

Program Management Small Local Business Overview

Presented by Shonda Scott, 360 Total Concept
Bond Oversight Committee

November 10, 2021



BuildPERALTA



Business Outreach

Peralta Community College District's Bond Program
2021 Update
Virtual Outreach

Renderings by AEC Partners

6 months look-ahead on Program-wide projects
October 26, 2021 9:00am
Via Zoom

BuildPERALTA
build.peralta.edu

Follow @buildperalta

Up on RSVP, Zoom meeting link will be provided
 For more information on Peralta's Bond Program
 email us at buildperalta@peralta.edu

Program Wide Updates
(Virtual Outreach)

VIRTUAL OUTREACH MATCH MAKING

Join Peralta Community College District's Bond Program for an overview and virtual matchmaking session for Berkeley City College West (Milvia) Project.

As part of the District's Small Local Business Outreach, this matchmaking session is hosted to help identify firms to help meet the 25% SLBE participation for this project. Only firms interested in subcontracting opportunities (listed trades below) register to schedule one-on-one virtual matchmaking meetings with project's Design Build team, XL Construction-Ratcliff.

9.14.2021
 9:30am Program/Project Overview
 9:45am-11:00am Match Making
 zoom

REGISTER TODAY
 Click Here to RSVP or email: BuildPeralta@peralta.edu
 Register early Space is limited
 RSVP Required

Subcontracting Opportunities

- Curtain Wall
- Demolition
- Elevators
- Furniture
- HazMat Abatement
- Window Washing

Stay Connected @buildperalta [in](#) [f](#) [t](#) [v](#)

