

**SUMMARY OF PROGRESS**  
**ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT**  
**SUPPLIER DIVERSITY OUTREACH PROGRAM**  
**REPORTING PERIOD: JUNE 7 - JULY 31, 2023**

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.

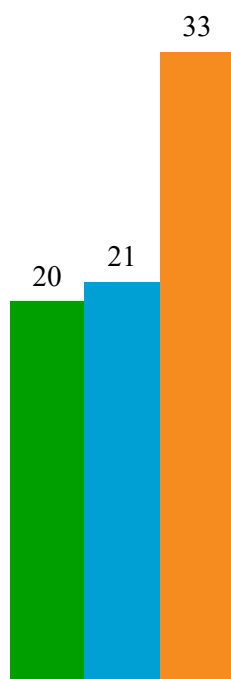
The summaries and illustrations below provide an update on the continual progress of SDOP for the June 7 - July 31, 2023 reporting period.

**CERTIFICATION SECTION**

**551**

Total Certified Firms

**CERTIFICATION ACTIVITIES**



● In Progress ● In Queue ● Processed

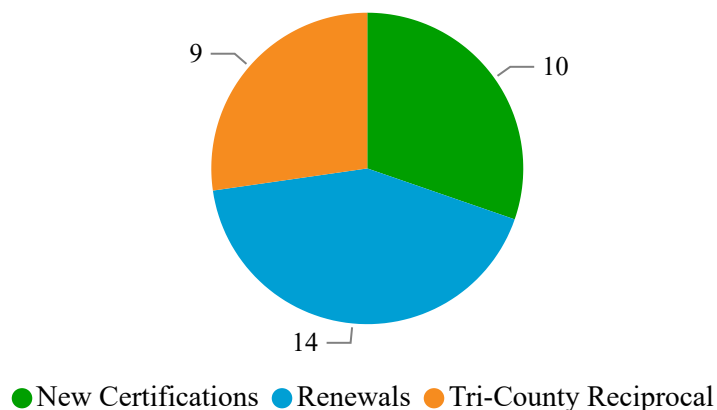
*The "Files in Progress" consist of new certifications and renewal activity.*

**CERTIFICATION FILES PROCESSED**

**33**  
Approved

*Each application reviewed during the reporting period was approved.*

## APPROVED APPLICATIONS

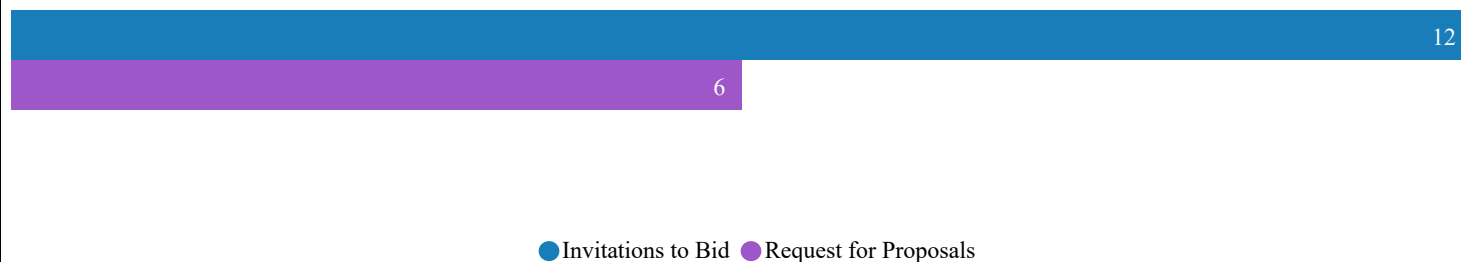


*This is a breakdown of the thirty-three (33) approved certification applications.*

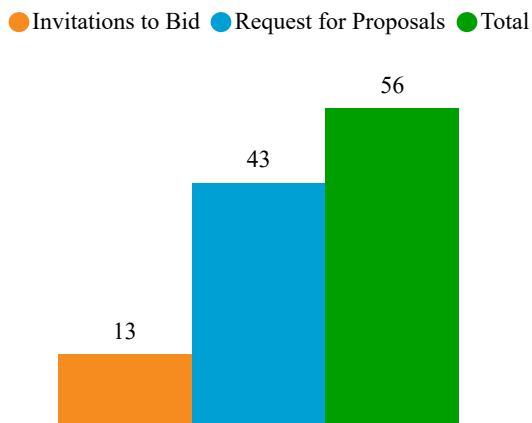
## COMPLIANCE SECTION

Under this reporting period, there was a total of eighteen (18) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

