

COUNTY OF SAN DIEGO DEPARTMENT OF PURCHASING & CONTRACTING SUPPLIER OUTREACH & ENGAGEMENT FY2019/2020



FISCAL YEAR IN REVIEW - SUMMARY

This report summarizes the County of San Diego's outreach efforts from July 1, 2019 through June 30, 2020. The Department of Purchasing and Contracting (DPC) staff, Director Jack Pellegrino, and Assistant Director Allen Hunsberger, are committed to supporting the Board of Supervisors in ensuring the successful participation of small businesses and veteran-owned businesses in County contracting. DPC staff ensure that diverse small businesses, including minority-owned, woman-owned, veteran-owned, disabled veteran business, 8(a) business, Hub Zone business, LGBTQIA+ owned, and other disadvantaged businesses and non-profit organizations are afforded an equitable opportunity to compete for contract awards through outreach and education opportunities and activities. These activities are in line with all County efforts to implement Board Policy B-53 (Small Business Policy) and Board Policy B-39a (Veteran Owned Business (VOB) and Disabled Veterans Business (DVBE) Program).

This past year, the County of San Diego participated in or hosted 34 outreach events, most of which engaged with small businesses, minority-owned businesses, woman-owned businesses, disadvantaged business enterprises, and veteran and service-disabled veteran-owned business enterprises. The events ranged from those where the County participated as a speaker or panelist, to community and industry fairs, or hosted "How to Do Business with the County" information sessions specific to County contracting opportunities and procurement processes. Additionally, DPC staff supported the Innovate Up program in partnership with the University of San Diego's The Brink Small Business Development Center (SBDC), aimed to lift and promote small businesses in underrepresented communities. All outreach events and activities are posted to the public-facing County webpage.

Outreach events are also advertised on BuyNet under the "What's New" banner. This provides an opportunity for companies who review BuyNet for solicitation opportunities to also be made aware of outreach events hosted by the County as well as other local public agencies. The outreach events posted are free to attend. Additionally, events are advertised with local chambers of commerce, distributed by other public agencies, and advertised on the County's News Center.

OUTREACH - HIGHLIGHTS

SUPPORTING DIVERSE BUSINESSES

DPC hosted Business Opportunities with the County: Looking for Great Community Partners with the Strategic Alliance of Chambers on January 16, 2021. The Strategic Alliance is a newly formed partnership between the Asian Business Association of San Diego, Central San Diego Black Chamber of Commerce, and San Diego County Hispanic Chamber of Commerce. This marked the first official event of the Strategic Alliance and featured DPC Director Jack Pellegrino as keynote speaker, a Q&A panel of County executives to highlight contracting opportunities for diverse businesses, and one-on-one sessions with senior procurement staff. DPC staff were available to assist businesses in registering on BuyNet, and Procurement Technical Assistance Center (PTAC) representatives were also on-site to provide more information and referrals for free small business advisory services.



Left: From left to right – Leah Goodwin, Central San Diego Black Chamber of Commerce; Jack Pellegrino, DPC Director of County of San Diego; Iris Garcia, President & Chairwoman of San Diego County Hispanic Chamber of Commerce; Wesley Quach, Director of Asian Business Association San Diego Small Business Development Center.

Right: Senior procurement staff and small business owners participate in one-on-one sessions.

IN THE COMMUNITY

On November 5, 2019 and January 23, 2020, Supervisor Kristin Gaspar (District 3) hosted Coffee and Learn sessions for community organizations to learn how to apply for County Grants and Contracts. Jack Pellegrino, DPC Director and Joshua Ramirez, Financial Policy & Planning Officer, were featured as guest speakers to provide specific information on the County's contracting and grant processes. DPC staff also hosted a booth to provide additional procurement information and help organizations register on BuyNet.



Above: DPC Director Jack Pellegrino addresses community organization leaders on January 23, 2020.

