



AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

AUGUST 26, 2021



AD HOC DIVERSITY, EQUITY AND INCLUSION COMMITTEE

Agenda

- Meeting Agenda Review (Marianna Marysheva)
- Staff Presentation
 - City Contracting Update
- Committee Member Questions and Deliberation
- Public Q&A
- Adjournment - Next meeting September 23, 2021

CITY CONTRACTING UPDATE

- City's Bidding Process
- Overview of DBE Outreach
- Vendor Data Collection
- Business Survey Results
- Next Steps



CITY'S BIDDING PROCESS

Over
\$10,000

Departments work with Purchasing to prepare Scope of Work and project timeline.

IFB or RFP document is released via PlanetBids.

Registered vendors notified of bidding opportunities via PlanetBids.

Bidding
Process

Pre-proposal meeting and job walk may be held.

Q&A period – Release of addendum with answers to questions received by deadline.

Submittal Deadline – Electronic bids and proposals must be submitted by due date and time.

Evaluation
& Award

City staff evaluates bids/proposals after submittal deadline.

Successful Bidder or Proposer is selected by Staff.

Award approved by Purchasing Agent or City Council (over \$1M).

DBE AND SMALL BUSINESS OUTREACH

- DEI Outreach – weekly meetings with targeted disadvantaged businesses
- Meet the Primes – quarterly meetings open to the public to learn about doing business with the City from a current vendor



OUTREACH TO BUSINESS ASSOCIATIONS

Asian Business Association of OC	National Associations of Women Business owners (OC)
Black Business Association of LA	National Hispanic Business Women Association
Black Chamber of Orange County	OC Chinese Center of Commerce
Chinese American Chamber of Commerce of OC	Orange County Business Council
Chinese Chamber of Commerce	Orange County Hispanic Chamber of Commerce (OCHCC)
DBE Good Faith, Inc.	SCORE
eWomen Network	Small Business Development Center
Greater Irvine Chamber of Commerce	Vietnamese American Chamber of Commerce of Orange County
Korean American Chamber of Commerce of OC	