## TYPES OF SOLICITATIONS ADVERTISED



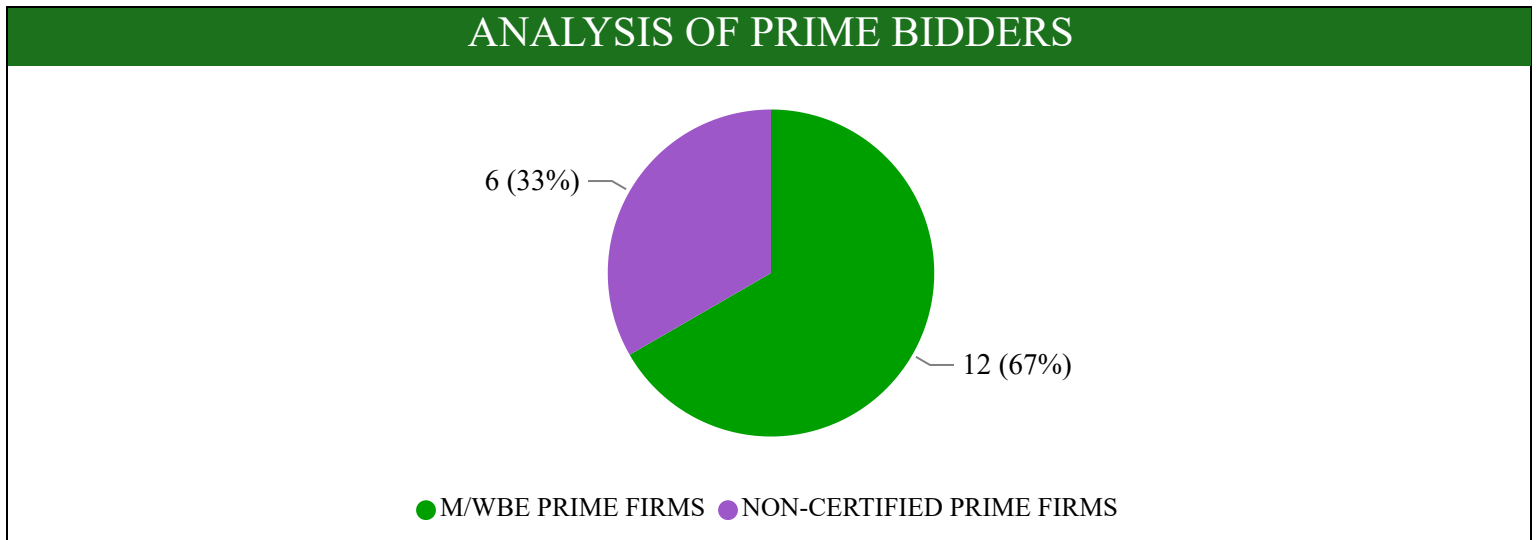
## TOTAL SUBMITTALS REVIEWED



*Of the eighteen (18) solicitations advertised, compliance evaluated fifty-six (56) solicitation submittals to assess the outcome and effectiveness of each assigned API.*

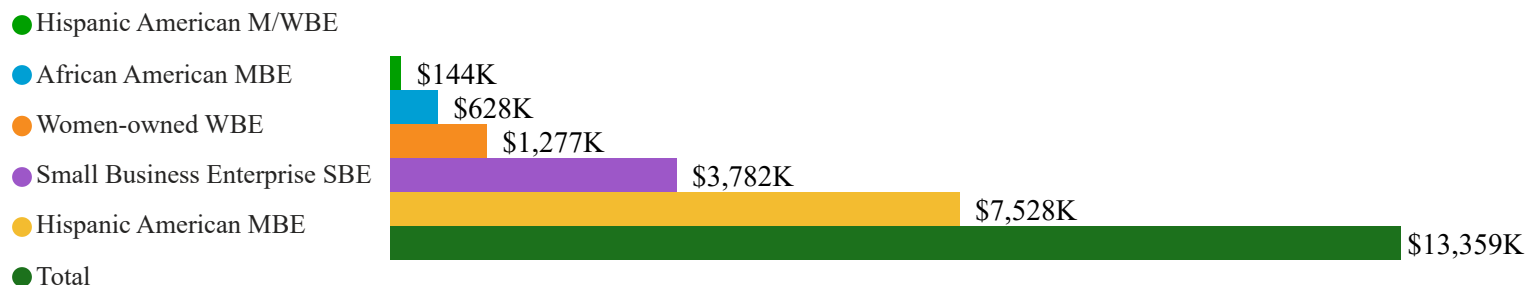
### Analysis of Solicitation Submittals and M/WBE Contract Awards

