

Inclusive Procurement: Supplier Diversity Study

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BACKGROUND: VALUES

ANCHOR INSTITUTION RESOLUTION – March 8, 2021

WHAT ARE ANCHOR INSTITUTIONS?

- Large place-based and mission-driven institutions with robust economic presence
- Align business side of County efforts with the 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.

INCLUSIVE WORKFORCE

INCLUSIVE PROCUREMENT

INCLUSIVE INVESTMENTS

BACKGROUND: ACTIONS

ANCHOR INSTITUTIONS INTERDEPARTMENTAL COMMITTEE

- HR, Health, SMMC, DOH, Library, Attorney's Office, PDU
- Anchor Action Plan on Inclusive Staffing & Inclusive Procurement

COUNTY'S SOCIAL AND RACIAL EQUITY ACTION PLAN 1.0

- **Inclusive Procurement Goal:** Ensure the economic opportunities the County generates are aligned with our equity goals and pandemic recovery efforts
 - ❑ Key Action Item: Supplier Diversity Study
 - ❑ 2.0 Action Planning Underway: Due June 30th

SUPPLIER DIVERSITY STUDY: GOALS

- Help the County **understand any gaps** between the County's existing use of local, small and diverse businesses and the availability of these businesses in the local market
- Improve **data collection and tracking** of these type of business
- Recommend tailored solutions to improve **outreach efforts and capacity building** of underrepresented businesses

SUPPLIER DIVERSITY STUDY: KEY OUTCOMES

- Identify barriers to inclusive procurement in County systems
- Examine contracts from last 3-years
- Build centralized dataset
- Identify existing underrepresented priority businesses

- Identify types of markets County does business in
- Identify top geographies of County's vendors
- Assessment of opportunity areas
- Database of priority businesses that are in markets that do business with the County

- Actionable and practical recommendations
- Improve outreach and capacity building efforts
- Improve data collection and tracking of priority businesses

PUBLIC AND INTERNAL STAKEHOLDER ENGAGEMENT

INCLUSIVE PROCURMENT ANALYTICAL LENS

SUPPLIER DIVERSITY STUDY: ENGAGEMENT AND OUTREACH

GCAP Services Inc. proposes to partner with Peninsula Renaissance Entrepreneurship Center to conduct outreach activities

- 6 virtual and in-person public meetings across the County with priority businesses
- 30 in-depth interviews with priority businesses
- Multilingual surveys
- Supplier Diversity Study website
- 12 in-depth interviews with County staff across departments
- 2 presentation to the Board of Directors, 1 presentation to the Board of Supervisors

Equity Team of County Executive's Office

- Coordinate internal and external advisory committees
- Coordinate with County procurement improvement process

SUPPLIER DIVERSITY STUDY: RFP & PROPOSED CONTRACT

- **Request for Information:**

- Better understand landscape of vendors, scope of work, and pricing

- **Issued Request For Proposals**

- Included questions related to equity, inclusion, understanding of CA laws, best practices for inclusive procurement in government, and outreach/engagement expertise
- Additional points for local vendors and partnerships
- Received 5 proposals
- Interdepartmental Review Committee – reviewed applications, conducted interviews, follow up questions and recommended GCAP Services Inc.

- **Proposed Contract:**

- Adopt a resolution authorizing the County Executive Officer to enter into an agreement with GCAP Services, Inc. to conduct a supplier diversity study
- 12 Month (April 25, 2023 through April 30, 2024)
- Total not to exceed amount: \$456,510.

EQUITY IMPACT STATEMENT

The County spends approximately \$500,000,000 per year on goods and services that **could contribute to expanding shared prosperity locally.**

The Supplier Diversity Study will **reach out to local, small, micro, and diverse business enterprises (LSMDBEs)** across the county to understand their barriers to doing business with the County.

The Study will provide an unprecedented range of data to inform inclusive procurement strategies, including **building a dataset of LSMDBEs for proactive outreach to an expanded set of local businesses** when bids become available, enabling improved access to County procurement opportunities.

Staff does **not anticipate negative impacts on equity** from this study.

