Program Management Small Local Business Overview

Presented by Shonda Scott, 360 Total Concept

Bond Oversight Committee

November 10, 2021

Business Outreach

Program Wide Updates (Virtual Outreach)

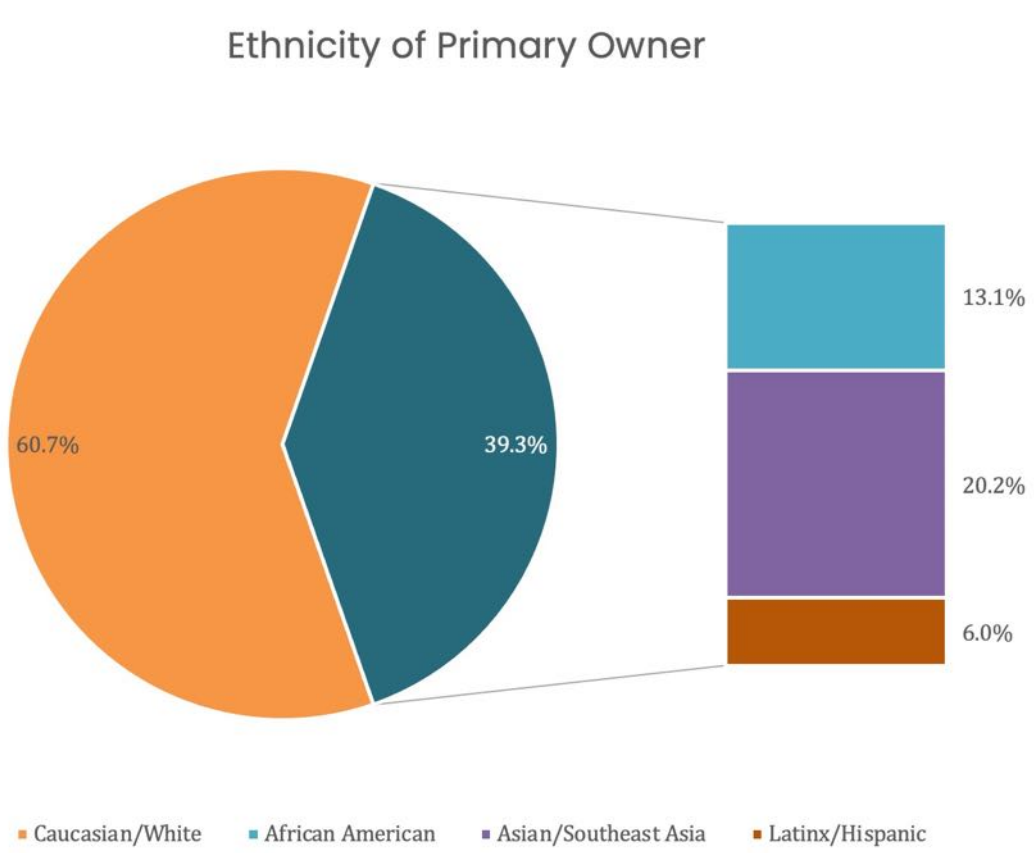
Prime-SLBE Match Making

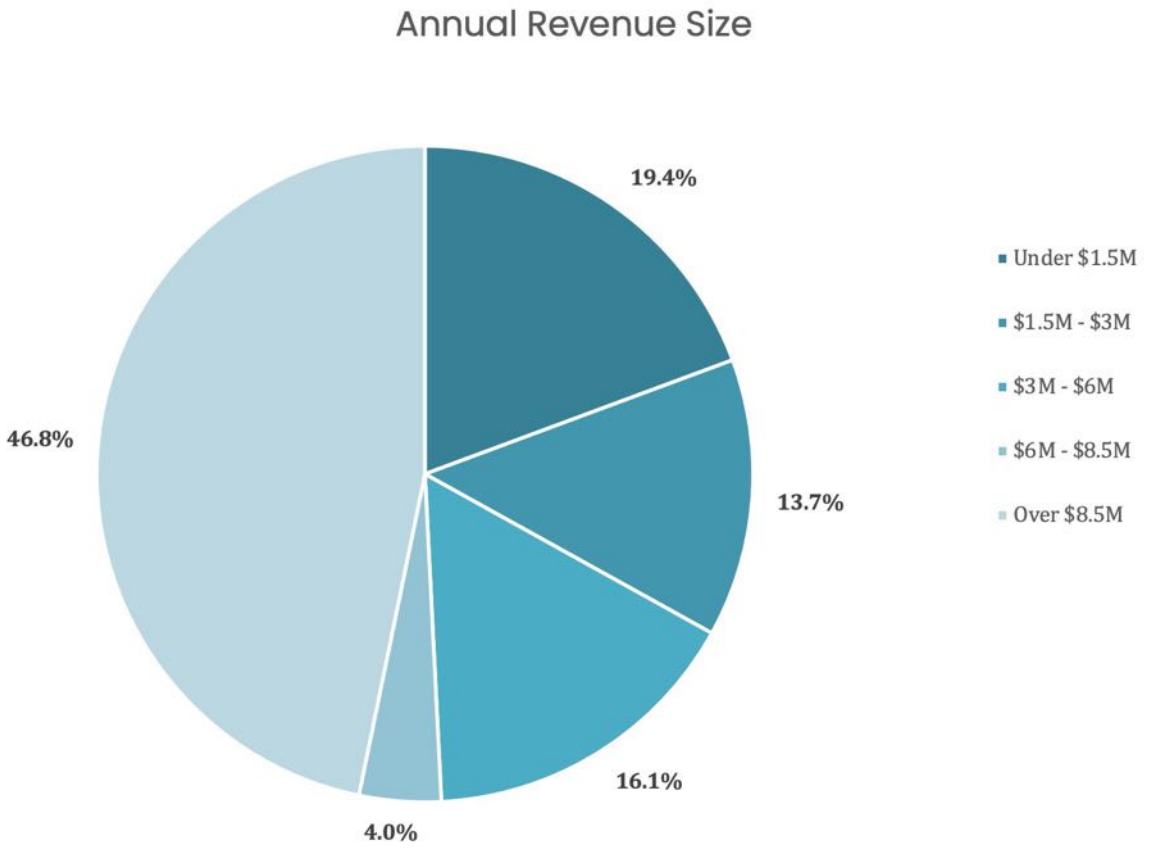
Bond Program Briefings Business Community