The analysis captures the prime bidders by certification status within the proposals evaluated and the M/WBE prime awards and sub contractor commitment levels.



S/M/WBE PRIME SOLICITATION AWARDS & SUB COMMITMENTS		
Ethnicity & Gender	# of Primes Awarded	# of Subs Based on Award
African American M/WBE	0	0
African American MBE	8	2
Asian American M/WBE	0	1
Asian American MBE	0	0
Hispanic American M/WBE	0	1
Hispanic American MBE	0	3
Small Business Enterprise SBE	0	4
Women-owned WBE	0	2
<b>Total</b>	<b>8</b>	<b>13</b>

## M/WBE SUB COMMITMENT AMOUNTS BASED ON PRIME AWARDS



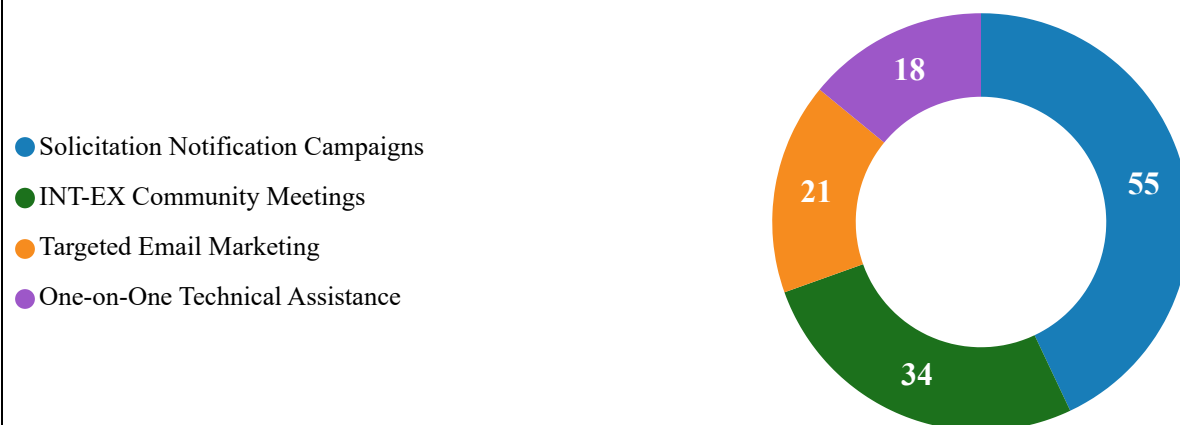
*A total of thirteen (13) M/WBE sub firms were included on awarded contracts in the reporting period.*

