

SUMMARY OF PROGRESS
ECONOMIC DEVELOPMENT & DIVERSITY COMPLIANCE DEPARTMENT
SUPPLIER DIVERSITY OUTREACH PROGRAM
REPORTING PERIOD: JULY 7, 2022 - AUGUST 3, 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.

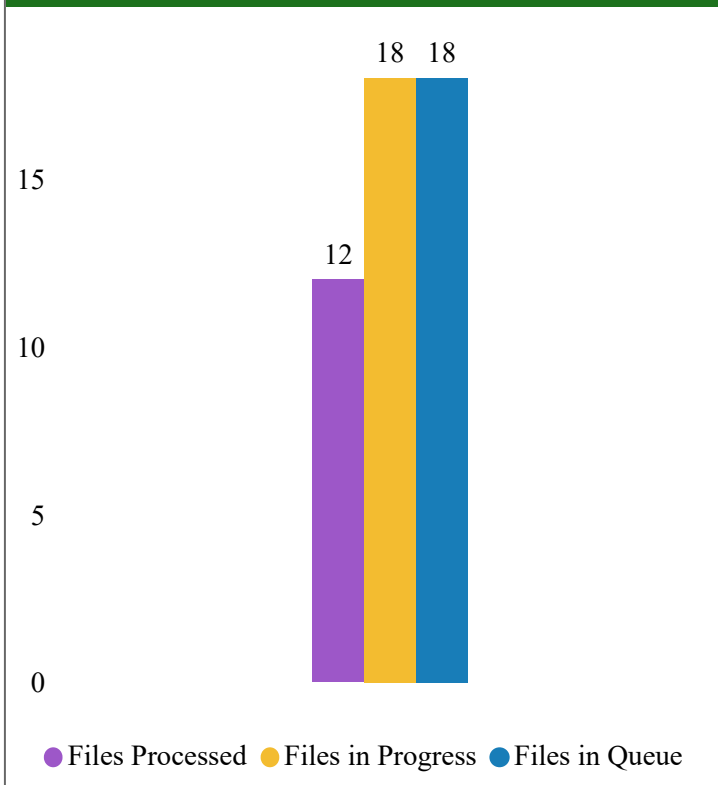
The summaries and illustrations below provide an update on the continual progress of SDOP for the July 7, 2022 - August 3, 2022 reporting period.

CERTIFICATION SECTION

480

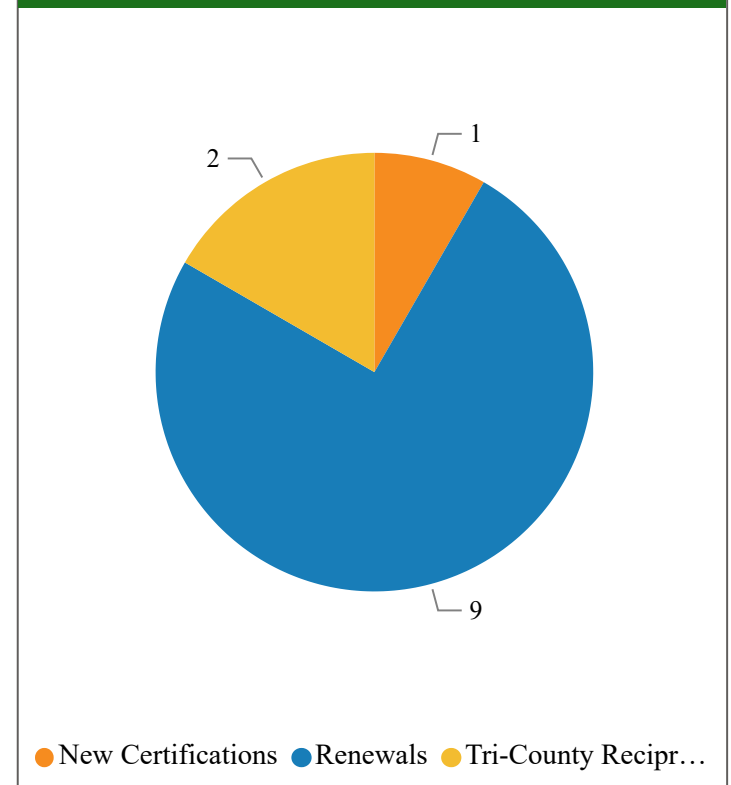
Total Certified Firms

CERTIFICATION ACTIVITIES



All files processed in the reporting period were approved. New certifications and renewals comprise the "Files in Progress" category.

