



GROW YOUR BUSINESS WITH US!
AT THE SAN JOSÉ · EVERGREEN COMMUNITY COLLEGE DISTRICT



OUTREACH PROGRAM FOR QUALIFIED BUSINESSES

(SMALL, LOCAL, OR OWNED BY WOMEN,
MINORITIES, VETERANS, RELIGIOUS MINORITIES,
DISABLED INDIVIDUALS, MEMBERS OF THE LGBTQIA COMMUNITY
OR OTHER UNDERREPRESENTED GROUPS)

MARCH 13, 2018

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1. Overview

As stated in the Ends Policies adopted by the Board of Trustees: “The San José-Evergreen Community College District (SJECCD) exists to ensure all students, especially those with educational and/or socioeconomic challenges, will have the skills and capabilities to be successful in the next stage of their life.”

As further stated in the Ends Policies adopted by the Board of Trustees: “As a leader in the Silicon Valley, the San José-Evergreen Community College District will be an active partner with civic and other community leaders to create a strong economy and foster social-economic equity and social justice.”

Consistent with these Ends Policies the Board of Trustees finds that:

1. Creating an environment that encourages students to: a) enroll at SJECCD, and b) continue attending through completion of their degrees or other education plans, is essential to fostering student success, as well as the vitality of the District.
2. Supporting a strong local economy and fostering social-economic equity and social justice is directly linked to promoting the enrollment and retention of students as well as finding and retaining the most qualified vendors. By so doing the District:
 - a. Promotes the economic stability of families in our community, making college more affordable;
 - b. Fosters the creation of local career opportunities, making college an attractive option, as compared to going directly into the workforce; and
 - c. Eliminates irrational barriers that impede consideration of qualified vendors.

San José-Evergreen Community College District’s Outreach Program for Qualified Businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA [Lesbian, Gay, Bisexual, Transgender, Queer or Questioning, Intersex, and Asexual or Allied] community, or other underrepresented groups) reaffirms and operationalizes the District’s commitment to increasing opportunities for, and participation of, these businesses in its procurement of goods and services, with an emphasis on its bond programs. In addition, and to that same end, all District and campus-based purchasing should strive to do business with these business enterprises as well.

As set forth in Board Policy 6380, supporting a strong local economy and fostering social-economic equity and social justice promotes the vitality of the District through increased enrollment and retention of students. By creating sound business relationships, the District

seeks to strengthen the economic development and viability of qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups). By defining, tracking, and enforcing value-added strategic initiatives, the District expects increased competition and additional opportunities.

The Outreach Program has provided definitions to identify these businesses and has instituted a variety of initiatives, goals, and consequences to encourage these businesses to participate in the District's procurement/bidding process.

These goal-oriented initiatives also provide outreach, training, and educational programs, thereby further linking the District with the local small business community.

2. The District's Mission

The District's Mission, as set forth in the Ends Policies adopted by the Board of Trustees, includes the following:

- “The San José-Evergreen Community College District exists to ensure all students, especially those with educational and/or socioeconomic challenges, will have the skills and capabilities to be successful in the next stage of their life.”
- “As a leader in the Silicon Valley, the San José-Evergreen Community College District will be an active partner with civic and other community leaders to create a strong economy and foster social-economic equity and social justice.”

The Outreach Program operates to carry out these interrelated Ends Policies by contributing to the economic vitality of Santa Clara County, and in particular the District's service area, by delivering the best-valued and highest-quality products and services and by encouraging competition among all contractors and suppliers.

The District recognizes supplier diversity as an important component of its overall construction and purchasing efforts and will continue to foster relationships with qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) to increase their utilization in San José-Evergreen Community College purchasing and construction-related projects.

3. The Program Goals

Consistent with Board Policy 6380, the San José-Evergreen Community College District will take steps to encourage qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) to participate in Measure G 2010 and Measure X Bond

Programs' construction projects at the prime contractor and subcontractor level, in purchasing projects, and as suppliers.

The District's Outreach Program will have a combined goal of 25% participation from small and local businesses, and achieve anticipated results for businesses with one or more of the following characteristics: owned by women (4%), minorities (8%), veterans (1%), religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups for these projects. The District will always strive to meet or exceed the combined goal of 25% participation for small and local businesses. There will be no reduction in outreach effort once the 25% combined goal is achieved.

