

Richmond Community Working Group

Procurement Presentation & Discussion February 26, 2015



Berkeley Global Campus

AT RICHMOND BAY

Discussion Overview and Objectives

1. Presentation

- **Overview of the policy or objectives that set the terms for UCB and LBNL's** procurement, including small and diverse businesses
- **Baseline data on spend in Richmond by UCB, LBNL,** and City of Richmond (as an example of what another public anchor is doing)
- **(Assets to Build On) Overview of the Programs & Strategies already underway** at UCB, LBNL, City of Richmond, Chamber and Main Street, etc. that can be harnessed to increase UCB and LBNL spend with local businesses
- **Overview of Promising Strategies/Practices** that the BGC Working Group may consider in its recommendations to the Chancellor and LBNL Director per the two institution's regular procurement and the BGC construction project.

2. BGC Working Group Discussion & Next Steps

Joint Statement of Commitment to Strengthen Community Partnerships Between UC Berkeley, Lawrence Berkeley national Laboratory and the Richmond Community

BE IT FURTHER RESOLVED that UC Berkeley and LBNL, will provide economic opportunities to Richmond residents by taking the following steps to address local hiring and procurement:

- 4. Work with community organizations, small business development programs, and workforce training programs to assist Richmond resident to respond effectively to opportunities at the main campus and the proposed *Berkeley Global Campus*; and**
- 5. Develop best practices for proactive outreach and marketing of procurement and employment opportunities for Richmond residents for any Richmond Bay Campus related development opportunity; and**
- 6. Meet with community organizations in Richmond to develop strategies that assist women ,minority, and veteran-owned small businesses to respond more effectively to currently available contract opportunities; and to report on these strategies to the Richmond Community Partnership working group; and**

Recommended Best Practices for Richmond

(Social Sector Solutions, Haas School of Business Study Commissioned by City of Richmond)

	Position Richmond Businesses for Success	Collaborate with Partners	Attract New Businesses
Construction	<ul style="list-style-type: none"> ✓ General Contractor to Sub Contractor Matchmaking" workshop ✓ Information on bid opportunities 	<ul style="list-style-type: none"> ✓ Design & prequalification requirements ✓ Mentor-protégé program 	<ul style="list-style-type: none"> ✓ Target gap in Richmond subcontracting areas
Direct Procurement	<ul style="list-style-type: none"> ✓ Registration drives ✓ Certification with the SBA ✓ Distribute bid information ✓ Business Dev Training 	<ul style="list-style-type: none"> ✓ Enhance skillset of supplier community ✓ Centralized point of contact communicate & share info 	<ul style="list-style-type: none"> ✓ Market existing enterprise or HUB zone incentives ✓ Promote incentives to target businesses with developer(s)
Cluster Development	<ul style="list-style-type: none"> ✓ Connect with regional orgs & attend conferences ✓ Recruit Cluster champions from Richmond industry ✓ Form cluster advisory council 	<ul style="list-style-type: none"> ✓ Survey partners through Request for Information (RFI) ✓ Launch shared incubator space ✓ Develop open campus & less restrictive IP policies 	<ul style="list-style-type: none"> ✓ Create Cluster nonprofit ✓ Zone for Flexible, mixed-use buildings at the BGC ✓ Develop Attractions & amenities ✓ Launch QB3 like incubator
Marketing	<ul style="list-style-type: none"> ✓ Targeted media promotion 	<ul style="list-style-type: none"> ✓ Facilitate networking ✓ Spread awareness 	<ul style="list-style-type: none"> ✓ Industry events ✓ Dedicated PR and Marketing ✓ Update website ✓ Integrated campaigns