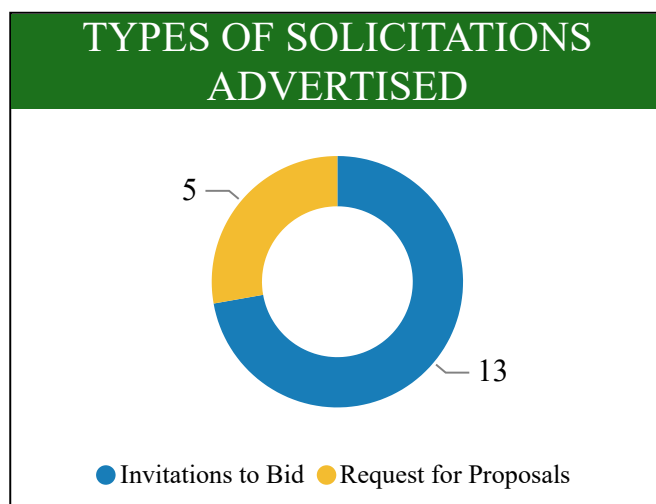
APPROVED APPLICATIONS



This is a breakdown of the twelve (12) files processed.

COMPLIANCE SECTION

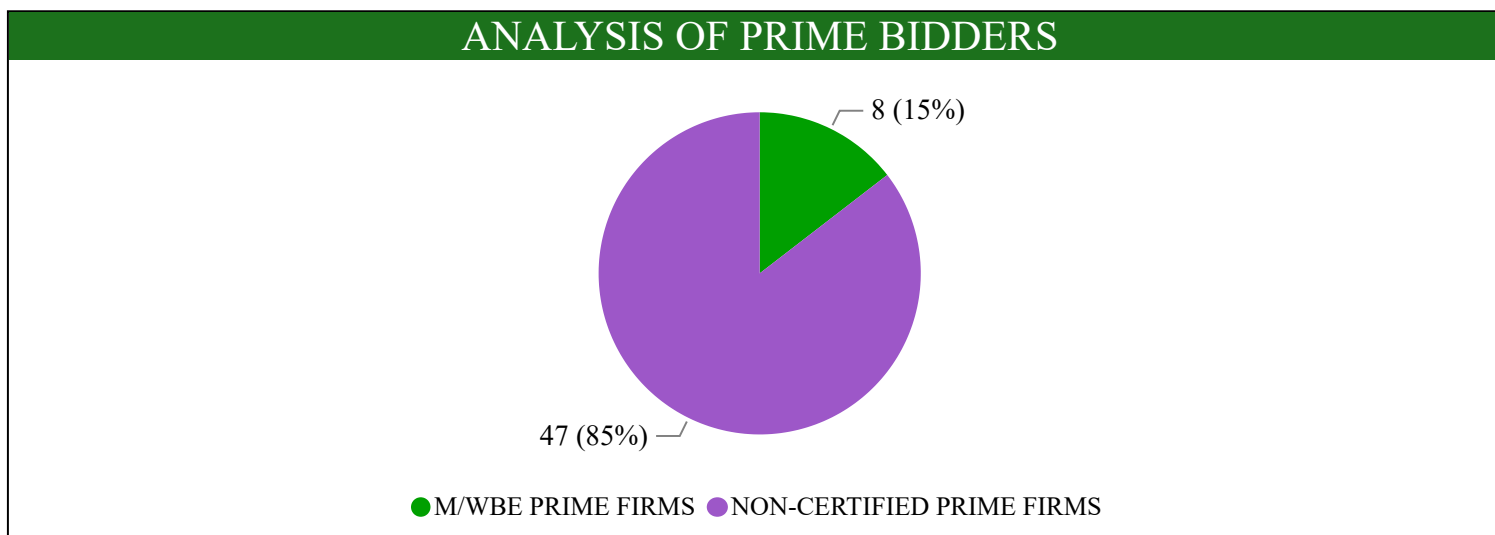
Under this reporting period, there was a total of eighteen (18) solicitations with assigned Affirmative Procurement Initiatives (API) evaluated.