In addition, the District's Outreach Program will achieve an anticipated result of 8% for minority-owned business enterprises (MBEs), 4% for women-owned business enterprises (WBEs), and 1% for veteran business enterprises (VBE). There will be no reduction in outreach effort once these anticipated results are achieved.

The Program also seeks to eliminate barriers that impede equal opportunity of certified and non-certified minority-owned business enterprises (MBEs) and women-owned business enterprises (WBEs). The Program states that an anticipated result—but not a required goal—of its outreach and inclusion efforts to all businesses with one or more of the following characteristics: owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups, will be the increased participation of these business enterprises. The Program will gather data including the participation of WBEs and MBEs and reexamine its outreach practices if increased participation is not being achieved.

4. Small, Local and Other Business Identification

The San José-Evergreen Community College District provides the following definitions to clarify terms throughout this document:

Small, local and other business enterprise

An independently owned and operated business with an office located in California and which, together with its affiliates, meets one or more of the following criteria:

- **Small business**
A business enterprise which together with any affiliates has 100 or fewer employees and has averaged annual gross receipts of 15 million dollars (\$15M) or less over the previous three years. Such firms include any that are certified by one of the certifying agencies recognized by the District.
- **Local business enterprise (LBE)**
A business enterprise with a business location within 200 miles of the San José-Evergreen Community College District Office.

- **Intra-District enterprise (IDE)**
A business enterprise with a business location within the boundaries of the San José-Evergreen Community College District.
- **Minority owned business enterprise**
At least 51% minority (Minority Business Enterprise (MBE)). An independently owned and operated business whose ownership is of at least 51% minority status and certified by one of the agencies recognized by the District.
- **Women owned business enterprise**
At least 51% female (Women Business Enterprise (WBE)). An independently owned and operated business whose ownership is at least 51% female and certified by one of the agencies recognized by the District.
- **Outreach Qualifying**

This term will be used in this Program and in tracking reports to refer to those businesses with one or more of the following characteristics: small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups.

The San José-Evergreen Community College is not in the business of certifying companies for these statuses. In order to be considered as certified companies by SJECCD, the company must be certified by one of the following agencies:

Minority Business Enterprise (MBE)

Women Business Enterprise (WBE)

Small Business (SB)

California Public Utilities Commission Supplier Clearinghouse

Department of General Services (DGS)

Office of Small Business & Disabled Veteran Business Enterprise Services (OSDS)

National Minority Supplier Development Council (NMSDC) or its affiliates

National Women Business Owners Corporation (NWBOC)

California Department of Transportation (Caltrans)

Women Business Enterprise National Council (WBENC)

Santa Clara Valley Transportation Authority (VTA)

Other agencies as updated by the District at anytime.

5. Strategic Initiatives

The Outreach Program's intent is to ensure that qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups), and intra-district businesses have fair and equal accessibility to procurement and contracting opportunities. SJECCD will proactively work to create mutually beneficial business relationships with these business contractors and suppliers.

To this end, the District will create an Outreach Coordinator (OC) position who shall report to the District Chief Business Officer and/or Chancellor. This District champion for these businesses will work closely with District and College managers for facilities and bond program management, procurement and with Bond PM/CMs (project managers/construction managers) to implement the program. Additionally, the OC will require commitment and participation by District and College staff, consultant, and contractor teams.

Consistent with Board Policy 6380, the goal of the SJECCD Outreach Program for Qualified Businesses is to:

- 1) Promote a robust local economy and thus meaningful career opportunities for our students;
- 2) Increase opportunities for qualified business enterprises that are small, locally owned, or owned by members of groups underrepresented in their fields, including businesses owned by minorities, women, veterans, religious minorities, disabled individuals and members of the LGBTQIA community. Through a proactive and inclusive outreach strategy, the District benefits by increasing access to a greater field of qualified vendors in a more competitive environment.