ONLINE OUTREACH

- Multilingual Infomercials – YouTube videos



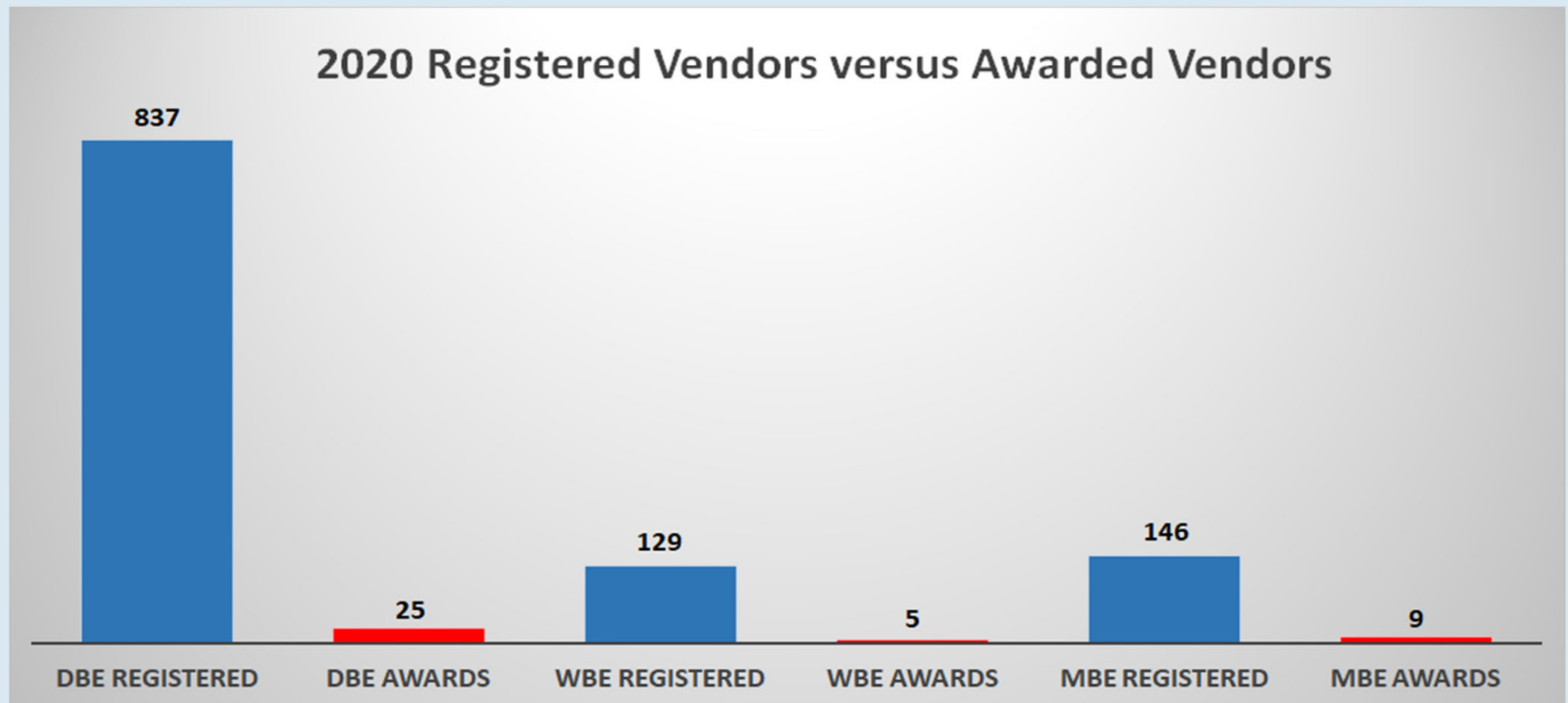
DBE Outreach



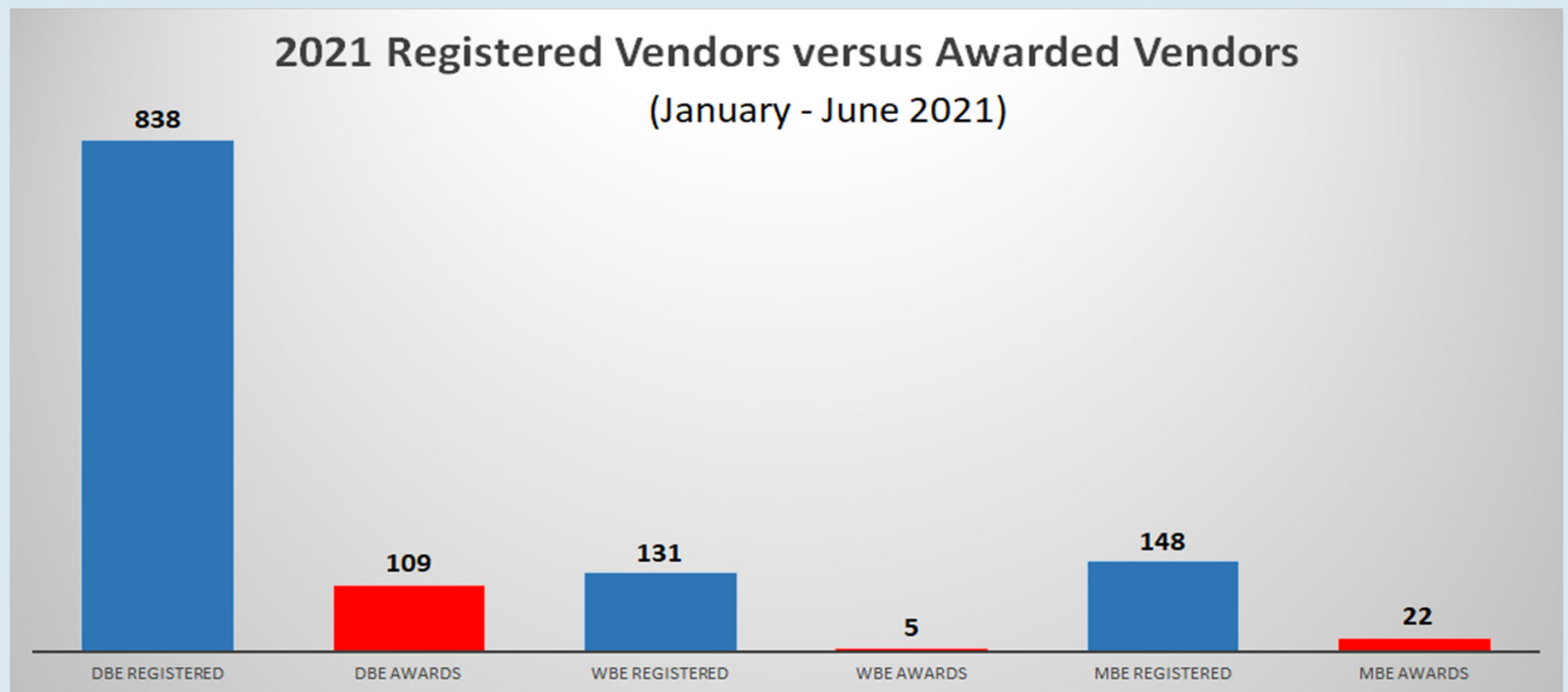
Doing Business in Irvine



2020 REGISTERED VENDORS VERSUS AWARDED VENDORS

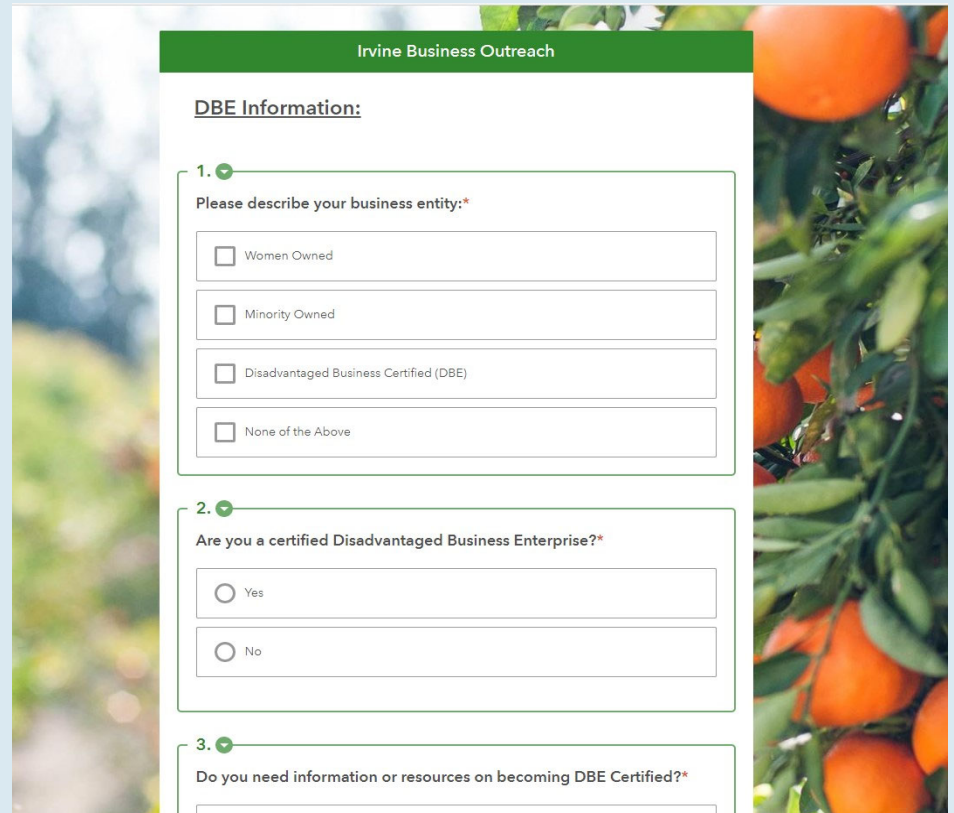


2021 REGISTERED VENDORS VERSUS AWARDED VENDORS



DBE BUSINESS SURVEY


- Online survey:
 - Posted on June 28, 2021
 - 12,274 businesses contacted via City's Business License listing
 - 299 responses
 - Next steps