Business Outreach Events

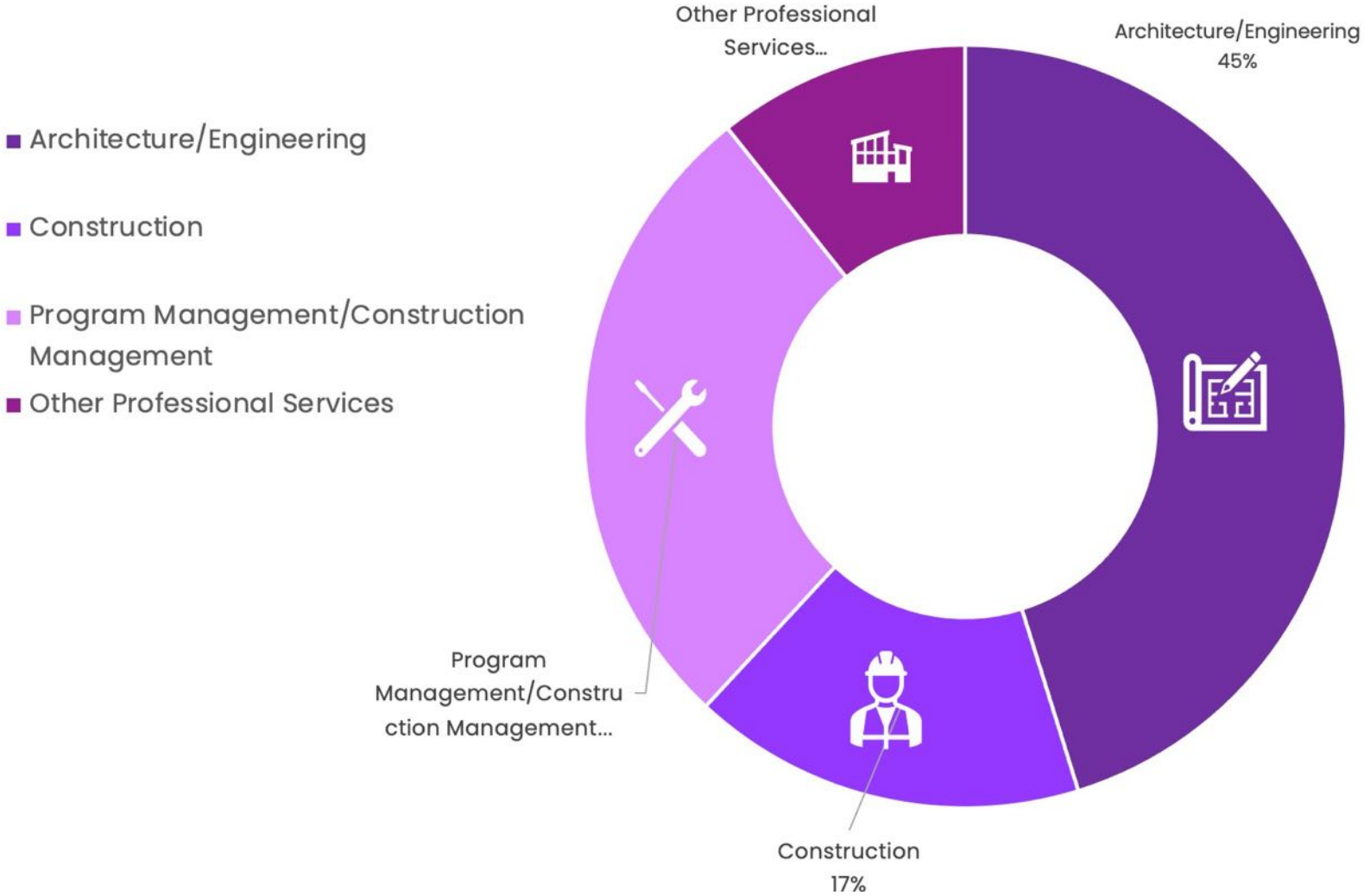
Outreach	Completed	Date
Program Management Virtual Outreach (Program Wide)	✓	May 2020
Virtual Outreach/ Match Making Session (Pre-Award BCCW)	✓	Sept 2020
Build Peralta Academy Inaugural 9-Part Series	✓	Sept 2020-Jan 2021
2021 Virtual Outreach Update (Program Wide)	✓	March 2021
Berkeley City College West Match Making I (Post Award)	✓	June 2021
Berkeley City College West Match Making II (Post Award)	✓	Sept 2021
6 Month Look Ahead Virtual Outreach (Program Wide)	✓	Oct 2021
How to Do Business with Peralta and Pre-Qualification (Build Peralta Academy)	✓	Nov 2021
Berkeley City College West Match Making III (Post Award)		Nov 2021
How to Create Award Winning Proposals (Build Peralta Academy)		Dec 2021

Outreach 10.26.21 (Data on Attending Firms)