In order to accomplish this goal, the Outreach Program Staff of the San José-Evergreen Community College District will collaborate with internal and external District entities and resources, including the chambers of commerce, Santa Clara and San Benito County Building and Trades Council, Santa Clara Valley Transportation Authority, and businesses within the Bay Area and especially in Santa Clara County.

To increase effectiveness, Staff will be provided with the necessary resources including time, tools, and financial support in order to carry out the work of this Outreach Program. The success of the program will be dependent on the level of dedicated resources and effort.

Staff will work with various chambers of commerce including the Hispanic Chamber of Commerce, Black Chamber of Commerce, Silicon Valley Vietnamese American Chamber of Commerce, Filipino Chamber of Commerce, Chinese Chamber of Commerce, Rainbow Chamber of Commerce, businesses and other entities to provide training workshops on the following topics, but not limited to:

1. What services, programs, and products are needed by SJECCD in the next few months/year.
2. How to do business with SJECCD.
3. Process for procurement/contracting.
4. How to obtain bond and insurance.
5. How to get certified.

Staff will work with District entities and contractors including the Purchasing, Facilities, Bond, Business, Project Managers, Construction Managers and departments and individuals to design RFPs (Request for Proposals) and RFQs (Request for Qualifications) that provide best possible opportunities for small and locally-owned businesses to participate in the bidding and contracting process; and work with entities and resources via various methods of communication to timely publicize contract opportunities to businesses as appropriate.

Staff will maintain a database and record keeping system (e.g. B2GNow) diversity management software to track data and provide timely information regarding contracts, prime contractors and subcontractors.

Staff will report at least once a year to the Board of Trustees and to other entities as needed to measure progress and incorporate recommendations for improvement.

Outreach staff and designees will be included at every step of the process to work with contractors, project managers, construction managers, and appropriate managers and staff to:

- Maximize outreach activities and inform the public and prospective bidders of procurement and contracting opportunities.
- Identify upcoming projects and procurement opportunities 18 months in advance, as best as possible.
- Design RFP/Qs to ensure small businesses have the best possible opportunity to apply and, as appropriate, collaborate with other businesses and compete.
- Post RFP/Qs for at least 45 calendar days, as best as possible.
- Participate on projects' screening/selection committees to address issues and provide recommendations as needed and to ensure all of the following:
 - o That committees are composed of a diverse group of individuals with relevant expertise at the District and College levels.

- That committee participation may include constituency representatives from both College and District Academic Senates, CSEA, MSCC, and Associated Student Group.
 - That committees include members with the expertise to assess bidders' sensitivity to the diversity of community college students.
 - That all committee members are trained regarding best practices, cultural humility and unconscious bias.
 - That all committee members sign the District's Conflict of Interest Declaration.
- Ensure that any exceptions to the general requirement that the District award contracts through bidding processes comports with Government Code Section 53060 and other laws as applicable.
 - Provide support to businesses in maintaining compliance with the Project Labor Agreement (PLA).

The following strategic initiatives support our mission.

5A. Provide Community Outreach and Education

The OC will actively seek qualified business contractors and suppliers through training seminars, certification consortiums, business development organizations and trade shows, focused advertising, and conferences. Once the OC identifies qualified businesses, he/she will conduct one-on-one meetings with those businesses to further support potential business opportunities. External outreach focus areas are outlined below.

Training Seminars

1. The OC will perform at least one annual, well-publicized, "How To Do Business With The District" seminars. While these are offered to address the particular needs of small and emerging businesses, they are open to any interested business enterprise.
2. The OC will develop a series of short classes to help interested businesses understand how to obtain work overall and also work for larger contractors. Topics will include Accounting, Bidding, Contracts, Insurance and Bonding, and Project Execution. While these are offered to address the particular needs of small and emerging businesses, they are open to any interested business enterprise or community leaders.

One-on-Ones

Arrange one-on-one meetings with promising businesses having one or more of the following characteristics: small, local, or owned by women, minorities, veterans, religious minorities,

disabled individuals, members of the LGBTQIA community or other underrepresented groups. These outreach efforts shall be without regard to race, sex, color, ethnicity, national origin, or protected categories.

Organizational Involvement

The OC and the District will forge relationships with private organizations that support qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups), and work with them on outreach.

