

SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: NOVEMBER 3 - 30, 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.

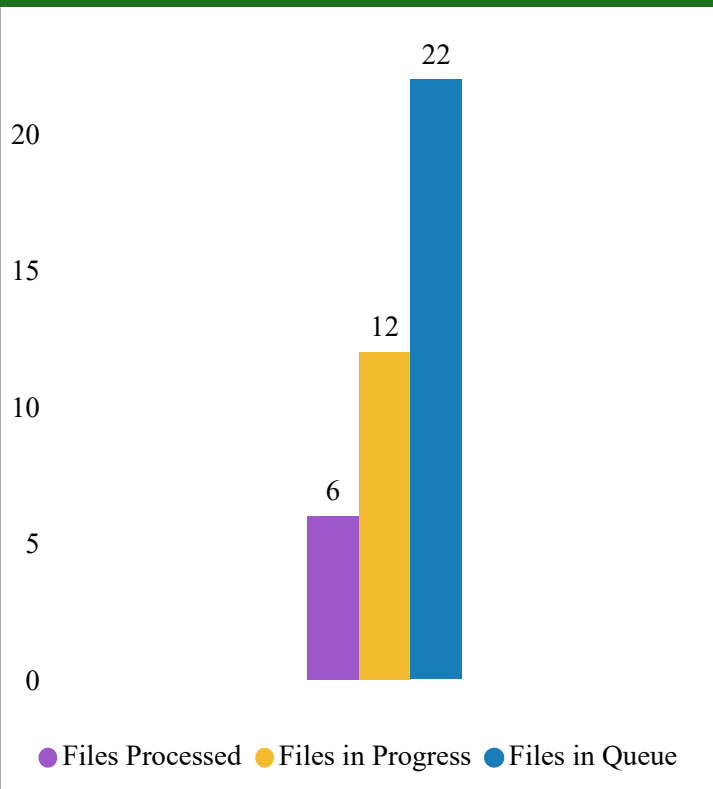
The summaries and illustrations below provide an update on the continual progress of SDOP for the November 3 - 30, 2022 reporting period.

CERTIFICATION SECTION

488

Total Certified Firms

CERTIFICATION ACTIVITIES



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

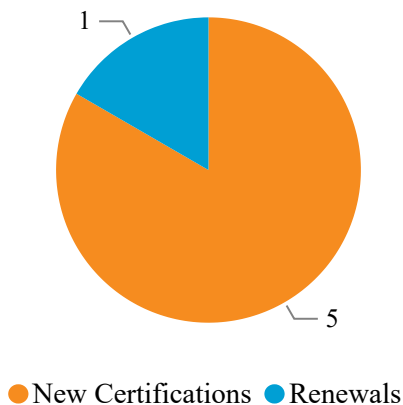
CERTIFICATION FILES PROCESSED

6

Approved

Each application reviewed during the reporting period was approved.

APPROVED APPLICATIONS



This is a breakdown of the six (6) approved certification applications.

COMPLIANCE SECTION

Under this reporting period, there was a total of six (6) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.

