



COUNTY OF SAN DIEGO

# SUPPLIER DIVERSITY & ENGAGEMENT ANNUAL REPORT FY 2021 - 2022



DEC 2022 // DEPARTMENT OF PURCHASING AND CONTRACTING



# EXECUTIVE SUMMARY

This report summarizes the County of San Diego's supplier outreach and engagement efforts from July 1, 2021 through June 30, 2022. The Department of Purchasing and Contracting (DPC) is committed to supporting the Board of Supervisors in ensuring successful participation of small and diverse businesses in County contracting. DPC ensures that diverse and small businesses, including minority-owned, woman-owned, veteran-owned, disabled veteran business, LGBTQIA+ owned, 8(a) business, HubZone business, 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).

Throughout the year, the County hosted or participated in 33 events to engage with small and diverse businesses and community providers. Events ranged from those where the County participated as a speaker, panelist, or exhibitor to those the County hosted, including "How to Do Business with the County" information sessions.

DPC continues to publicize future outreach events on its public facing webpage and major events and opportunities are also featured on the BuyNet front page. Outreach events are also advertised with local Chambers of Commerce and distributed by other regional public agencies to their respective mailing lists.



## YEAR IN REVIEW.

# LUNCH AND LEARN

In Fiscal Year 2021-2022, the County of San Diego continued its collaboration with the San Diego and Imperial Valley Small Business Development Center (SBDC) to implement DPC's technical assistance program for small businesses, nonprofits and other community providers. SBDC provided another series of six Lunch and Learn workshops covering government contracting and the County's procurement process and policies. Each workshop was two hours long and provided 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 the SBDC. 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: Understanding County Requirements
- Module 3: Is the County the Customer for You? The County'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: Meet the Buyers

Valerie Shultz DBA Insite Graphics (Insite Graphics), recent participation in the County of San Diego's procurement process is one success story that can be attributed to this most recent round of Lunch and Learn workshops in Fiscal Year 2021-2022. Insite Graphics is a brand-building agency that is a certified Small Business and Women's Business Enterprise.

Insite Graphics began pursuing government contracting opportunities in 2019, however, was unable to make much progress. After attending the Lunch and Learn Series workshops, Insite Graphics took the first step to doing business with the County and registered in BuyNet. Additionally, the Small Business Development Center (SBDC) worked with Insite Graphics to ensure their profile was complete with the commodity codes that aligned with the services they offered.

In May 2022, Insite Graphics received a notification from BuyNet of an opportunity that matched their commodity profile. Insite Graphics then applied what they learned through the workshops and researched previous award and contract information to ensure they were competitive with pricing and deliverables. Through DPC's technical assistance program, SBDC was able to support Insite Graphics put together a response to County RFQ #11733. As a result, in June 2022, Insite Graphics was awarded their first contract with the County of San Diego and their first contract with any government agency.

Technical Assistance  
Program for  
Small Businesses.

COLLABORATION WITH  
THE SAN DIEGO AND IMPERIAL VALLEY  
SMALL BUSINESS DEVELOPMENT CENTER

# RECIPROCITY PARTNERSHIP

The County of San Diego is a Reciprocity Partner with the state of California. 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. Through this Reciprocity Partnership, SBs and DVBEs would only need to go through a single certification process so their certification is valid with the state of California and the County of San Diego.

# OUTREACH TO NEWLY CERTIFIED FIRMS

The County of San Diego receives monthly reports of firms that are newly certified with the California Department of General Services. DPC reaches out to these firms via email and provides information on County procurement opportunities and how to register on the County's procurement portal, BuyNet.

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Partnership with the California  
Department of General Services.

## 2021 **SEPTEMBER 15**

### *Chat N' Chew*

DPC participated in the National Black Contractors Association Chat n' Chew that brought together some big names in the construction industry to discuss opportunities for emerging contractors. DPC Director Jack Pellegrino discussed the innovative approach to contracting with the inclusion of a Local Business/Workers Participation plan requirement, implemented as part of the solicitation for the design-build of The Southeastern Live Well Center.

## 2021 **NOVEMBER 17**

### *Live Well Advance 2021: Recover, Renew & Reconnect*

The sixth annual Live Well Advance connected nearly 1,000 community participants virtually over the two-day conference. DPC Director Jack Pellegrino presented on County procurement processes and led the roundtable discussion with the County of San Diego's Office of Equity & Racial Justice, the Economic Development Corporation and the Small Business Development Center on the collaborative efforts to support small businesses and community providers. Additionally, attendees learned about important government contracting resources and were invited to share ideas on future innovation and strategies on how to make government contracting more accessible to all diverse and local organizations.

## 2021 **DECEMBER 15**

### *10th Annual Veteran and Small Business Summit*

DPC expanded its reach and attended outreach events outside of San Diego County. Hosted by the Southwest Veterans' Business Resource Center, the 10th Annual Veteran and Small Business Summit in Riverside, California, provided an opportunity for veteran entrepreneurs to network with public agencies and small businesses. DPC Director Jack Pellegrino participated in a Meet the Buyers type panel to provide insight on the County's procurement process and answered questions from community members and small business owners. Additionally, DPC provided a presentation on "Doing Business with the County of San Diego" and was able to speak to attendees on a more intimate level as an exhibitor. The event drew over one hundred attendees.

