



County of Santa Clara

Office of the County Executive
Procurement Department

2310 N. First Street, Suite 201
San Jose, CA 95131-1040
Telephone 408-491-7400 • Fax 408-491-7495

Date: February 24, 2022

To: Honorable Board of Supervisors
Jeffrey V. Smith, M.D., J.D., County Executive

From: Gene Clark, CPPO, C.P.M., Chief Procurement Officer DS
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**Subject: Off-Agenda Report Relating to Vendor Outreach Programs
Targeting Small and Local Businesses**

At the December 20, 2021 (Item No. 15) meeting of the Finance and Government Operations Committee (FGOC), Vice Chair Chavez requested an off-agenda report relating to County efforts to expand outreach and enable small and local business communities throughout the region.

To date, the Procurement Department (Procurement) Vendor Management Office and the Office of Countywide Contracting Management (OCCM) have worked to increase outreach and engagement of local and small businesses through a variety of initiatives detailed below, including but not limited to hosting vendor trainings, launching a new web-based vendor resource center, and initiating a Countywide Disparity Study (study). In parallel with the Study, staff are developing the framework and phased implementation for a proposed Local and Small Enterprise Policy for the Board's consideration, which is further detailed in the below report.

Vendor Training and Outreach

As a result of the COVID-19 pandemic the Procurement Department has leveraged virtual events to better connect with the vendor community. These events have proven sustainable, scalable, and successful with greater attendance and representative of a diversified audience from a wide array of industries. The Procurement Department held vendor trainings on topics such as an Introduction to Government Contracting, Requests for Quotations, Invitations to Bid, Requests for Proposals, and Public Works and Construction. The Procurement Department has

further deployed a new Vendor Resource Center at www.sccprc.org, where several new training videos and guides are published to guide the vendor community from registration through contracting assistance for interested and contracted vendors. The Procurement Department continues to explore new opportunities to collaborate with County Agencies and Departments to enhance vendor communications, outreach, education, and events.

Community Based Initiative

The Office of Countywide Contracting Management established the Community Based Initiative (CBI) to provide a forum for Community-Based Organizations (CBOs) and the County to promote collaboration between the County and CBOs that are currently providing critical services to the Santa Clara County community or wish to partner with the County in the future.

The initiative includes bi-annual meetings with a broad CBO audience to provide open forums for communication, networking, capacity building workshops, vendor resources presentations, and trainings on contracting best practices. This proactive engagement is intended to capture information and feedback from direct service providers that may help the County to best address community needs and enhance contract outcomes.

Disparity Study

On January 25, 2022 (Item No. 81), the Board of Supervisors approved an agreement with MGT Consulting Group to provide the County's first comprehensive disparity study. It is the County's intent to collect baseline data identifying any disparities between the availability of "diverse business enterprises," and the utilization of diverse business enterprises as contractors and subcontractors in County contracts for goods, services, and public works/construction. Further, the County endeavors to determine the factors that lead to any identified disparities including, but not limited to, existing policies, processes, technologies, and programs. Study findings will inform Administration's strategies to improve the use of principles of equity in the procurement and contracting processes in accordance with state and federal laws and offer additional considerations to enhance the County's ongoing efforts in these areas. This Study shall further serve to augment the County's current outreach efforts with strategic approaches to remedy any identified disparities.

Proposed Update to Chapter 5 Policy, Local and Small Enterprise Policy

OCCM and PRC staff are collaborating on an initiative to increase participation of the local and small business community in County procurement and contracting activities. The effort will establish supporting sourcing and subcontracting recommendations, expanded bidding preferences, and agency contract award goals to increase the local and small business community's potential for award where State law permits. Staff are also assessing the application of these tools to community-based organizations. These recommendations will be incorporated into a proposed Local and Small Enterprise Policy, along with a corresponding implementation plan, and presented to the Finance and Government Operations Committee for further consideration.

Forward Focus

PRC and OCCM are collaborating with Countywide Agencies and Departments on the below vendor outreach events through the end of the fiscal year. These events are intended to provide the vendor community an overview of the County of Santa Clara, relevant procurement policies, best practices for participation in the procurement process, support resources, and further dialogue with the vendor community.

- Introduction to Government Contracting
- Community-Based Organization Innovation Focus Group
- Supplier Day
- Best Practices: Request for Proposals
- Small Business Summit
- Disadvantaged Business Enterprise Certification

cc: Chief Board Aides
Miguel Márquez, J.D., M.P.P., Chief Operating Officer
Tiffany Lennear, Clerk of the Board of Supervisors
Mary Ann Barrous, Agenda Review Administrator
Erica Kelly, Office of Budget and Analysis