



Agenda

**ADVISORY COUNCIL ON
EQUAL EMPLOYMENT OPPORTUNITY**
July 22, 2022
9:30 a.m. – 11:30 a.m.
(Virtual Web Meeting)

To slow the spread of COVID-19, the ACEEO meeting will be accessible via Zoom as permitted by Government Code section 54953 (e). The Public may observe and participate in the Virtual ZOOM Meeting by calling in using this Phone Number and Meeting Id:

Below is the link to the meeting for visual/audio:

JOIN ZOOM MEETING

Join from PC, Mac, Linux, iOS or Android: <https://cccounty-us.zoom.us/j/86701713701?pwd=VUREdjN4a05lWVQ2MzBwYzQyeXlyUT09>

Or Telephone:

Dial:

USA 214 765 0478

USA 8882780254 (US Toll Free)

Conference code: 684505

To indicate you wish to speak on an agenda item, please raise your hand in the Zoom app when your item is called.

The objective of the ACEEO is to help build an inclusive workforce in an environment that fosters dignity and respect for the individual.

Eric Maldonado, Chair

Kelli Collins, Vice Chair

Agenda Items:

Items may be taken out of order based on the business of the day and preference of the Committee

• Introduction / Roll Call	9:30 a.m.
• Speaker - Santa Clara County Gene Clark, Chief Procurement Officer	9:35 a.m.
• Review and Approve the June 24, 2022, Minutes	10:15 a.m.
• Roundtable Discussion/Public Comment (3-minute commentary limit)	10:20 a.m..

<ul style="list-style-type: none"> • Speakers – Merriwether and Williams Insurance Services Ingrid Merriwether, President & CEO / Client Advisor Bernida Reagan, Senior Vice President, Director of Community & Client Relations 	10:30 a.m.
<ul style="list-style-type: none"> • Adjourn 	11:30 a.m.
<ul style="list-style-type: none"> • The next ACEEO meeting is scheduled for August 26, 2022 	
<p>The ACEEO will provide reasonable accommodations for persons with disabilities planning to attend. Contact the staff person listed below at least 72 hours before the meeting.</p>	
<p>Any disclosable public records related to an open session item on a regular meeting agenda distributed by the County to a majority of members of the ACEEO less than 96 hours prior to that meeting are available for public inspection at 2530 Arnold Drive, #140 during normal business hours.</p>	
<p>Public comment may be submitted via electronic mail on agenda items at least one full workday prior to the published meeting time.</p>	
<p>For Additional Information Contact: Antoine J. Wilson Equal Employment Opportunity Officer Phone (925) 335-1455, Fax (925) 500-0086 antoine.wilson@riskm.cccounty.us</p>	
<p>ACEEO Members:</p>	
Kelli Collins: Labor-Trade Member Seat	Vacant: Business Member Seat
Allwyn Brown: Committee Member Seat #1	Roosevelt Gipson, Jr.: Education Member Seat
Angela Malala: Community Member Seat #2	Mark Pighin: Disability Seat
Eric Maldonado: Community Member Seat #3	Fabiola Quintero: Union Member Seat #1
Miguel Mauricio: Community Seat #4	Vacant: Union Member Seat #2
Lara DeLaney: Management Seat #1	Leonard Ramirez: Veteran’s Seat
Amrita Kaur: Management Seat #2	

ADVISORY COUNCIL ON EQUAL EMPLOYMENT OPPORTUNITY MEMBERS

LABOR-TRADE MEMBER SEAT

Kelli Collins
Appointed: October 20, 2020
Expires: November 30, 2023

COMMUNITY MEMBER SEAT #1

Allwyn Brown
Appointed: February 9, 2021
Expires: November 30, 2023

COMMUNITY MEMBER SEAT #2

Angela Malala
Appointed: October 20, 2020
Expires: November 30, 2023

COMMUNITY MEMBER SEAT #3

Eric Maldonado
Appointed: June 21, 2021
Expires: November 30, 2022

COMMUNITY MEMBER SEAT #4

Miguel Mauricio
Appointed: April 12, 2022
Expires: November 30, 2024

MANAGEMENT MEMBER SEAT #1

Lara DeLaney
Appointed: October 12, 2021
Expires: November 30, 2022

MANAGEMENT MEMBER SEAT #2

Amrita Kaur
Appointed: October 12, 2021
Expires: November 30, 2024

BUSINESS MEMBER SEAT

(VACANT)
Appointed: May 14, 2019
Expires: November 30, 2024

EDUCATION MEMBER SEAT

Roosevelt Gibson, Jr
Appointed: December 1, 2019
Expires: November 30, 2022

DISABILITY SEAT

Mark Pighin
Appointed: December 1, 2019
Expires: November 30, 2022

UNION MEMBER SEAT #1

Fabiola Quintero
Appointed: April 12, 2022
Expires: November 30, 2024

UNION MEMBER SEAT #2

(VACANT)
Appointed:
Expires: November 30, 2022

VETERAN'S SEAT

Leonard Ramirez
Appointed: April 12, 2022
Expires: November 30, 2024

STAFF TO ACEEO

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TO: Advisory Council on Equal Employment Opportunity
FROM: Miguel Mauricio, Advisory Council Member
DATE: 06/16/22 – DRAFT --
SUBJECT: Recommendations for Contra Costa County Small Business Enterprises Program

I. Summary of Recommendations

- A. Increase the contract limit for qualifying small businesses to \$200,000, or some higher limit in order to capture more small businesses.
- B. Increase bid preferences from 5% to a higher percentage for SBE bidders on county contracts.
- C. Create a guide for applicants to generally follow in order to make it easier to apply for county contracts.
- D. Analyze e-outreach programs to guarantee maximum outreach.
- E. Recommend including census tract data in analysis of contracts awarded.