Of the eighteen (18) solicitations advertised, compliance evaluated fifty-five (55) solicitation submittals to assess the outcome and effectiveness of each assigned API.

Analysis of Solicitation Submittals Reviewed

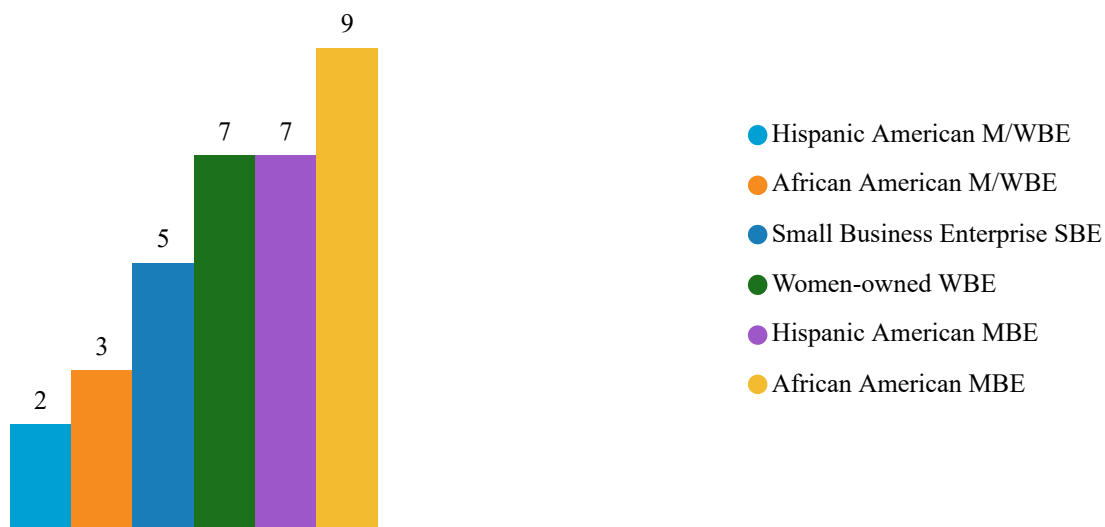
The analysis captures the prime bidders by certification status and the M/WBE prime and sub participation included within the proposals evaluated.



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	1	0	3	0
African American MBE	1	0	9	3
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	6	2	7	4
Small Business Enterprise SBE	0	0	5	3
Women-owned WBE	0	0	7	5
Total	8	2	33	17

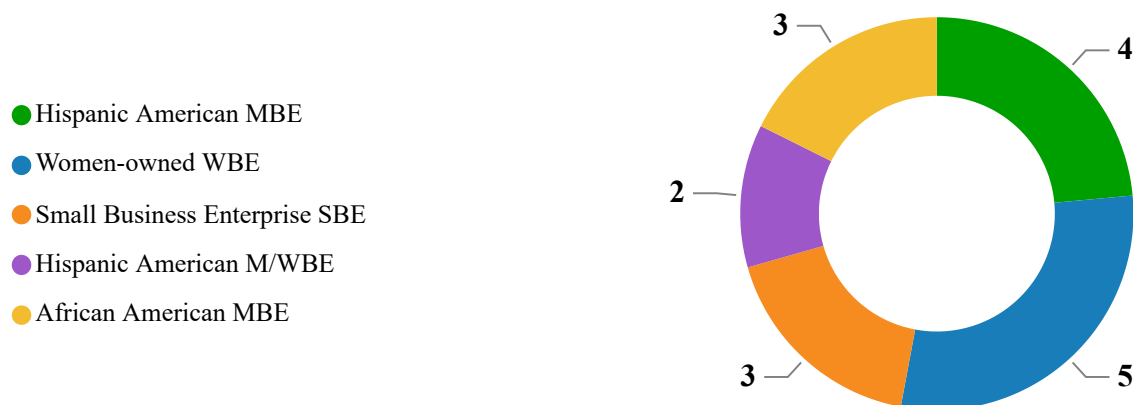
S/M/WBE SUBS PROPOSED IN SOLICITATION SUBMITTALS