The image shows a screenshot of a web-based survey titled "Irvine Business Outreach" with a green header. The survey is titled "DBE Information:" and contains three numbered questions. Question 1 asks to "Please describe your business entity:*" with four checkbox options: "Women Owned", "Minority Owned", "Disadvantaged Business Certified (DBE)", and "None of the Above". Question 2 asks "Are you a certified Disadvantaged Business Enterprise?*" with two radio button options: "Yes" and "No". Question 3 asks "Do you need information or resources on becoming DBE Certified?*" with a single text input field. The survey is displayed over a background image of orange trees.

Irvine Business Outreach

DBE Information:


1.  Please describe your business entity:*

☐ Women Owned

☐ Minority Owned


☐ Disadvantaged Business Certified (DBE)

☐ None of the Above

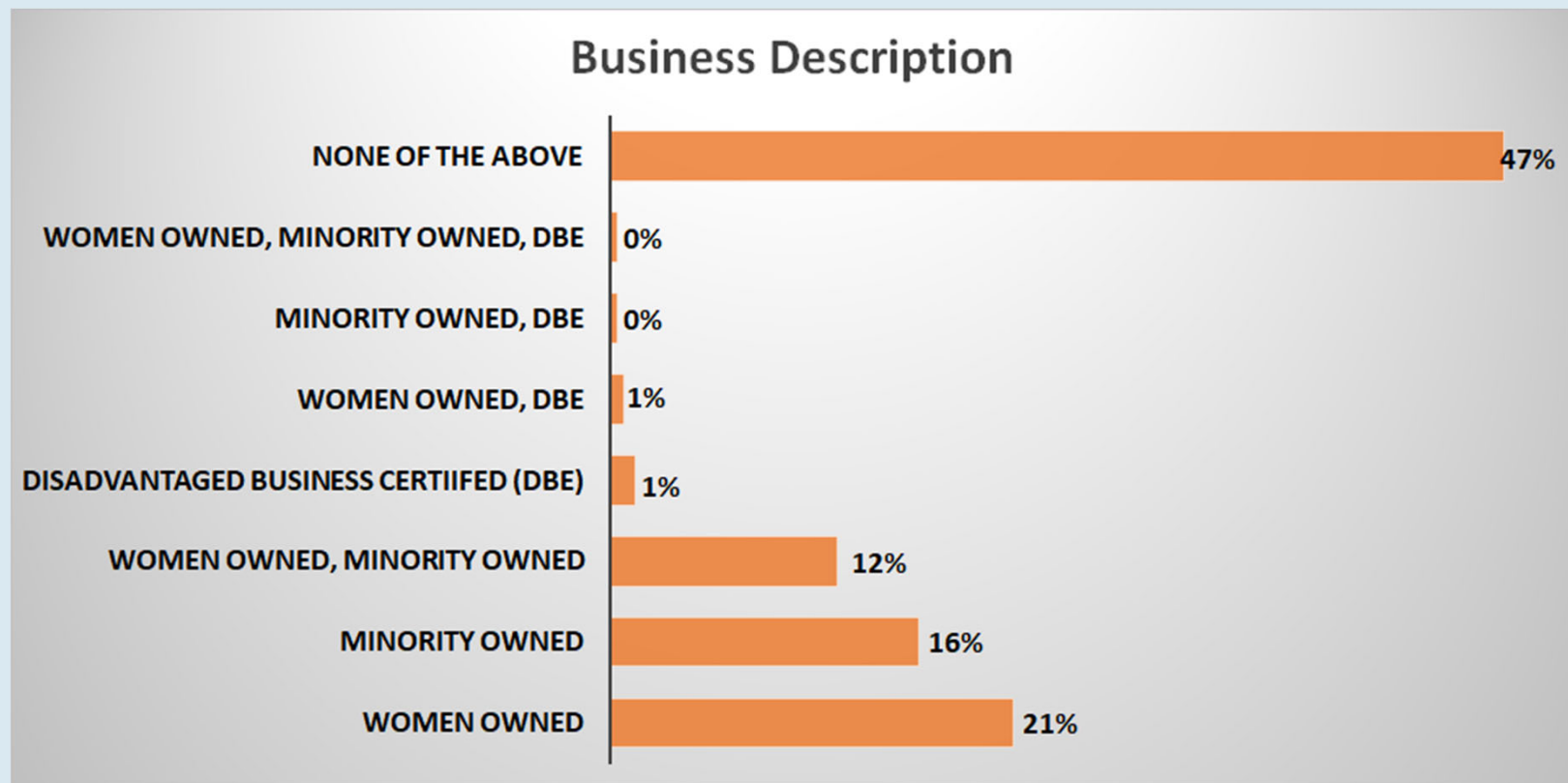
2.  Are you a certified Disadvantaged Business Enterprise?*