## 2022 MAY 19

### *The Thrive: Women, Growth and Business*

DPC participated as an exhibitor at The National City Chambers of Commerce The Thrive: Women, Growth and Business, an event created to give women in business and women entrepreneurs a space to learn and network with one another. At this event, DPC was able to provide information to over a hundred women entrepreneurs and small business owners on the County's procurement process, resources to help navigate government contracting and upcoming business opportunities with the County of San Diego.

## 2022 JUNE 9

### *Public Spend Forum - Roundtable on Barriers to Entry and Supplier Diversity*

Hosted by the Public Spend Forum, the Roundtable on Barriers to Entry and Supplier Diversity consisted of community leaders from across federal, state and local governments and various business industries. DPC participated as a panelist to provide the local government perspective and shared insight on the County of San Diego's efforts to make the procurement process competitive, equitable and transparent.



## FISCAL YEAR 2021-2022

### SUPPLIER OUTREACH & ENGAGEMENT ACTIVITIES

| Date                    | Host/Sponsor   | Event   |
|-------------------------|--|---|
| 7/16/2021               | Black Entrepreneurs Leaders & Learners (BELL)  | BELL Government Contracting & Certification Summit                                  |
| 8/26/2021               | C&C Mentor Protégé Program   | Prime Contractors Virtual Presentation  |
| 9/15/2021               | Black Contractors Association (BCA)  | Chat & Chew   |
| 9/25/2021               | SDSU Lavin Entrepreneurship Center and Center for Leadership & Entrepreneurial Studies | Community Bootcamp for Entrepreneurs  |
| 9/14/2021 - 9/30/2021   | San Diego County Regional Airport Authority  | SAN Meet the Primes   |
| 10/6/2021               | North San Diego Small Business Development Center (SBDC)                               | Module 1: Introduction to the County of San Diego/Navigating the Procurement Portal |
| 10/14/2021              | PCL Construction   | Southeastern Live Well Center Subcontractor Opportunity Awareness Event             |
| 10/19/2021 - 10/21/2021 | CalTrans   | 17th Annual Procurement and Resource Fair   |
| 11/3/2021               | North San Diego Small Business Development Center (SBDC)                               | Module 2: Understanding County Requirements   |
| 11/17/2021 - 11/18/2021 | County of San Diego - Health & Human Services Agency (HHSA)                            | Live Well Advance 2021  |
| 11/22/2021              | Southwest Veterans' Business Resource Center   | Pre-summit SKIN in the Game - Refuse to Fail  |
| 12/1/2021               | North San Diego Small Business Development Center (SBDC)                               | Module 3: Is the County the Customer for You? The County's Small Business Program   |
| 12/14/2021              | RISE San Diego   | Ready, Set, Go Learning Lab   |
| 12/15/2021              | Southwest Veterans' Business Resource Center   | 10th Annual Veteran and Small Business Summit                                       |

## FISCAL YEAR 2021-2022

### SUPPLIER OUTREACH & ENGAGEMENT ACTIVITIES

| Date      | Host/Sponsor  | Event   |
|-----------|---|---|
| 1/5/2022  | North San Diego Small Business Development Center (SBDC)  | Module 4: Proposal Writing for the County of San Diego                                |
| 1/5/2022  | PCL Construction  | Southeastern Live Well Center Subcontractor Outreach Event                            |
| 2/2/2022  | North San Diego Small Business Development Center (SBDC)  | Module 5: You've Been Awarded a Contract, Now What? County of San Diego               |
| 3/2/2022  | North San Diego Small Business Development Center (SBDC)  | Meet the Buyers - County of San Diego   |
| 3/2/2022  | San Diego College Continuing Education & PCL Construction   | Careers in Construction Workshop  |
| 3/23/2022 | Improving Diversity, Equity & Inclusion Within Contracting at the Port  | National Black Contractors Association Chat & Chew Meeting with the Port of San Diego |
| 4/8/2022  | San Diego Regional Economic Development Corporation (EDC)   | Inclusive Growth: Report to the Community   |
| 4/20/2022 | San Diego, Orange & Imperial PTAC   | Meet the Buyers   |
| 4/21/2022 | Department of General Services' Statewide Supplier Diversity Program, the California Office of the Small Business Advocate, the California Capital Procurement Technical Assistance Center and the Sacramento Metro Business Center | Supplier Business Resource Compass Event  |
| 4/25/2022 | North San Diego Small Business Development Center (SBDC)  | Source Diverse Source Local (SDSL) Initiative - Week 4                                |
| 5/10/2022 | Southwest Veterans' Business Resource Center  | How to do Business with the State and Updating your Profiles                          |
| 5/18/2022 | RISE San Diego/CAP /HHSA  | How to Navigate BuyNet Effectively  |
| 5/19/2022 | The National City Chamber of Commerce   | Thrive - Women, Growth and Business event   |
| 5/24/2022 | Southwest Veterans' Business Resource Center  | I'm Certified, Now What?  |



