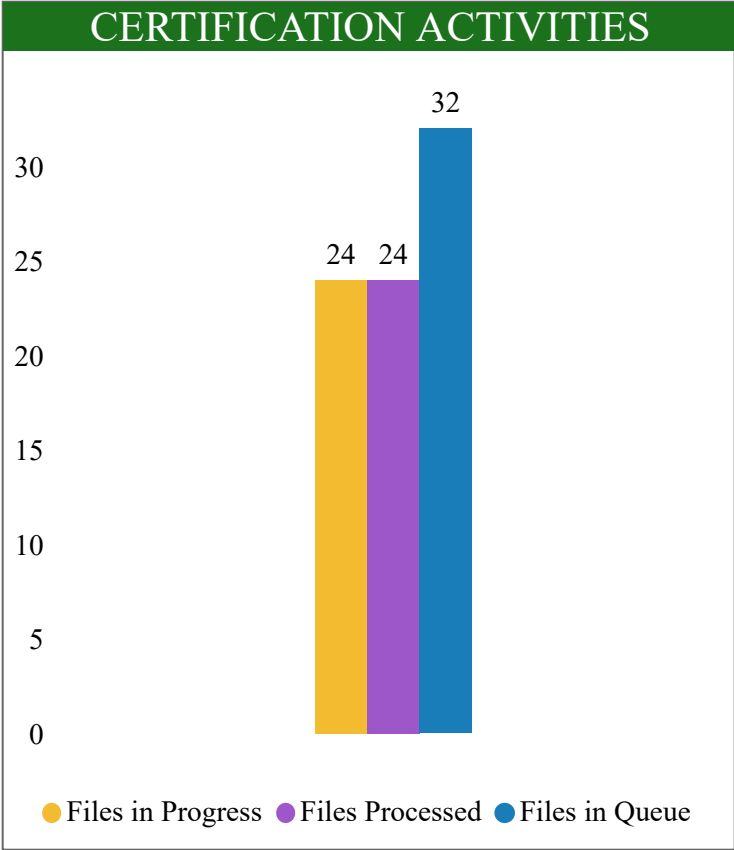


SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: MAY 12, 2022 - JUNE 10, 2022

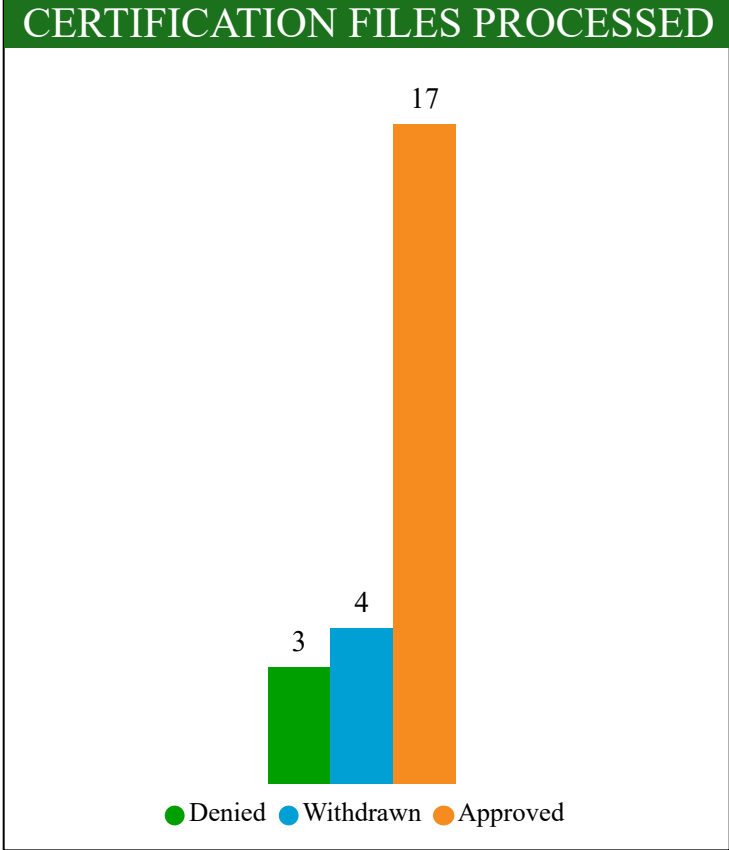
The Economic Development & Diversity Compliance Department (EDDC) oversees the District's Supplier Diversity Outreach Program (SDOP). It is governed by School Board of Broward County Policy 3330 - Supplier Diversity Outreach Program and related Standard Operating Procedures. Policy 3330 was adopted to 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 May 12, 2022 - June 10, 2022 reporting period.

