9.5 Summary of Key Findings and Recommendations

Figure 9-4: Key Findings and Recommendations

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
	raphic market area (RGMA) is an integrated ma thin the RGMA, San Mateo County is the smalle			
Recommendations 1: Coordinate regionally with public agencies and anchor institutions to maximize the participation of small and micro business in public procurement opportunities	 Develop a certification policy that leverages external certifying agency certifications (see recommendation 9a). Participate in existing or help develop collaborative regional forums and conferences with other public agencies and anchor institutions. 	• Procurement Planning	 Market Analysis Utilization Analysis Qualitative Analysis 	Improve Outreach & Capacity Building
in County prime contracts. Finding 3: The vast majority of County spe	underutilized in County prime contracts and su end with local businesses is with small and micr pe County contracts & procurements were spe	o businesses which a	are more likely to be div	
Recommendation 2/3: Formalize an Inclusive Supplier Diversity Program to develop, grow and maintain a more diverse supplier base including local, small, micro, and diverse businesses (LSMDBEs)	 Develop an Implementation Plan and Policy Statement Create a Supplier Diversity Manager function Create new group within Procurement focused on working with LSMDBEs Adopt definitions & size standards for LSMDBEs 	• All	 Industry Expertise Procurement Analysis Disparity Analysis Qualitative Analysis 	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking Improve Outreach & Capacity Building

¹ "Industry Expertise" refers the study team's public sector procurement expertise. "Benchmarking" refers to the public agency best practice benchmarking conducted.

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
Finding 4: The availability of all local busin decreased as contract size increased.	nesses was greatest in County contracts and pro		ss than \$100,000 and loo	al business availability
Recommendation 4: Encourage unbundling of project scope to develop smaller dollar solicitations that allow more opportunities for LSMDBEs and local small non-profits (LSNPs) to participate	 Analyze standard contracts for opportunities to break out scope of work to be more accessible to LSMDBE vendors Utilize LSMDBE database recommended in findings 9 and 10 to better understand LSMDBE capabilities and availability Train staff on reviewing scope for LSMDBE/LSNPs opportunities Market or survey LSMDBE/LSNPs vendors to determine capabilities and availability for specific scopes of work 	 Procurement Planning Scope and Requirements Development 	 Procurement Analysis Qualitative Analysis Utilization Analysis Disparity Analysis 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building
Finding 5: Strong internal support exists for	or more inclusive procurement policies, prograr	ms, and practices.		
Recommendation 5: Communicate the County's support and commitment to conducting more inclusive procurements and the efforts being made to do so	 Develop communication plan for internal and external stakeholders that participate in procurement activities or interface with LSMDBEs Communicate and demonstrate executive support of programs/effort Share efforts internally and encourage discussion and suggestions from staff on inclusive procurement, practices, departmental challenges, and proposed solutions. 	Procurement Planning	 Procurement Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
Finding 6: Although the County administr or local business programs to explicitly pro	ative policies encourage the use of local and sn pmote participation.	nall business supplie	rs and vendors, the Cou	inty does not have small
Recommendation 6a: Implement small/local business measures Note: Federally funded contracts and grants may not allow for local preference measures and this provision may need to be modified for these contracts.	 Define goals and measures, as applicable, which may include: Local and small goals Local and small preference points (see recommendation 9b) Small business set-aside Mentor-Protégé program for larger projects (i.e., construction contracts) Develop programs and update solicitation documents as needed Develop and implement metrics for tracking local and small business performance and program effectiveness 	 Procurement Planning Contract Award 	 Procurement Analysis Qualitative Analysis Industry Expertise 	Refine Documents, Policies, & Programs Improve Outreach & Capacity Building
Recommendation 6b: Publish regular local, small business participation reports for transparency	 Initially create reports that are available internally and aim to share externally on County website 	 Contract Award Contract Management 	 Procurement Analysis Industry Expertise	Improve Data Collection & Tracking Improve Outreach & Capacity Building
Finding 7: County departments need addi Recommendation 7a: Update existing County procurement-related documentation to assist County Staff in addressing the needs of LSMDBEs	 tional support from central County procurement Revise procurement documentation to reduce barriers and encourage greater participation of LSMDBE vendors and suppliers in County procurements Add language and procedures to improve LSMDBEs access to procurement opportunities Remove unnecessary or overly burdensome requirements to create better access and bid on procurement opportunities 	nt for general procur	 ement and LSMDBE-tar Procurement Analysis Qualitative Analysis Industry Expertise 	geted efforts. Refine Procurement Documents, Policies, & Programs