**FISCAL YEAR 2021-2022**  
**SUPPLIER OUTREACH & ENGAGEMENT ACTIVITIES**

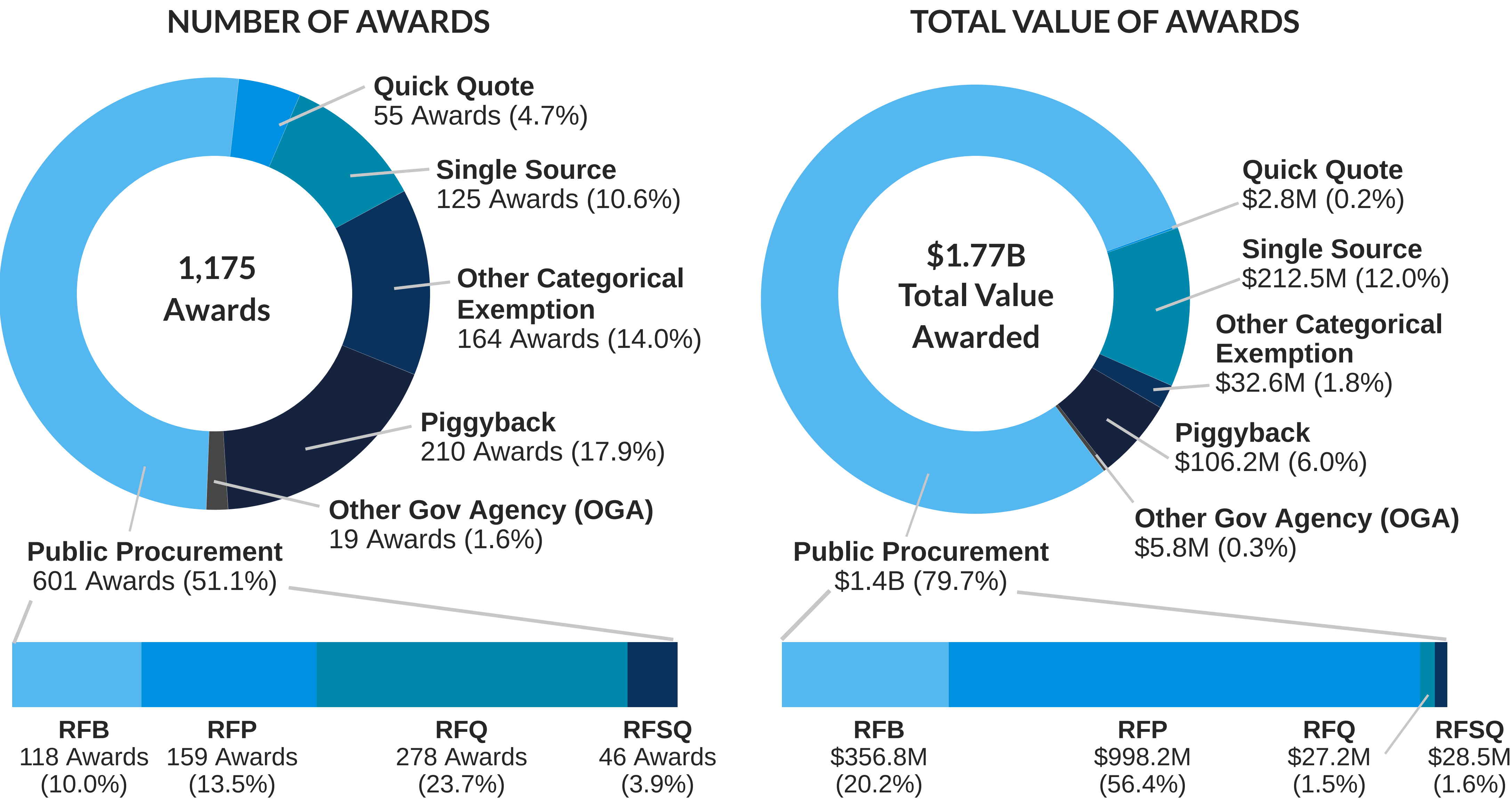
| <b>Date</b> | <b>Host/Sponsor</b>                              | <b>Event</b>  |
|-------------|--|---|
| 6/3/2022    | San Diego Entrepreneurship and Adversity Program | Supplier Showcase   |
| 6/7/2022    | Southwest Veterans' Business Resource Center     | Government Contracting  |
| 6/9/2022    | PSF Public Spend Forum                           | Roundtable on Barriers to Entry for Emerging/ Diverse Suppliers |
| 6/23/2022   | RISE San Diego/CAP /HHSA                         | Contracting with the County of San Diego                        |
| 6/23/2022   | Construction & Collaboration (C&C)               | Mentor Protégé Program Mixer                                    |