## 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

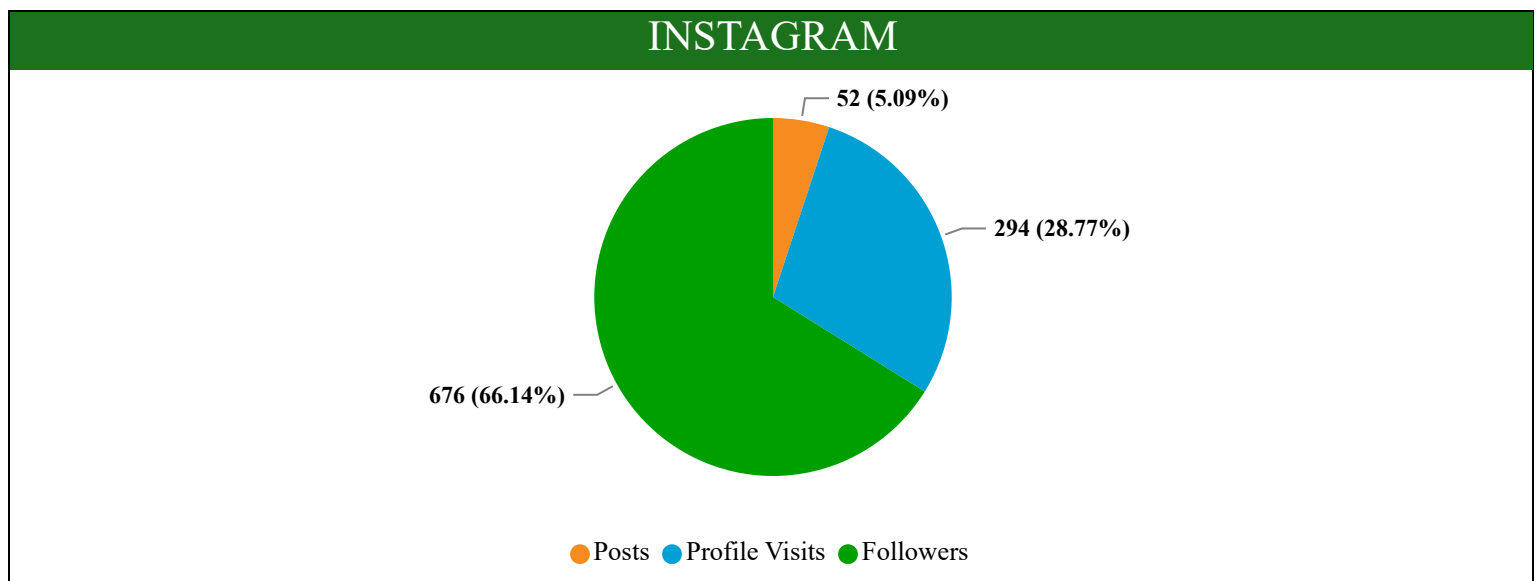
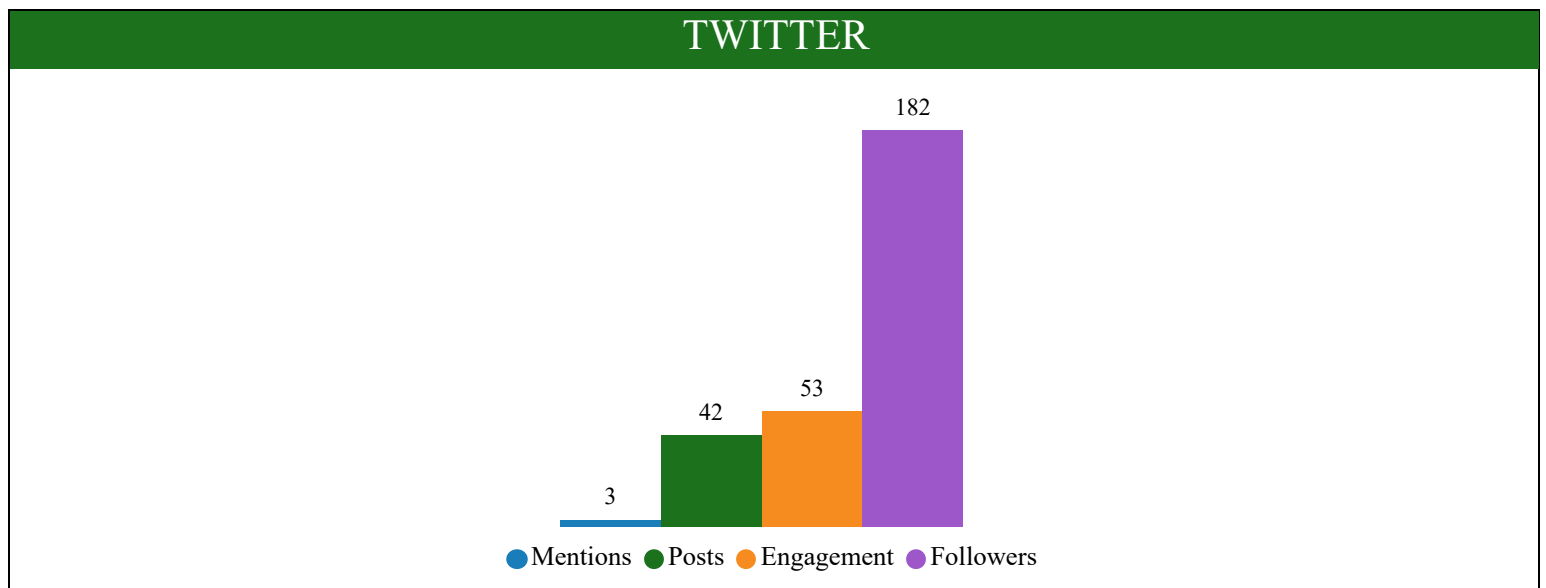