CERTIFICATION SECTION

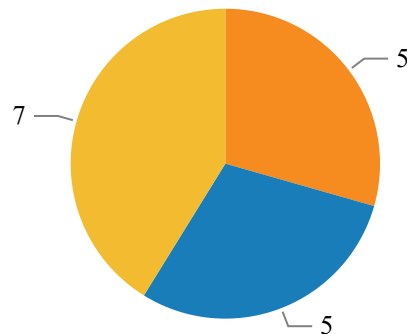


The files "In Progress" consist of new certifications and renewal activity.



This is a breakdown of the twenty-four (24) files processed.

APPROVED APPLICATIONS

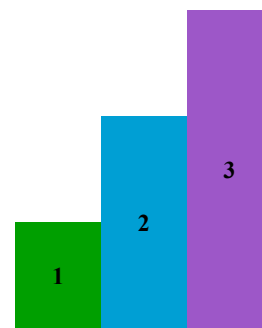


● New Certifications ● Renewals ● Tri-County Reciprocal

This is a breakdown of the twenty-six (26) approved certification applications.



APPLICATION DENIALS

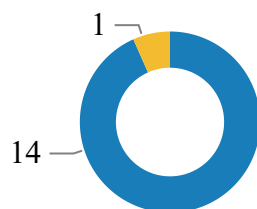


● Firm Established Less Than 1 Year ● Exceeded Size Standard ● Total

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



● Invitations to Bid ● Request for Proposals

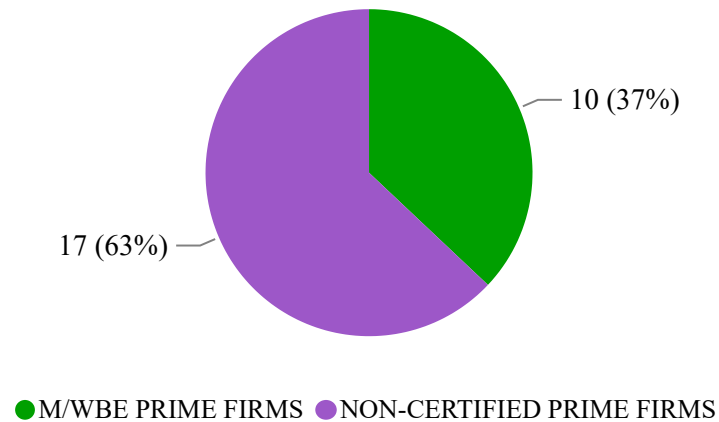
TOTAL SUBMITTALS REVIEWED

28
Total

Of the fifteen (15) solicitations advertised, compliance evaluated twenty-eight (28) solicitation submittals to assess the outcome and effectiveness of each assigned API.