Strategic Outreach

The OC will take steps, prior to the issuance of each RFQ/RFP, to inform prospective bidders of the steps that are being implemented for that particular RFQ/RFP to enhance opportunities for qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups). Steps shall include communicating with private organizations that support these businesses.

Focused Advertising

The OC will ensure that projects are advertised in designated agencies and organization publications, as well as organizations that support qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups). This advertising shall supplement, and not replace, advertising designed to reach all likely interested and qualified businesses.

Project Document Issuance

Upon request for a specific construction project, the District shall provide, free of charge, one set of drawings and specifications (and addenda when issued) to qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) organizations/associations.

Although it is not always practical or feasible to establish a business relationship with every contractor/supplier, we are firmly committed to creating the means by which these businesses are given due consideration and a fair opportunity to participate in purchasing, construction, and construction-related projects.

5B. Measure Outreach Performance

The OC will gather disaggregated data on, and update annually, the participation of qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) and intra-district businesses in the following areas:

- Number attending conferences, workshops, and seminars
- Number of one-on-ones
- Number who bid on projects as primes and/or subcontractors
- Overall number participating on District projects (prime contractors, subcontractors, and vendors)

Businesses that fall into more than one of the above categories shall be counted in each category. However, the report will indicate when businesses are being counted in more than one category. To assess the program, the District Chief Business Officer will review the results of these measurements quarterly. Additional details on all measures above will accompany subsequent program updates.

5C. Promote Institutional Awareness, Understanding and Coordination

The OC will educate the SJECCD community, through presentations, meetings, written materials, and/or other avenues which the OC finds effective, about how the Outreach Program serves the core Mission of the District to promote student success. In particular, the OC will focus on the areas summarized below.

SJECCD Partnering

The OC will partner with the SJECCD Purchasing Department and Facilities & Bond Program Management Departments on training efforts inside and outside the District.

Project Manager Education

In educating the SJECCD community on the benefits of procuring goods and services from these businesses suppliers, the OC will prioritize the education of all staff involved in purchasing activities and all project managers. Early training and education will center on communicating this Outreach Program to the project managers.

5D. Engage Design-Bid-Build Projects (Regular Construction - “hard bid”)

OC Role in Improving the Participation of These Qualified Businesses in Regular Construction Bidding and Work

The OC will assist in developing each RFQ/P by identifying fiscally responsible strategies designed to create opportunities for qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) and intra-district businesses. These strategies may include, but are not limited to:

- A modified requirement for demonstrating adequate experience with a similar size/scope of project.

- Unbundling larger opportunities into smaller projects in advance of the bidding schedule so that interest in bidding could be generated within these businesses well in advance of the project advertisement dates.
- Valuing bidders that are reasonably proximate to the District, as demonstrated by a main office, or a branch office that is operated on a full-time basis with staff specifically assigned to that branch office.
- Providing opportunities to these businesses to present joint bids on projects.
- Valuing bidders whose businesses are located within the District's service area.
- Valuing bidders who demonstrate recognition of the diverse students served in the community college setting, and demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students, as indicated by the bidder's internal efforts to build cultural awareness and promote EEO.
- Evaluating bidders based on the level of professional employment opportunities created by bidder within the District's service area; and
- Evaluating bidders based on the level of professional employment opportunities created for individuals from underrepresented groups in the fields of work of bidder.

Goals/Key Performance Measures

A 25% goal will be established for combined participation of small and local businesses in the performance of the project.

The District's Outreach Program will have anticipated results in participation of 8% for minority-owned business enterprises (MBEs), 4% for women-owned business enterprises (WBEs), and 1% for veteran business enterprises (VBE).

Consequences

Failure to submit any of the required forms (see below) shall render the bid "nonresponsive."

Contract documents will include a copy of the Outreach Program for Qualified Businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups), and will incorporate definitive language relating to the District's goal of 25% combined participation for small and local businesses.

See Appendix A for Bid Document 00 11 15 Notice to Contractors Calling For Bids.

See Appendix B for Bid Document 00 41 13 Bid Proposal.

