

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.

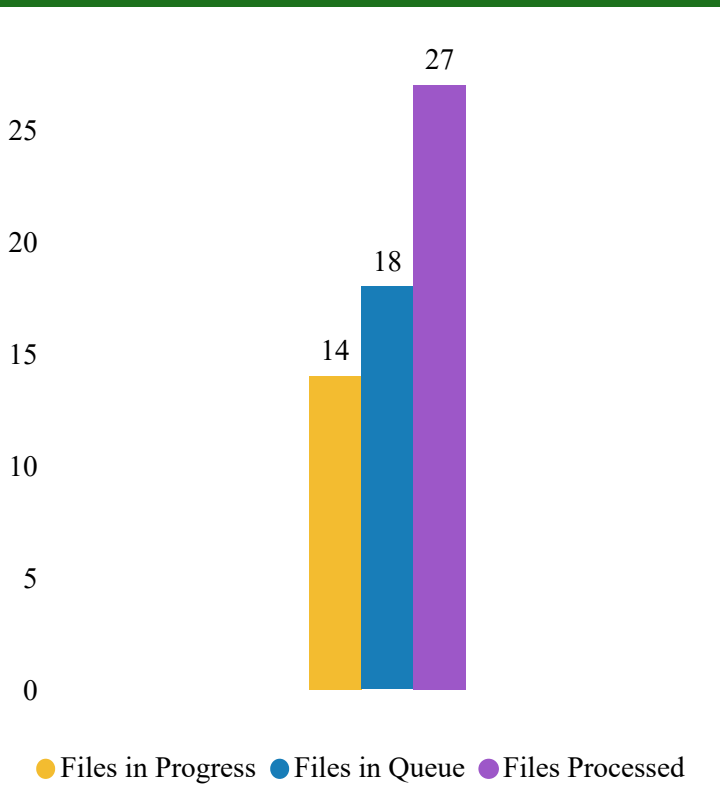
The summaries and illustrations below provide an update on the continual progress of SDOP for the December 1 - 23, 2022 reporting period.

CERTIFICATION SECTION

502

Total Certified Firms

CERTIFICATION ACTIVITIES



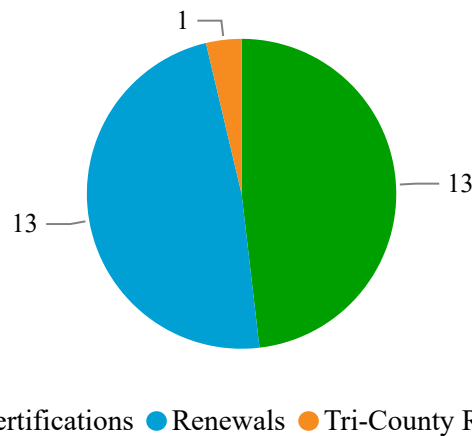
The "Files in Progress" consist of new certifications and renewal activity.

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

Request for Quotations

1

Request for Proposals

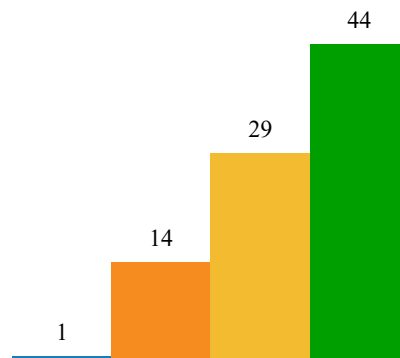
2

Invitations to Bid

6

TOTAL SUBMITTALS REVIEWED

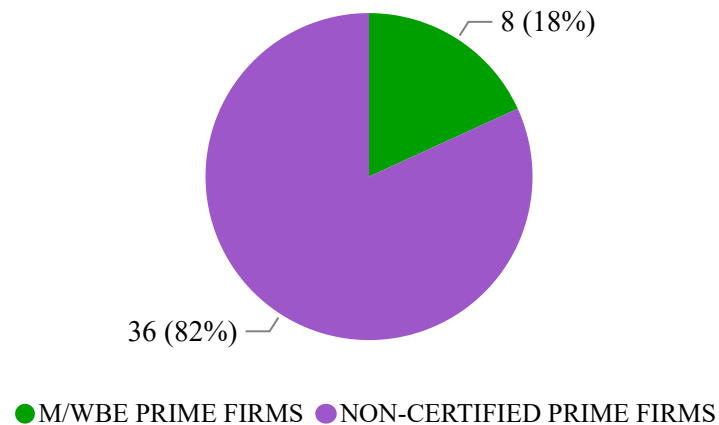
● Request for Quotations ● Invitations to Bid ● Request for Proposals ● Total