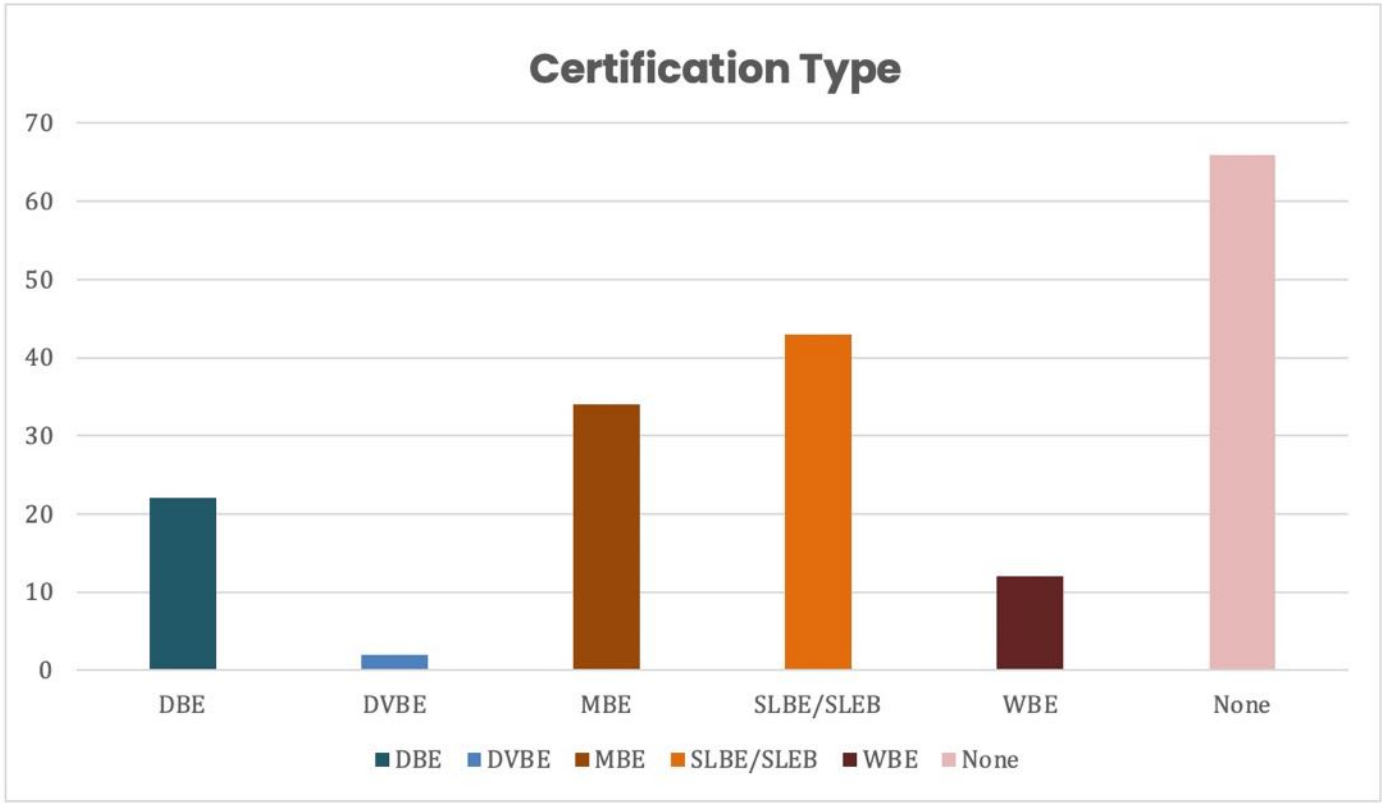




Outreach 10.26.21 (Trades/Expertise)



Outreach 10.26.21 (Types of Firms)