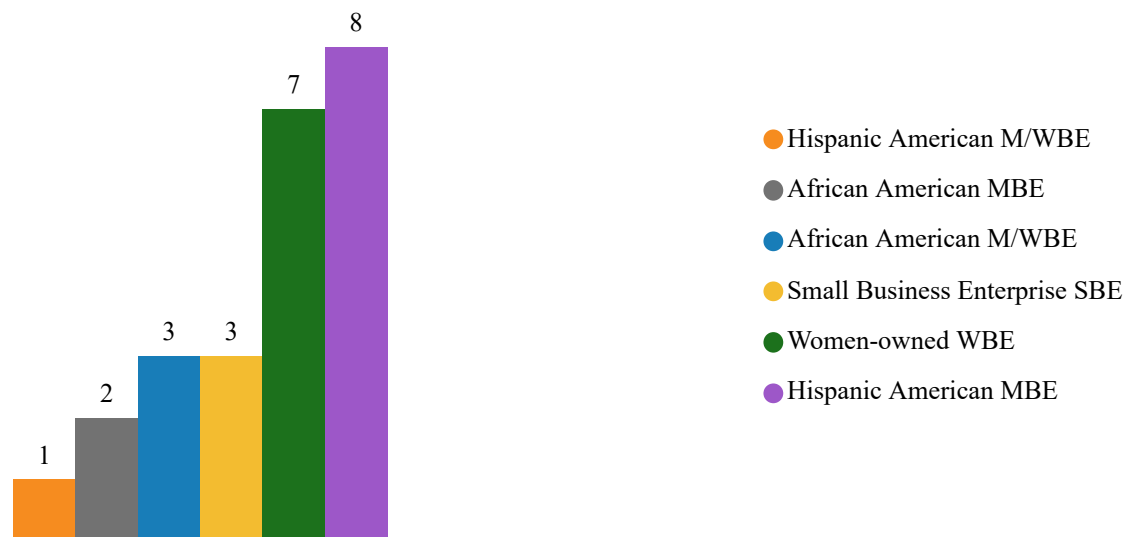
Analysis of Solicitation Submittals Reviewed

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	3	1
African American MBE	2	0	2	1
Asian American M/WBE	0	0	0	0
Asian American MBE	0	0	0	0
Hispanic American M/WBE	2	1	1	0
Hispanic American MBE	5	0	8	4
Small Business Enterprise SBE	0	0	3	1
Women-owned WBE	1	0	7	6
Total	10	1	24	13

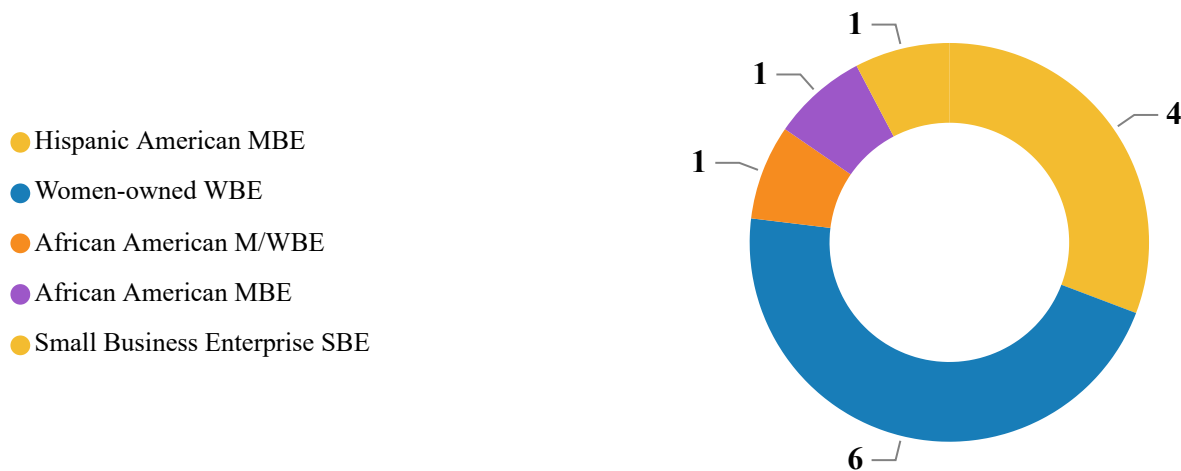
M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS



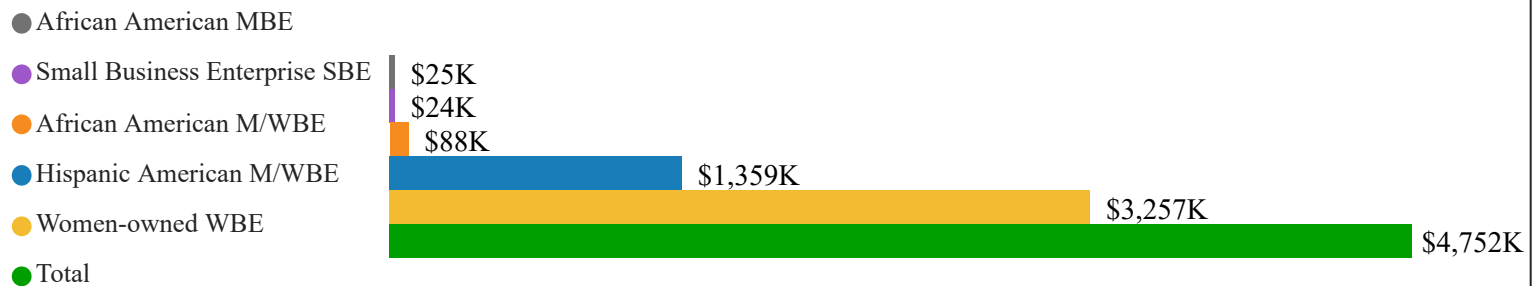
TOTAL M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

24
Total

M/WBE SUBS BASED ON AWARDS



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.

M/WBE PRIME & SUB PARTICIPATION LEVELS

Subs

Primes

24

10

34

Total M/WBE 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 twenty-eight (28) unique firms attending SMART Pre-Bid meetings, seventeen (17) or sixty-one percent (61%) were S/M/WBE certified.

5

of SMART Pre-Bid Meetings

ROOFING COMMITTEE UPDATE

As a part of the AECOM Roofing Committee, the AECOM S/M/WBE Inclusion Team continues its efforts to enhance the process of reviewing M/WBE quotes to increase the participation and utilization of local suppliers on District roofing projects. Such analysis has resulted in the development and advertisement of Invitation to Bid FY22-274, Construction Services Minor Projects. In addition, the process of assessing projects with known challenges is ongoing to address and eliminate barriers. The collaborative process includes the Building Department and the respective awarded firms.



OUTREACH/MARKETING SECTION

o PPO Event

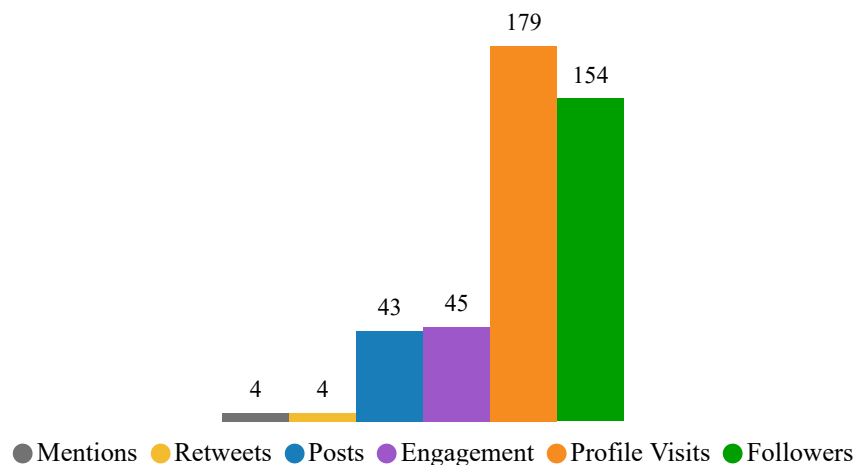
EDDC collaborated with Procurement & Warehousing Services and Physical Plant Operations (PPO) to host a workshop titled, Doing Business with PPO. The objective was to increase the number of firms responding to bids in the painting, plumbing, HVAC, and fencing trades. To market the event, multiple outreach initiatives and campaigns targeted over 300 companies in the tri-county region. Twenty-two (22) unique firms attended and received first-hand information on Certification, Contractor Pre-Qualification, and how to access solicitations in DemandStar. Firms in attendance also had one-on-one time with PPO experts from each respective trade.