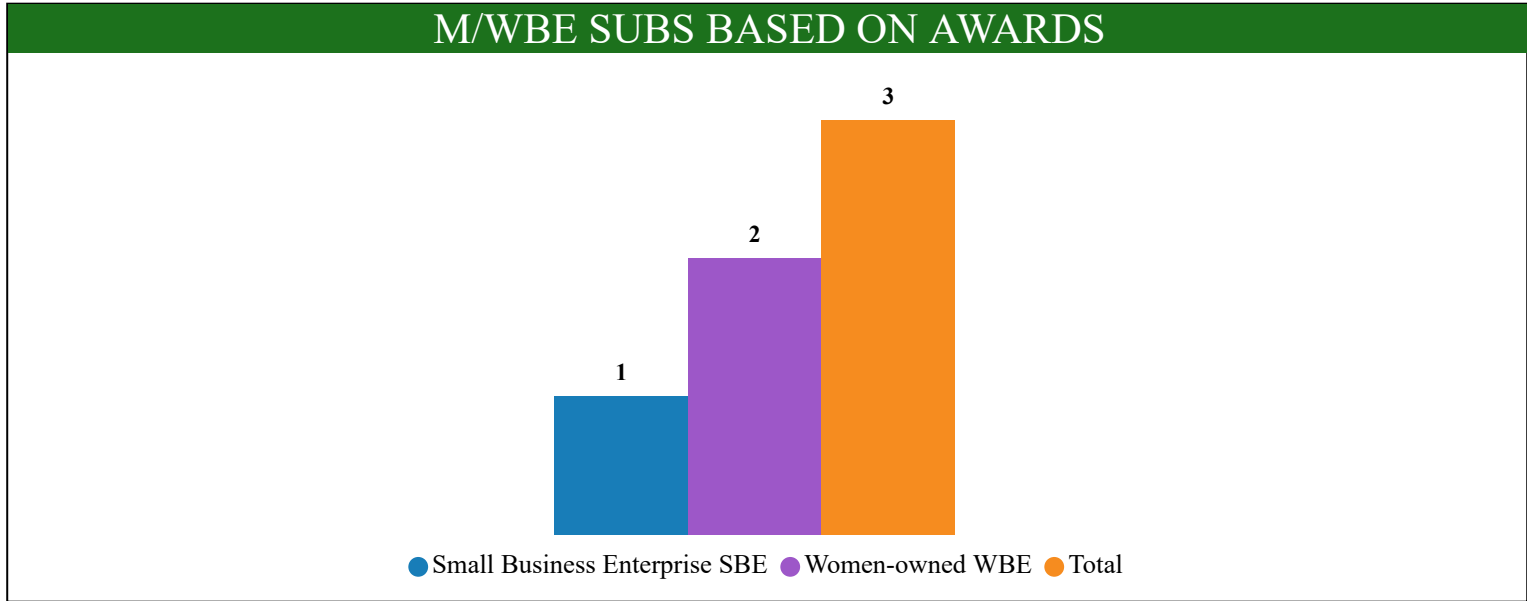
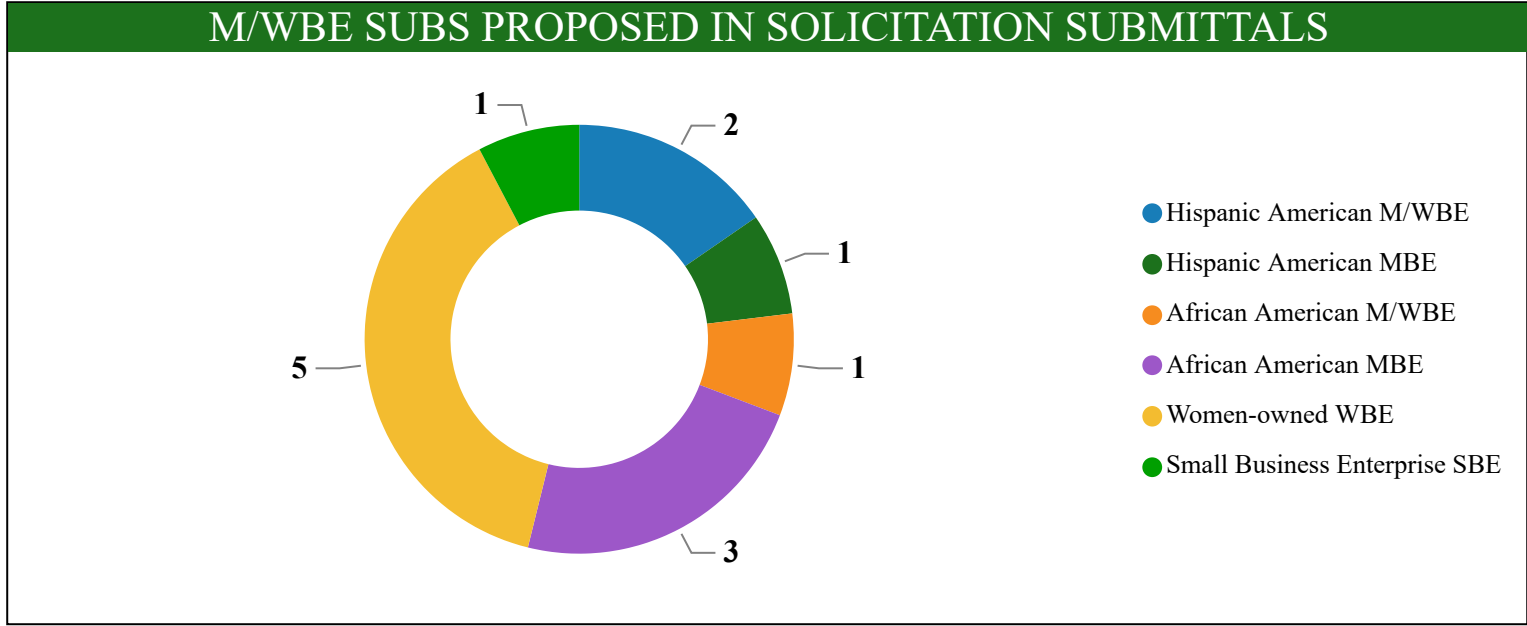
Of the six (6) solicitations advertised, compliance evaluated forty-four (44) solicitation submittals to assess the outcome and effectiveness of each assigned API.

