

SUPPLIER DIVERSITY & ENGAGEMENT

ANNUAL REPORT
FISCAL YEAR 2022 - 2023

NOVEMBER 2023



COUNTY OF SAN DIEGO
PURCHASING & CONTRACTING





Community engagement is at the center of the County of San Diego's (County) operational model. In alignment with the County's community engagement goal, the Department of Purchasing and Contracting has prioritized community engagement in the procurement process, especially to appropriately consider and reflect community needs and cultural competency/lived experiences during the process. DPC's procurement process operates under an inclusive model of fair access to opportunities and full and open competition.

DPC has incorporated goals in the department's operational plan to demonstrate its commitment to community engagement. This report summarizes the DPC's outreach and engagement efforts from July 1, 2022 through June 30, 2023 to accomplish the Fiscal Year 2022-2023 community engagement goals. DPC ensures that diverse and small businesses, including minority-owned, woman-owned, veteran-owned, disabled veteran business, LGBTQIA+ owned, 8(a) business, HubZone businesses, and other disadvantaged businesses and nonprofit organizations are afforded an equitable opportunity to compete for contract awards through supplier 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 and Disabled Veteran Business Program).



The County of San Diego is a Reciprocity Partner with the State of California Department of General Services. A Reciprocity Partner is a city, county, agency, or special district that honors the state of California's Small Business (SB) and/or Disabled Veteran Business Enterprise (DVBE) certification as acceptance into their individual business enterprise programs. This partnership allows SBs and DVBEs to go through a single certification process so that their certification is valid both with the state of California and the County. DPC receives a monthly report of newly certified SBs and DVBEs and reaches out to these organizations to invite them to register on BuyNet, the County's procurement portal, and to visit their website to get additional information on how to do business with the County.

On April 11, 2023 DPC was awarded the Reciprocity Partner of the Year Award from the California Department of General Services. This award is given to organizations that accept the state of California's small business (SB) and/or disabled veteran business enterprise (DVBE) certifications and who encourage and promote the state's SB/DVBE program.

LUNCH AND LEARN

In Fiscal Year 2022-2023, the County of San Diego continued its collaboration with the San Diego and Imperial Valley Small Business Development Center (SBDC) and the San Diego, Orange, Imperial APEX Accelerator (formerly known as PTAC) to implement DPC's technical assistance program for small businesses, nonprofits and other community providers. The Lunch and Learn workshops cover government contracting and the County's procurement process and policies. Each workshop is two hours long and provides attendees the opportunity to ask questions. All workshops were offered virtually at no cost and attendees are also eligible for no cost one-on-one advisory services from both the SBDC and APEX. Below is a list of the workshops provided as part of the technical assistance program:

- Module 1: Introduction to the County of San Diego and Navigating the Procurement Portal
- Module 2: Creating a Foundation for Success/What to Expect
- Module 3: Viability Test/The County of San Diego's Small Business Program
- Module 4: Proposal Writing for the County of San Diego
- Module 5: You've Been Awarded a Contract, Now What?
- Module 6: Contract Financial Management and Meet the Buyers



PARTNER SPOTLIGHT

In January of 2023, Ahmed Hussein of Sael Construction Corporation engaged with the San Diego & Imperial Valley SBDC Network (SBDC) with the goal of securing a contract with a government agency. Between January 2023 and April 2023, Ahmed secured SB and DVBE Certifications with the State of California and attended a “Doing Business with the County of San Diego” presentation. By following the guidance provided by the SBDC and attending the “Doing Business with the County of San Diego” presentation, Sael Construction Corporation received its first contract with the County of San Diego as a Subcontractor.

IMPACT

SMALL BUSINESS DEVELOPMENT CENTER

Served 6,687 clients.

- 1,444 Women Clients.
- 418 Black/African American Clients.
- 903 Hispanic/Latino Clients.
- 270 Asian Clients.
- 254 Veteran Clients.
- Contributed to an increase in sales of \$59,012,125.
- Created 1,128 new jobs.
- Helped secure \$58,265,089 in government contracts.
- 4 small businesses have been awarded contracts with the County of San Diego totaling \$2,575,372.00.

APEX ACCELERATORS

Served 1,963 clients.

