

COUNTY OF SAN MATEO

INCLUSIVE PROCUREMENT SUPPLIER DIVERSITY STUDY



Public Meeting
August 2023

Prepared by
G|CAP
SERVICES

Welcome and Agenda



Welcome & Introductions

County's Commitment to Equity & Inclusive Procurement

Priority Businesses

Study Overview

Q&A and Comments



Introductions – Presenters and Facilitators



County of San Mateo

- Shireen Malekafzali (she/her) | Chief Equity Officer
- Belén Seara (she/her) | Equity and Belonging Manager
- Andrew Knaack (he/him) | Equity and Belonging Associate

GCAP Services

- Ed Salcedo (he/him) | President
- Susan Mathews (she/her) | Director
- Sharon Qualls (she/her) | Consultant
- Paula Hernandez (she/her) | Analyst

Renaissance Entrepreneurship Center

- Amanda Anthony (she/her) | San Mateo County Program Director

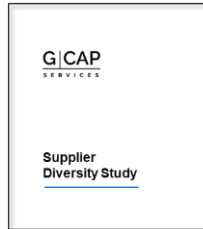
OnPoint

- Kimberly Larios (she/her) | Spanish Interpreter
- Manny Del Valle (he/him) | Spanish Interpreter

BBC Research & Consulting

- Kevin Williams (he/him) | Managing Director

County's Commitment to Equity & Inclusive Procurement



- The study is a key strategy and tool to move towards shared prosperity and opportunity to reverse historical inequities by removing barriers for **Local, Small, Micro and Diverse Business Enterprises** (LSMDBEs) to access County procurement opportunities.
- On March 8, 2022, the Board of Supervisor adopted **Anchor Institution** resolution to align its business operations with *equity values and goals*.

What is an Anchor Institution?



What does it mean for the County to be an Anchor Institution?

- Large place-based and mission-driven institutions with robust economic presence
- Align business side of County efforts with value of equity and mission of service
- Ensure that County economic opportunities help to create conditions to allow more residents to reach their full potential



Priority Businesses (LSMDBEs)



- L = Local business means a business having a principal office with a street address in San Mateo County.
- S = Small business is (A) a business that, together with all affiliates, has 100 or fewer employees, and annual gross receipts of fifteen million dollars (\$15,000,000) or less as averaged for the previous three (3) tax years, (B) A manufacturer as defined herein that, together with all affiliates, has 100 or fewer employees.
- M = Micro business is (A) a business that, together with all affiliates, has annual gross receipts of five million dollars (\$5,000,000) or less as averaged for the previous three (3) tax years, (B) and, together with all affiliates, has 25 or fewer *employees*.



Priority Businesses (LSMDBEs) (continued)



- DBE = diverse business enterprises & includes the following:
 - Minority Business Enterprise
 - Women Business Enterprise
 - LGBTQ+ Business Enterprise
 - Service-Disabled Veteran Owned Small Business
 - Veteran-Owned Small Business