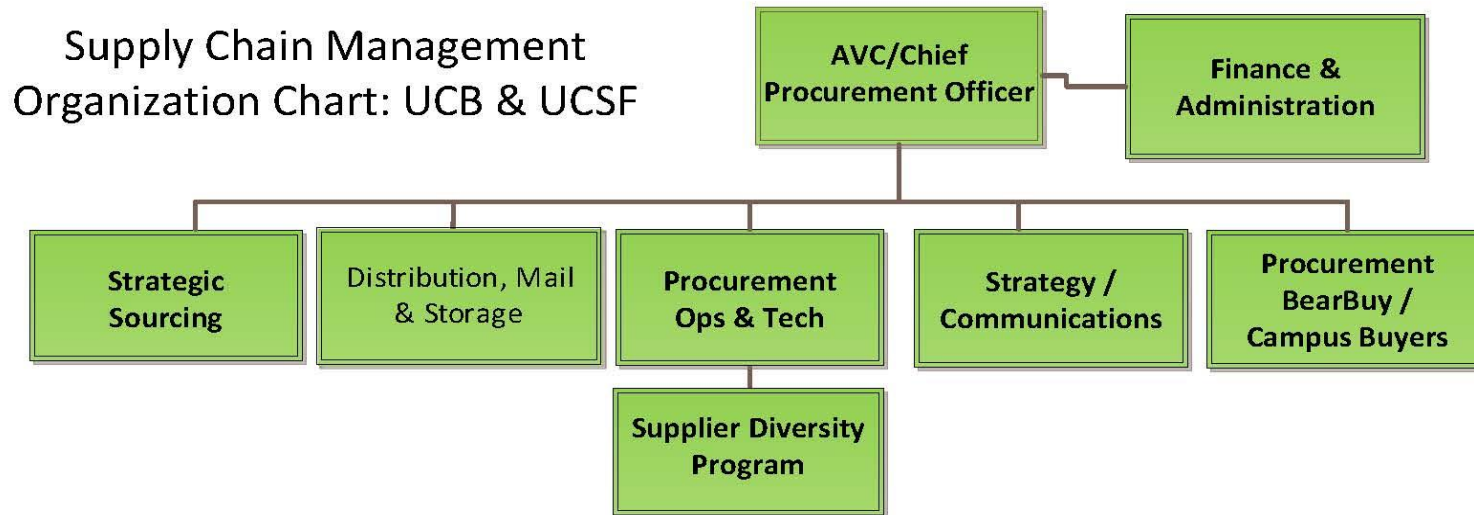
Recommendations Made to UCB/LBNL (not exhaustive)

Anchor Richmond Report:

- Sponsor an anchor opportunity study analyzing campus purchasing opportunities for new, small, minority owned and worker owned businesses.
- Dedicate UC Berkeley and LBNL staff to meet regularly with a community business working group to identify opportunities for collaboration.
 - This has started already through this process, with UCB and LBNL Supply Chain Folks working with Richmond Chamber, Richmond Main Street, and City of Richmond.
- Create a fund for launching and building capacity of small and minority-owned, and worker owned businesses offering goods and services to campus.
- Structure contracts and offer points in the contract bidding process for including small, minority-owned and worker owned businesses.

At Various BGC Presentations/Forums:

- Establish capital pool that Small, Women & Minority owned firms can draw on as sub-contractors to prime developer.
- Facilitate Access to Bonding for Small, Women & Minority owned firms.



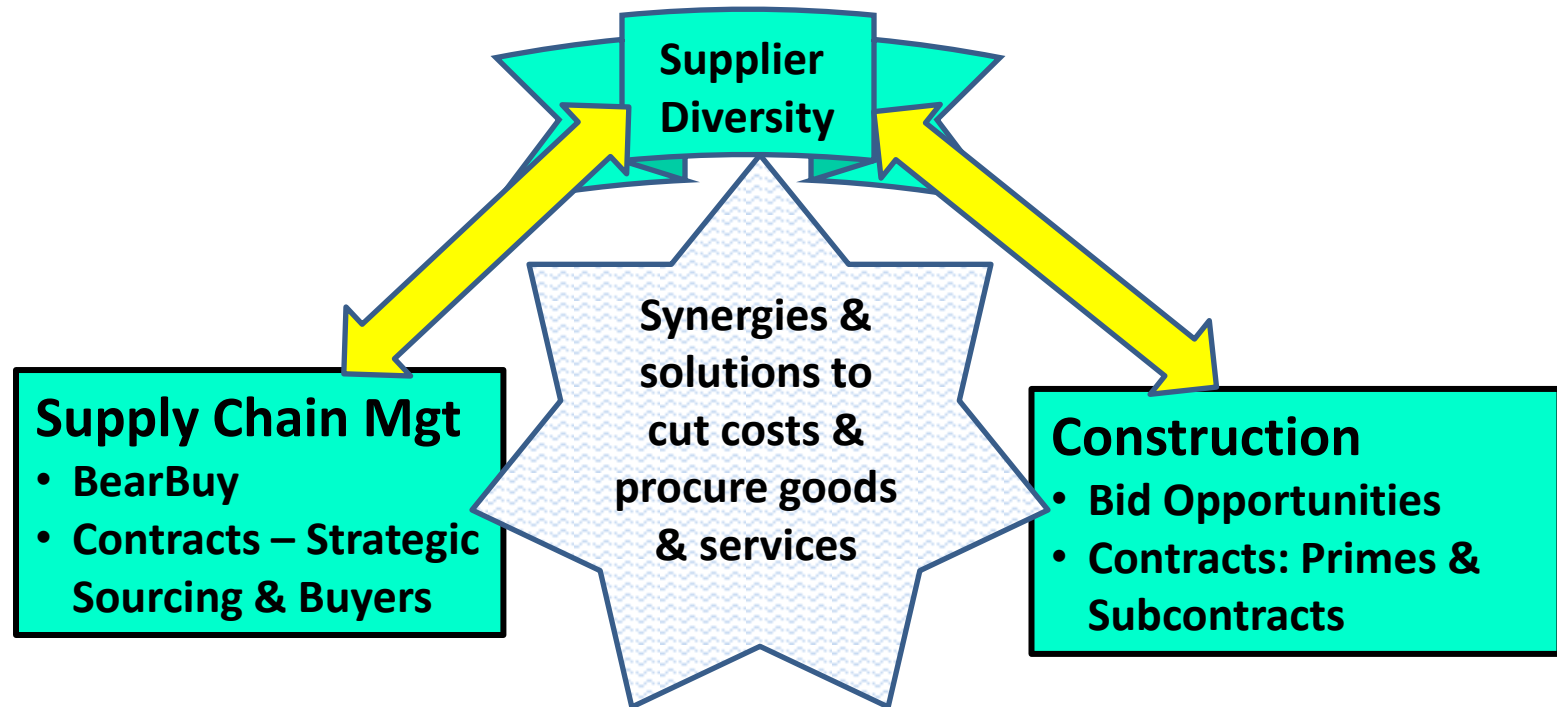
The following is an extract – for full content, visit the [UCB Supply Chain Management website](#).