II. Deep Dive on Recommendations

- A. *Increase the contract limit for qualifying small businesses to \$200,000, or some higher limit in order to capture more small businesses.* Currently, the Small Business Enterprise (SBE) Program applies to: (1) county-funded construction contracts of \$175,000 or less; (2) purchasing transactions of \$100,000 or less; and (3) professional/personal service contracts of \$100,000 or less.¹ The most recent reports on the County’s progress of awarding at least 50% of contracts to small businesses through the SBE program annually shows that the County continues to miss their goal.²

For example, for all 334 professional/personal services contracts, 149 went to SBEs – 46.4% of all contracts for the category.³ For purchasing transaction contracts, 313 of the 1021 contracts awarded, or 21.2%, went to SBEs.⁴ The only category of contracts that meet the 50% benchmark was the category of construction contracts, which awarded 100% of its contracts to SBEs.⁵ However, there were only 3 contracts in total for that category. Nonetheless, the biggest takeaway from the most recent data indicates that the county is not meeting its own imposed goal.

One way to help the county get closer to reaching its goal, while giving SBEs in the county a better chance to be awarded a county contract, would be to increase the contract limit as suggested above. Considering the increase in the cost of goods and services since the

¹ <https://www.contracosta.ca.gov/4517/Small-Business-Enterprise-Programs>

² Cynthia Shehorn (Procurement Services Manager), Memo Relating to Small Business Enterprise, Outreach, and Local Program Report for July through December 2021 (Mar. 21, 2022).

³ *Id.*

⁴ *Id.*

⁵ *Id.*

pandemic began, along with inflation, small businesses in the county could benefit from these contracts, while also helping the county reach its goal by potentially attracting new small businesses in the County.

- B. *Increase bid preferences from 5% to a higher percentage for SBE bidders on county contracts.* In order to meet the County's goals under the SBE program, the Board of Supervisors should consider increasing the bid preference to a higher percentage, such as 7% or 10%.

Currently, for opportunities exceeding \$25,000, the Local Business Preference Program allows for local businesses to submit a new offer if within 5% of the lowest bidder.⁶ In the most recent report, there were no instances of the Bid Preference utilized in this reporting period.⁷ Perhaps increasing this number would place small businesses in the area in more competitive positions when applying for contracts. At the very least, this would increase the likelihood that SBE bidders receive a government contract in scenarios where they are close to the highest bidder, which would get the County closer to its 50% goal.

- C. *Create a guide for applicants to generally follow in order to make it easier to apply for county contracts.* The current [website](#) is simple and straightforward.⁸ This is very good in my opinion. Sometimes government websites can be difficult to navigate or overly complex. However, I would add a guide for each of the programs listed on the SBE website, or a general guide for all the programs, for applying for a county contract pursuant to the SBE program.

Although the website is easy to navigate, it does not give enough direction to applicants who want to apply to the program. Alameda County has a guide for its program, but it is far too long and complex.⁹ A guide for applicants should be straightforward, easy to read, and relatively short. It should also be in multiple languages.

- D. *Analyze e-outreach programs to guarantee maximum outreach.* The e-outreach system is an effective way to reach out to small businesses in the County. However, to truly analyze the program's impact, we recommend disclosing more data to determine if the system is reaching out to as many small businesses as possible.

For example, the current data in reports only discloses how many businesses that are contacted via this program actually apply for a county contract, but it does not disclose how the process of outreach occurs, which small businesses are contacted, or how small businesses are included in the outreach process to begin with.¹⁰ This disclosure of

⁶ *Id.*

⁷ *Id.*

⁸ <https://www.contracosta.ca.gov/4517/Small-Business-Enterprise-Programs>

⁹ I cannot find the guide that the sub-committee looked at for this. Please insert link here.

¹⁰ Taken from the March 2022 report mentioned above: "E-Outreach Report: In order to encourage the use of small, local, and disadvantaged businesses, the County's E-Outreach Program requires bids and Request for Proposals greater than \$10,000 to be

information would give the County better data to work with and provide a better picture to base future policies on.

- E. *Recommend including census tract data in analysis of contracts awarded.* It would be helpful to include data on where exactly small businesses from Contra Costa that apply and receive government contracts are from. One way of collecting this data would be to disaggregate census tracts within the county or look at the various municipalities where small businesses are applying from and receiving county contracts.

This would help us, as well as the county answer questions such as: are small businesses from one part of the county overwhelmingly applying for county contracts? Is there a disproportionate allocation of contracts to small businesses from one census tract or municipality? Having this information would help us, and the Board of Supervisors, have better information to create policies around awarding contracts. Moreover, this information can help the county advance the cause of equal employment and contracting for everyone living in the county

solicited online. For this period, there were 34 bids totaling \$20,072,078 that fell within the parameters of the program. The data specific to electronic solicitations is developed and provided by the Purchasing Division of the Public Works Department, and reflects outreach to small, women-owned, minority-owned, local, disabled veteran-owned, and disadvantaged business enterprises. During this reporting period, 34 bids were conducted using the BidSync e-outreach site. Notifications were sent to 267,328 businesses, of which 31.6% are considered small, local, or disadvantaged business enterprises.”