- 403 Women Clients.
- 319 Black/African American Clients.
- 509 Hispanic/Latino Clients.
- 186 Asian Clients.
- 459 Veteran Clients.
- Contributed to an increase in sales \$107,803,852.
- Created 423 new jobs.
- Helped secure \$168,320,441 in government contracts.

2022 JULY 30 *Leon Williams Celebration*

On Saturday, July 30th, the County of San Diego (County) Office of Equity and Racial Justice (OERJ) hosted a Lifetime Achievement Award ceremony honoring former San Diego County Board of Supervisors member Leon Williams turning 100! The event took place at Waterfront Park and drew a crowd of 150 participants. Senior leadership from the Department of Purchasing and Contracting exhibited at the event, providing information and resources on how to do business with the County of San Diego. The celebration included a resource fair featuring 25 County programs and services.

2022 SEPTEMBER 6-8 *Navy Gold Coast Small Business Procurement Event*

From September 6th – 8th, the Department of Purchasing and Contracting (DPC), exhibited at the Navy Gold Coast Small Business Procurement Event hosted by the National Defense Industrial Association (NDIA) at the San Diego Convention Center. DPC staff provided documents and information to attendees on how to potentially do business with the County of San Diego. In attendance were members of the Department of Navy acquisition community, local and federal public agencies, and local businesses.

On Wednesday, September 6th, in collaboration with the California Department of General Services (DGS), John Pellegrino, the Director of Purchasing and Contracting, presented on "Getting Started in Government Contracting". 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. This presentation showcased the County of San Diego's longstanding relationship with the California DGS as a reciprocity partner.

2022 OCTOBER 13 *Small Business Expo*

On October 13th, the Department of Purchasing and Contracting (DPC) exhibited at the Small Business Expo hosted by the Show Producers. The event was held at the Town and Country Resort & Convention Center in Mission Valley and is cited as "America's Biggest Business Networking & Educational Event for business owners, startups, and entrepreneurs." While at the business-to-business trade show, DPC staff networked with local small business owners and community organization leaders, provided information on navigating the County's procurement and contracting processes, and helped individuals register and find open solicitations on BuyNet.

2022 NOVEMBER 15 *VIB Network National Conference*

On November 15th, the Department of Purchasing and Contracting (DPC) exhibited at the 6th Annual Veterans in Business (VIB) National Conference held at the DoubleTree by Hilton Hotel in Mission Valley. The conference included matchmaking and featured a day-long Opportunity Fair where participants that visited DPC's booth learned about the County's procurement and contracting process, received assistance registering on BuyNet and about upcoming procurement workshops for additional support. In attendance were veteran-owned businesses and disabled veteran-owned businesses from across the nation. Information and DPC swag were distributed to approximately 100 attendees.

2022 DECEMBER 7 *Live Well San Diego Advance*

On December 7th, the Department of Purchasing and Contracting (DPC) leadership hosted a breakout session at the sixth annual Live Well San Diego Conference held at the San Deigo Convention Center. In alignment with the "Building an Equitable Future" conference theme, the breakout session focused on equity in the County of San Diego (County) contracting process. During the session, DPC Director, John Pellegrino, highlighted the future changes to solicitations, the practices implemented that ensure equitable opportunities to participation in contracting and examples of procurements where input from the community and stakeholders for community-based service programs were incorporated. The event reached over 2,000 registered attendees, with representation from local community-based organizations and service providers, non-profits, small businesses, school districts, and other government agencies.

2022 DECEMBER 15 *Small Business Expo Webinar*

On December 15th, the Department of Purchasing and Contracting (DPC) co-hosted a webinar with the Small Business Development Center on "Doing Business with the County of San Diego". This webinar was attended by more than 200 participants from across the country and is available on-demand as part of the Small Business University Online.

The webinar can be accessed through the link below:

<https://www.bigmarker.com/small-business-university/Doing-Business-with-the-County-of-San-Diego-1bffa7b79b0d9ed2e465294d>

2023 FEBRUARY 23 *Connecting with Contracts: Honoring Black History Month*

On February 23rd, the Department of Purchasing and Contracting (DPC) exhibited at the Connecting with Contracts: Honoring Black History Month hosted by the Small Business Development Center (SBDC) held at the MiraCosta College San Elijo Campus in Cardiff. The event was open to all but focused outreach efforts on local small businesses and disadvantaged minority-owned businesses. Participants had the opportunity to meet with and hear from a diverse panel of Buyers what is expected of vendors; what are certifications and how they work, where to find the buyers and opportunities, and how to make an impact marketing their goods and services. This event was focused on ensuring that all communities have knowledge of and access to resources that support help small businesses get contracts!