Mission--To expand opportunities for teaching, research, and public service by delivering savings and efficient procurement services across University of California

Strategic Objectives

- Develop collaborative relationships with clients across the UC system...
- Pursue strategic initiatives in a coordinated manner...
- Invest in and optimize talent and technologies across the University...
- Drive down Total Cost of Ownership (TCO) and promote new revenue opportunities.
- Partner with suppliers to develop business relationships and solutions that optimize value for the University

- **Women-Owned Small Businesses (WOSB)** - Effective February 4, 2011, SBA began the [Women-Owned Small Business Federal Contract Program](#).
- **Small Disadvantaged Businesses (SDB)**
- **Veteran-Owned Small Businesses (VOSB)**
- **Service-Disabled Veteran-Owned Small Businesses (SDVOSB)**
- **Historically Underutilized Business Zone businesses (HUBZone SB)**
- **Historically Black Colleges and Universities/Minority Institutions (HBCU/MI—required only for DoD, NASA, and Coast Guard contracts)**
- **Alaska Native Corporations (ANCs) and Indian Tribes** that have not been certified by the Small Business Administration as small disadvantaged businesses
- **Alaska Native Corporations (ANCs) and Indian Tribes** that are not small businesses.



UCB-UCSF Procurement & UCSF Construction

<https://suppliers.scquest.com/UCOP/>

The screenshot shows the 'Supplier Registration and Sourcing' portal for the University of California. The main section is titled 'Rfx Events' and displays a list of 8 bid opportunities. The interface includes search filters for Status (Open), Rfx No., Project (All), Rfx Title, Keyword, and Sort by (Close Date, Descending). The table below lists the bid opportunities with their respective details.

Type Project SubProject	Number Title Contact Public Description	Open Date Submit Address Date Close Date	Status	Bid Link
Sealed RFP UC Irvine Other Services	15da002: RFQ-UCT-15da002-Mesa Court Drapes Diane Silver	13 Jan 2015 09:00 AM PST 15 Jan 2015 07:54 AM PST 24 Feb 2015 02:00 PM PST	Open	Participate in Rfx
Sealed RFP UC Berkeley Other Services	201501268W: RFP Sealed-Paint for RSSP Byron Wilson	26 Jan 2015 12:30 PM PST N/A 20 Feb 2015 05:00 PM PST	Open	Participate in Rfx
Sealed RFP UC Davis Other Services	58420M: Pavilion Seating Replacement Michelle Valine Pavilion Seating Replacement	13 Jan 2015 01:31 PM PST 04 Feb 2015 11:13 AM PST 13 Feb 2015 03:00 PM PST	Open	Participate in Rfx
Sealed RFP UC Davis Life Sciences	UCD-34715024PM: 150W TWT Amplifier Pam Meyer 150W Traveling-wave Tube Amplifier	16 Jan 2015 05:30 PM PST N/A 12 Feb 2015 04:00 PM PST	Open	Participate in Rfx

HOME WHO WE ARE WHAT WE DO BOB'S CORNER

WHAT WE DO

Development

▼ Construction

Director

Capital Renewal

Construction & Design

Contract Administration

Inspection Services

Projects

Organization Chart

Request construction or
renovation (PRR)

Requests for Bids

Request for Qualifications
(RFQ's)

Home > What We Do > Construction >

Construction

<http://realestate.berkeley.edu/>



Real Estate is responsible for the construction and renovation of UC Berkeley's real estate portfolio.