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
Recommendation 7b: Provide County Staff (procurement and contract managers) LSMDBE-related training on a regular and ongoing basis	 Identify number of courses and develop curriculum to cover LSMDBE topics including but not limited to: The importance of Supplier Diversity LSMDBE definition Conducting LSMDBE Outreach Identifying opportunities to unbundle project scope to allow LSMDBE participation Parameters of Proposition 209 	• All	 Procurement Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking
Recommendation 7c: Continue regular training, and develop refresher courses, for County staff on procurement policies and practices to foster greater consistency in the application of procurement practices	 Review existing procurement training courses and curriculum to develop refresher courses 	• All	Procurement Analysis	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking
Finding 8: Most departments or divisions can perform the work out for bid.	do not actively identify or seek out LSMDBEs o	r lack the resources,	particularly staff time, to	source LSMDBEs that
Recommendation 8a: Implement recommendations 2/3, 7a, 7b, 7c, 9 and 10b to facilitate County-wide active identification of LSMDBEs for procurements	• See recommendations for 2/3, 7a, 7b, 7c, 9 and 10b	 Procurement Planning Sourcing/RFP Process Scope & Requirements Development 	 Procurement Analysis Utilization Analysis Disparity Analysis Qualitative Analysis Industry Expertise 	Refine Documents, Policies, & Programs Improve Data Collection & Tracking Improve Outreach & Capacity Building

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
Recommendation 8b: Develop LSMDBE identification and outreach requirements and guidelines	 Assign general outreach responsibilities to a centralized procurement office/department Develop outreach plan to establish level of outreach depending on procurement requirements Identify, research, and develop a list of professional groups and other organizations for small businesses or minority-; woman-; veteran-; service- disabled veteran-; or LGBTQ+-owned businesses for inclusion in the outreach plan Coordinate with non-profits, CBOs, and other supportive service organizations to identify LSMDBEs and support outreach efforts 	 Procurement Planning Sourcing/RFP Process 	 Procurement Analysis Utilization Analysis Disparity Analysis Qualitative Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building
Recommendation 8c: Identify top sub-industries for County procurements and develop outreach requirements and guidelines for industry trade associations	 Examine the In-Scope Contract Log provided to the County by the Study team to assess procurement expenditures by sub-industries during the study period as well as future County procurement forecasts Monitor industry sectors within California and the RGMA to determine which sub-industries offer more opportunities for small and micro businesses. Identify, research, and develop a list of focus sub-industry trade associations and incorporate into the outreach plan 	 Procurement Planning Sourcing/RFP Process 	 Utilization Analysis Disparity Analysis Qualitative Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
	ntralized database of LSMDBE firms. However, t	he County has recen	tly implemented a new	procurement
	y allow for the monitoring of LSMDBE firms.	1		
Recommendation 9: Implement a vendor database that allows vendors to identify their LSMDBE business certifications, location, NAICS codes or other sub-industry classification codes, and average annual revenue	 Determine if County's new vendor management system (OpenGov) allows for the identification and tracking of all LSMDBEs Ensure OpenGov provides access for prime contractors seeking LSMDBE vendors Determine process for validating LSMDBE certifications on an ongoing basis Consider including fields for tracking non- profits, including local and small, in OpenGov See recommendation 13a for similar local small non-profit database 	 Procurement Planning Sourcing/RFP Process Evaluation Contract Management 	 Procurement Analysis Qualitative Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking Improve Outreach & Capacity Building
Finding 10: County departments do not s	• •	ubcontractor domog	raphic information and	motrics
Recommendation 10a: Define LSMDBE	 urrently collect or track LSMDBE contractor or s Determine the data collection process and 	 Procurement 	Procurement	Refine Procurement
demographic data to be tracked during key stages of the procurement cycle for informal and formal solicitations	 Determine the data collection process and needed LSMDBE forms Assess the benefit of implementing a supplier diversity specific software 	 Procurement Planning Contract Award Contract 	Analysis	Documents, Policies, & Programs
	 application Coordinate with the update of key procurement documents (see Recommendation 7a). 	Management		Improve Data Collection & Tracking