# COUNTY OF SAN DIEGO CONTRACT AWARDS

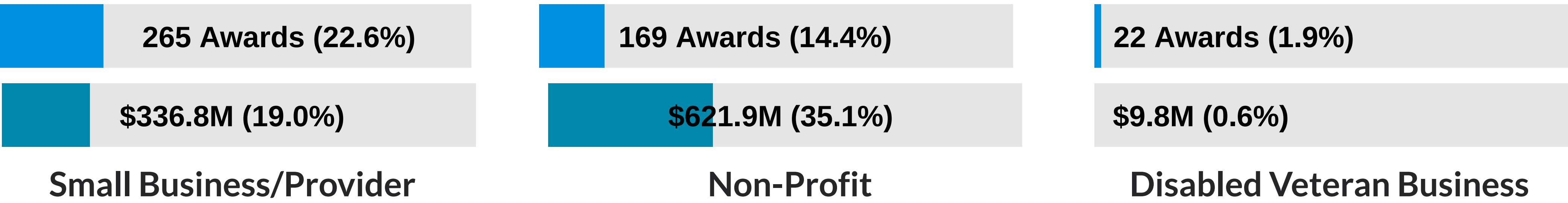
## FY2021-2022



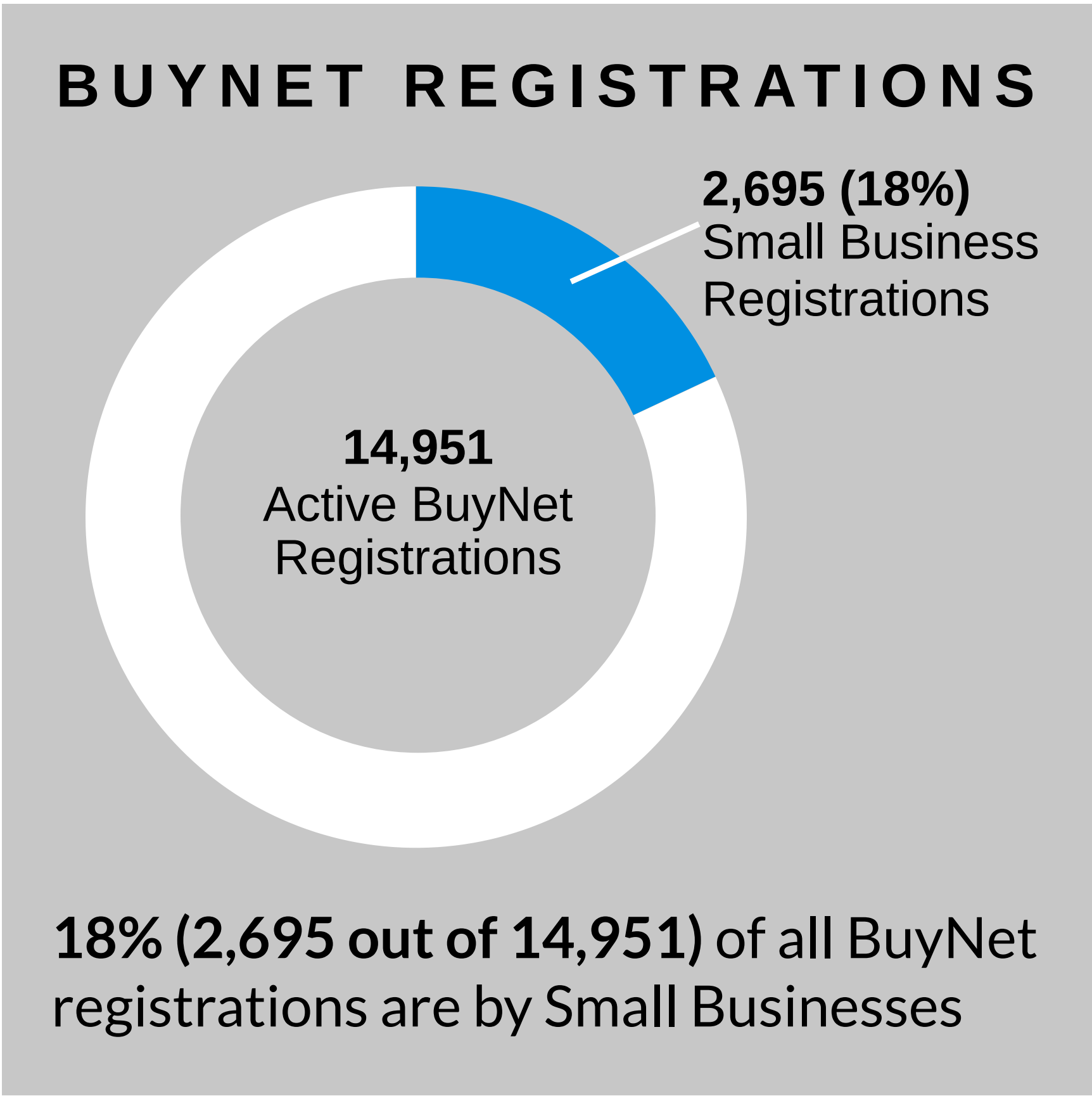
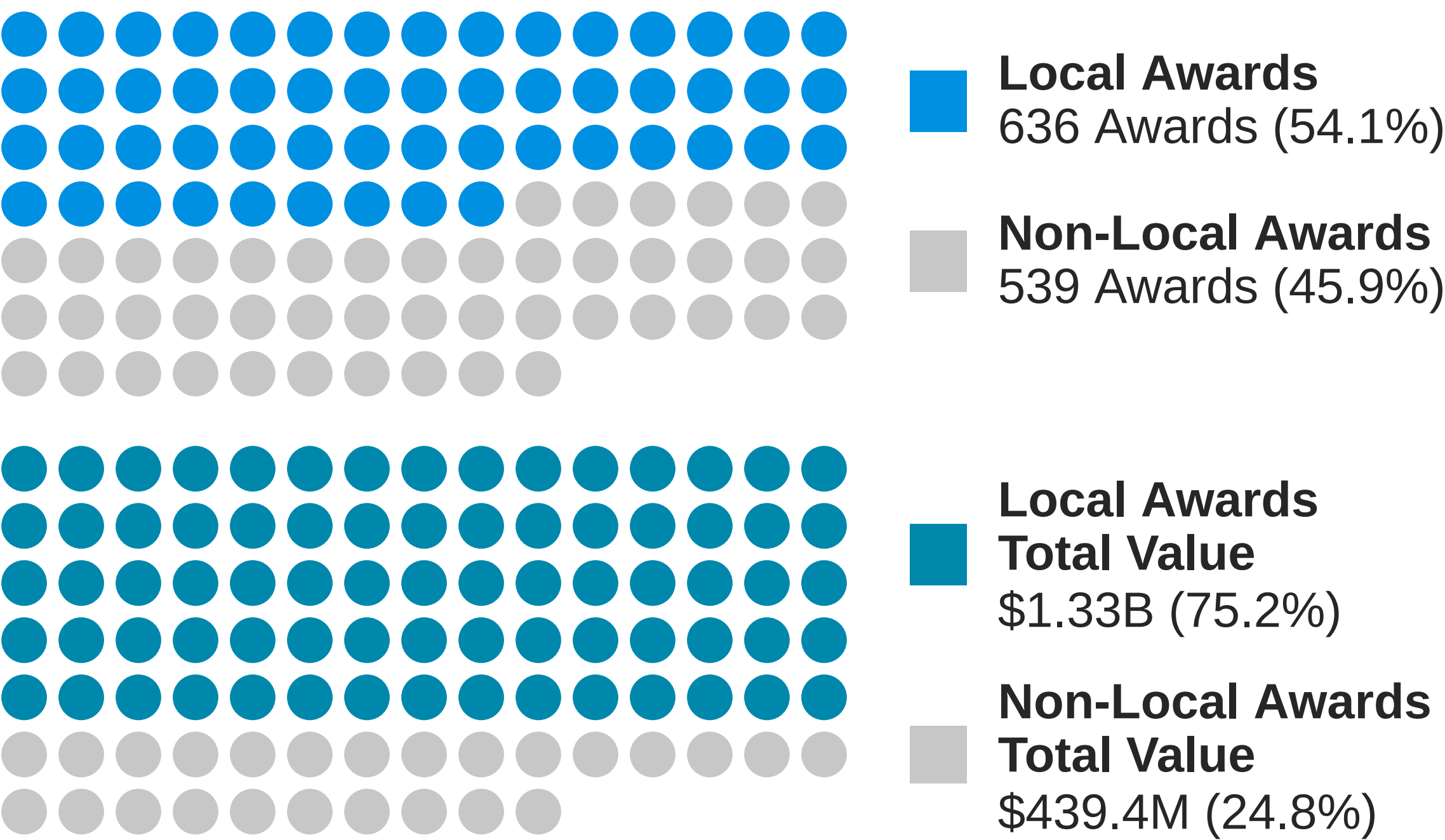
**NEW CONTRACT AWARDS.** In FY2021-2022, the County awarded 1,175 new contracts with a total value of \$1.77 billion. Awards are made primarily via competitive procurement methods.