2023 APRIL 11 & MAY 17 *Doing Business with the County Webinar with OLSE*

On April 11th and May 17th, the Department of Purchasing and Contracting (DPC) collaborated with the Office of Labor Standards and Enforcement (OLSE) to host a "Doing Business with the County of San Diego" webinar. These webinars provided an overview of the County's procurement process and an introduction to the OLSE. Additionally, these webinars provided an overview of the San Diego County Board of Supervisor Policy B-74: Contracting Standards for Janitorial, Landscaping and Security Guard Services. Both webinars were well attended with nearly 100 participants each session.

FISCAL YEAR 2022-2023
COMMUNITY ENGAGEMENT

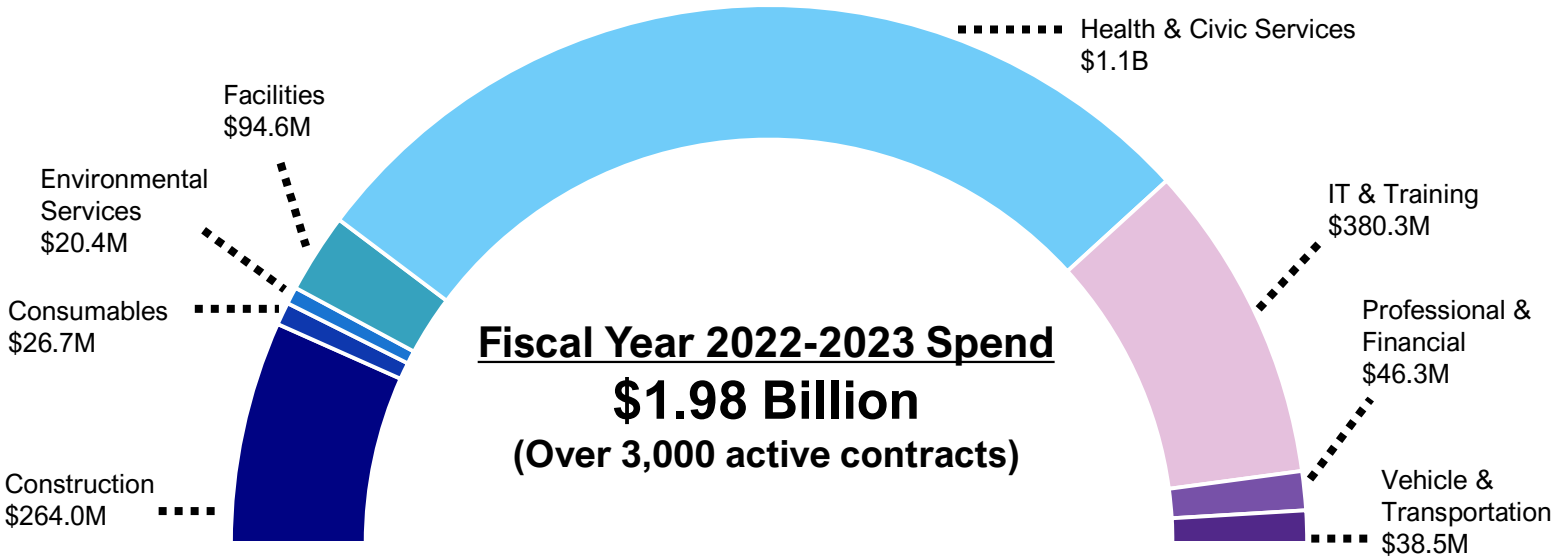
Date	Host/Sponsor	Event
7/15/2022	Black Entrepreneurs Leaders & Learners (BELL)	BELL Government Contracting & Certification Summit
7/30/2022	County of San Diego - Office of Equity & Racial Justice	Leon L. Williams Celebration
8/10/2022	Public Agency Consortium (PAC)	PAC Meeting
8/12/2022	San Diego Regional Economic Development Corp. & County of San Diego - Department of Purchasing and Contracting	Anchor Institution Collaborative Meeting
8/31/2022	Caltrans	Caltrans 18th Annual Procurement Resource Fair
9/6/2022 - 9/7/2022	United States Navy	Navy Gold Coast Small Business Procurement Event
9/21/2022	San Diego, Orange, Imperial APEX Accelerator (formerly Procurement Technical Assistance Center)	National PTAC Day
9/27/2022	Southwest Veterans' Business Resource Center	Southwest Veterans' Business Resource Center 11th Annual Veteran and Small Business Trade Show & Summit
10/12/2022	North San Diego Small Business Development Center (SBDC)	Source Diverse Source Local Program
10/13/2022	Small Business Expo	2023 Small Business Expo
10/20/2022	North San Diego Small Business Development Center (SBDC)	SBDC Meet the Buyers
11/15/2022	Veterans in Business (VIB) Network	6th Annual VIB Network National Conference
11/30/2022	North San Diego Small Business Development Center (SBDC)	Connecting with Contracts: Celebrating National Veterans and Military Families
12/7/2022	County of San Diego - Health and Human Services Agency	2022 Live Well San Diego Annual Conference