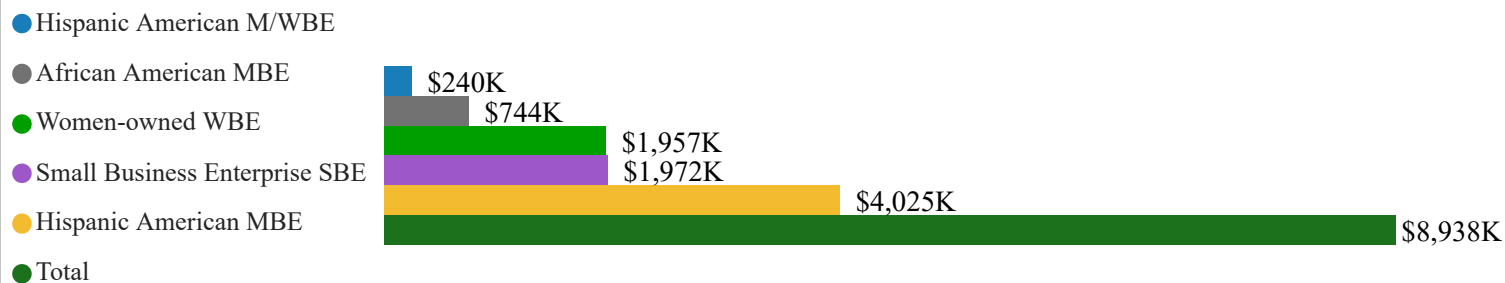
TOTAL S/M/WBE PROPOSED SUBS IN SOLICITATION SUBMITTALS

33
Total

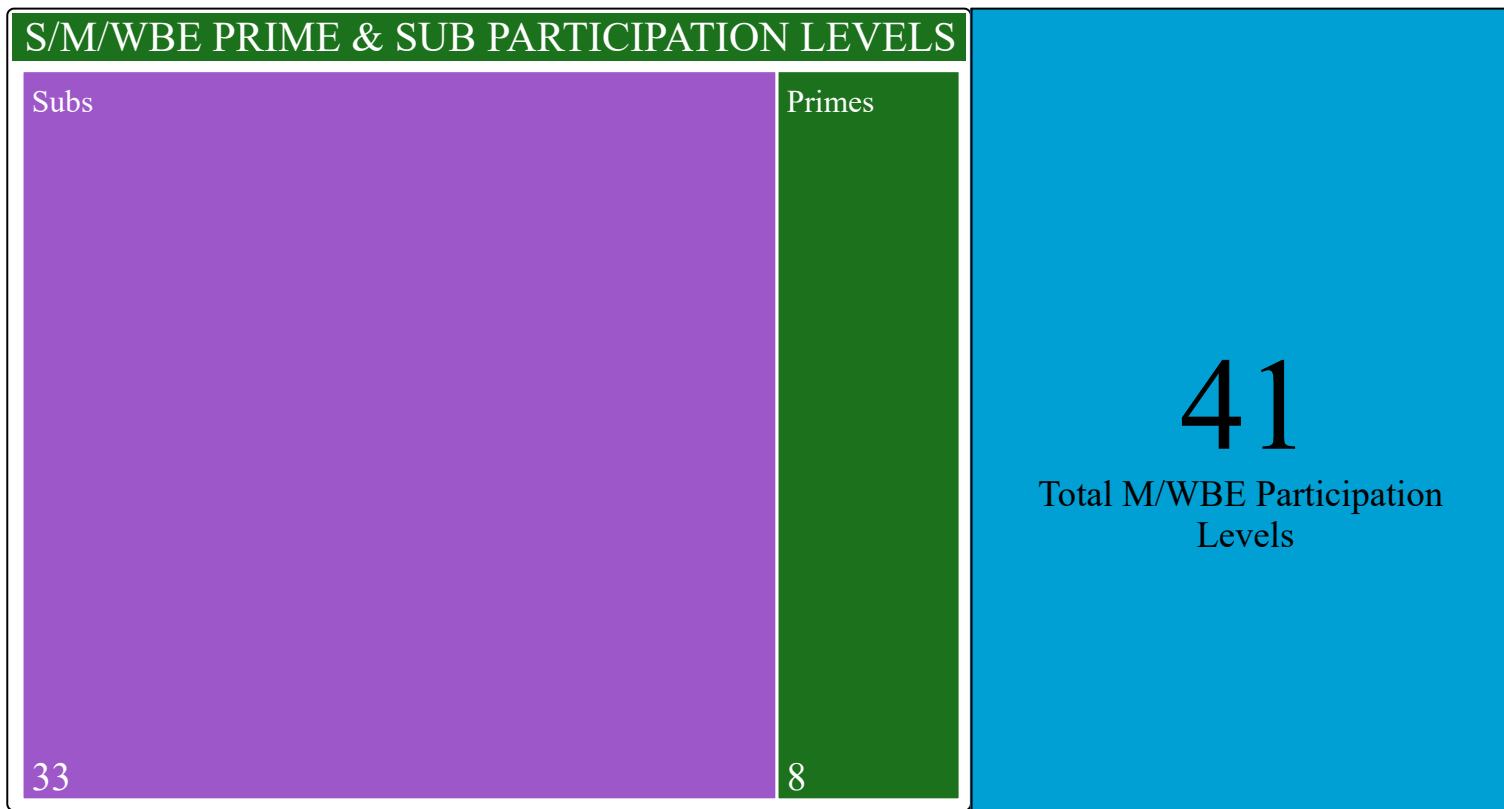
S/M/WBE SUBS BASED ON AWARDS



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



A total of two (2) M/WBE sub firms were included on awarded contracts in the reporting period.



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 eighteen (18) unique firms attending SMART Pre-Bid meetings, nine (9) or fifty percent (50%) were S/M/WBE certified.

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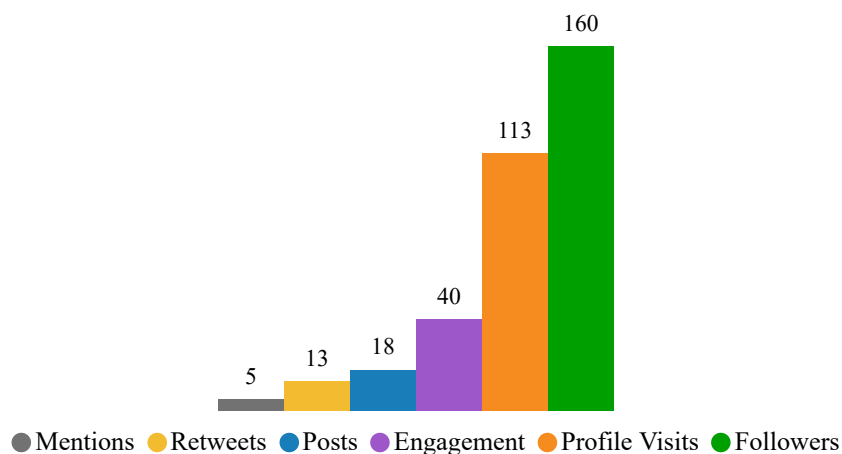
of SMART Pre-Bid Meetings

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 3,600 impressions occurred. The EDDC engagement rate was 6% 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

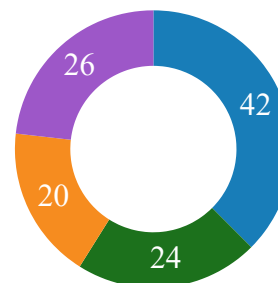


o Targeted Outreach

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. 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, in the B2GNow platform, by the Miami-Dade and Palm Beach School Districts, as well as Broward, Miami-Dade, or Palm Beach County government, will use this feature for Reciprocal Certification with BCPS. The target completion date for implementation of the Certification and Online Application management component is FY'23 Q1.

Tri-County Reciprocal Certification Management and Online Application Modules Implementation Timeframe: FY'23 Q1

Total Project Completion Status	76%
• Certification Management	0%
• Online Application	0%
• Data Migration/Tracking Records	76%