☐ Yes

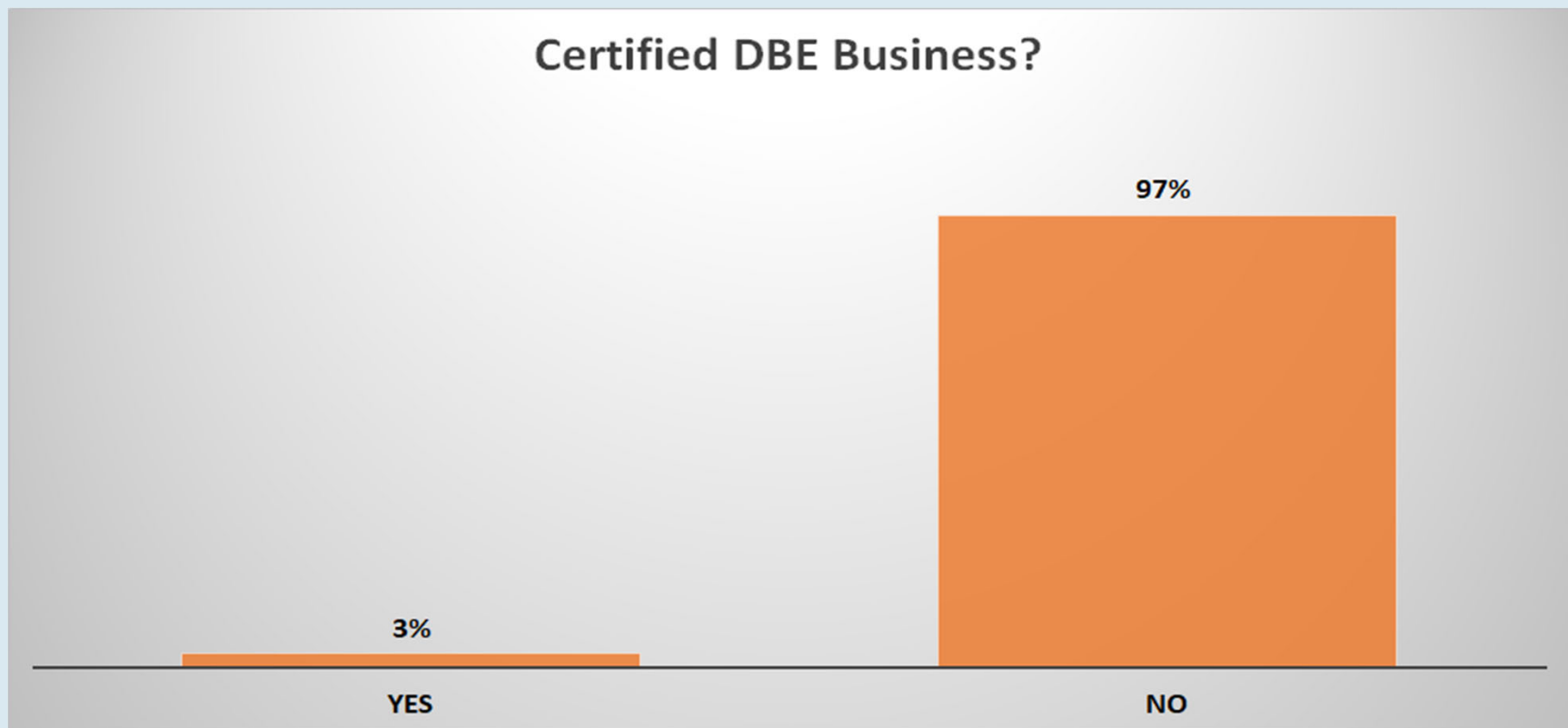
☐ No

3.  Do you need information or resources on becoming DBE Certified?*

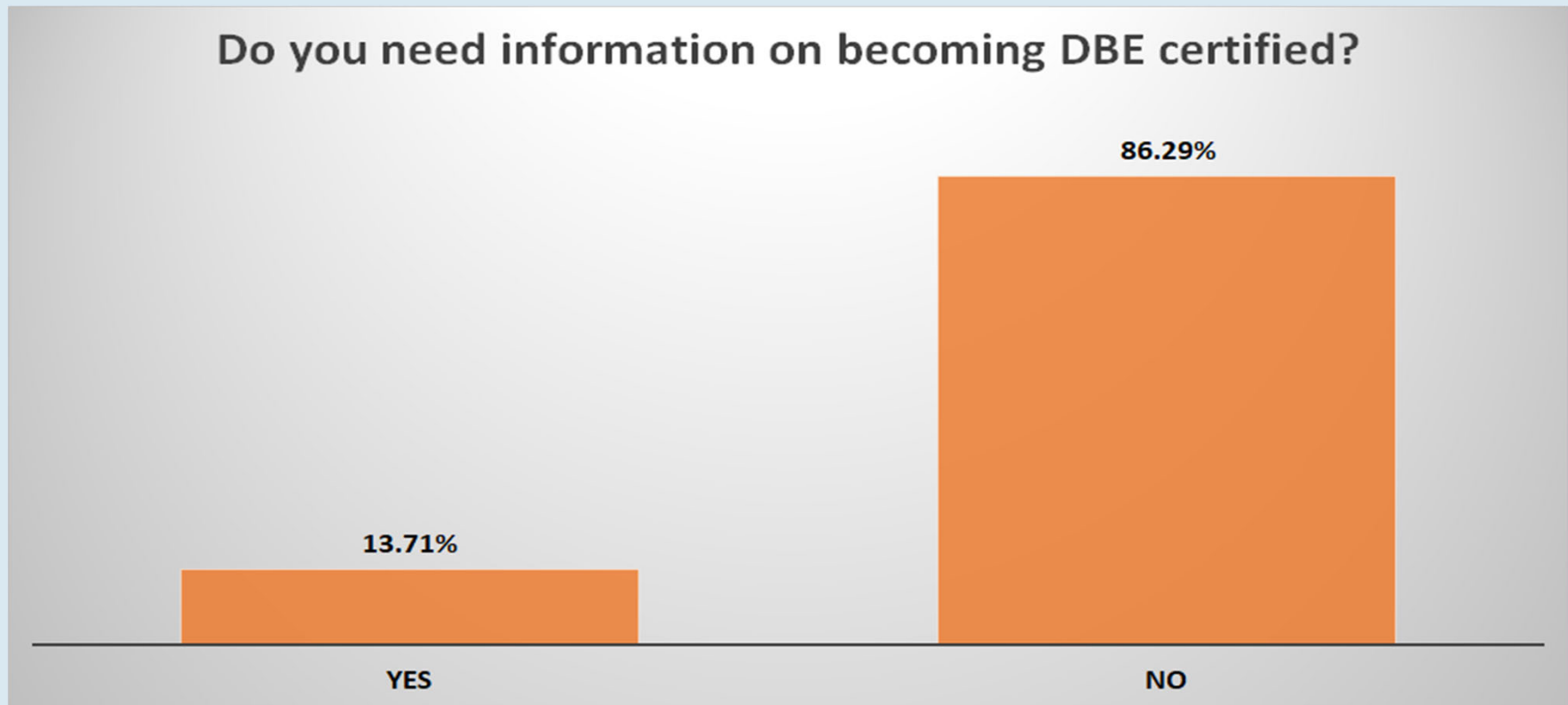
DBE BUSINESS SURVEY