Acronym Legend

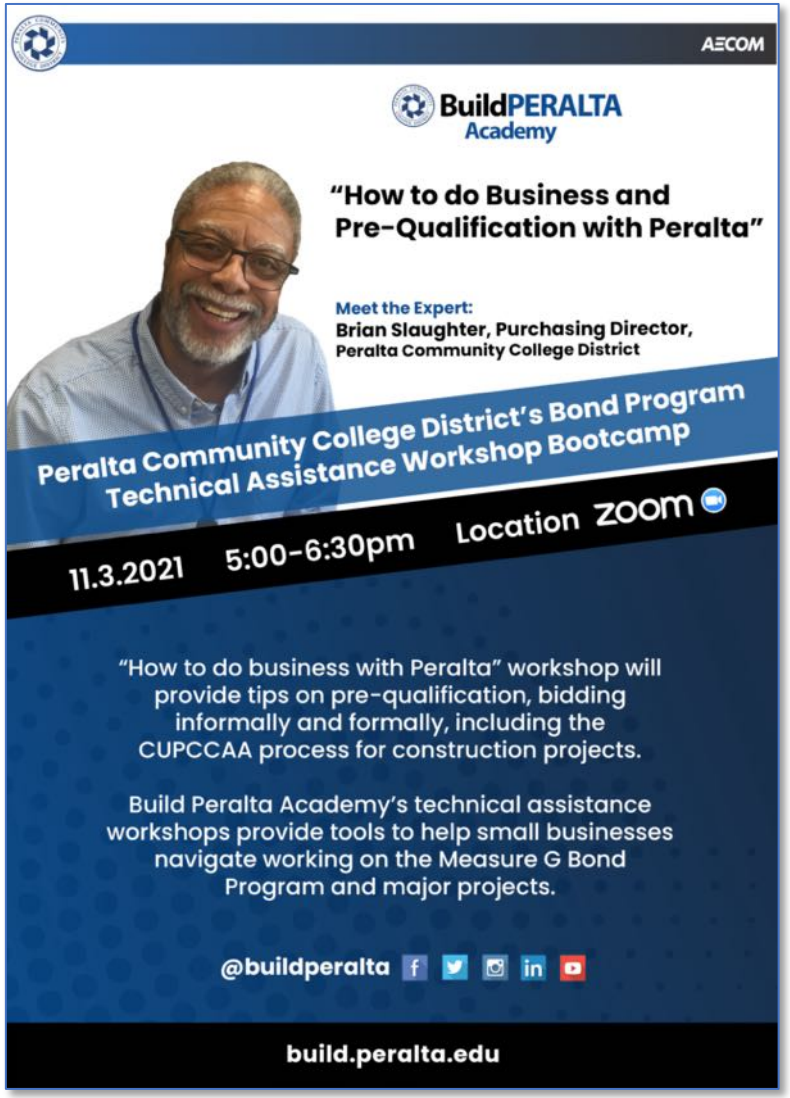
DBE	Disadvantaged Business Enterprise
DVBE	Disabled Veteran Business Enterprise
MBE	Minority Business Enterprise
SLBE	Small Local Business Enterprise
WBE	Woman-Owned Business Enterprise

BuildPERALTA Academy

Key Benefits of Build Peralta Academy

- Instructional assistance workshop/ bootcamp
- Learn from industry experts
- Help small businesses build capacity

> "The Peralta Community College District's Build Peralta Academy sessions are great and very helpful. I'm going to share BPA online with SBA businesses as a resource."
>
> - Julie Clowes, District Director of Small Business Administration's San Francisco District Office



141
Firms Registered

BuildPERALTA Academy

69
Firms Attended
Including Over
75
Attendees

Over 3100 Firms Reached

> "This was very helpful and insightful. Great presentation on helping navigate the bidding process, and how to qualify and register as SBE. I look forward to the next one!"
>
> -Victor, Build Peralta Academy Attendee

