

MINUTES

**SOLID WASTE AUTHORITY OF PALM BEACH COUNTY
SMALL BUSINESS ADVISORY COMMITTEE
DECEMBER 3, 2019
9:00 A.M.**

PRESENT: Shellie Ransom-Jackson (Chair, At-Large)
Patricia Leonageo (Vice Chair, District 6)
Junaid Akther (District 2)
Bruce Lewis (At-Large)
Selena Samios (At-Large)

ABSENT: Maria Antuna (At-Large) – *Excused Absence*

STAFF: Colleen Robbs, Director, Equal Business Opportunity Office
Hattie Asberry, Outreach Specialist
Kendrick Jackson, Contract Compliance Specialist
Tim Thompson, Contract Compliance Specialist
Myra Piper, Administrative Assistant

CALL TO ORDER

Ms. Ransom-Jackson called the Small Business Advisory Committee (SBAC) meeting to order at 9:11 a.m. in the Solid Waste Authority's Administration Building Auditorium located at 7501 North Jog Road, West Palm Beach, Florida.

ROLL CALL

Ms. Piper called the roll, and each member in attendance stated they were present.

PLEDGE TO THE FLAG

Ms. Ransom-Jackson led the Pledge of Allegiance to the Flag.

APPROVAL OF AGENDA

Ms. Ransom-Jackson requested a motion for approval of the agenda. With no objections, the agenda was adopted.

APPROVAL OF MINUTES

Ms. Ransom-Jackson asked the Committee for a motion to approve the minutes of the October 1, 2019 meeting. A motion was moved by Mr. Akther to accept the minutes, as presented, and seconded by Ms. Leonageo. The minutes were adopted with no objections.

EBO PROGRAM UPDATE

Ms. Robbs highlighted some of the activities and accomplishments as outlined in the October 2019 EBO Program Office Monthly Report.

1) Promoted **Vendor Registration** (Nov. 2018 to Oct. 2019) total of 662 registered vendors, of those, 250 are certified (certification charts referenced)

2) Implemented almost half of the **Affirmative Procurement Initiatives (APIs)**, part of the Economic Inclusion Policy, primarily for Small Business Enterprises who could also be certified as minority but a race neutral API was applied during the first year of the program. Bids and Proposals advertised and awarded (informal/small purchases not included):

CONTRACT TYPE SUMMARY		
Contracts Awarded	Number of Contracts	Participation Percentage
10/01/2018 to 09/30/2019	54	28%
10/01/2019 to 10/31/2019	5	0%

Ms. Robbs explained that the data in the “Contract List” chart pertains to the Franchise Hauler contracts that began on October 1, 2020, with a minimum participation of 20% (10% SBE and 10% M/WBE). The chart illustrates the Prime and Subcontractors on each contract, goal type and percentage, ethnicity, gender and total original subcontract value of participation.

3) Marketed **Outreach Campaigns and Trainings**. Ms. Robbs introduced and welcomed Ms. Asberry who is EBO’s new Outreach Specialist. Ms. Asberry expressed her excitement about the EBO program and plans to build the capacity of SWA’s registered vendors, create a Year-At-A-Glance Events Calendar, preparation for SWA’s Annual Business Opportunity Forecast Networking Event (“Projects 2020”) on December 5, 2019, and training for vendors and business community (Transformational Tuesday, 4th Tuesday of each month beginning in January 2020).

DISCUSSION OF OTHER MATTERS

Ms. Robbs provided a brief response to the following questions regarding the EBO Program.

Mr. Lewis: How are companies counted when certified with dual classifications (e.g. minority female and SBE)?

Ms. Robbs: The “Vendor by Certification Type” chart counts all certifications of an individual company, therefore, the total number under certification type is larger than the number of registered certified vendors in the “All Registered Vendors” chart.

Mr. Lewis: How would participation be counted when one company is a subcontractor on multiple Franchise Hauler contracts?

Ms. Robbs: The “Contract List” report indicates awarded Prime vendor and Subcontractors on their team. A company may be on multiple teams, therefore, counted individually on each team.