build.peralta.edu AECOM

Prime-SLBE Match Making



Bond Program Briefings
Business Community



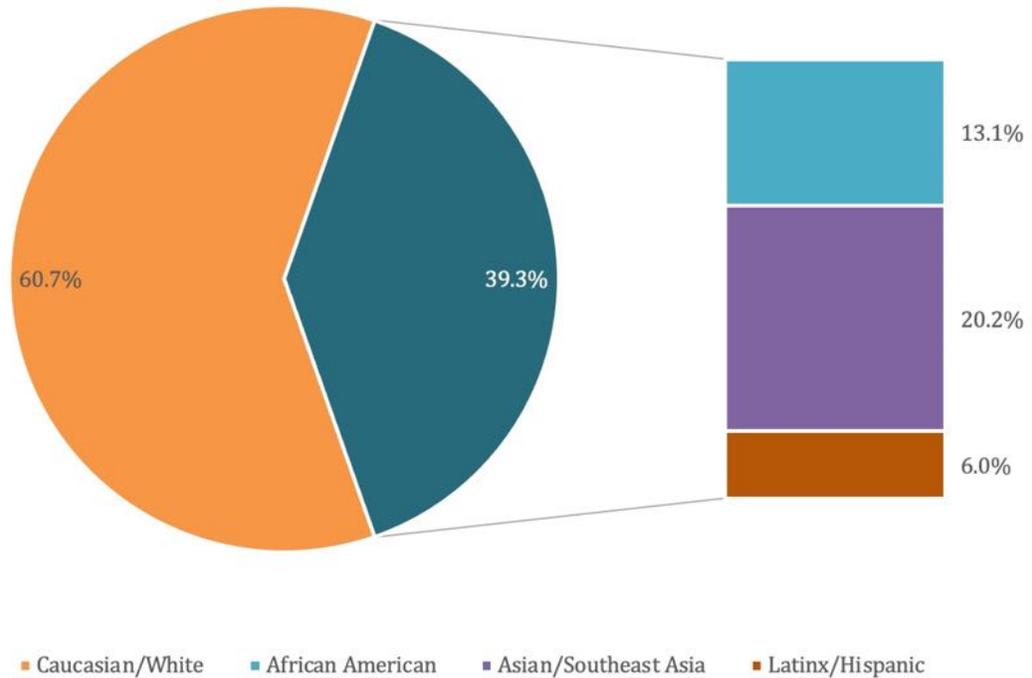
Business Outreach Events

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

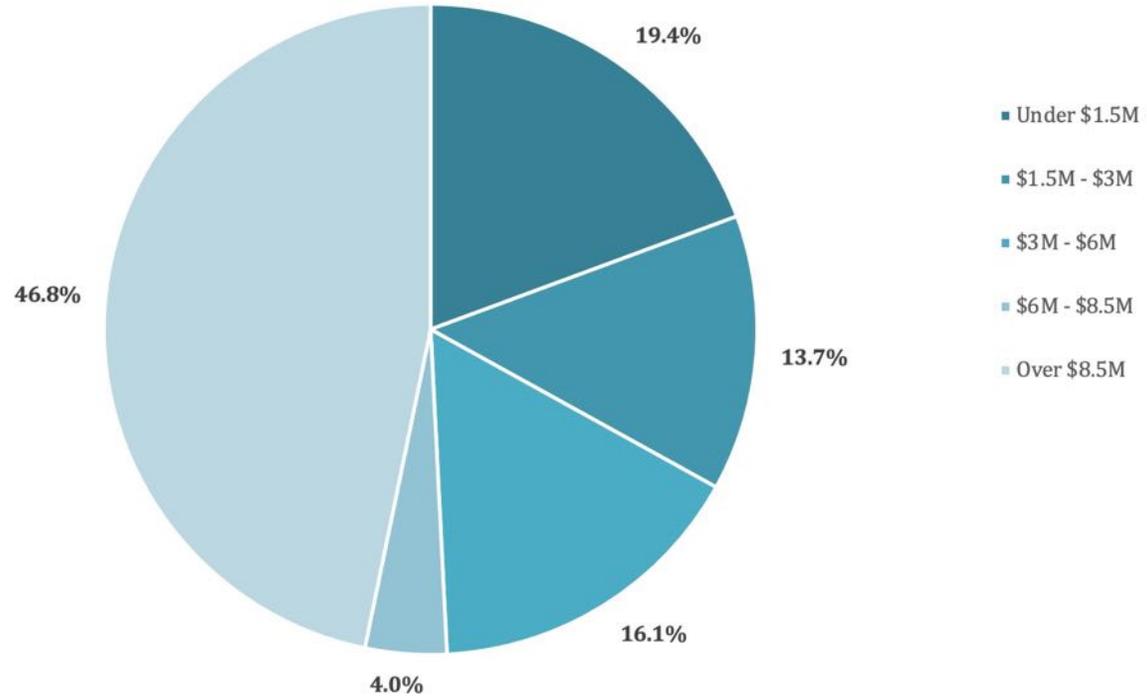


Outreach 10.26.21 (Data on Attending Firms)