Note: LSMDBE definition may be revised based on study findings



Study Overview Topics



Project Team

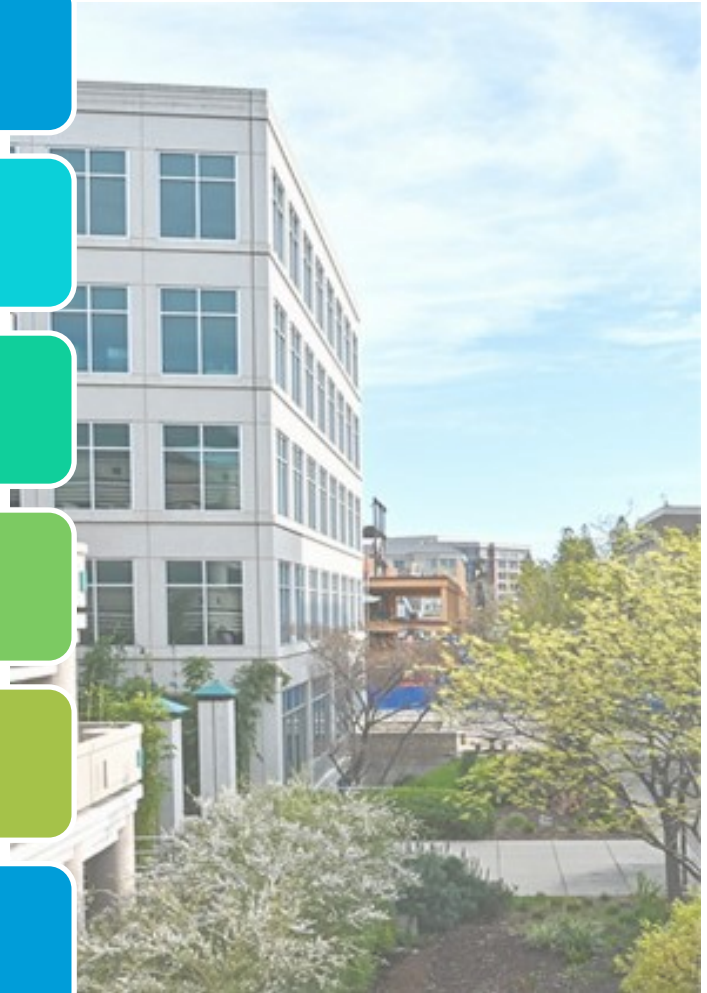
Study Goals

Community Engagement

LSMDBE & Stakeholder Input

**Quantitative Analyses (Market,
Utilization, Availability & Disparity)**

Study Schedule



Study Project Team



GCAP Services Inc.

Costa Mesa, CA

Prime Consultant

Disparity Study Expert / DBE
Program Expert



Shireen Malekafzali
(She/Her), Chief Equity
Officer

Belén Seara (She/Her),
Equity & Belonging
Manager



BBC Research & Consulting

Denver, CO

Disparity Study Expert / Analysis Expert



Davis Research

Calabasas, CA

Survey Expert



Rosales Business Partners

San Francisco, CA

Legal Expert



renaissance
entrepreneurship center

Renaissance Entrepreneurship Center

East Palo Alto, CA

Community Engagement
Expert

Study Goals



Gather information and insight to help guide policies, procedures, and programs to encourage more LSMDBE participation in County procurement opportunities.



Assess any underutilization of LSMDBEs



Improve data collection & tracking of LSMDBEs



Review & refine procurement documents, policies & programs



Improve outreach efforts and capacity building of underrepresented businesses



Community Engagement



Project Engagement Team

Inform
Engage
Support
Listen

Information

- Webpage/email
- Report dissemination

Participation

- 6 Public meetings
- In-depth interviews
- Telephone surveys

LSMDBE & Stakeholder Input



The Study will include :

- ✓ Public Meetings
- ✓ Telephone surveys
- ✓ In-depth interviews
- ✓ Feedback form



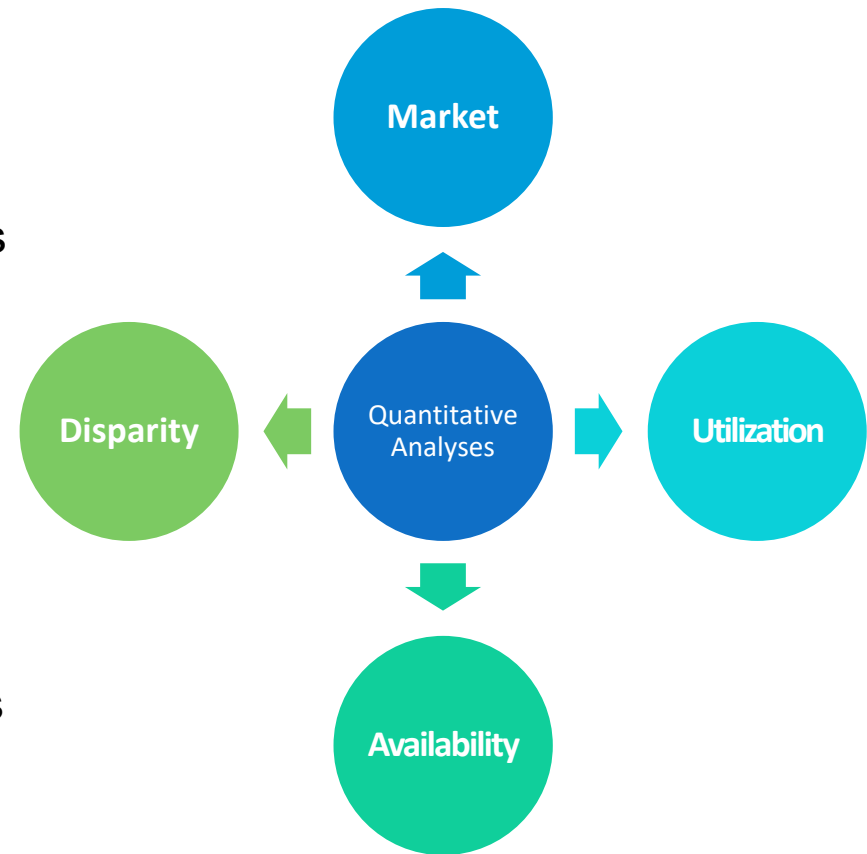
You may be contacted as part of the telephone survey process or in-depth interviews. If contacted for a survey, please respond in a timely manner.