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
Recommendation 10b: Set performance metrics to monitor the use of LSMDBEs	 Develop a metric to measure Diverse Supplier participation: number or percentage of small, local, or diverse businesses participating in the procurement process at each stage Develop a metric to measure Diverse spend dollars or percentage of contracted dollars spent with small, local, or diverse businesses. 	 Procurement Planning Contract Management 	 Procurement Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking
Recommendation 10c: Develop forms to collect prime and subcontractor bidder information for all firms submitting bids	 Include both accepted and rejected subcontractors Analyze bidder information at least annually to review market area 	Contract Management	 Procurement Analysis Industry Expertise 	Improve Data Collection & Tracking
Finding 11: The County does limited outre	each, technical assistance, and training that targ	ets LSMDBE supplie	ers and vendors.	-
Recommendation 11a: Develop and implement outreach strategies to reach various groups of LSMDBEs	 Identify key LSMDBE demographic groups based on the County market area Update and expand list of Community Based Organizations (CBOs) and Industry Associations on an ongoing basis Conduct ongoing focus groups or outreach to stay up to date on LSMDBE needs Develop outreach strategies to address identified needs 	 Procurement Planning Scope and Requirements Development Sourcing/RFP Process Contract Management 	 Procurement Analysis Qualitative Analysis Disparity Analysis 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
Recommendation 11b: Formalize a process to identify and outreach directly to LSMDBEs with relevant procurement opportunities as allowed under Proposition 209	 Develop a set of guidelines for identifying LSMDBEs Identify different approaches and media to conduct effective outreach Review and Identify contracts and LSMDBE categories with greatest potential for subcontracting based on Supplier Diversity Study and other data Send procurement opportunities directly to LSMDBEs via a targeted contact list Conduct outreach to include LSMDBEs prior to pre-proposal meetings 	 Procurement Planning Scope and Requirements Development Sourcing/RFP Process 	 Procurement Analysis Qualitative Analysis Disparity Analysis 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building
Recommendation 11c: Facilitate networking events with prime contractors to help LSMDBEs gain subcontractor work	 Develop guidelines for conducting networking events Consider adding networking event as part of Request for Proposal (RFP) Aim to conduct pre-proposal meetings with LSMDBE networking component 	 Procurement Planning Scope and Requirements Development Sourcing/RFP Process Contract Award Contract Management 	 Procurement Analysis Qualitative Analysis 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building
Recommendation 11d: Develop a dedicated LSMDBE webpage with links to useful resources to become a vendor and how to do business with the County	 Review similar agencies for key information to include on webpage Determine County LSMDBE programs and initiatives to be included on the webpage Include forms, FAQs, tutorials, open solicitations, County contacts, etc. Consider creating a vendor/supplier feedback form to gather information on county procurement process 	Sourcing/RFP Process	 Procurement Analysis Qualitative Analysis 	Improve Outreach & Capacity Building Improve Data Collection & Tracking

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
Recommendation 11e: Develop workshops, technical assistance, and reference documents to help LSMDBEs navigate County procurement processes and respond to requirements	 Partner with supportive service organizations to help LSMDBEs and non- profits to build capacity, understand procurement requirements, bonding & insurance requirements, and provide technical assistance, etc. Consider workshop topics for regularly occurring meetings: Doing Business with the County Procurement Process Proposal Writing Marketing and Teaming Reporting and Invoicing Meeting Insurance Requirements 	 Sourcing/RFP Process Contract Management 	 Procurement Analysis Qualitative Analysis 	Improve Outreach & Capacity Building

