HOUSEKEEPING

- All participants are muted to reduce background noise
- Use the chat feature to ask questions
- This training is being recorded
- We will be pausing throughout the presentation to address questions
- Please be patient
- Complete the post-event evaluation
LUNCH AND LEARN

MODULE 1

Cheryl Brown, MBA
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https://www.sdivsbdc.org/
## INTRODUCTIONS

**WHAT**

- Five instructional trainings
- Meet the buyers
- Sponsored by the County of San Diego
- Collaboration
- Training, Events, and One-on-One Support

**WHY**

- The County of San Diego wants to increase small business participation
- Provide small business with the knowledge, understanding, and resources

**WHO**

- The County of San Diego Small Business Department
- The San Diego & Imperial Valley SBDC Network
- Cheryl Brown, MBA, Program Advisor II

The 1<sup>st</sup> Wednesday of the month
TODAY’S AGENDA

- About the County of San Diego
- What does the County of San Diego procure
- How the County of San Diego procures goods and services
- Navigating the County of San Diego’s procurement website and bid management system
- Getting Started
- Coming up
ABOUT

- San Diego County is made up of 18 incorporate cities and towns along with other charismatic neighborhoods and communities

- The area encompasses 4,300 square miles with 70 miles of beach along the Pacific Ocean. Roughly the size of the state of Connecticut, the county area is 65 miles from north to south and 86 miles from east to west

- The second most populous of California's 58 counties, and is the fifth largest county in the United States

- Expected expenditures for 2021? $6.55 Billion!

- 5% price preference applied to RFB and RFP procurements for Local Businesses that are also a Small Business (SB), Veteran-Owned Business (VOB) or Disabled Veteran Business Enterprise (DVBE)
DEPARTMENTS

- Health and Human Services ($2.53 Billion): 8 Departments
- Public Safety Group ($2.05 Billion): 10 Departments
- Finance and General Government Group ($776.38 Million): 15 Departments
- Land Use and Environment Group ($650.08 Million): 9 Departments
- Finance and Other ($415.82 Million): 9 Departments
- Capital Program ($129.72 Million): 7 Departments

Source: http://sandiegocounty.budget.socrata.com/#!/year/2021/operating/o/drilldown_1_group
The County’s FY2021 Operating Budget is $6.5 Billion, representing a 4.7% increase from the prior year.
EXAMPLES...

- Educational Instructors
- Entertainers
- Environmental Consulting
- Landscaping Services
- Employment Services
- Vehicles
- Towing Services
- Construction Services

- Microsoft Tablets
- Professional Consulting
- Security Guard Services
- Trees and Shrubs
- Jet Fuel
- Airport Management
- Printing Services
- Marketing Services

Source: https://buynet.sdcounty.ca.gov/
HOW DOES THE COUNTY BUY?

SIMPLIFIED

$0 - $2,500
P-Card

$2,500 - $250,000
Request for Quote (RFQ)

FORMAL/COMPETITIVE

Over $250,000
Request for Bid (RFB)

Request for Proposal (RFP)

Request for Statement of Qualifications (RFSQ)

Reverse Auctions (RA)
THE PROCESS

1. REQUIREMENTS DEVELOPMENT & MARKET RESEARCH
   - Determine availability of goods and services; potential sources
   - Specification and statement of work (SOW) development
   - Best procurement approach and timeline

2. SOLICITATION & CONTRACT AWARD
   - Implement procurement strategy
   - Bid/proposal review and source selection
   - Negotiations
   - Contract award

3. CONTRACT MONITORING & ADMINISTRATION
   - Award kickoff conference
   - Monitor contractor’s performance
   - Review and approve invoices
   - Modify or amend contract
   - Document contract completion and closeout
Any business that is a valid business with the ability to operate in California can do business with the County.

The County does not discriminate against, or grant preferential treatment to, any individual or group on the basis of race, sex, color, ethnicity, or national origin in the public procurement function.

Board approval

Local small business program

https://www.sandiegocounty.gov/content/dam/sdc/purchasing/docs/dpc_procurement_manual.pdf
COUNTY OF SAN DIEGO LINKS

- Purchasing and Contracting: https://www.sandiegocounty.gov/content/sdc/purchasing.html
- Doing Business with the County of San Diego: https://www.sandiegocounty.gov/content/sdc/purchasing/DoingBusiness.html
- BUYNET: https://buynet.sdcounty.ca.gov/
- Search Contracts: https://www.sandiegocounty.gov/content/sdc/purchasing/documentum-contract-search.html
Let's Play!
THE DIRT: PROS/CONS

PROS
- Robust procurement website
- Easy to navigate
- Straight forward proposal documents
- Buys everything
- Accepts certifications from other entities
- Transparency

CONS*
- Minimum requirements
- 90% of opportunities are publicized
- Turnaround times can be tight
- No wiggle room
- Payment processing
- Transparency

*As with most agencies
COMING UP

Lunch and Learn Series! Module 2: Understanding County Requirements
Wednesday, November 3rd
11:00 AM – 1:00 PM

https://sdsbdc.ecenterdirect.com/events/14791
GETTING STARTED

- Research whether or not the County of San Diego procures your products or services
- Get familiar with the County of San Diego’s procurement process
- Register for Module 2: Understanding County Requirements: [https://sdsbdc.ecenterdirect.com/events/14791](https://sdsbdc.ecenterdirect.com/events/14791)
NO COST SUPPORT

- Business Planning
- Strategic Planning
- Access to Capital
- Proposal Writing
- Capabilities Statements
- Certifications
- Startup
- Marketing
- Technology Commercialization

Live Trainings
On Demand Trainings
Virtual Trainings
One-on-One Advising

www.sdivs sbdc.org
QUESTIONS

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