SUPPLIER OUTREACH & ENGAGEMENT EVENTS FOR FY2019/2020

DATE	HOST/SPONSOR	EVENT NAME	LOCATION	PRESENTER/ ATTENDEE
7/12/2019	South San Diego SBDC	Asian Business Association/SBDC Workshop	Mission Valley Wells Fargo Bank	Jack Pellegrino
7/12/2019	North San Diego SBDC	Meet the Buyers	Oceanside City Council Chambers 300 North Coast Highway, Oceanside, CA 92054	Kymeshia and Michael
7/17/2019	San Diego Unified School District	San Diego Unified School District Construction Expo	Kearny High School, Stanly Foster School 1954 Komet Way, San Diego, CA 92111	Kymeshia and Michael
7/24/2019	National Defense Industrial Association (NDIA) - San Diego Chapter	Department of Navy Gold Coast Small Business Procurement Event	San Diego Convention Center	Jack Pellegrino
8/7/2019	PTAC	Meet the Buyers in Construction Industry	880 National City Blvd., National City, CA 91950	Kymeshia and Michael
8/8/2019	North San Diego SBDC	Meet the Buyers - State of California Dept General Services and City of San Marcos	San Marcos City Hall Community Room 1 Civic Center Dr., San Marcos, CA 92069	Kymeshia and Michael
8/9/2019	County of San Diego - DPC	Doing Business with the County	County Operations Center 5560 Overland Ave., Ste 270, San Diego, CA 92123	Kymeshia and Jaclyn
8/13/2019	Navy Facilities Engineering Command, Southwest	NAVFAC Open House - Meet and Greet	Recital Hall in Balboa Park	Kymeshia and John
8/22/2019	Restoration Association	Restoration Association Lunch and Learn	9540 Towne Center Dr. #175	Rich McCarvell
9/27/2019	The Show Producers	2019 Small Business Expo	San Diego Convention Center	William and Rene
10/9/2019	Public Agency Consortium (PAC)	PAC Meeting	Caltrans Office 4050 Taylor St., San Diego, CA 92110	William Eames
10/10/2019	C&C Mentor Protégé Program	Cycle 3 Kick-Off Event	Harold J. Ballad Parent Center, Auditorium 2375 Congress Street, San Diego, CA 92110	Jack Pellegrino Table - Michael and Joshua
10/11/2019	North San Diego SBDC	Be The Best! Women in Business Expo	SDG&E Innovation Center 4760 Clairemont Mesa Blvd., San Diego, CA 92117	Sheena, Cristina Holly and Judy
10/16/2019	San Diego County Regional Airport Authority	Meet the Primes	Balboa Park Club Ballroom 2150 Pan American Road West, San Diego, CA 92101	William and Rene
10/16/2019	USD Procurement Services, The Brink SBDC	Supplier Diversity Fair	Kroc Institute of Peace and Justice 5998 Alcala Park, San Diego, CA 92110	Pane – Jack Table - Oscar, Angie & Judy