**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.



**LOCAL AWARDS.** In FY2021-2022, the County awarded 636 contracts with a total value of \$1.33 billion to local suppliers.



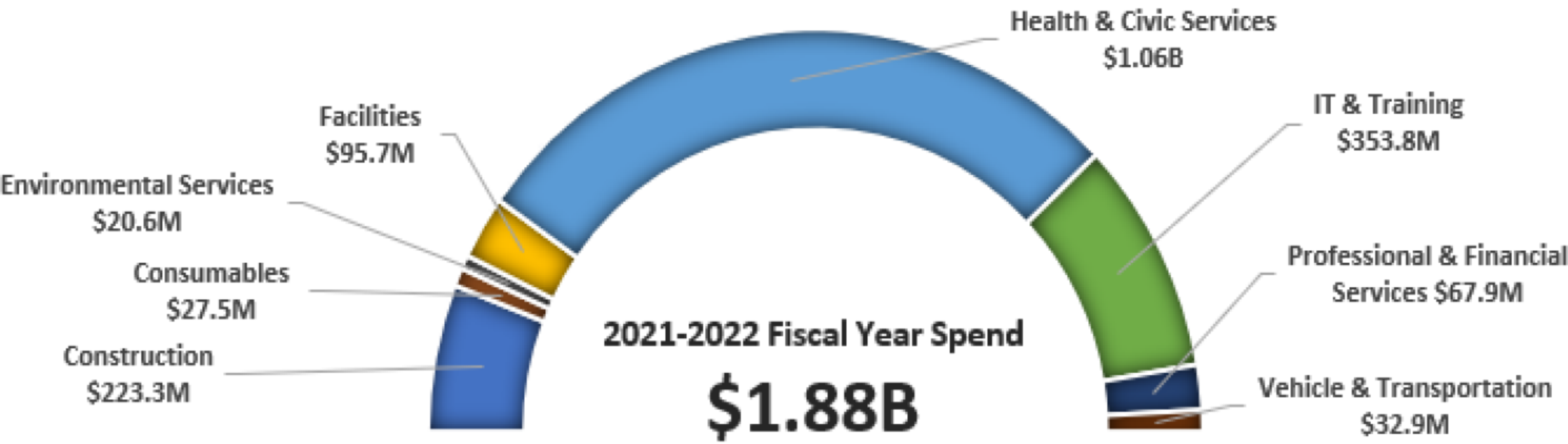


# COUNTY OF SAN DIEGO PROCUREMENT SPEND

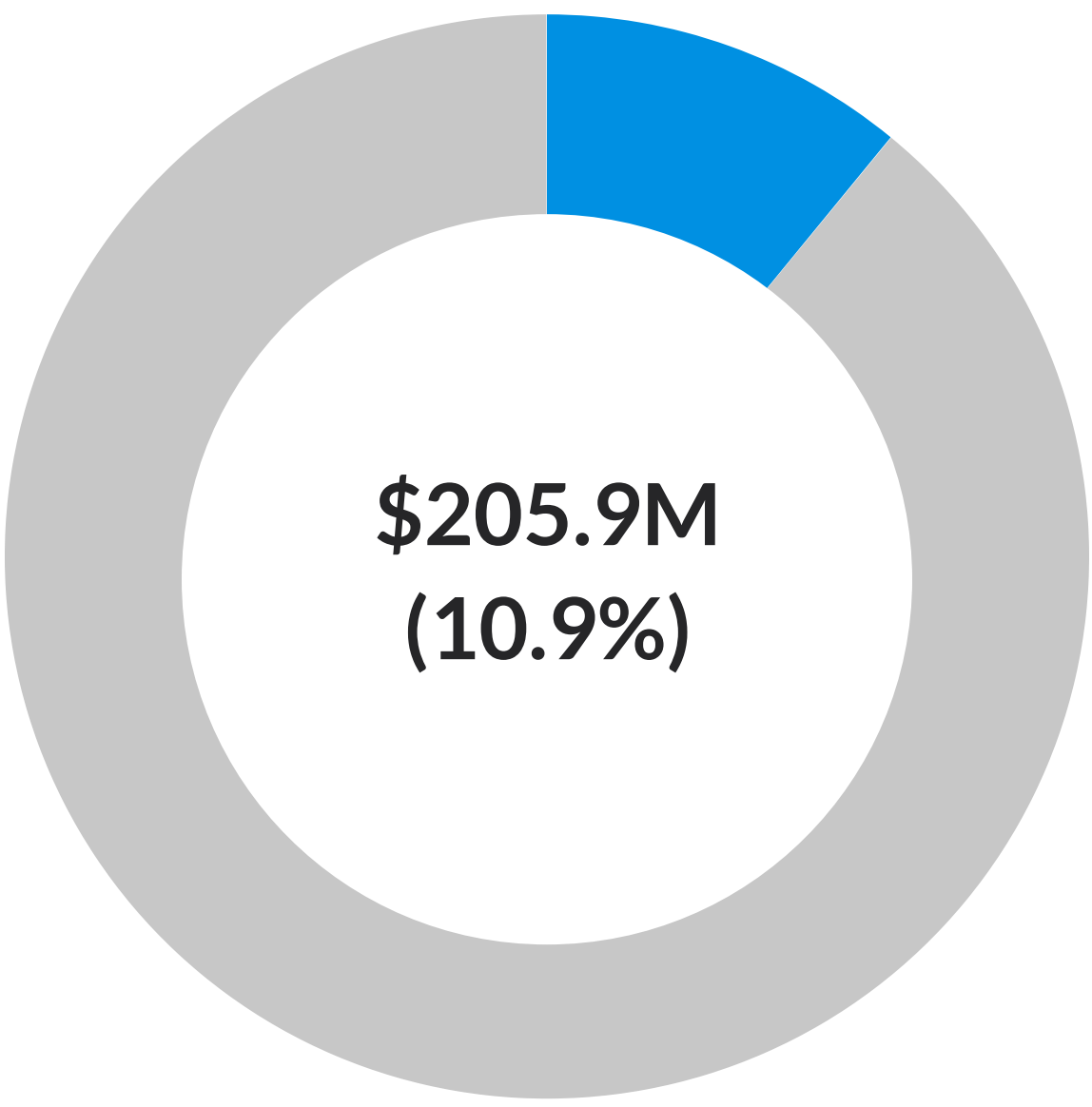