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 2,470 impressions occurred. The EDDC engagement rate was 1.44% 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

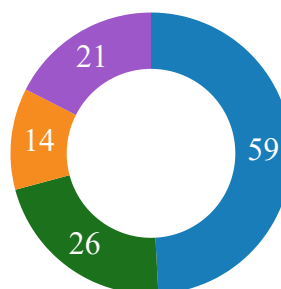


o Targeted Outreach

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

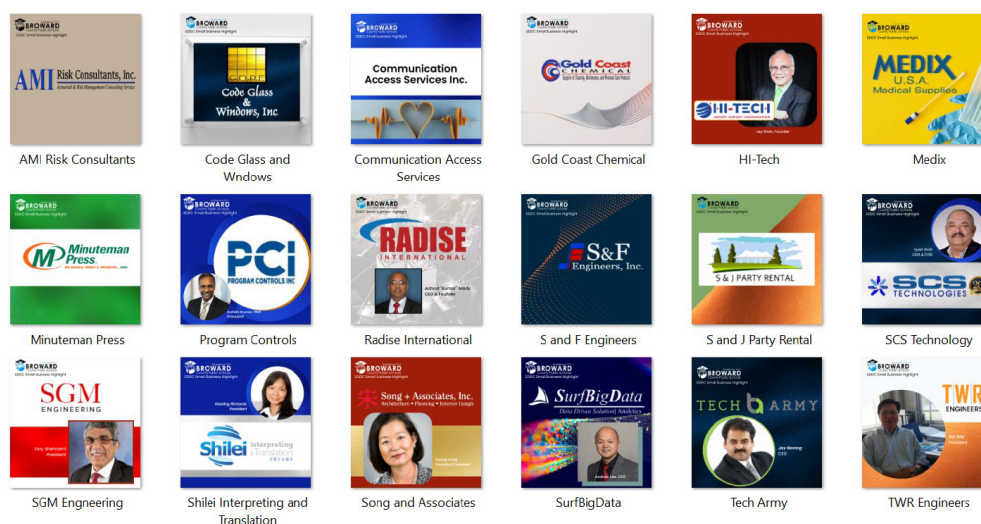


o Monthly Awareness Celebration

EDDC has committed to spotlighting our certified suppliers throughout the 2022 national awareness months. The goal is to feature suppliers on our four social media platforms - Twitter, Instagram, LinkedIn, and Facebook - in an effort to:

- Increase Brand Awareness and Extend Business Reach
- Create Lead Generation
- Enhance Marketing at Low to No Cost
- Increase Website Traffic
- Extend Business Hours with Additional Social Media Presence
- Cultivate a Relationship with BCPS
- Advocate for and Support Small Businesses

During Asian Pacific Heritage Month, of the twenty-four (24) certified Asian American-owned firms, eighteen (18) were spotlighted on EDDC's social media. Twenty-five (25) percent, or six (6), firms did not have a website, social media presence or logo that could be used to create a viable spotlight. The sample spotlights below are from the EDDC Instagram platform.



SDOP MANAGEMENT SYSTEM IMPLEMENTATION

EDDC successfully implemented the Vendor Management, Contract Compliance, Outreach, and Event Management modules. We have full reporting capability of contract data with assigned Affirmative Procurement Initiatives (APIs) as we continue to acquire sub-vendors data in the system. Currently, EDDC is entering the final phase of the SDOP Management System (SMS) which includes the Certification Management and Online Application modules. Suppliers currently certified by the Miami-Dade and Palm Beach School Districts, within the B2GNow platform, will use this feature for certification with the District. The target completion date for implementation of the Certification and Online Application management component is FY'23 Q1.

Certification Management and Online Application Modules Implementation Timeframe: FY'23 Q1

- | | |
|------------------------------------|----|
| • Certification Management | 0% |
| • Online Application | 0% |
| • Data Migration /Tracking Records | 0% |

Total Project Completion Status	0%
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