DATE	HOST/SPONSOR	EVENT NAME	LOCATION	PRESENTER/ ATTENDEE
10/23/2019	County of San Diego - PSG	Prop 47 Public Meeting	North Inland Live Well Center	Judy Ying
10/28/2019	County of San Diego - HHSA	Live Well Advance - Uniting for Impact	Marriott Marquis San Diego Marina 333 W. Harbor Drive, San Diego, CA 92101	Session – Jack & Melanie Booth - Kristen, Carlos Benitez, Carlos Santiago, Judy
10/29/2019	VIB Network (Veterans in Business)	National Conference	Kona Kai Resport & Spa 1551 Shelter Island Dr, San Diego, CA 92106	Judy and Oscar
10/30/2019	Caltrans	15th Annual Procurement & Resource Fair	Balboa Park Club Ballroom 2150 Pan American Road West, San Diego, CA 92101	William and Michael
11/5/2019	District 3 & Solana Beach Chamber of Commerce	Coffee and Learn How to Apply for County Grants and Contracts with Supervisor Gaspar	Fletcher Cove Community Center 133 Pacific Ave., Solana Beach, CA 9:00am-11:00am	Jack and Judy
11/7/2019	PTAC, SBDC, WBC	Diversifying Your Business as Defense Contractor	Scottish Rite Center 1895 Camino del Rio South, San Diego, CA 92108	Panel - Jack Table - Judy
11/8/2019	County of San Diego - DPC	Doing Business with the County	County Operations Center 5560 Overland Ave., Ste 270, San Diego, CA 92123	Judy & Sheena
11/13/2019	North San Diego SBDC	Celebrate Small Businesses	Halcyon Realty and Co-Working Space 14282 Danielson Street, Poway, CA 92064	Jack Pellegrino
11/14/2019	North San Diego SBDC	Meet the Buyers - Celebrating Veteran Owned Businesses	The Westin Carlsbad Resort & Spa, 5480 Grand Pacific Dr, Carlsbad CA 92008	Table - Judy & Tom Bush
11/20/2019	County of San Diego - HHSA	Live Well Communications/ Partner Liaison Meeting	Seville Plaza, 5469 Kearny Villa Rd, Suite 3700, San Diego, CA 92123	Presentation – Jack, Patty, and Omar
12/4/2019 - 12/5/2019	Defense Leadership Forum	West Coast Small Business Defense Contracting Summit	San Diego Convention Center	Speaker - Jack Expo - Judy Matchmaking – Jack & Martha
12/11/2019	Public Agency Consortium (PAC)	PAC Meeting	Caltrans Office 4050 Taylor St., San Diego, CA 92110	Judy Ying
1/16/2020	County of San Diego Strategic Alliance of Chambers	Business Opportunities with the County - Looking for Great Community Partners	COC Chambers	Speaker - Jack Panel – Jack, Patty, and Maggie Fenn
1/21/2020	County of San Diego - HHSA	Central Region Live Well Leadership Meeting	Jackie Robinson YMCA 151 YMCA Way, San Diego, CA 92102	Presentation – Jack & Patty

DATE	HOST/SPONSOR	EVENT NAME	LOCATION	PRESENTER/ ATTENDEE
1/23/2020	North San Diego Business Chamber	San Diego Business Summit	Palomar College: Rancho Bernardo Campus 11111 Rancho Bernardo Rd., San Diego, CA 92127	Panel - Jack Table - Judy
2/5/2020	District 3	Coffee and Learn How to Apply for County Grants and Contracts with Supv Gaspar	Hewlett-Packard Rancho Bernardo 16399 W. Bernardo Dr., San Diego, CA 92127	Speaker – Jack
2/13/2020	North San Diego SBDC	Meet the Buyers	Escondido City Council Chambers 201 N. Broadway, Escondido, CA 92025	Exhibit - Judy
4/2/2020	North San Diego Business Chamber	Economic Development & Advocacy Advisory Council	Virtual	Judy Ying
6/10/2020	Public Agency Consortium (PAC)	PAC Meeting	Virtual	Judy Ying

SUPPLIER OUTREACH & ENGAGEMENT EVENT NARRATIVES

Department of Purchasing and Contracting (DPC) Exhibited at the Meet the Buyers – Oceanside Event Hosted by the City of Oceanside

On July 12, 2019, the Department of Purchasing & Contracting's staff exhibited at the Meet the Buyers – Oceanside Event Hosted by the City of Oceanside. Attendees were able to learn about how to do business with the County of San Diego and how to search for upcoming contracting opportunities via the County's solicitation website, BuyNet.

The event was held at the El Corazon Senior Center. In attendance were local public agencies such as SANDAG, San Diego Unified School District, DGS, and the City of San Diego. In addition, there were multiple local business in attendance.

For more information, contact Kymeshia Morris at kymeshia.morris@sdcounty.ca.gov or (858) 505-6821.

Department of Purchasing and Contracting (DPC) Exhibited at the San Diego Unified School District Construction Expo

One July 17, 2019, the Department of Purchasing and Contracting's staff exhibited at the San Diego Unified School District Construction Expo. Staff provided documents and information to attendees on how to potentially do business with the County of San Diego.

The event was held at Kearny Mesa High School. The attendees included various public agencies, local companies, as well as Veteran Owned companies. Attendees were able to speak with local public agencies and companies about potential contracting opportunities. County exhibitors explained to companies how to do business with the County of San Diego and how to register for BuyNet. County exhibitors also explained to companies how to search for solicitations on the solicitation website.

For more information, contact Kymeshia Morris at kymeshia.morris@sdcounty.ca.gov or (858) 505-6821.