## FY2021-2022



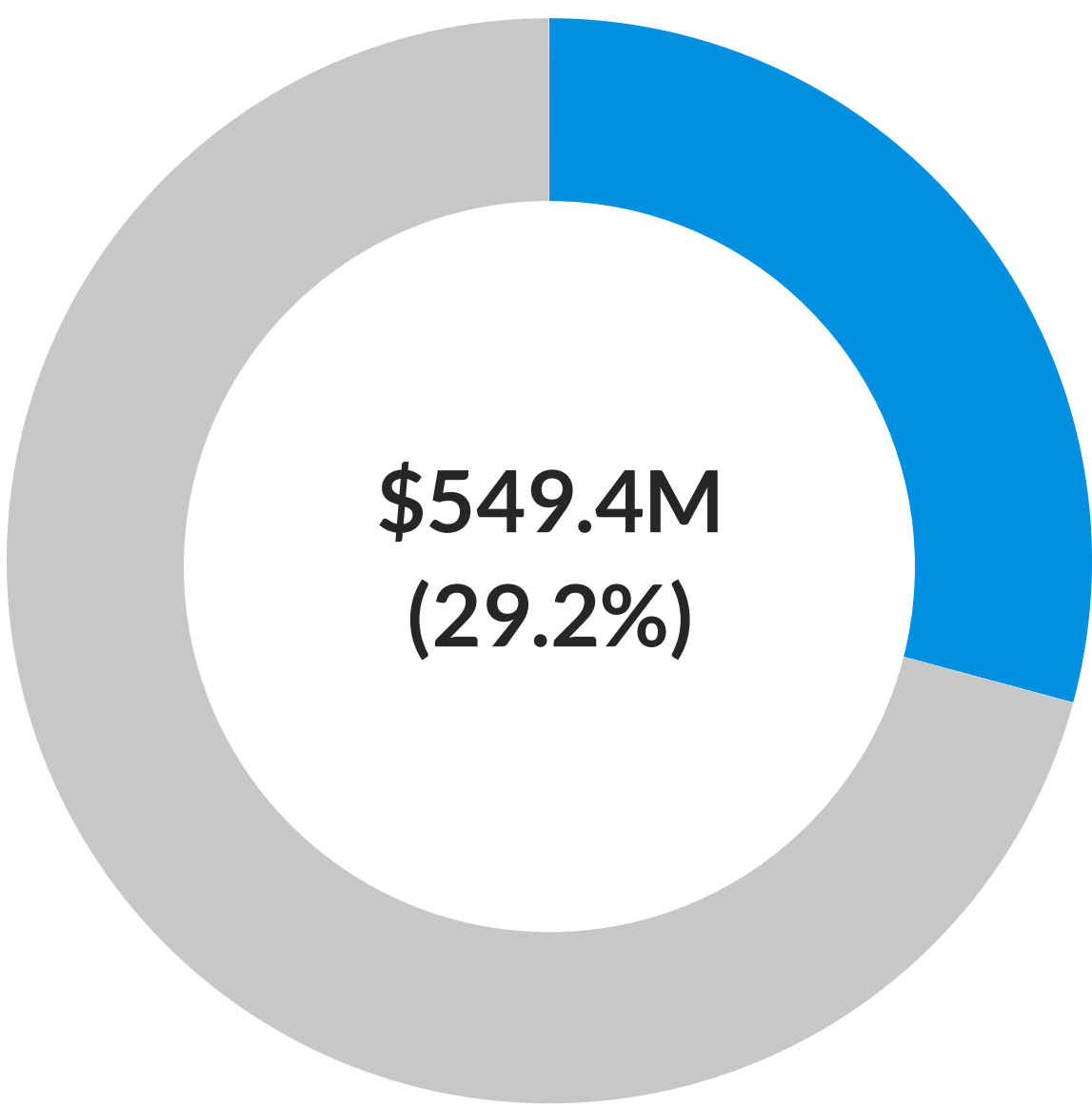
**TOTAL PROCUREMENT SPEND.** The County procures a wide variety of goods and services. Significant spending occurs in health and civic services, information technology, and construction. In FY2021-2022, The County's total procurement spend was \$1.88 billion.