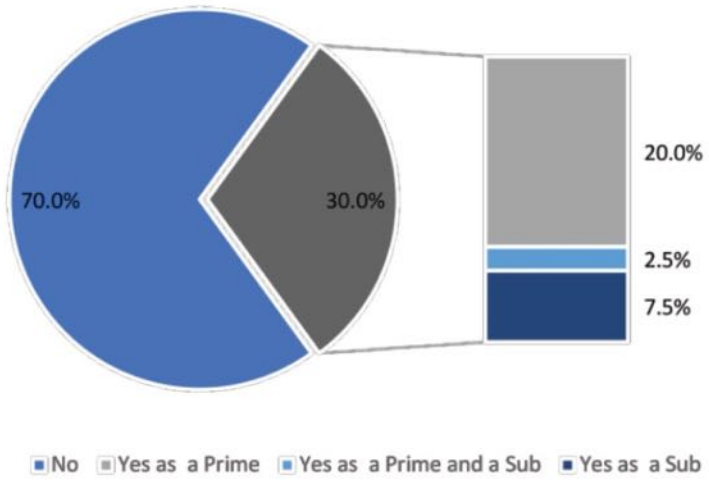
4.6 out of 5 overall ratings on **HELPFULNESS** of Build Peralta Academy workshops

10% of the firms attended **5+** workshops

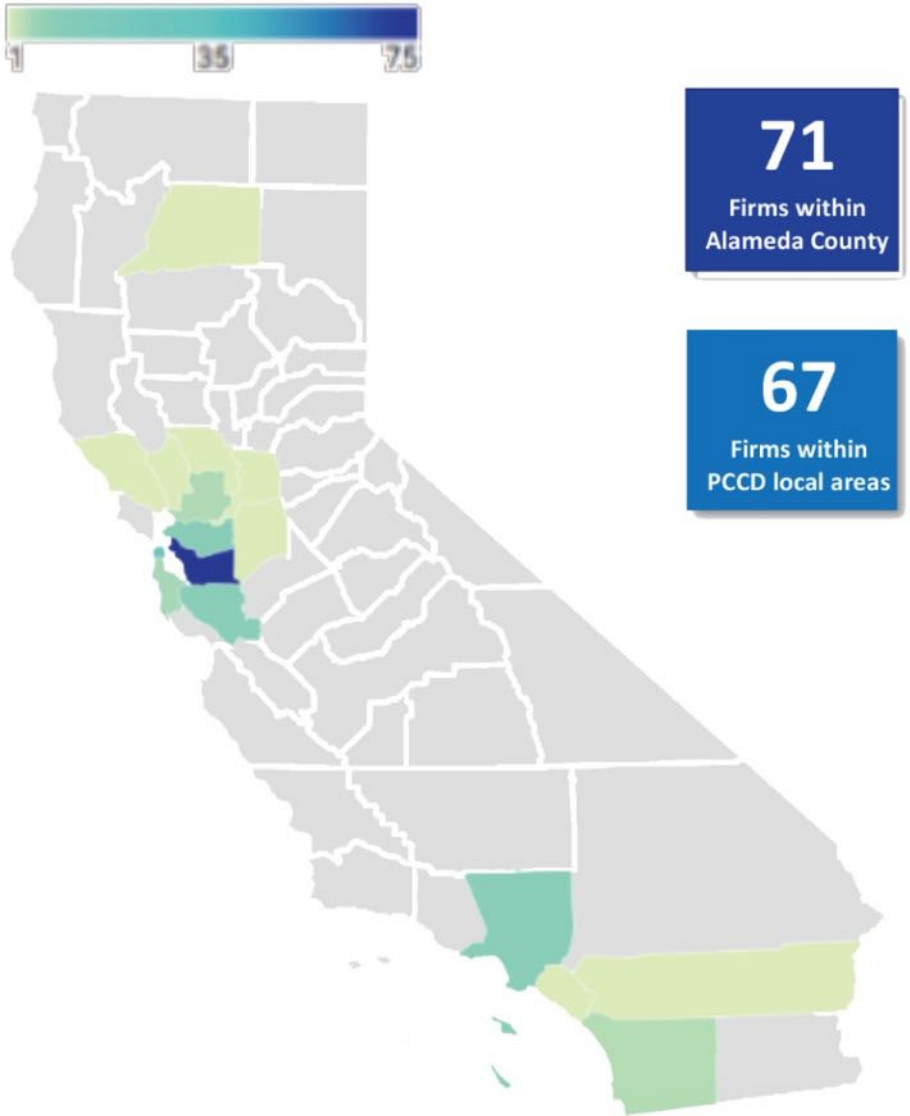
30% of the firms attended have prior experience with Peralta Community College District