Quantitative Analyses



Four key analyses to:

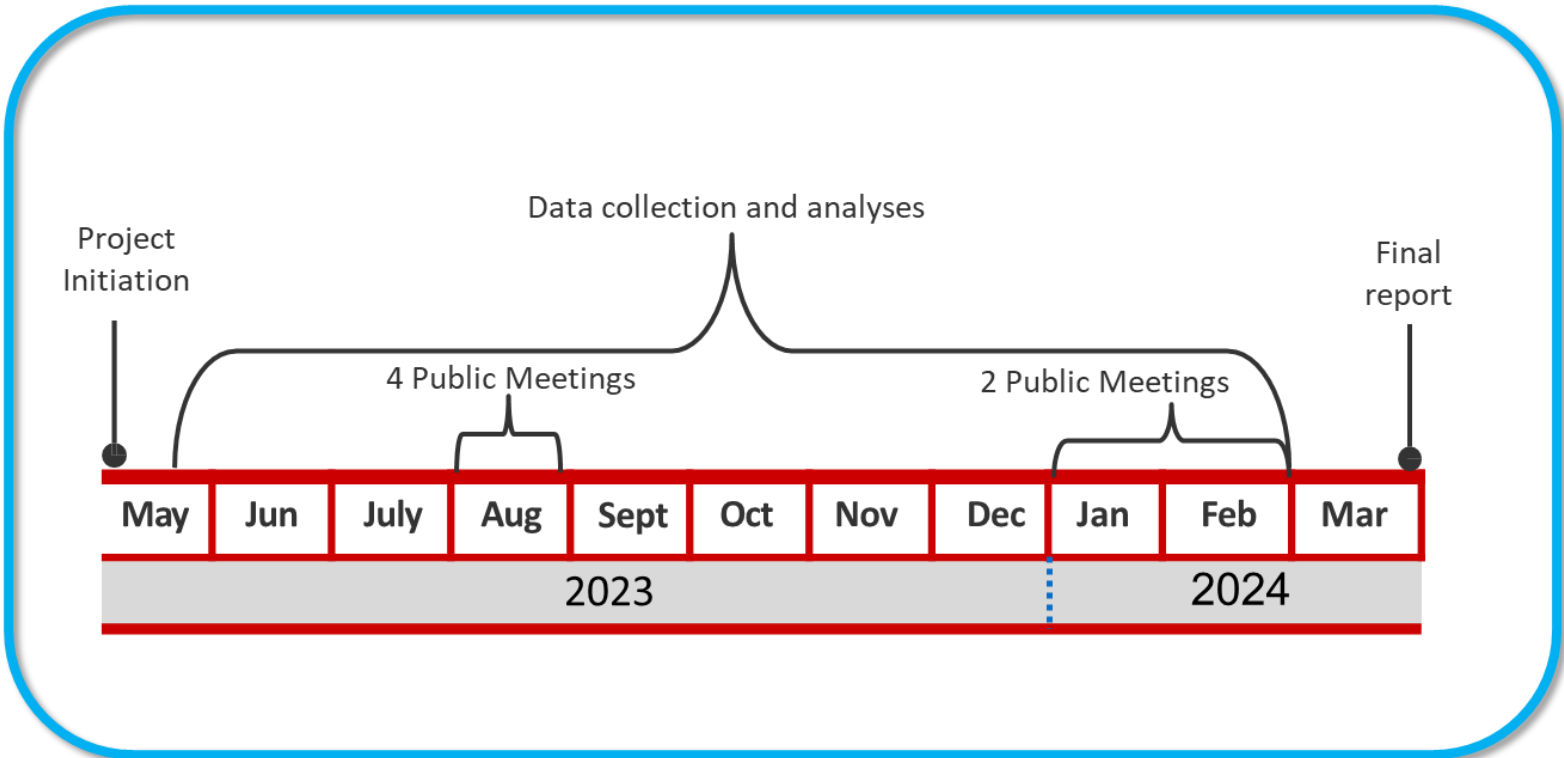
- Examine actual procurement contracts for last 3 years to determine level of LSMDBE participation (Utilization)
- Estimate availability of LSMDBEs that could participate in procurement opportunities (Availability)
- Determine disparities between utilization and availability of LSMDBEs (Disparity)
- Determine geographic area where majority (75%-80%) of County vendors are located (Market)



Study Schedule



Study results will be shared Q1 2024 in two (2) public meetings. Please join us for one of these meetings. Invitations will be sent closer to the dates of the meetings.