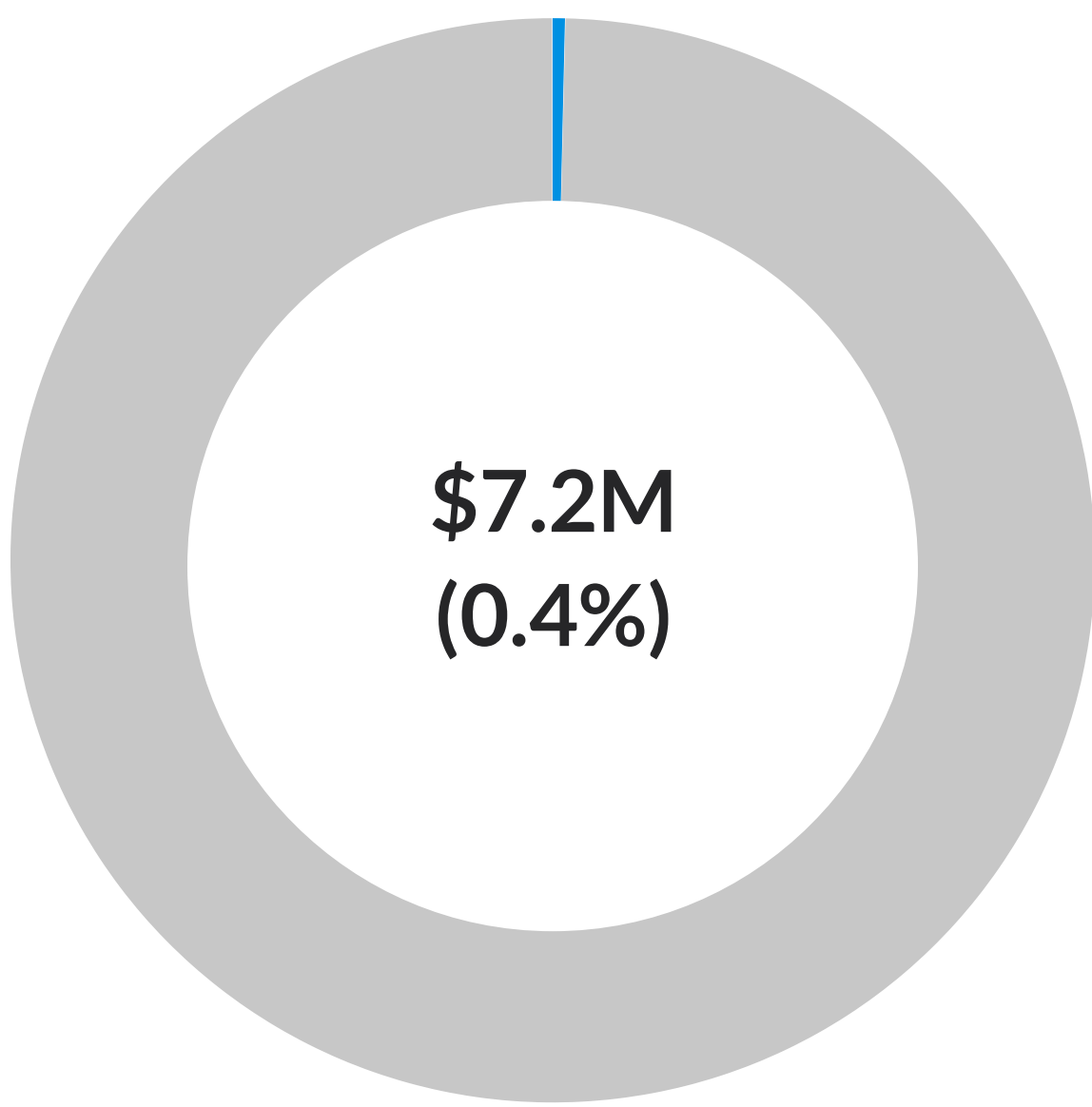
**SMALL & DIVERSE SUPPLIER SPEND.** FY2021-2022 procurement spend data for small businesses, disabled veteran businesses and nonprofit organizations is reported below. Percentages are based on the total procurement spend of \$1.88 billion. Categories may overlap as an individual supplier may belong to more than one category.