FISCAL YEAR 2022-2023
COMMUNITY ENGAGEMENT

Date	Host/Sponsor	Event
12/14/2022	Public Agency Consortium (PAC)	PAC Meeting
12/15/2022	Small Business Expo	Small Business Expo Webinar - <i>Doing Business with the County of San Diego</i>
1/20/2023	San Diego, Orange, Imperial APEX Accelerator (formerly Procurement Technical Assistance Center)	Small Business Expo
2/16/2023	San Diego Regional Chambers of Commerce	San Diego Regional Chambers of Commerce Webinar - <i>Doing Business with the County of San Diego</i>
2/23/2023	North San Diego Small Business Development Center (SBDC)	Connecting with Contracts: Honoring Black History Month
2/24/2023	University of San Diego	37th Annual Supply Chain Management Career Fair
3/15/2023	North San Diego Small Business Development Center (SBDC)	Annual California Procurement Expo Celebrating Small Business Development Center Day
4/5/2023	Young Black N' Business	BizCon 2023
4/11/2023	County of San Diego - Department of Purchasing and Contracting & Office of Labor Standards and Enforcement	Doing Business with the County of San Diego Webinar
4/12/2023	Public Agency Consortium (PAC)	PAC Meeting
5/17/2023	County of San Diego - Department of Purchasing and Contracting & Office of Labor Standards and Enforcement	Doing Business with the County of San Diego Webinar
6/14/2023	Public Agency Consortium (PAC)	PAC Meeting
6/16/2023	San Diego, Orange, Imperial APEX Accelerator (formerly Procurement Technical Assistance Center)	Small Business Expo

TOTAL PROCUREMENT SPEND | County of San Diego procures a wide-range of goods and services. Significant spending occurs in health and civic services, information technology, and construction.

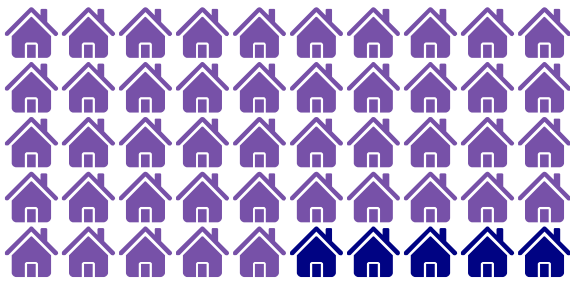
In Fiscal Year 2022-2023, the County's total procurement spend was **\$1.98 billion**.



SMALL & DIVERSE SUPPLIER SPEND

Procurement spend with small, nonprofit, and Disabled Veteran Business organizations of \$1.98 billion. Categories may overlap as an individual supplier may belong to more than one category.