We Want to Hear From You



Ways to provide input:

- Speak at today's public meeting
- Send an email to:
SMCSupplierDiversity@gcapservices.com
- Fill out the public meeting exit survey – to be emailed to all attendees after the meeting (or @ <https://www.smcgov.org/ceo/supplier-diversity-study>)
- Participate in a telephone survey if contacted

We welcome you to stay and participate in the Q&A and comments session. We have 20-30 minutes allocated for discussion but can extend for 30 more minutes.

Participant Guidelines



Cultural Humility Group Agreements

- LISTEN AS IF THE SPEAKER IS WISE; LISTEN TO UNDERSTAND
- PRACTICE "I" STATEMENTS WHEN SPEAKING
- OKAY TO RESPECTFULLY DISAGREE
- TAKE RISKS
- NO PRESSURE TO SPEAK
- BE DISCIPLINED ABOUT NOT MAKING ASSUMPTIONS
- NO BLAMING, NO SHAMING
- CONFIDENTIALITY IF STORIES ARE SHARED
- COURAGE TO INTERRUPT IF SOMETHING IS GOING AMISS OR BEING LEFT UNSAID: MAKE THE INVISIBLE VISIBLE
- VOICES, THOUGHTS, IDEAS, EXPERIENCES WELCOME
- PAY ATTENTION TO WHAT MOVES YOU: USE OOPS AND OUCH



Q&A and Comments



Your input is invaluable to help understand barriers and opportunities for your business to leverage County procurement opportunities.

We want to learn:

- If you have questions about the Study
- If you have participated in County procurements:
 - How was that experience?
 - If not, why?
- What are some of the major challenges and/or barriers for you to be successful in the local marketplace
- Your thoughts/suggestions on making working with the County easier

THANK YOU & Next Steps



- **Please complete our feedback form!**
- <https://forms.office.com/r/XVjCHaCG7k>
This will also be emailed out to attendees after the meeting.



Please participate in telephone survey if contacted by Davis Research on behalf of the County of San Mateo



Email Questions to:
SMCSupplierDiversity@gcapservices.com



Visit study website to get updates and learn more:
www.smcgov.org/ceo/supplier-diversity-study

Back Up Documents



- Marketplace Analysis
- Utilization Analysis
- Availability Analysis
- Disparity Analysis

Marketplace Analysis



Purpose: Determine geographic area where the majority (75%-80%) of SMC's vendors are located



Utilization Analysis



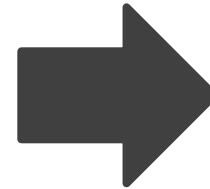
Purpose: Determine percentage of prime contract, subcontract dollars that went to LSMDBEs during 3-year study period

San Mateo County

- Prime contracts, subcontracts
- Construction, consulting, goods & services
- Other information

Telephone surveys

- Lines of work
- Business size
- Race/ethnicity and gender
- LGBTQ+ & veteran status



XX%

**LSMDBE
UTILIZATION
on SMC contracts**

Availability Analysis



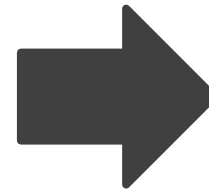
Purpose: Measure percentage of contract dollars that LSMDBEs ready, willing, able to perform

San Mateo County

- Prime contracts, subcontracts
- Bidders list
- Chamber business listings

Telephone surveys

- Lines of work
- Contractor role
- Year established
- Relative capacity
- Qualifications and interest
- Race/ethnicity and gender
- LGBTQ+ & veteran status



XX%

LSMDBEs
AVAILABILITY
for SMC contracts

Disparity Analysis



Purpose: Assess differences between utilization and availability

$$\frac{\text{XX}\% \text{ LSMDBE UTILIZATION}}{\text{XX}\% \text{ LSMDBE AVAILABILITY}}$$

=

DISPARITY INDEX

- Disparities of 0.80 or less considered *substantial*
- Assessment of explanations for any disparities