BuildPERALTA Academy

Prior Experience with PCCD



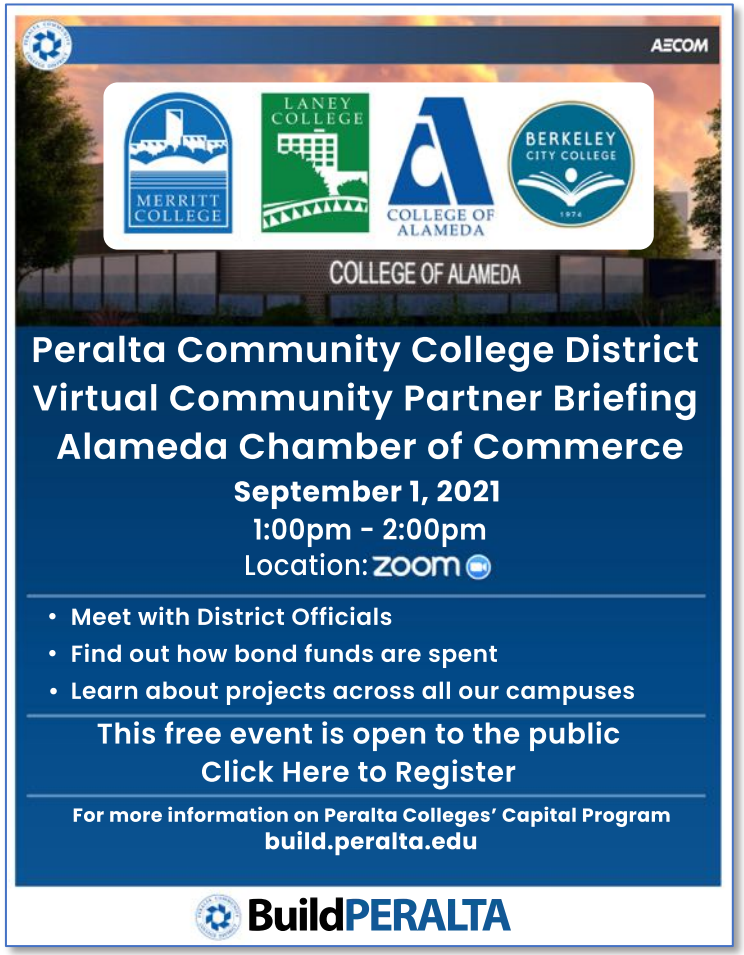
Geographical Representation of Firms by Zip Codes



71 Firms within Alameda County

67 Firms within PCCD local areas

Community Partner Briefings



Virtual community partner briefings introduce local business organizations to Peralta Community College District's Program Management team.

- Small intimate conversations with local business organizations
- Highlight how voter approved bond funds are reinvested in impact community

List of Community Partners:

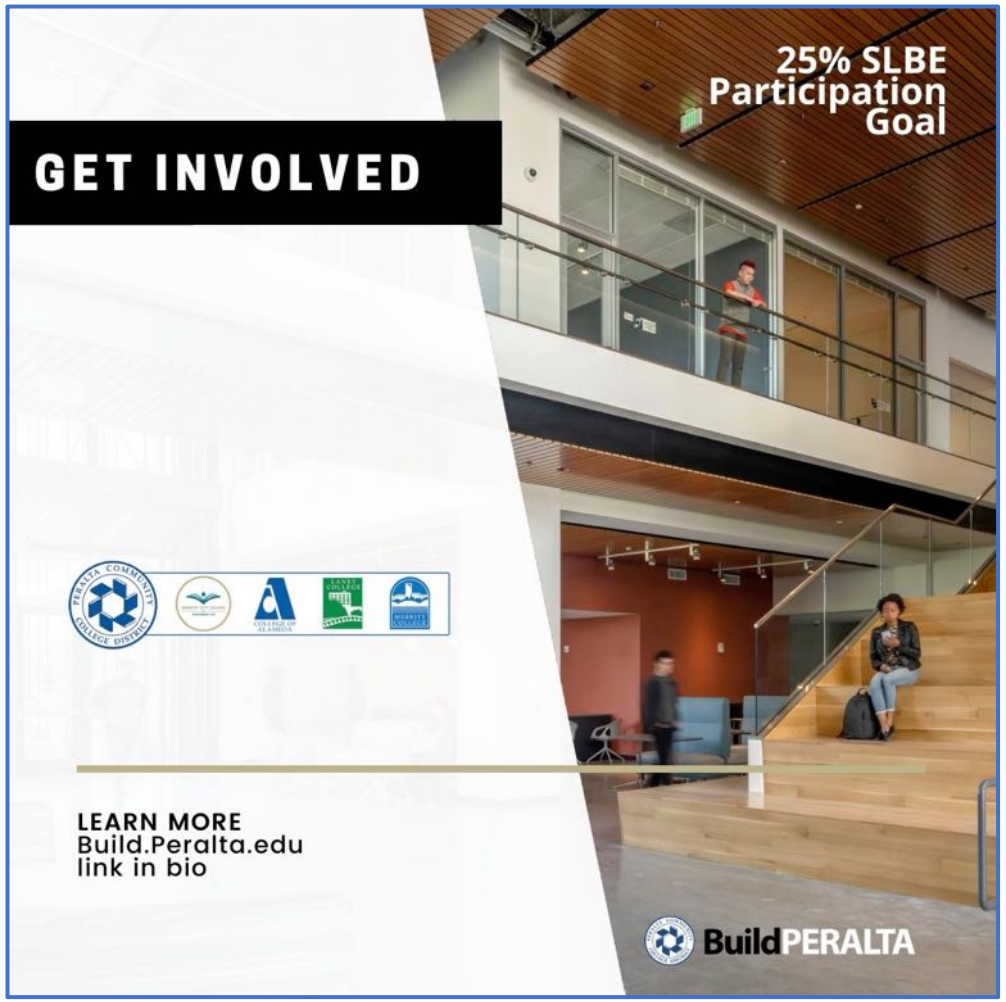
- Alameda Chamber of Commerce
- Alameda Recreation and Parks Commission
- Berkeley Chamber of Commerce
- Oakland Rotary (Montclair/Piedmont)
- West Alameda Business Association

Methods of Outreach Communications

- Email Database (Electronic Invites)
  - Emails sent to over 2500 vendors/firms
- Peralta Website
- Build Peralta Site
- Peralta Colleges
- Laney Construction Management Program
- Newspaper Advertisements:
  - The Registry Bay Area (online)
  - Sing Tao Daily
  - El Reportero
  - The Oakland Post

- Social Media:
  - Instagram
  - Twitter
  - Facebook
  - YouTube
  - LinkedIN

Social Media



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SLBE Verification Process

- PCCD SELBE/SLBE Eligible list of firms that have been preliminary identified as being PCCD SELBE/SLBE Eligible, based on being certified by a public agency, reported annual revenue size, and location within PCC District (Oakland, Berkeley, Alameda, Piedmont, Albany, and Emeryville) (https://build.peralta.edu/small-local-business-firms)
- At the time of bid/RFP, another verification of firm data is conducted and firms are asked to submit an affidavit detailing contract amount, subcontracting firms, and breakdown of how they will meet District's 25% SLBE participation.
- Firm revenue size and certification is confirmed at time of the selection process to verify SLBE compliance.
- Post award, firms submit monthly SLBE tracking report to monitor SLBE commitment through contract.

BuildPERALTA

THANK YOU...