DBE BUSINESS SURVEY

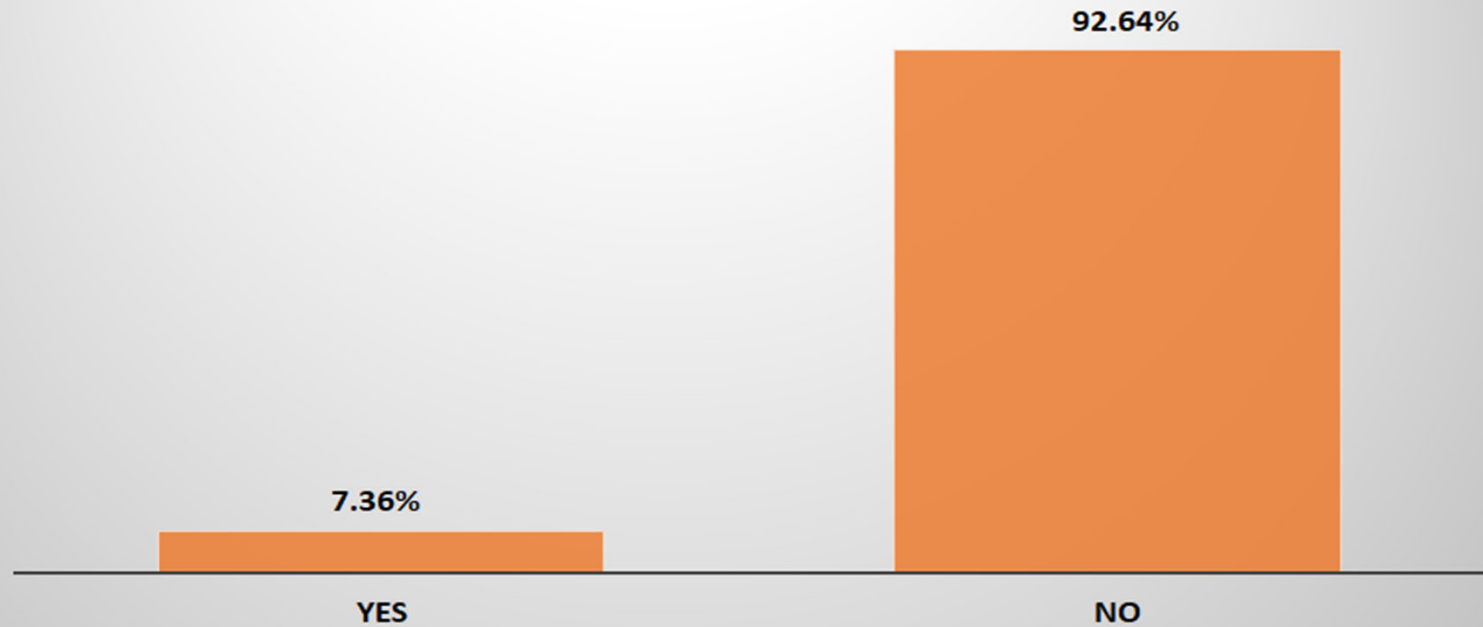


DBE BUSINESS SURVEY



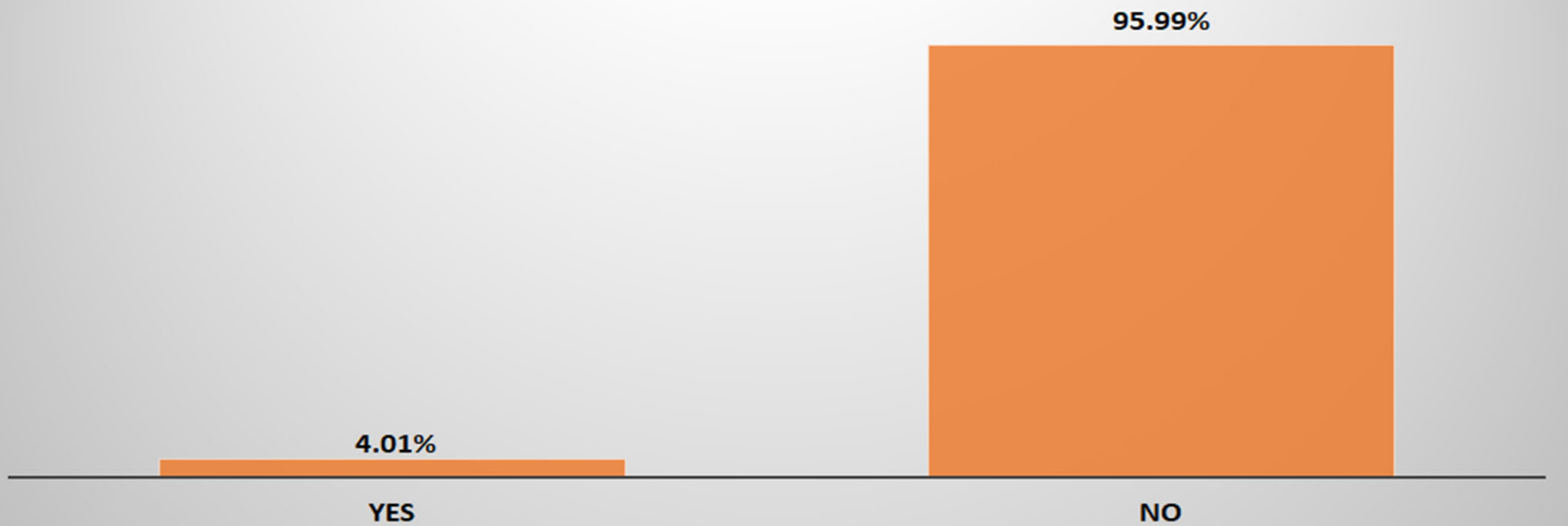
DBE BUSINESS SURVEY

Registered with City on Planet Bids?