The department of Construction & Design manages the design, construction, retrofitting, and restoration of campus buildings and their surroundings.

Inspection Services ensures code compliance and high quality in the construction and renovation of campus properties.

Request construction or renovation work: [Project Renovation Requisition \(PRR\) on-line](#)

[Matrix available on UCOP website](#)

UNIVERSITY OF CALIFORNIA CONSTRUCTION CONTRACTING REQUIREMENTS SUMMARY

PROJECT COST	BIDDING	BONDS	ADVERTISEMENT	INSURANCE
Less than \$50,000 <i>(Negotiated)</i>	<ul style="list-style-type: none"> Select from a pool of qualified contractors Rotation of contractors is required http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-1.html#1-3	<ul style="list-style-type: none"> Payment Bond required for projects over \$25,000 <u>No Bid Bond</u> required No Performance Bond required http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-11.html#11-6	<ul style="list-style-type: none"> Advertisement not required http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-5.html#5-2	<ul style="list-style-type: none"> Auto: \$1M Workers Comp: Statutory Employer's liability: \$1M General Liability: low risk-\$1M agg/\$1M Moderate risk--\$2M agg/\$1M High risk--\$4M agg/\$2M Professional liability: varies http://www.ucop.edu/risk-services/files/construction_ins_limits.pdf
\$50,000 - \$300,000 <i>(Informally Bid)</i>	<ul style="list-style-type: none"> Informally competitively bid Award to Lowest Responsible Bidder Rotation of contractors is required http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-1.html#1-2	<ul style="list-style-type: none"> Payment and Performance Bonds required <u>No Bid Bond</u> required http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-11.html#11-6		
\$300,000 - \$640,000 <i>(Informally Bid)</i>	<ul style="list-style-type: none"> Informally competitively bid Award to Lowest Responsible Bidder Rotation of contractors is required Base Qualification Requirement (GC & MEP) Must post award details http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-1.html#1-2			
Over \$640,000 <i>(Formally Bid)</i> <i>If Formally bidding under \$640k, these same rules apply.</i>	<ul style="list-style-type: none"> Formally competitively bid Award to Lowest Responsible Bidder Publicly open all bids Must post bid results http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-1.html#1-1	<ul style="list-style-type: none"> Payment and Performance Bonds required <u>Bid Bond</u> required http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-11.html#11-6	<ul style="list-style-type: none"> Public advertisement required http://www.ucop.edu/construction-services/facilities-manual/volume-5/vol-5-chapter-5.html	

Modified December 8, 2014 by the Office of the President

The Supplier Diversity Program Manager: [full text on Supplier Diversity website](#)

- Collaborates with other UC campuses and small business development programs...
- Assists campus project teams, which have been awarded federally funded research contracts and grants, to develop small business plans...
- Responds to and educates small and minority business suppliers..
- Provides small and minority business resources to departments...

FY 13	FY 14
\$4.1 M	\$2.99 M

Highest dollar spend has been in
Construction and Maintenance/ Repair
areas

Note: These numbers are for UCB only (i.e, excludes UCSF procurement).

2013 & 2014 UCB Spend in Richmond

UC Category Group	#	Total Spend
Building Construction	13	\$3,007,171
Engineering Services	3	\$87,370
Financial and Insurance Services	1	\$957
Food	5	\$40,204
Healthcare Services	6	\$14,327
Life Sciences	16	\$251,146
Maintenance/Repair	24	\$1,066,143
Organizations and Clubs	2	\$1,524
Print and Marketing	4	\$28,744
Professional Services	40	\$100,687
Published Products	3	\$76,957
Travel	42	\$176,761
Unclassified/Miscellaneous	140	\$2,243,295
TOTAL	299	\$7,095,285

Award Winning Small Business Program



BERKELEY LAB
Bringing Science Solutions to the World

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PROCUREMENT & PROPERTY



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Small Business Program



SMALL BUSINESS PROGRAM

[Home](#) [Small Business Program Home](#)