Each Bidder must submit the following information with their Bid:

1. A Business Enterprise Certification form (See Appendix C for Business Enterprise Certification)
2. An Anticipated Utilization of these businesses form. (See Appendix D for Bid Document 00 42 13 Anticipated Utilization of these businesses)
3. A Good Faith Effort form. (See Appendix F for Bid Document Sample Good Faith Effort checklist).

Project Closeout Process requires that the awarded contractor submit all of the following: the Final Utilization of qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) (Appendix E), the Utilization of MBE and WBE form (Appendix E) and the Project Final Good Faith Effort form (Appendix F). Final payment will not be made until these forms are complete.

5E. Engage Design-Build Projects (best value selection)

OC Role in Improving the Participation of These Qualified Businesses in Design-Build Bidding and Work

The OC will assist in developing each RFQ/P by identifying fiscally responsible strategies designed to create opportunities for qualified businesses small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) and intra-district businesses. These strategies may include, but are not limited to:

- A modified requirement for demonstrating adequate experience with a similar size/scope of project.
- Unbundling larger opportunities into smaller projects in advance of the bidding schedule so that interest in bidding could be generated within these businesses well in advance of the project advertisement dates.
- Valuing bidders that are reasonably proximate to the District, as demonstrated by a main office, or a branch office that is operated on a full-time basis with staff specifically assigned to that branch office.
- Providing opportunities to these businesses to present joint bids on projects.

- Valuing bidders whose businesses are located within the District’s service area.
- Valuing bidders who demonstrate recognition of the diverse students served in the community college setting, and demonstrated sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college students, as indicated by the bidder’s internal efforts to build cultural awareness and promote EEO.
- Evaluating bidders based on the level of professional employment opportunities created by bidder within the District’s service area; and
- Evaluating bidders based on the level of professional employment opportunities created for individuals from underrepresented groups in the fields of work of bidder.

Goals/Key Performance Measures

A 25% goal will be established for combined participation for small and local businesses. Anticipated results will be established for businesses with one or more of the following characteristics: small, local, or owned by women (4%), minorities (8%), veteran, religious minorities, disabled individuals (1%), members of the LGBTQIA community, or other underrepresented groups in the performance of the project.

Consequences

Support for and plans to achieve this goal will be included as one of the non-cost factors considered during the evaluation of qualification packages as well as during the final scoring and award of the project.

Request for Qualifications

RFQ Documents will include a copy of the Outreach Program for Qualified Businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups), and will incorporate definitive language relating to the District’s goal of 25% combined participation for small and local businesses.

RFQ Responses must include:

1. Description of the experience of prospective bidding team members in achieving outreach goals on similar projects and of activities undertaken in addressing the outreach goals. These responses will be considered in evaluating which teams to invite to submit a project proposal.
2. The Certification or Declaration (as customized for the individual project but which is signed by the Bidder in submitting their qualifications package) will include language that “the undersigned Bidder acknowledges the District’s Outreach Program goal of achieving 25%

combined participation by contractors and subcontractors representing small and local businesses and anticipated results with one or more businesses with the following characteristics: owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community or other underrepresented groups. The Bidder will make a significant good faith effort to meet or exceed that goal.”

3. Each responder must include, in their qualifications package, a Contractor Business Enterprise Certification form. (See Appendix C for Bid Document Contractor Business Enterprise Certification.)

Request for Proposals

RFP documents will include a copy of the Outreach Program for Qualified Businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups), and will incorporate definitive language relating to the District’s goal of 25% combined participation of small and local businesses and anticipated results for these other businesses participation.

RFP responses must include:

1. A preliminary Anticipated Utilization of these businesses form for the list in number 1 above. (See Appendix D for revised Bid Document 00 42 13 Anticipated Utilization of these businesses form)

Construction phase of the project requires the following information before a Notice to Proceed will be issued:

1. An updated Anticipated Utilization of these businesses form. (See Appendix D for revised Bid Document 00 42 13 Anticipated Utilization of these businesses.)
2. A Good Faith Effort form. (See Appendix F for Bid Document Sample Good Faith Effort checklist).

Project Closeout Process requires that the contractor submit all of the following: the Final Utilization of these businesses form (Appendix E); the Utilization of MBE and WBE form (Appendix E); and the Project Final Good Faith Effort form (Appendix F). Final payment will not be made until these forms are complete.