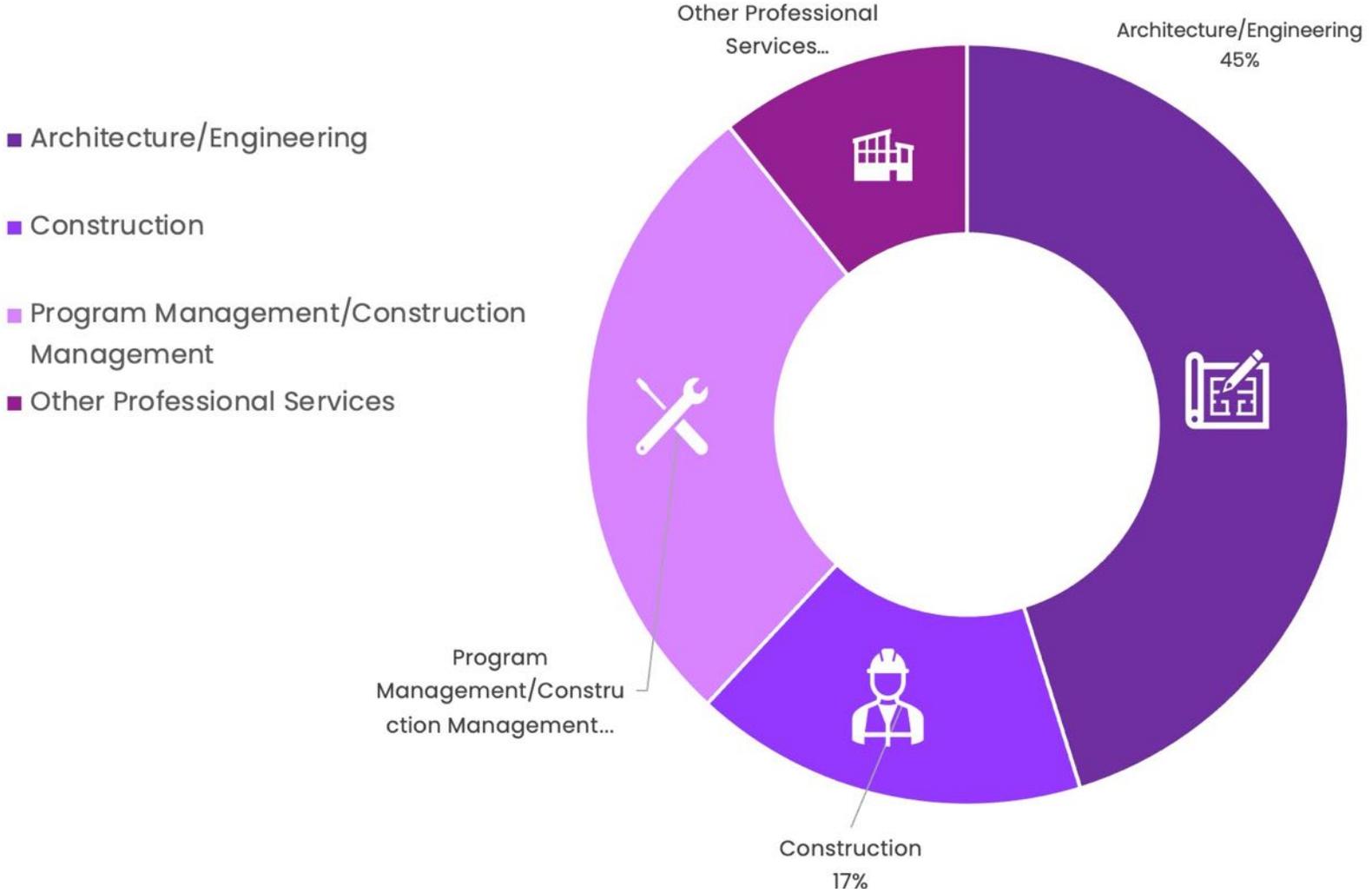
Ethnicity of Primary Owner



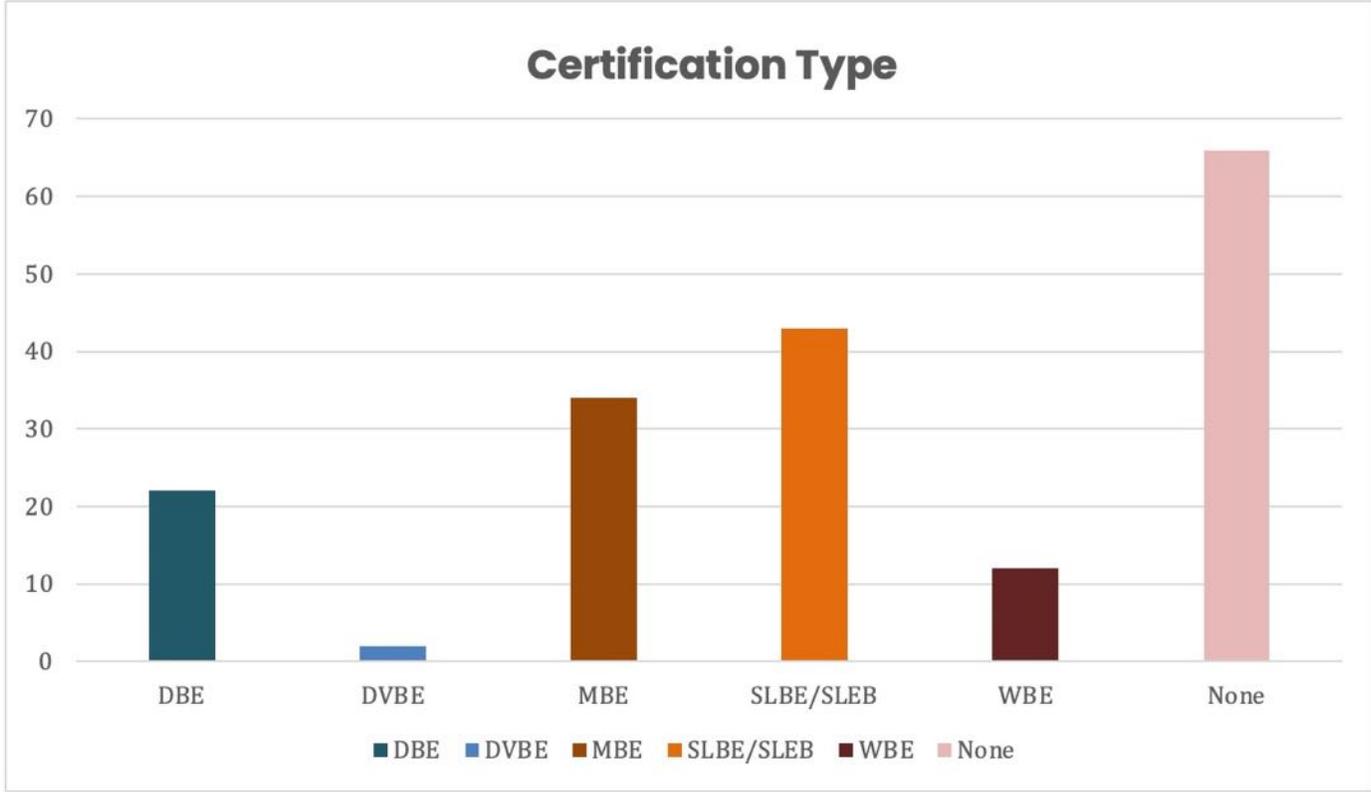
Annual Revenue Size



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





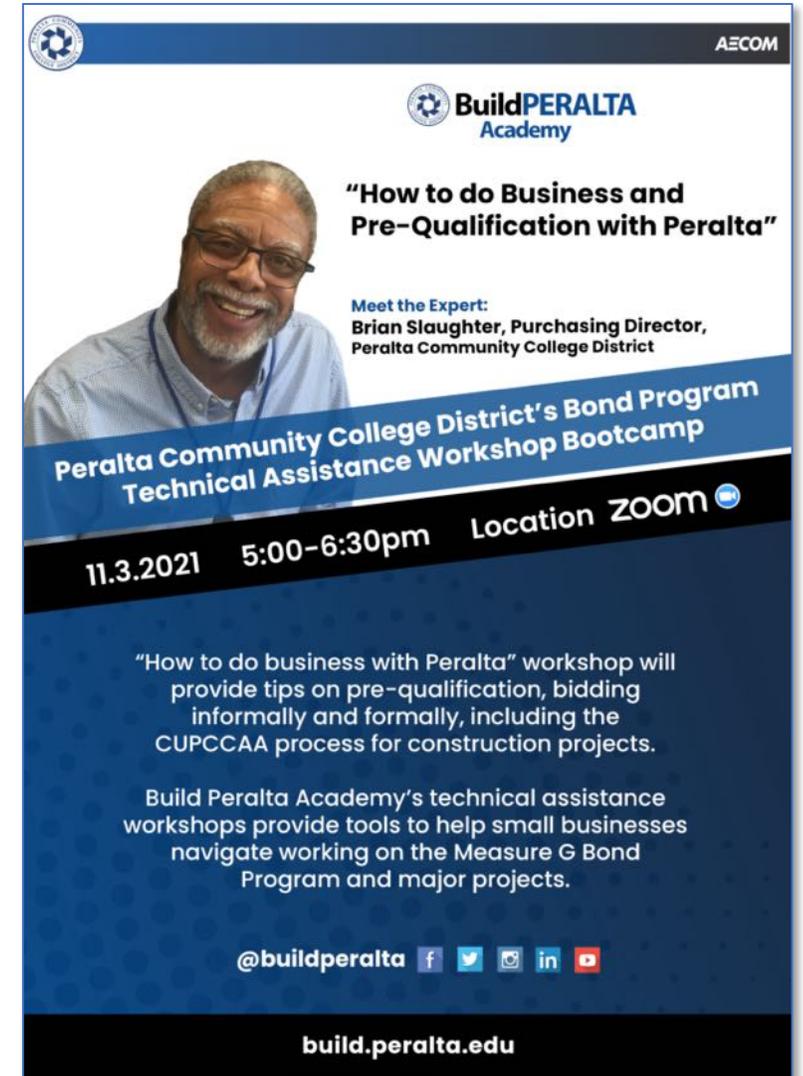
BuildPERALTA Academy

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



The flyer features a blue header with the Peralta Community College District logo and the AECOM logo. Below the header is the BuildPERALTA Academy logo. A photo of Brian Slaughter, a man with glasses and a beard, is shown. To the right of the photo is the title of the workshop: "How to do Business and Pre-Qualification with Peralta". Below the photo is the text "Meet the Expert: Brian Slaughter, Purchasing Director, Peralta Community College District". A blue banner across the middle of the flyer reads "Peralta Community College District's Bond Program Technical Assistance Workshop Bootcamp". Below the banner, the date and time are listed as "11.3.2021 5:00-6:30pm" and the location is "Location ZOOM". The main body of the flyer contains two paragraphs of text: "How to do business with Peralta" workshop will provide tips on pre-qualification, bidding informally and formally, including the CUPCCAA process for construction projects. Build Peralta Academy's technical assistance workshops provide tools to help small businesses navigate working on the Measure G Bond Program and major projects. At the bottom, there are social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube, along with the handle "@buildperalta". The footer of the flyer contains the website "build.peralta.edu".