Small Business/Providers	Non-Profit Organizations	Disabled Veteran Businesses
\$169.9M (8.7%)	\$590.6M (29.9%)	\$6.8M (0.3%)



Local	Non-Local
\$1.8B (90.0%)	\$205.4M (10.0%)

LOCAL SPEND

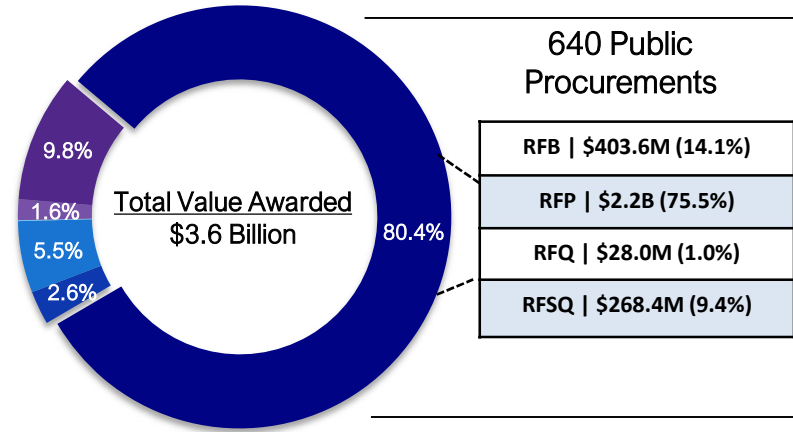
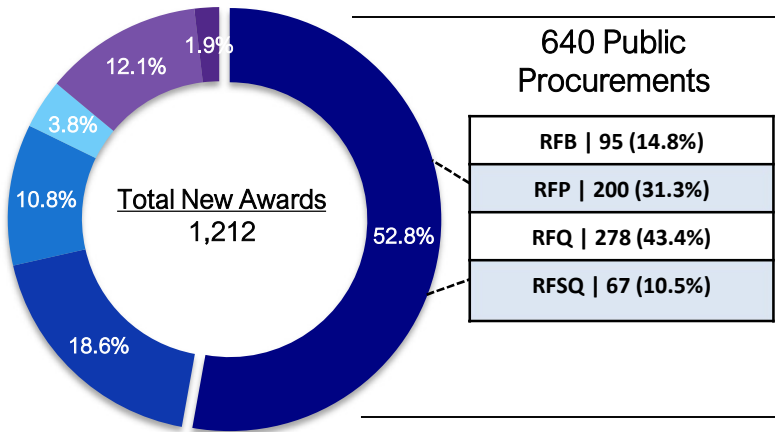
County spent \$1.8 billion on goods and services from local businesses and non-profit organizations. The local spend was 90.0% of the total procurement spend. (Suppliers with offices in San Diego County)

P-Card SPEND

County's P-Card spend was \$39.6 million, through 101,003 transactions.

Transaction Type	#
Returns	2,029
Less than \$1,000	90,863
Greater than \$1,000 and Less than \$2,500	6,905
\$2,500 and over	1,206
TOTAL TRANSACTIONS	101,003

NEW CONTRACT AWARDS | County awarded 1,212 new contracts valued at \$3.6 billion. Awards are primarily via competitive procurement methods with multi-year options.



Public Procurement		Competitive Cooperatives		Single/Sole Source		Quick Quote		Other Categorical Exemptions		Other Government Agency	
640 (52.8%)	\$2.9B (80.4%)	225 (18.6%)	\$92.0M (2.6%)	131 (10.8%)	\$194.8M (5.5%)	46 (3.8%)	\$2.5M (0.1%)	146 (12.1%)	\$56.2M (1.6%)	23 (1.9%)	\$349.7M (9.8%)

SMALL & DIVERSE SUPPLIER AWARDS

Percentages are based on the total awards and total value awarded. Categories may overlap as individual suppliers may belong to more than one category.

Small Business/Providers		Non-Profit Organizations		Disabled Veteran Businesses	
360 (29.7%)	\$469.7M (13.2%)	171 (14.1%)	\$1.0B (29.2%)	29 (2.4%)	\$23.3M (0.7%)

LOCAL AWARDS (offices within San Diego County)

County awarded 682 contracts with a total value of \$2.7 billion to local suppliers.



TOTAL AWARDS

Local	Non-Local
682 (56.3%)	530 (43.7%)



TOTAL VALUE

Local	Non-Local
\$2.7B (76.7%)	\$829.7M (23.3%)

SUPPLIER BUYNET REGISTRATION

7,675 active registrations in BuyNet, County's procurement portal.

19% (1,488) of active registrations in BuyNet are by Small Businesses.