o **Social Media Communication**

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 2,400 impressions occurred, reflecting the number of times users saw EDDC tweets. Also, the EDDC engagement rate was 5.33% and includes user clicks, retweets, replies, follows, and likes. The cross-industry benchmark for engagement rate is .05% on Twitter. Collectively on Instagram, 5,600 impressions occurred and the Post Engagement Rate was 6.67%. Follow us on *Twitter* and Instagram at @BCPSEDDC.



o South Florida Anchor Alliance

During the reporting period, EDDC provided the below data to the South Florida Anchor Alliance grant funder, the Health Foundation of South Florida, to establish a baseline for gauging the progress of the Regional Marketplace initiative:

- # of Vendors/ Suppliers registered: 2296
- # of certified vendors/suppliers - 540
- FY 22- 23: Total Spend for the Institution - \$1,822,368,502
- FY 22- 23: Total Spend with local, Small Minority-owned business - \$340,010,000

In addition, EDDC participated in two key trainings during the implementation phase of the *South Florida Anchor Alliance Regional Marketplace*. On July 5, 2023 five (5) EDDC staff members participated in a training titled *Avisare Demo\_Vendor View & BCPS Capabilities* to walk-through and learn the system to prepare for hands-on technical support with our Certified suppliers as they navigate the system. In the Regional Marketplace, suppliers are able to access contracting opportunities across all participating Anchor Institutions. Additionally, the Anchors are able to identify local small businesses and learn about their products, services, and capabilities in one platform.

Lastly, an additional training occurred on July 17, 2023 when the EDDC team participated in a *Health Foundation of South Florida* training on the portal used for compliance with grant funding requirements.



## INTERNAL/EXTERNAL MEETINGS & EVENTS

- **June 8**
  - Certification One-on-One Appointments
- **June 13**
  - South Florida Anchor Alliance (SFAA) Regional Marketplace Pilot Team (Check-In)
  - South Florida Anchor Alliance (SFAA) Diversity Regional Standing Meeting
- **June 14**
  - FY23-277 - Janitorial Services - Site Visits and Conference
- **June 15**
  - Civil Engineering FY24-039 Bid Opening
  - Bond Oversight Committee Meeting – FY 23 Q3
  - Certification One-on-One Appointments
- **June 20**
  - Broward Health Annual Supplier Diversity Business & Health EXPO 2023
  - 2023 Summer Youth Employment Program Intake and Orientation
  - SFAA Regional Marketplace Pilot Team (Check-In)
- **June 22**
  - EDDC Meeting with Coconut Creek (Partnering to increase local small businesses)
  - BCPS Small Business Advisory Committee Meeting
  - Certification One-on-One Appointments
- **June 27**
  - EDDC Meeting with SCORE Broward (Partnering to provide access to education, resources and increase the number of small local firms doing business with the district)
  - SFAA Regional Marketplace Pilot Team (Check-In)
- **June 28**
  - QSEC Meeting – Plantation HS
- **July 5**
  - AVISARE Demo - Vendor View & BCPS Capabilities | SFAA Marketplace
- **July 6**
  - BOC FY23 Q4 Kickoff Meeting
- **July 11**
  - RFP-FY24-117 - Non-Mandatory Proposer's Conference
  - SFAA Regional Marketplace Pilot Team (Check-In)
  - SFAA Diversity Regional Standing Meeting
- **July 13**
  - SFAA: BCPS EDDC Meeting with Health Foundation and BCPS Grants Department
- **July 18**
  - SFAA Regional Marketplace Pilot Team (Check-In)
- **July 20**
  - BCPS ITB Bootcamp – hosted by EDDC
- **July 25**
  - SFAA Regional Marketplace Pilot Team (Check-In)
- **July 25**
  - Evaluation Committee Meeting: FY24-045 - 403(b)/457(b) Program
- **July 27**
  - City of Miramar - Virtual Minority Business Spotlight Meeting

- Internal Meetings
- External Meetings

## 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<sup>1</sup>.



#### **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.



#### **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.

<sup>1</sup> 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.