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



BuildPERALTA Academy

Geographical Representation of Firms by Zip Codes

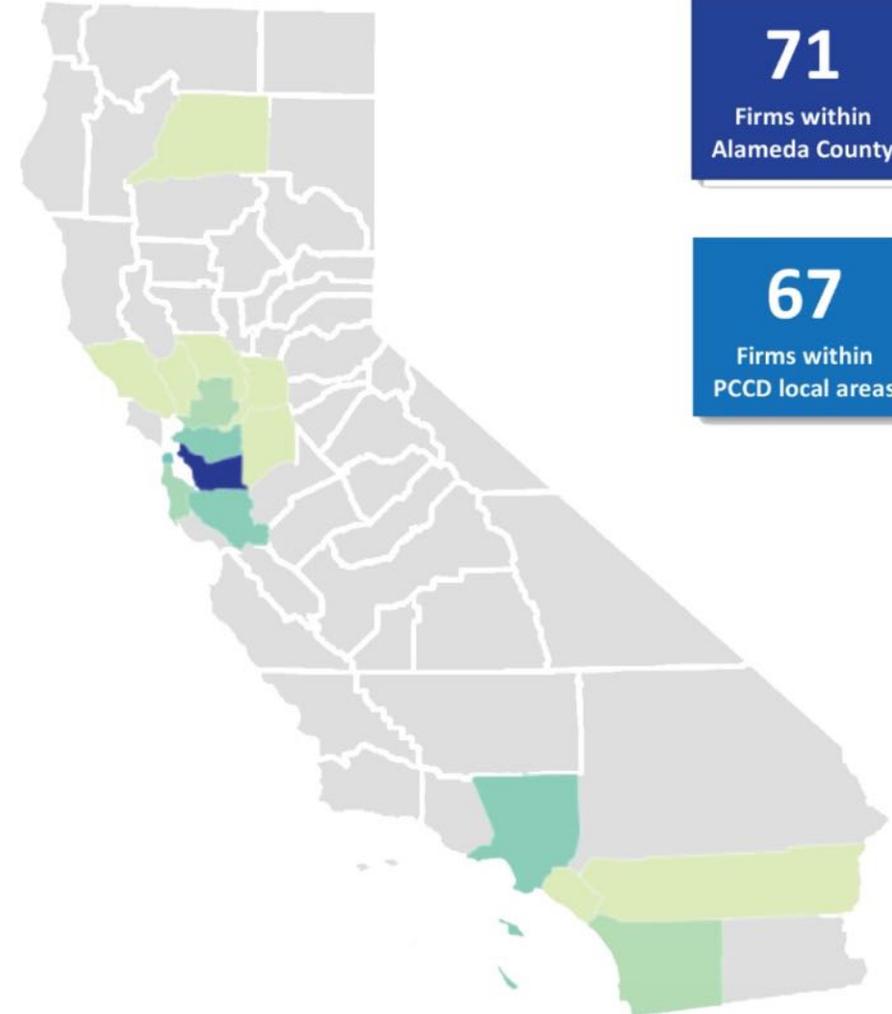
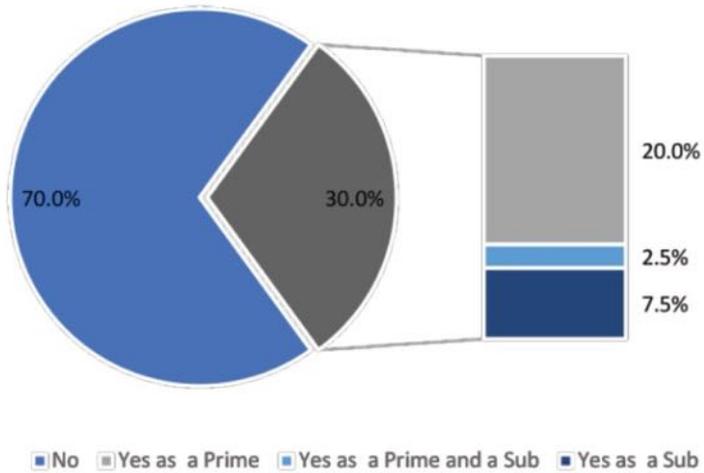
10%

of the firms attended 5+
workshops

30%

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

Prior Experience with PCCD



71
Firms within
Alameda County

67
Firms within
PCCD local areas



Community Partner Briefings

**Peralta Community College District
Virtual Community Partner Briefing
Alameda Chamber of Commerce**
September 1, 2021
1:00pm - 2:00pm
Location: ZOOM

- Meet with District Officials
- Find out how bond funds are spent
- Learn about projects across all our campuses

This free event is open to the public
[Click Here to Register](#)

For more information on Peralta Colleges' Capital Program
build.peralta.edu

BuildPERALTA

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

25% SLBE Participation Goal

GET INVOLVED

LEARN MORE
Build.Peralta.edu
link in bio

BuildPERALTA

PERALTA COMMUNITY COLLEGE DISTRICT

LOGO OF THE UNIVERSITY OF ALABAMA

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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.

Register Here
peralta.edu/purchasing/vendor-registration

Bringing positive change to our community

BuildPERALTA

Start doing business with Peralta Colleges

Step 1 Register Today!

Peralta Community College District's bond program has 25% small, local business goal

Learn more about the bond program at build.peralta.edu

Stay Connected @buildperalta

f t i l y



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THANK
YOU...