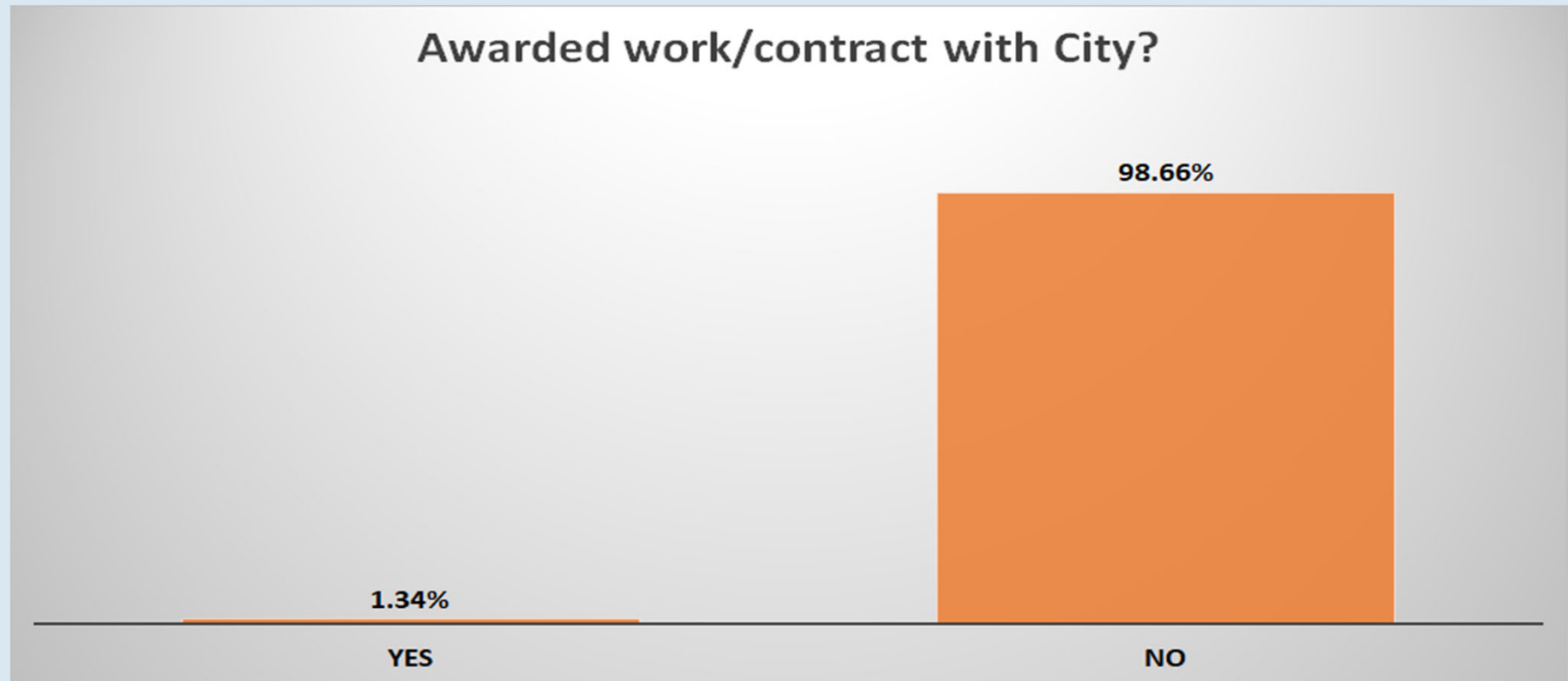
DBE BUSINESS SURVEY

Participated in City's e-bidding process?