Small Business/Provider

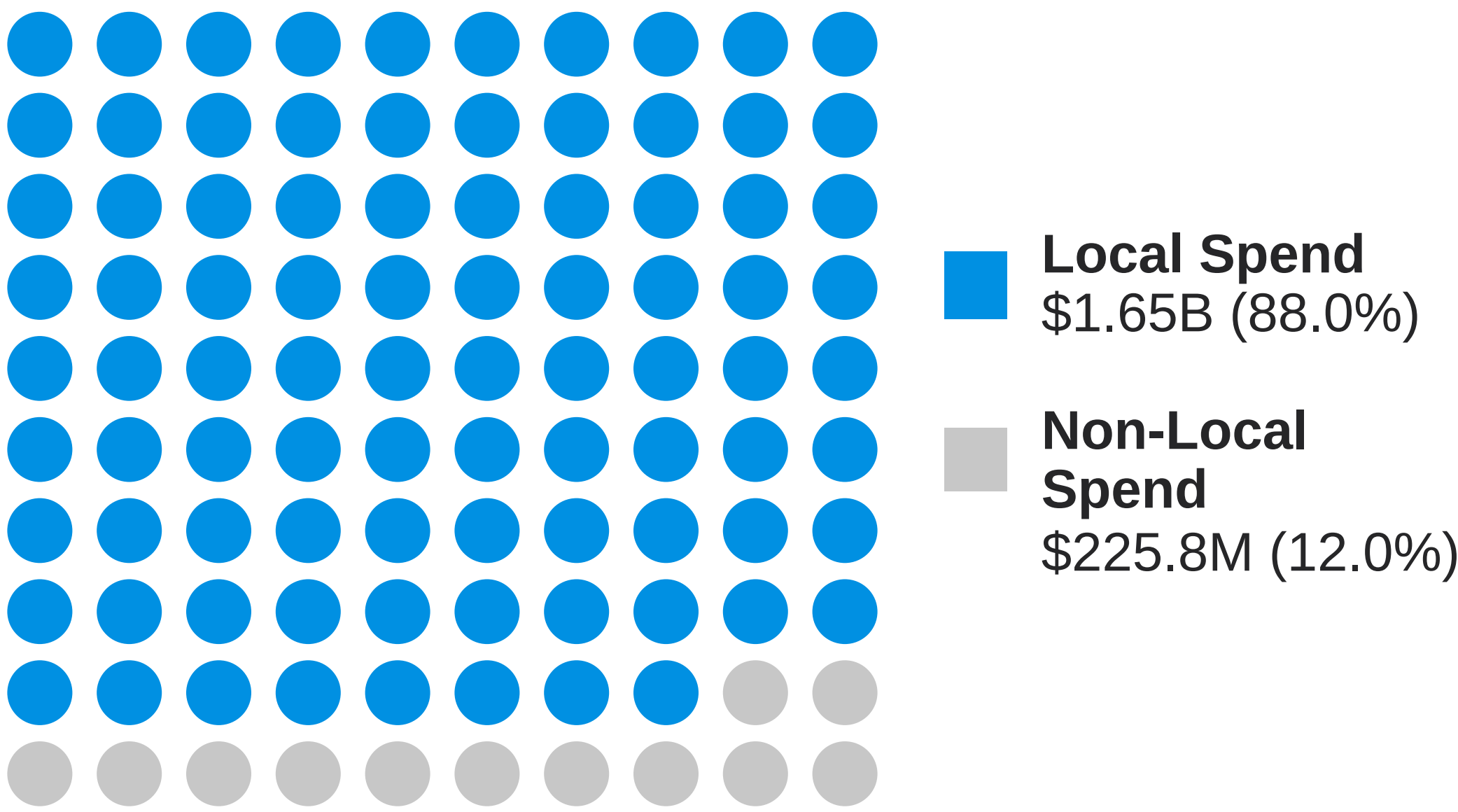


Non-Profit



Disabled Veteran Business

**LOCAL SPEND.** In FY2021-2022, the County spent \$1.65 billion on goods and services from local businesses and non-profit organizations. The local spend was 88.0% of the total procurement spend.



**P-CARD SPEND.** The County's P-Card spend in FY2021-2022 was \$35 million. 95,273 P-Card transactions were made throughout the year.

| TRANSACTION AMOUNT | #                   |
|--------------------|---------------------|
| Returns            | 1,986 transactions  |
| Less than \$1,000  | 86,154 transactions |
| Less than \$1,500  | 2,934 transactions  |
| Less than \$2,500  | 2,916 transactions  |
| \$2,500 and over   | 1,283 transactions  |
| TOTAL TRANSACTIONS | 95,273              |