Department of Purchasing and Contracting (DPC) Presented and Exhibited at the 2019 Navy Gold Coast Conference

On Wednesday, July 24th, 2019, John Pellegrino, the Director of Purchasing & Contracting, presented on "How to Do Business with the County of San Diego" at the 2018 Navy Gold Coast Conference. During the presentation, Mr. Pellegrino discussed what the County buys, the procurement processes used to buy such goods and services, and how to engage with the County. Mr. Pellegrino also answered questions regarding public procurement best practices from business owners. In attendance were Department of Navy acquisition community members.

On July 25th and 26th, the Department of Purchasing and Contracting's staff exhibited at the event. Staff provided documents and information to attendees on how to potentially do business with the County of San Diego.

The event was held at the City of San Diego Convention Center. In attendance were local public and federal agencies such as GSA, SANDAG, and the Port Authority. In addition, there were multiple local business in attendance.

For more information, contact Kymeshia Morris at kymeshia.morris@sdcounty.ca.gov or (858) 505-6821.



Department of Purchasing and Contracting (DPC) Exhibited at the 2019 Small Business Expo

On October 4th, 2019, Department of Purchasing & Contracting's staff exhibited at the 2019 Small Business Expo. Staff provided detailed instructions to conference participants on how to register on Buynet to receive notifications of ongoing procurements and about the County's new Small Business Initiative scheduled for implementation in 2020.

In attendance were local government agencies and small business owners. Attendees were able to identify contract opportunities and meet decision makers.

For more information, contact William Eames at William.Eames@sdcounty.ca.gov or (858) 505-6333.

Department of Purchasing and Contracting (DPC) Exhibited at the Be the Best! Women in Business Expo

On October 11th, 2019, DPC staff supported the Be the Best! Women in Business Expo hosted by the North San Diego Small Business Development Center. The event was held at the SDG&E Innovation Center in Clairemont Mesa and focused on helping women-owned businesses network and learn about contracting and business opportunities with regional anchor institutions like the County of San Diego.

The event had a total of 183 registered attendees, including 69 women-owned businesses, 41 minority-owned businesses, 6 veteran-owned businesses and 2 service disabled veteran-owned businesses.

For more information, contact Judy Ying at Judy-Ying@sdcounty.ca.gov or 858-505-6382.



Department of Purchasing and Contracting (DPC) Presented and Networked at the Supplier Diversity Fair

On October 16th, 2019, DPC participated in the Supplier Diversity Fair hosted by the University of San Diego Procurement Services. Director Jack Pellegrino was featured on a panel of speakers representing local government contracting agencies along with representatives from SANDAG and the City of San Diego to address doing business with public agencies. Events also included the Supplier Fair where attendees learned about

BuyNet and the County's competitive procurement process and a Matchmaking event where small businesses signed up for 15 minute one-on-one sessions with DPC.

The event was open to all but focused outreach efforts on local small businesses and disadvantaged minority owned businesses.

For more information, contact Judy Ying at Judy. Ying@sdcounty.ca.gov or 858-505-6382.



Department of Purchasing and Contracting (DPC) Presented and Exhibited at the 2019 Live Well Advance

On October 28th, 2019, DPC staff and leadership hosted a Breakout Session and Connection Hub booth at the fourth annual Live Well Advance: Uniting for Impact in downtown San Diego. The Breakout Session, Contracting Basics: Opportunities and Resources provided resources and information on the public procurement and contracting process tailored to address issues specific for small businesses and community-based organizations.

The event reached over 1,700 registered attendees, with representation from local community-based organizations and service providers, non-profits, small businesses, school districts, and other government agencies.

For more information, contact Judy Ying at Judy-Ying@sdcounty.ca.gov or 858-505-6382.



Department of Purchasing and Contracting (DPC) Exhibited at the 2019 Veterans in Business (VIB) National Conference

On October 29th, 2019, DPC staff exhibited at the 2019 Veterans in Business (VIB) National Conference in San Diego. The conference featured a day long Opportunity Fair where participants were able to learn about the County's procurement and contracting process, receive assistance registering on BuyNet and learn about upcoming procurement workshops for additional support.

In attendance were veteran-owned businesses and disabled veteran-owned businesses from across the nation.