## BCPS SMALL/LOCAL SPEND GROWTH



### The School Board of Broward County, Florida Economic Development & Diversity Compliance FY'23 Q4 SMALL/LOCAL SPEND SCORECARD

#### PROGRAM ECONOMIC IMPACT



#### TOTAL CERTIFIED FIRMS



#### SPEND BY CERTIFICATION STATUS

**African-American**  
**\$19,147,345** **15.11%**  
 Spend Percentage

**Asian-American (APA)**  
**\$1,021,925** **8.10%**  
 Spend Percentage

**Hispanic-American (HA)**  
**\$61,152,174** **48.25%**  
 Spend Percentage

**Small Business Enterprises**  
**\$12,895,107** **10.17%**  
 Spend Percentage

**Women-Owned Businesses**  
**\$32,531,768** **25.67%**  
 Spend Percentage

#### PARTICIPATION ATTAINED



#### PRIME'S SOLICITATION SUBMISSION EVALUATED



#### \$126.7M SPEND BY COMMODITY CATEGORY WITH 121 CERTIFIED FIRMS

Major Construction	*****	\$99.7M
Food Services / Cafeteria	*****	\$10.6M
Grounds / Structure / Exterior (Outside)	*****	\$5.5M
Business Operations Services	*****	\$4.4M
Facilities / Maintenance / Repair (Inside)	*****	\$2.6M
Academic / Student Services	*****	\$1.2M
Janitorial / Custodial	*****	\$995.5K
Technology	*****	\$700.0K
Business Operations Products	*****	\$480.6K
Facility Maintenance Repair	*****	\$286.2K
Human Resources	*****	\$281.2K
Transportation/Logistics	*****	\$36.7K

## BCPS SMALL/LOCAL SPEND GROWTH

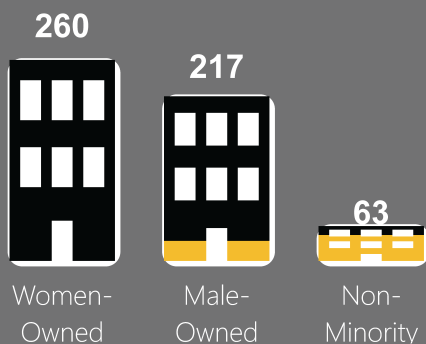


### The School Board of Broward County, Florida Economic Development & Diversity Compliance FY'23 SMALL/LOCAL SPEND HIGHLIGHTS

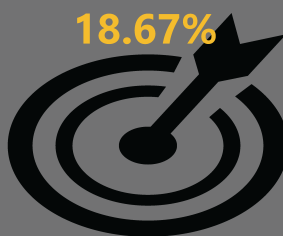
#### PROGRAM ECONOMIC IMPACT



#### TOTAL CERTIFIED FIRMS



#### PARTICIPATION ATTAINED






#### PRIME'S SOLICITATION SUBMISSION EVALUATED



#### SPEND BY CERTIFICATION STATUS

<b>African-American Businesses</b>	
<b>\$30,974,207</b>	<b>9.11%</b>
<b>Spend</b>	<b>Percentage</b>
<b>Asian-American Businesses</b>	
<b>\$2,835,326</b>	<b>0.83%</b>
<b>Spend</b>	<b>Percentage</b>
<b>Hispanic-American Businesses</b>	
<b>\$186,280,510</b>	<b>54.77%</b>
<b>Spend</b>	<b>Percentage</b>
<b>Small Business Enterprises</b>	
<b>\$18,124,506</b>	<b>5.33%</b>
<b>Spend</b>	<b>Percentage</b>
<b>Women-Owned Businesses</b>	
<b>\$101,909,633</b>	<b>29.96%</b>
<b>Spend</b>	<b>Percentage</b>

#### \$340.2M SPEND BY COMMODITY CATEGORY WITH 120 CERTIFIED FIRMS

Major Construction	                                   
--------------------	--