5F. Engage Pre-Qualified Contractors and Sub-Contractors (pass/no pass neutral process)

Goals/Key Performance Measures

A 25% goal will be established for combined participation of small and local businesses in the performance of the project.

Consequences

Support for and plans to achieve this goal will be included as one of the non-cost pass/fail criteria considered during the evaluation of Qualification packages.

Request for Qualification Documents

Attachments -- The Outreach Program for Qualified Businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) is included in RFQ Documents.

Submittal Requirements state that “the Contractor must agree to meet or exceed the District’s Outreach Program goal of 25% combined participation by small and local business contractors and subcontractors in the execution of this project. The District’s Outreach Program for these businesses is incorporated as a Reference Document. The Contractor must confirm in its execution of the Request for Qualifications Declaration (RFQ-1) that it has reviewed the Outreach Program document and will meet or exceed the Outreach Program goal. If in the execution of the project it is not possible to meet the goal, Contractor must document its Good Faith effort toward achieving the goal.”

Evaluation Criteria includes “Experience with equal employment opportunity (“EEO”) hiring policies and practices and experience attracting and utilizing small and local businesses, and commitment to meet or exceed the District’s outreach goal for these businesses.”

Request for Qualification Responses

Statement of Qualifications Format and Content includes:

Describe the Contractor’s experience with projects for which the Owner required a goal for utilizing small and local businesses or anticipated results for businesses with one or more of the following characteristics: owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups, and the degree of success in meeting that goal or anticipated result. Describe the Contractor’s basic approach and methods for qualifying and selecting subcontractors to carry out this Project. The District has an Outreach Program goal of 25% combined participation by small and local business contractors or subcontractors. Do not exceed two (2) pages.

Attachment RFQ-1 Request for Qualifications Declaration includes:

“The undersigned has reviewed the Outreach Program for Qualified Businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups), and agrees to meet or exceed the Outreach Program goal of 25% combined participation by small and local business contractors and subcontractors and anticipated results for MBEs and WBEs in the execution of this project. If in the execution of the project it is not possible to meet the goal and anticipated results, Contractor must document its Good Faith effort toward achieving the goal and anticipated

results. The District’s Outreach Program for Qualified Businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups) is incorporated as a Reference Document.”

6. Participation Tracking

6A. The OC shall maintain all participation data for these businesses as required for this program. These records shall include by project:

- (a) The contractor report submitted at the completion of the project
- (b) The type of work performed
- (c) The actual dollar value of the work, services, supplies or equipment
- (d) The percentage of the total contract

6B. The OC shall track and monitor participation for all construction- and purchasing-related projects and maintain such records, as necessary, to confirm compliance with its Outreach Program goals and anticipated results.

6C. Please refer to the attached Final Minority-Owned, Women-Owned and Small Business Contractor/Supplier Utilization Report (Appendix E). This report will be required to be submitted on all Contract Administration projects.

7. Enforcement

7A. The OC shall verify that the certified and non-certified businesses as listed in the Final Utilization of these Businesses form (Appendix E) have actually performed the work and have been paid what is owed. At a minimum, three projects shall be randomly selected for review each year.

For data analysis purposes only, and not assessment of goals, the OC shall verify that the certified and non-certified MBEs and WBEs listed in the Utilization of MBE and WBE form (Appendix E) have actually performed the work and have been paid what is owed. At a minimum, three projects shall be randomly selected for review each year.

7B. The OC and/or designated representative will regularly review, as necessary, to confirm program compliance and monitor progress toward increasing the participation of qualified businesses (small, local, or owned by women, minorities, veterans, religious minorities, disabled individuals, members of the LGBTQIA community, or other underrepresented groups), intra-district businesses, with emphasis on continuous improvement and reporting those findings to District management.

7C. The OC shall promote and continually look for creative methods to improve these businesses participation, and solicit feedback from contractors/suppliers and internal employees on program satisfaction. Methods for doing so would include (but are not limited to):

- Advertising
- Business development mentoring
- One-on-Ones
- Contractor monitoring
- Design bid packaging
- Outreach events.