For more information, contact Judy Ying at Judy.Ying@sdcounty.ca.gov or 858-505-6382.

Department of Purchasing and Contracting (DPC) Director Jack Pellegrino Presented at a Coffee and Learn Event with Supervisor Gaspar

On November 5th, 2019, DPC Director Jack Pellegrino presented information and answered questions on how to do business with the County of San Diego to a field of approximately 90 residents and community representatives at the Fletcher Cove Community Center in Solana Beach. The event also featured presentations from Supervisor Kristin Gaspar and the Office of Financial Planning to help attendees understand the grant process, including funding and contracting considerations.

In attendance were local residents, community-based organizations, non-profits and small businesses.

For more information, contact Judy Ying at <u>Judy.Ying@sdcounty.ca.gov</u> or 858-505-6382.



Diversifying Your Business as a Defense Contractor

On Thursday, November 7^{th,} 2019, the Department of Purchasing and Contracting Participated in the Diversifying your Business as Defense Contractor event co-hosted by the Procurement Technical Assistance Center (PTAC) and Small Business Development Center (SBDC) Network. DPC Director Jack Pellegrino shared insight into the County procurement process and contracting opportunities. Staff also hosted an exhibition booth and assisted small businesses in registering for BuyNet.

The event was held at the Scottish Rite Center in San Diego. There were approximately 100 attendees, primarily small defense contractors and local businesses.

For more information, contact Judy Ying at Judy. Ying@sdcounty.ca.gov or 858-505-6382.

Doing Business with the County Procurement Workshop

On November 8, 2019, the Department of Purchasing & Contracting (DPC) hosted its final Doing Business with the County Procurement Workshop of the year. This concludes DPC's 2019 quarterly series of workshops open to all small and local businesses. During the workshops, local small businesses gained valuable insight on the County's procurement and contracting process, received direct assistance from senior procurement staff and management to register on BuyNet, the County's procurement website, and had the opportunity to ask questions specific to their business or industry.

For more information, please contact Judy Ying at Judy.Ying@sdcounty.ca.gov or (858) 505-6382.

Meet the Buyers - Celebrating Veteran Owned Businesses

On November 14, 2019, the Department of Purchasing & Contracting (DPC) attended the North San Diego Small Business Development Center (SBDC) Meet the Buyers – Celebrating Veteran Owned Businesses event in Carlsbad, CA. DPC received recognition for its contributions to the SBDC from the Office of California State

Senator Patricia Bates. DPC staff also hosted an exhibition booth during the networking fair and were on hand to help small businesses register for BuyNet and answer questions about the County's procurement processes. Over 250 small businesses registered for the event, including 50 minority-owned businesses, 38 woman-owned businesses, 44 veteran-owned businesses, and 29 service-disabled veteran-owned businesses.

For more information, please contact Judy Ying at <u>Judy.Ying@sdcounty.ca.gov</u> or (858) 505-6382.

West Coast Small Business Defense Contracting Summit

On December 4-5, 2019, the Department of Purchasing & Contracting (DPC) participated in the West Coast Small Business Defense Contracting Summit hosted by the Defense Leadership Forum at the San Diego Convention Center. DPC Director Jack Pellegrino presented on business opportunities with the County to an audience of small businesses and defense contractors. DPC also participated in matchmaking sessions and hosted an exhibition table to provide information and materials on the County's contracting process and opportunities.

For more information, please contact Judy Ying at <u>Judy.Ying@sdcounty.ca.gov</u> or (858) 505-6382.

Procurement Workshop and Networking Event with the Strategic Alliance of Chambers

On January 16, 2020, DPC hosted a procurement workshop and networking event with the newly formed Strategic Alliance of Chambers. The Strategic Alliance represents the Asian Business Association, San Diego County Hispanic Chamber of Commerce, and the Central San Diego Black Chamber of Commerce.

The event featured welcoming remarks from the leadership of the Strategic Alliance, keynote address by DPC Director Jack Pellegrino, and one-on-one sessions between local businesses and DPC's Senior Procurement Officers. There was also a Q&A panel highlighting contracting opportunities and innovative procurement efforts to enhance the diversity of the County's supplier base. The panel was comprised of Jack Pellegrino, Director of DPC; Patty Kay Danon, Director of HHSA's Agency Contract Support; and Maggie Fenn, Program Manager of Integrative Services. The San Diego Procurement Technical Assistance Center (PTAC) was also on hand to provide additional assistance and resources for small businesses.