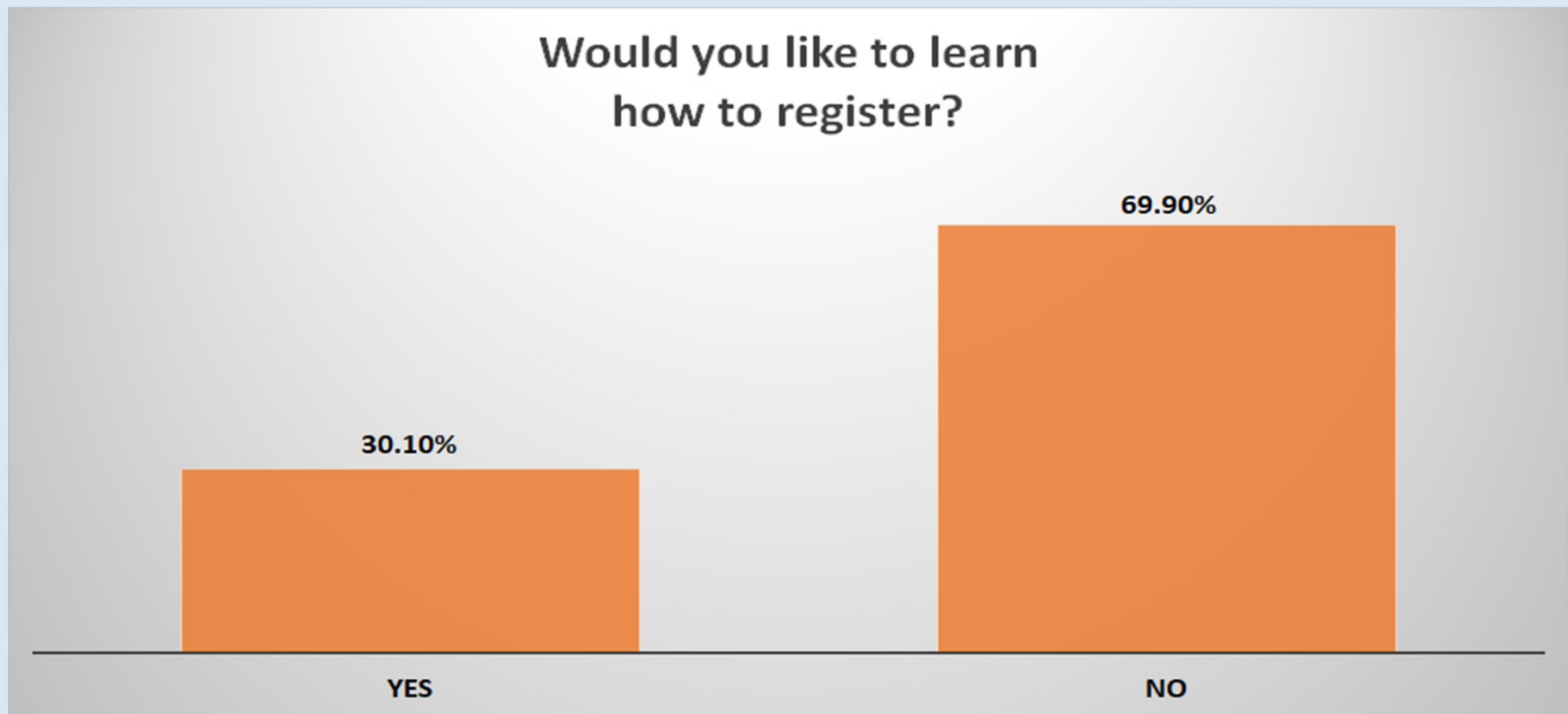


DBE BUSINESS SURVEY

Awarded work/contract with City?



DBE BUSINESS SURVEY



DBE BUSINESS SURVEY

Have you had experience using online bidding?

16.39%

YES

85.62%

NO

DBE BUSINESS SURVEY

Have you worked as a subcontractor or subconsultant for City of Irvine?

2.68%

YES

97.32%

NO

DBE BUSINESS SURVEY

Have you been awarded work with
another government agency?

