Closing the GAP Forum at Blanche Ely High School from 2-4 pm. EDDC invited more than forty community leaders to participate in this meeting following a recent uprise in the number of recommendations and inquiries surrounding the school district's commitment to African American businesses in Broward County.

In attendance were Robert Ballou, Officer, EDDC; Mary Coker, Director of Purchasing & Warehousing Services (PWS); Carolyn Jones, M. Ed., Chair of the Small Business Advisory Committee; Mike Olbel of Community-Based Connections; J.R. McFarling of Urban League of Broward County (ULBC); Luis Perez, Interim Sourcing Manager, PWS; and two EDDC staff members. Three community leaders attended the meeting: Wharton Berger, Broward County; Vinsinta Thrower and Terry Scott.

Robert Ballou presented the current status of Broward County Public Schools' local spend, a breakdown of the ratios to African American local small businesses, EDDC's best practices, and the department's consistent efforts to increase the contacts awarded. Together with Ms. Coker, they explained PWS and EDDC's current process (checks and balances) to improve Small/ Minority/Women Business Enterprise participation in construction and commodities opportunities. Mr. Ballou also presented the District's challenges with identifying available and capable local small businesses.

Meeting participants made recommendations and requests of the EDDC.

Presentation:

The attached slide deck was presented at the meeting.



Closing the Gap 01132023.pptx

Recommendations:

1. The ULBC to meet with elected officials, Small Business Administration, and bankers in Broward County to assist African-American-owned Businesses with increasing bonding and financial needs.

2. ULBC needs Broward County's assistance with increasing the capacity of our small businesses to prepare them for bid and financial opportunities. ULBC offers training/education but needs Broward County's help with business development. Education and capital are available for businesses to scale, and a unified front is critical to success.

3. Risk Insurance increase over time (high for builders) prohibits smaller firms from securing opportunities— Recommend that Risk Management review the change that occurred on October 2022, how it impacts local businesses, and what can be done to mitigate it.

4. Present the three recommendations presented by Minority Builders Coalition for construction that the School Board did not initially adopt for reconsideration. There are 20 recommendations, 17 of which have been implemented:

    a. BCPS should assist minority businesses in obtaining the same unit pricing as the bidder's suppliers to help minority companies establish credit.

    b. BCPS should reassess insurance requirements and eliminate/modify Builders' Risk and OCP conditions, specifically to eliminate the extraneous and unnecessary administrative costs for insurance that exceeds the values of contacts.

    c. BCPS should review its bonding requirements and, where possible, provide an owner-sponsored bonding/insurance of adopted bonding alternative approaches as appropriate.

5. EDDC report directly to the Superintendent of Schools eliminating the layers between the community (people) and the decision-makers.

6. ULBC will conduct workshops (with a focus on bonding and insurance education)across several areas in Broward County, including EDDC, to eliminate access and communication challenges and educate local businesses county-wide.

7. Use Request for Proposals/ Construction Management-At-Risk instead of Invitation To Bids for renovation projects

8. Engage the fourteen small churches in Broward County that initially assisted with promoting the bond to re-engage African American businesses.