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 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

Subs

Primes

14

8

22

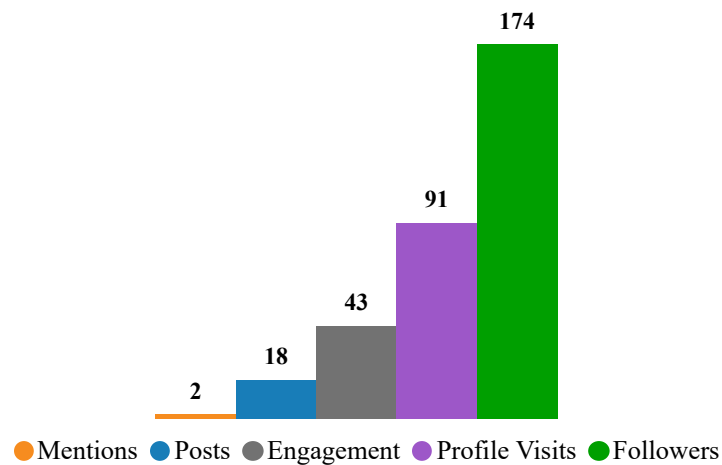
Total M/WBE Participation
Levels

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

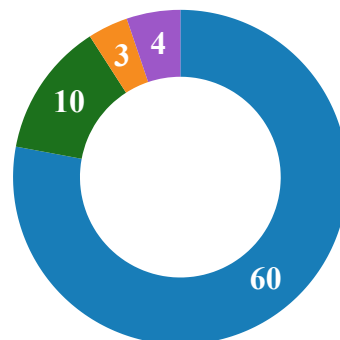


o Targeted Outreach

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

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



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

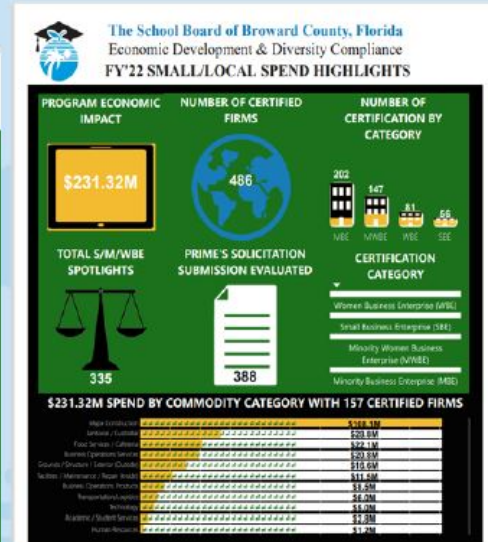
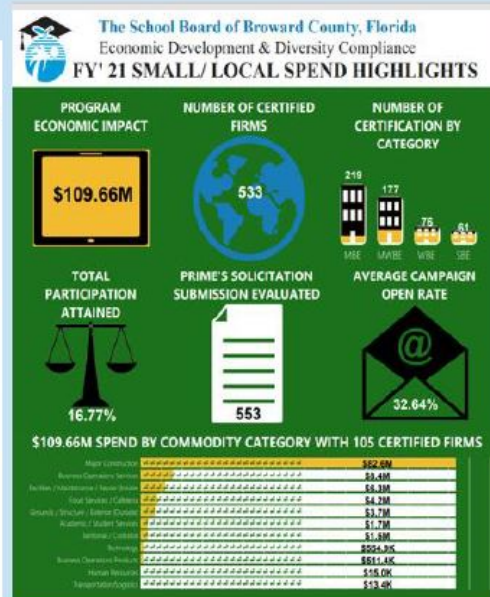
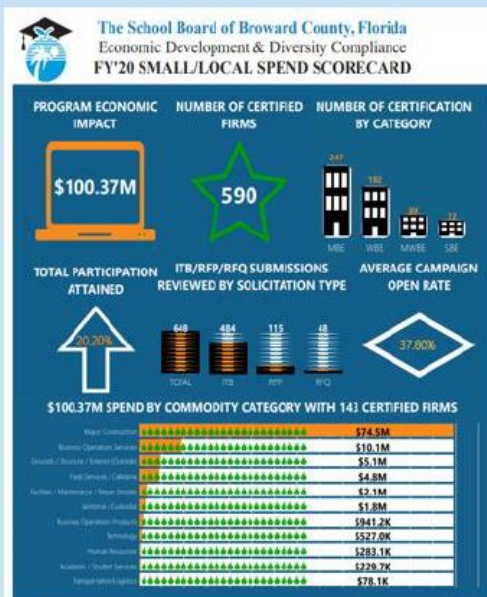
To impact the growth of small, minority, and women-owned businesses in Broward County, BCPS is a participating in the South Florida Anchor Alliance Regional Marketplace, an online portal where vendors can view contracting opportunities across the ten (10) participating institutions. In a single platform, 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 \(browardschools.com\)](#)

The School Board of Broward County, Florida
Economic Development & Diversity Compliance
FY'23 Q2 SMALL/LOCAL SPEND SCORECARD



241



Women-Owned

204



Male-Own

57



Non-Minority

African-American (MBE)

\$4,730,443

Spend

Spend

7.65%

Percentage

Asian-American (MBE)

\$656,419

\$656,419

1.06%

Percentage

Hispanic-American (MBE)

\$33,601.524

\$33,601.524

54.31%

Percentage

Non-Minority (SBE)

\$1,311.356

\$1,311.356

2.12%

Percentage

Women-Owned Businesses

\$21,567,625

\$21,567,625

34.85%

Percentage

17.15%



118



\$61.8M SPEND BY COMMODITY CATEGORY WITH 98 CERTIFIED FIRMS

Major Construction																	\$42.2M
Food Services / Cafeteria																	\$10.5M
Business Operations Services																	\$4.0M
Grounds / Structure / Exterior (Outside)																	\$2.1M
Academic / Student Services																	\$1.0M
Facilities / Maintenance / Repair (Inside)																	\$809.2K
Technology																	\$494.4K
Janitorial / Custodial																	\$401.8K
Business Operations Products																	\$195.3K
Human Resources																	\$89.9K
Facility Maintenance Repair																	\$49.5K
Transportation/Logistics																	\$10.6K

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.