19.40%

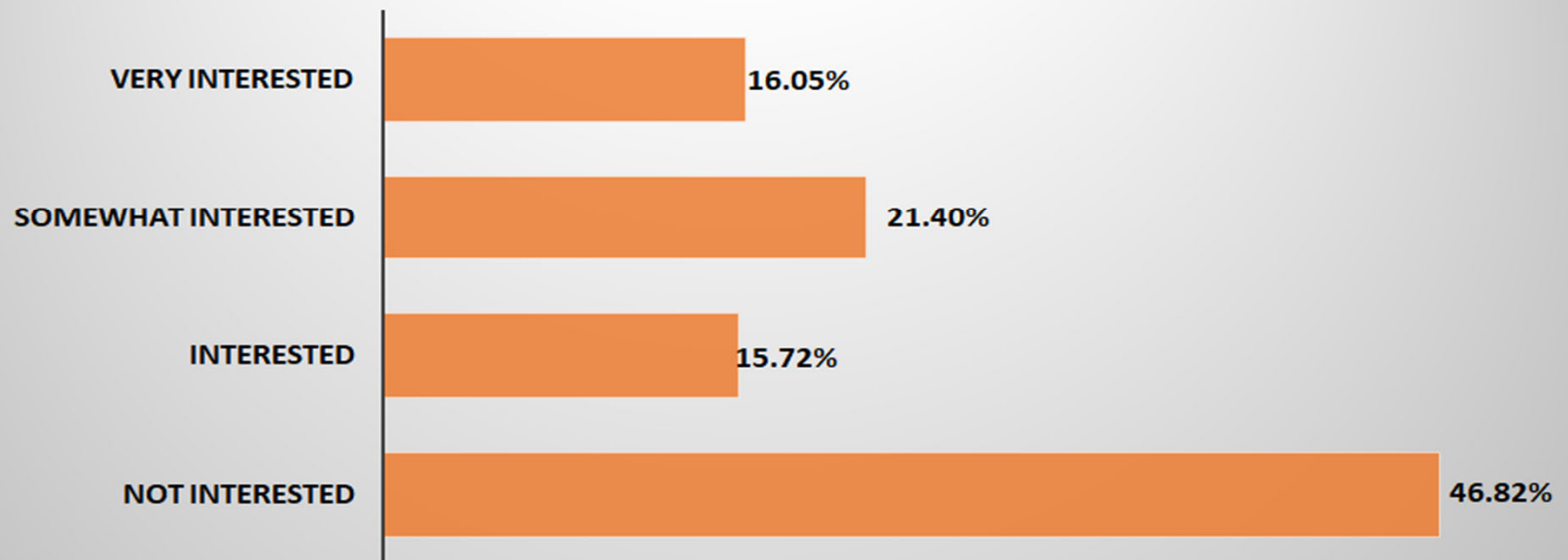
80.60%

YES

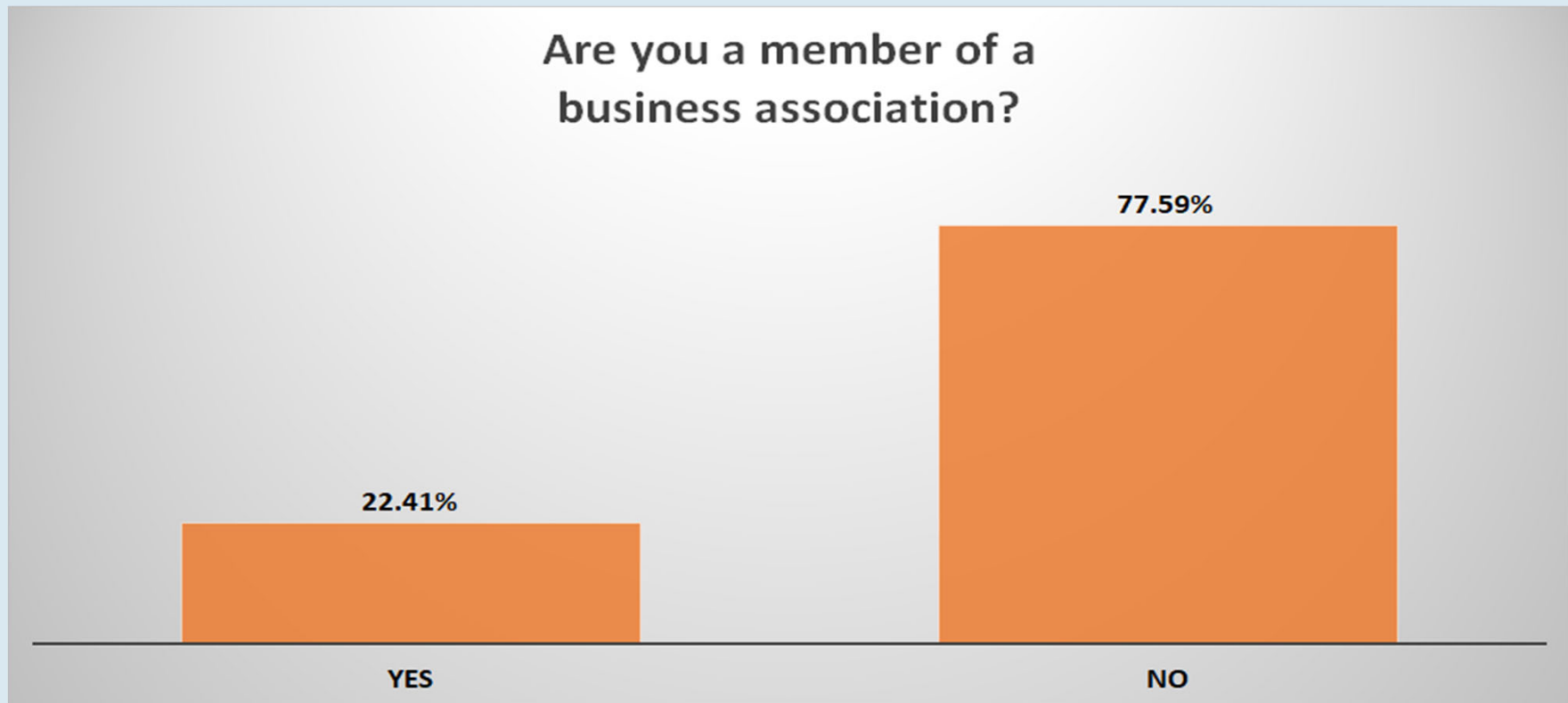
NO

DBE BUSINESS SURVEY

Are you interested in participating in outreach events?

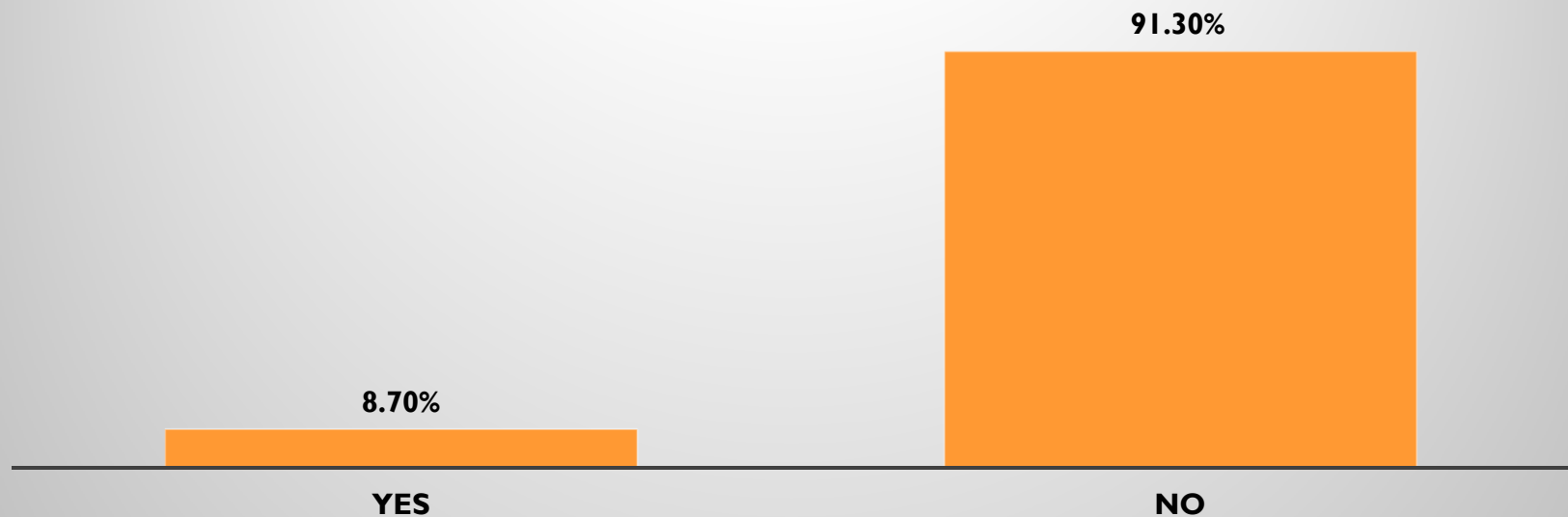


DBE BUSINESS SURVEY



DBE BUSINESS SURVEY

**Do you perceive any barriers to
working in the City of Irvine?**



NEXT STEPS

- Coordination with PIO on DBE business outreach campaign
- Identify ways to streamline procurement process
- Implement new DEI rating criteria:
 - Bidders with a documented DEI policy or program shall complete and submit self-certification to include with their proposal
 - Weighting – DEI certification of 5%
- Utilize City's online bidding platform to track anticipate increase in DBE participation

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