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
-	ces, capacity, and/or experience to meet Count nce, invoicing, and reporting requirements for c		-	nents may be too
Recommendation 12a: Develop a debriefing procedure that provide specific and useful feedback to vendors	 Determine a standard for when debriefs must be conducted Consider adding debriefing language to bid documents and post-award outreach Ensure competition sensitive or confidential information from selected vendors, including pricing information, is not disclosed, as applicable. Conduct debriefings with LSMDBE firms to ascertain specific LSMDBE procurement challenges and needs Conduct follow-up surveys with LSMDBEs that downloaded RFP but did not submit a proposal Regularly evaluate debrief feedback by bidder categories to better understand challenges, and potential for improvement. 	 Procurement Planning Sourcing/RFP Process Contract Award 	 Procurement Analysis Qualitative Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building
Recommendation 12b: Reevaluate base insurance requirements with emphasis on degrees of risk rather than preset requirements for all contracts	 Review and set standards/guidelines of insurance requirements based on the risk for the contract (e.g., cyber insurance threshold of \$5M may be too high for most LSMDBEs) Consider revising contract language to allow and encourage prime contractors to lower insurance requirements for subcontractors when possible 	 Procurement Planning Scope and Requirements Development Contract Award 	 Procurement Analysis Qualitative Analysis 	Improve Outreach & Capacity Building Refine Procurement Documents, Policies, & Programs

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
- · · ·	vendors to be certified as LSMDBEs as well as ve ess desirable for vendors who may see certificat			ely burdensome for the
Recommendation 13a: Develop a certification policy that leverages external certifying agency certifications	 Identify regional certifying agencies with comparative LSMDBE standards to County needs Develop certification eligibility and other policies Revise solicitation documents to include certification and small and local small business program measures such as goals, preferential points, or set-asides 	 Procurement Planning Sourcing/RPF Process Scope and Requirements Development Evaluation Contract Management 	 Procurement Analysis Qualitative Analysis 	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking Improve Outreach & Capacity Building
Recommendations 13b: Identify and provide access to resources for LSMDBEs to obtain certification assistance	 Develop partnerships with organizations who offer small and diverse business certification assistance Develop list of organizations that provide certification support to LSMDBEs 	Procurement Planning	 Procurement Analysis Qualitative Analysis 	Refine Procurement Documents, Policies, & Programs Improve Outreach & Capacity Building
Recommendation 13c: Consider implementing a local, small and micro business preference program	 Determine procurement parameters (evaluation factors, contract types, etc.) where program will apply Determine the preference program dollar threshold for construction and professional services contracts Determine preference percentage and points for local, small business participation Develop preference program plan that details eligibility requirements 	 Procurement Planning Scope and Requirements Development Evaluation 	 Procurement Analysis Qualitative Analysis Disparity Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs

Finding & Recommendation(s)	Potential Actions	Procurement Cycle(s)	Recommendation Source ¹	Supports Study Goal
Recommendation 13d: Consider implementing a local and small business overall County goal for certain identified procurements	 Develop a local and small business goal plan and procedures to include: Size and types of procurements Exceptions Good Faith Efforts Subcontract terminations Etc. 	 Procurement Planning Scope and Requirements Development Evaluation Contract Management 	 Procurement Analysis Qualitative Analysis Disparity Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking
available local, small non-profits.	s do not provide opportunities for local, smaller	r non-profits (LSNPs) to participate, and it is	difficult to locate
Recommendations 14a: Develop a local non-profit database	 Determine if County can utilize new online procurement system (OpenGov) to identify LSNPs or develop separate LSNP database Outreach to LSNPs to register for online system Outreach to larger nonprofits to identify LSNP subcontractors via online system 	 Procurement Planning Scope and Requirements Development Sourcing/RFP Process 	Procurement Analysis	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking Improve Outreach & Capacity Building
Recommendations 14b: Consider implementing local, small non-profit preference programs	 Develop LSNP preference programs similar to recommended LSMDBE programs Revise solicitation documents to include LSNP preferences Revise evaluation criteria to include factors for use of LSNPs 	 Procurement Planning Scope and Requirements Development 	 Procurement Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs Improve Data Collection & Tracking Improve Outreach & Capacity Building

Finding & Recommendation(s)	Potential Actions	Procurement	Recommendation	Supports Study Goal
		Cycle(s)	Source ¹	
Recommendations 14c: Review solicitations and determine if unbundling requirements for LSNPs is possible	 Survey LSNPs to determine capabilities, capacities, and challenges with County procurements Unbundle solicitations to allow LSNPs to respond and capture contracts 	 Procurement Planning Scope and Requirements Development 	 Procurement Analysis Qualitative Analysis Industry Expertise 	Refine Procurement Documents, Policies, & Programs