For more information, contact Judy Ying at Judy. Ying@sdcounty.ca.gov or 858-505-6382.

Department of Purchasing and Contracting (DPC) Exhibited at the San Diego Business Summit and DPC Director Jack Pellegrino Participated on the Small Business Resources Panel

On Thursday, January 23rd, 2020, the DPC team exhibited at the San Diego Business Summit held at the Palomar College Education Center in Rancho Bernardo. This year's theme was Engaging Business Minds to Achieve Success.

DPC staff networked with local small business owners and community organization leaders, provided information on how to navigate the County's procurement and contracting processes, and helped individuals register and find open solicitations on BuyNet. DPC Director Jack Pellegrino participated on the Small Business Resources Panel and shared valuable insight and advice for small businesses and those just starting the contracting process with a public agency.

For more information, contact Judy Ying at Judy. Ying@sdcounty.ca.gov or 858-505-6382.

Department of Purchasing and Contracting (DPC) Director Jack Pellegrino Presented at Supervisor Gaspar's Coffee and Learn Event

On February 5th, 2020, DPC Director Jack Pellegrino spoke about how to do business with the County at Supervisor Kristin Gaspar's Coffee and Learn. The event was hosted in partnership with the North San Diego Business Chamber and Hewlett-Packard. Local small businesses, nonprofits and other community organizations gathered to learn about the County's grant and contracting opportunities and there were opportunities for attendees to ask questions regarding the grant application and County procurement processes. DPC staff also helped attendees register on BuyNet and hosted a table with additional information and resources. Other speakers included Supervisor Gaspar herself; Debra Rosen, President & CEO of the North San Diego Business Chamber; and Joshua Ramirez from the Office of Financial Planning.

For more information, contact Judy Ying at <u>Judy.Ying@sdcounty.ca.gov</u> or 858-505-6382.

Meet the Buyers - Escondido City Council Chambers

On February 13, 2020, the Department of Purchasing & Contracting (DPC) attended the North San Diego Small Business Development Center (SBDC) Meet the Buyers event held at the Escondido City Council Chambers. DPC staff networked with local small businesses, hosted an exhibition booth, and helped small business owners register for BuyNet, the County's procurement website. Over 260 small businesses registered for the event, including 49 minority-owned businesses, 37 woman-owned businesses, 29 veteran-owned businesses, and 10 service-disabled veteran-owned businesses.

For more information, please contact Judy Ying at <u>Judy.Ying@sdcounty.ca.gov</u> or (858) 505-6382.

ENGAGEMENT PLANNING FY2020/2021

The schedule and planning for future outreach and engagement events continues to be in flux due to public health related restrictions. As of the end of FY2019-2020, the following events are tentatively scheduled for Fiscal Year 2020-2021. New relevant opportunities will continue to be identified and added to the calendar.

DATE	HOST/SPONSOR	EVENT NAME	LOCATION/TIME
7/10/2020	North San Diego SBDC	Meet the Buyers	Virtual
8/12/2020	Public Agency Consortium (PAC)	PAC Meeting	TBD
8/13/2020	North San Diego SBDC	Meet the Buyers	TBD
8/31/2020 - 9/2/2020	National Defense Industrial Association (NDIA) - San Diego Chapter	Department of Navy Gold Coast Small Business Procurement Event	San Diego Convention Center
9/10/2020	The Show Producers	2020 Small Business Expo	TBD
10/9/2020	North San Diego SBDC	Be The Best! Women in Business Expo	TBD
10/14/2020	Public Agency Consortium (PAC)	PAC Meeting	TBD
11/12/2020	North San Diego SBDC	Meet the Buyers: Celebrating and Honoring Veterans	TBD
12/9/2020	Public Agency Consortium (PAC)	PAC Meeting	TBD
12/16/2020 - 12/17/2020	Defense Leadership Forum	2020 West Coast Defense Contracting Summit	Hilton San Diego Bayfront