Mr. Akther: In the Ethnicity section of the “Contract List” report most vendors are Hispanic or Black American, are there any Asian Americans who have participated?

Ms. Robbs: The Prime contractors decide who they want to use and submit those names at the time they submit their Bid or Proposal; the chart reflects who they selected to utilize. We do have firms that are certified Asian, however, they may not have been chosen to participate on the team. Prime contractors had to select companies that perform a Commercially Useful Function; that being said, perform some part of the contract that moves the work forward.

- Mr. Akther: Can Prime contractors be encouraged and/or educated to choose more diversified subcontractors?
- Ms. Robbs: Absolutely. As Ms. Asberry indicated, our outreach is to educate not only Prime contractors but subcontractors to register as a vendor. We're able to help companies identify firms if they are in our system. All of our outreach efforts are to encourage businesses to register as a vendor so that they can be identified by firms who want to submit a Bid or Proposal. Our ultimate goal is to ensure diversity and utilization of firms. The "Contract List" report reflects one month; we've been in business one year, beginning in November 2018, and we hope to have greater participation across the board by various ethnicities and gender.
- Ms. Samios: What ethnicities are listed as "Other Minority," and which would fall under this category?
- Ms. Robbs: We will double-check this category and provide a response at the next meeting.
- Ms. Ransom-Jackson: What outreach efforts are being made to engage the Asian community, as typically Hispanic, Black and Caucasian ethnicities respond?
- Ms. Robbs: We plan to create an outreach plan to go out and engage different groups to learn what we do; the Authority is an industrial, services and products type company. We value going out into the community, and now have an Outreach Specialist dedicated reaching out to the community, engaging with different Chambers and trade organizations to identify firms and encourage them to register. Vendor registration is the most important first step in participating in the Authority's procurement. Once firms are registered, not only can Prime contractors identify subcontractors but the Authority's staff can find firms who are interested in doing business with us if registered in our vendor database.
- Mr. Akther: Is there be a method to communicate with Prime contractors to educate and provide outreach to all ethnicities (not only Hispanic, Black and Caucasian, but also LGBT, Asians and other minorities)?
- Ms. Robbs: This is a great idea. In fact, the Franchise Haulers held outreach events to identify firms. We will plan more such events, as this works well because vendors know there are projects and interested parties. At outreach events and trainings, vendors are informed that if they use Purchasing's website. We educate vendors how to utilize the tools that are available in public procurement.
- Ms. Leonageo: Is your model to have all certified vendors in the vendor registration database?
- Ms. Robbs: The vendor registration database is for certified and non-certified. We do want to have a good pool of certified vendors so that we are able to set goals in contracts and, if availability, provide preference to those firms.
- Mr. Lewis: What types of Professional Services contracts were included in the "Contract Type Summary" for FY 2018-19? Were any minority businesses recruited for subcontracting opportunities for this category?
- Ms. Robbs: Yes, we can provide that information at the next meeting.
Overall, the API for SBE vendor rotation was used. The Engineering and EBO departments worked closely together to create opportunities for just SBEs. The way the contract works is that about seven (7) companies were awarded for small projects (around \$50,000). Intentionally set up so that when a project comes up the first three (3) will quote; one (1) winner awarded, then the three (3) fall to bottom. It gives everyone the chance to participate in the bidding process in a limited environment that was awarded competitively. The majority of the

contracts are SBE, and we can provide you with their ethnicity; there were some that were minority.

Mr. Lewis: It has been a year, a ramp up inside of that year, and a monumental task by staff who have done a great job. The indicator for me is that we've implemented 21 of 48 API's and total percentage of participation is above 28%. When will the staff make a report to the Board?

Ms. Robbs: We hope the first part of the year.

MEETING ADJOURNMENT

There being no further business, the meeting was adjourned at 9:37 a.m.

Announced Future Meeting Dates: 4/7/20, 6/2/20, 8/11/20, 10/6/20 and 12/1/20.

Attest:



Colleen Robbs, Director, EBO Office



Myra Piper, Administrative Assistant