TYPES OF SOLICITATIONS ADVERTISED

Invitations to Bid

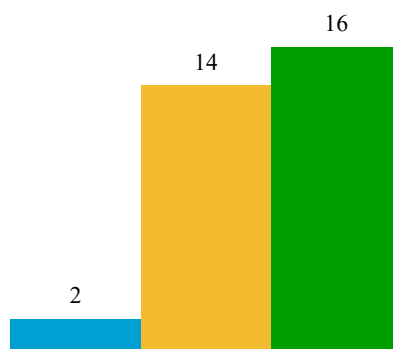
2

Request for Proposals

4

TOTAL SUBMITTALS REVIEWED

● Invitations to Bid ● Request for Proposals ● Total

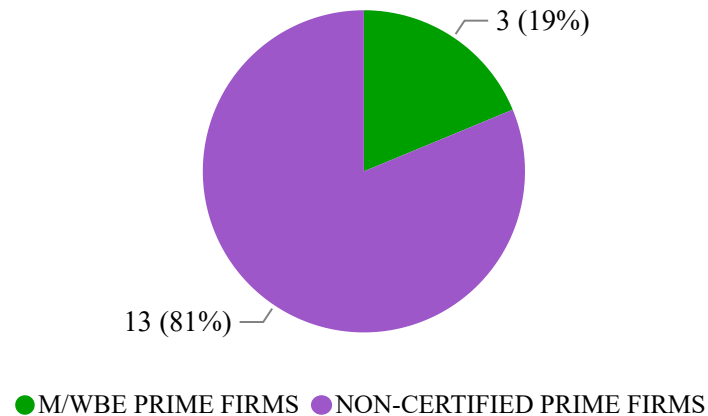


Of the six (6) solicitations advertised, compliance evaluated sixteen (16) solicitation submittals to assess the outcome and effectiveness of each assigned API.

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.

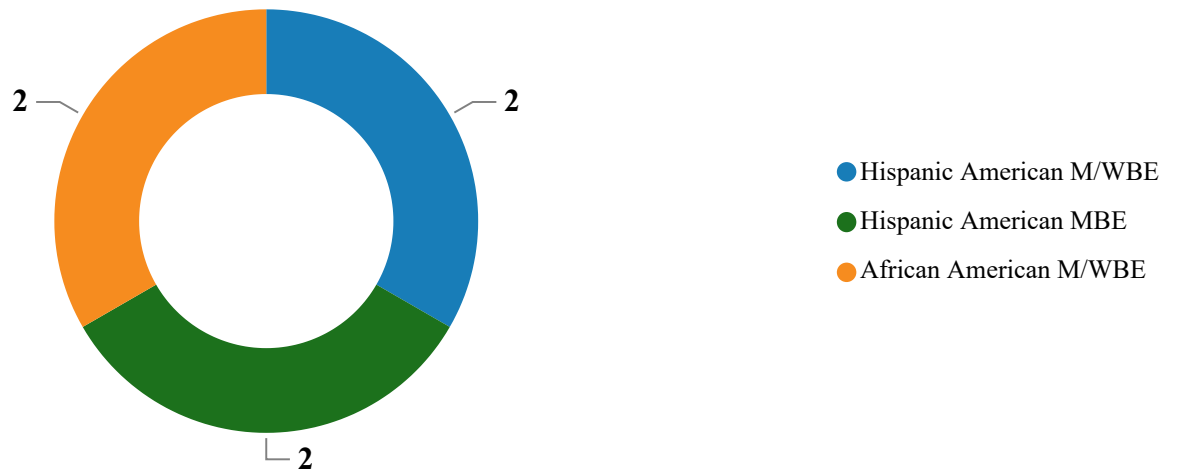
ANALYSIS OF PRIME BIDDERS



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
African American M/WBE	0	0	2	1
African American MBE	0	0	0	0
Asian American M/WBE	0	0	0	0
Asian American MBE	0	0	0	0
Hispanic American M/WBE	0	0	2	2
Hispanic American MBE	1	1	2	0
Small Business Enterprise SBE	2	1	0	0
Women-owned WBE	0	0	0	0
Total	3	2	6	3

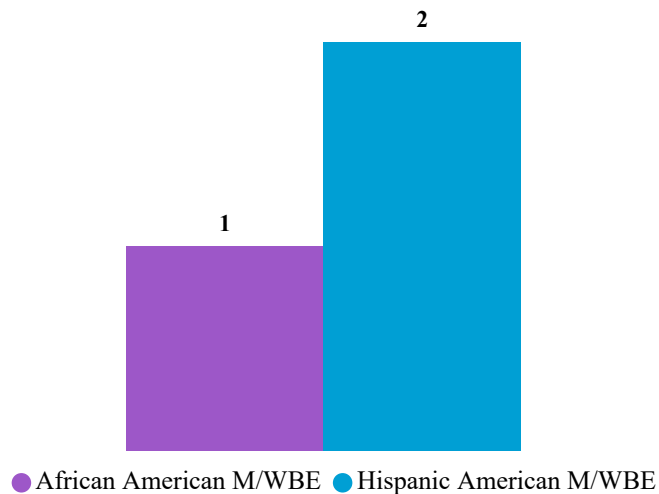
M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS



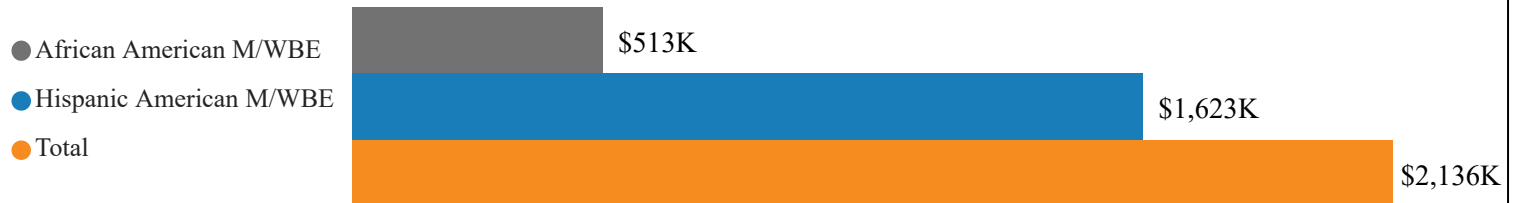
TOTAL M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

6
Total

M/WBE SUBS BASED ON AWARDS

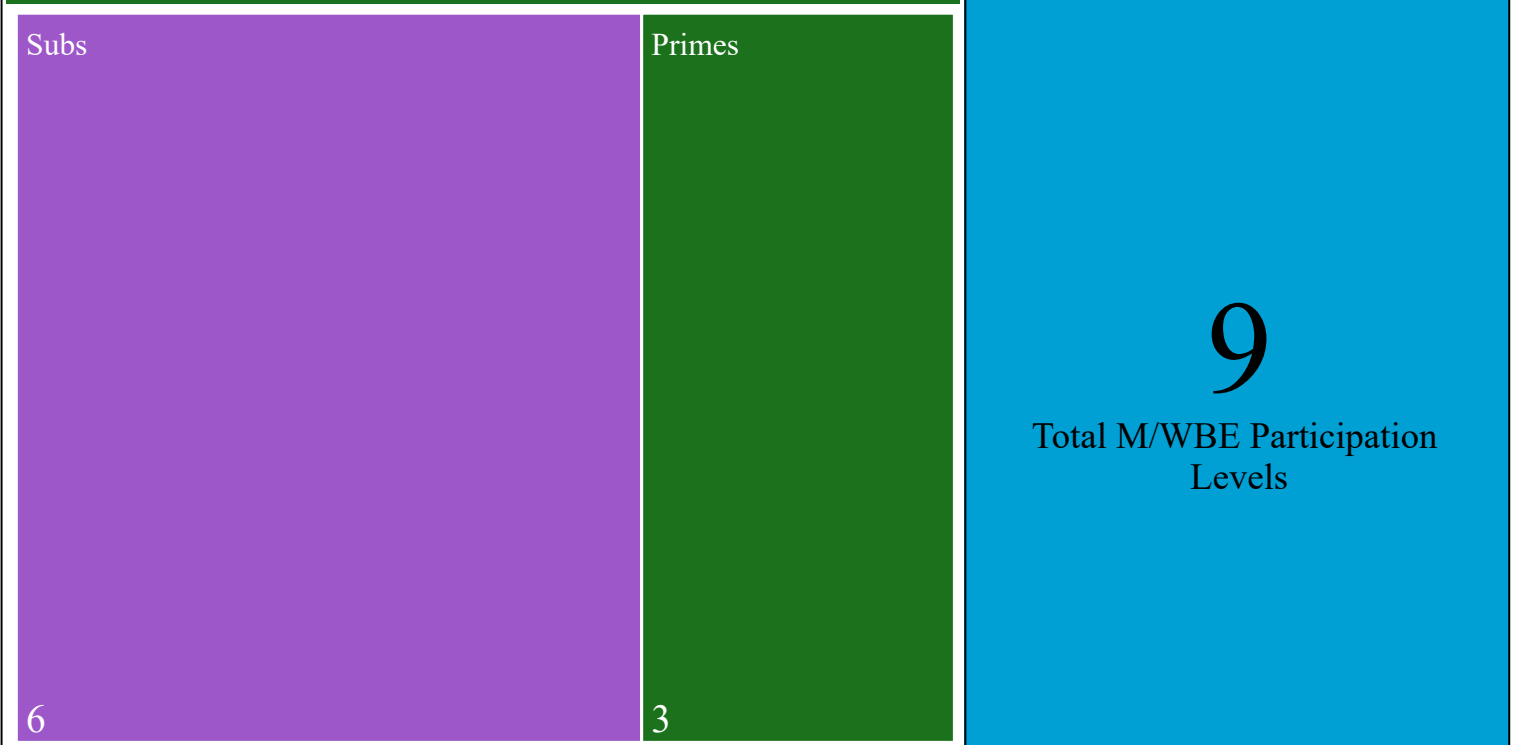


M/WBE SUB COMMITMENT AMOUNTS BASED ON PRIME AWARDS



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

M/WBE PRIME & SUB PARTICIPATION LEVELS



SMART PROGRAM UPDATES

SMART bond program construction projects are competitively solicited using the Invitation to Bid (ITB) procurement method. Attendance at scheduled Pre-Bid meetings is mandatory to be deemed eligible to bid on the respective project. Of the three (3) unique firms attending SMART Pre-Bid meetings, two (2) or sixty-seven (67%) were S/M/WBE certified.

1

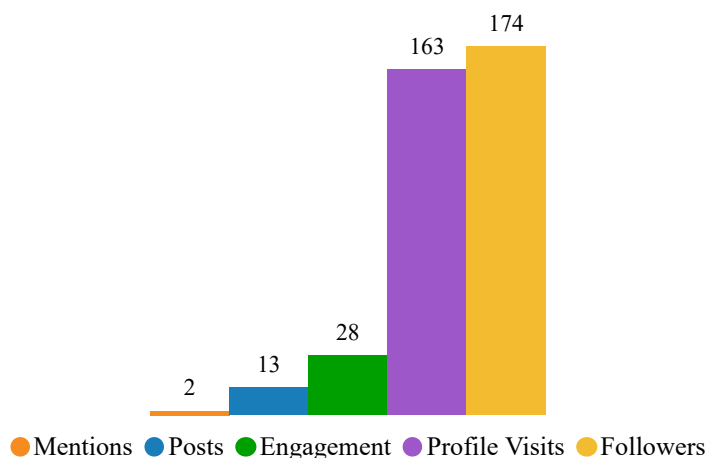
of SMART Pre-Bid Meetings

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 1,420 impressions occurred. The EDDC engagement rate was .25% 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

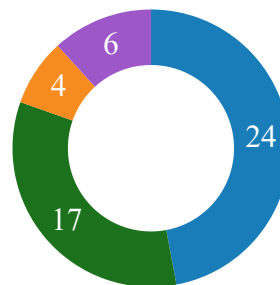


o **Targeted Outreach**

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

- Solicitation Notification Campaigns
- INT-EX Community Meetings
- Targeted Email Marketing
- One-on-One Technical Assistance



SDOP MANAGEMENT SYSTEM IMPLEMENTATION

EDDC successfully implemented the Vendor Management, Contract Compliance, Outreach, and Event Management modules. Through the Contract Compliance Module, we have full reporting capability of contract data with assigned Affirmative Procurement Initiatives (APIs) as we continue to acquire sub-vendors payment data in the system.

Additionally, EDDC successfully launched the Online Certification Application module for *Tri-County Reciprocal Certification* with BCPS. As of November 21, 2022, implementation went live to the entire local small business community. As a result, suppliers currently certified through B2GNow, with Miami-Dade and Palm Beach School Districts, are able to use this feature for an exceptionally streamlined certification process with Broward Schools. The launch also initiated the *South Florida Anchor Alliance* pilot program designed to simplify government procurements, among ten (10) local public and private institutions, by combining supplier outreach and bid notifications onto one common platform.

Tri-County Reciprocal Certification Management & Online Application Modules Implementation Status

Total Project Completion Status	99.6%
• Certification Management	99%
• Online Application	100%
• Data Migration/Tracking Records	100%