- [Awards & Recognition](#)
- [Performance](#)
- [How to Become a Supplier](#)
- [Outreach Events](#)

WHO WE ARE

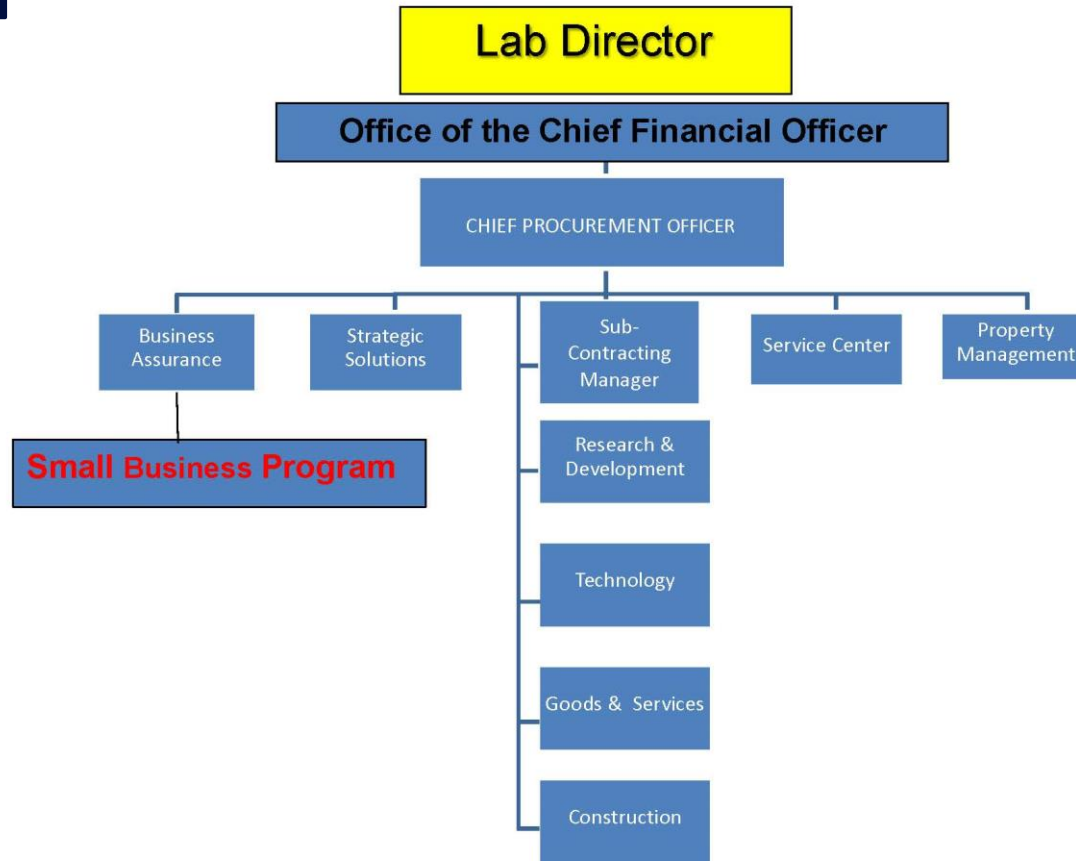
Our mission: To support the growth and development of small business concerns by providing them with maximum

Berkeley Global Campus

AT RICHMOND BAY



LBNL Procurement





Small Business Goals

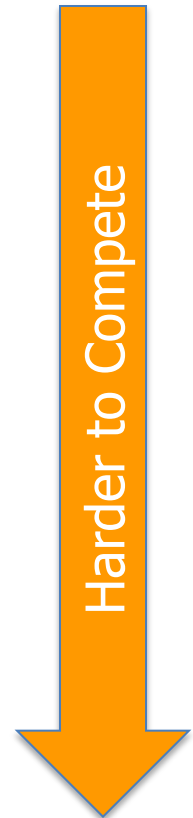
- ◆ Department of Energy (DOE) sets the **annual** Small Business Goal.
- ◆ FY15 Small Business Goal: **50.0%**
- ◆ Subgoals: WOSB, Hubzone, SDVET, VET, and 8(a)
- ◆ We have **met & exceeded** Small Business Goals in past years.



Procurement Policy

Federal Acquisition Regulations, as required by the UC/DOE Management & Operating Prime Contract for LBNL

Purchase Orders \leq \$150K	<ul style="list-style-type: none">• Mandatory set-aside for small business
Purchase Orders $>$ \$150K \leq \$499K	<ul style="list-style-type: none">• Designated for small business if competition exists
Purchase Orders \geq \$500K	<ul style="list-style-type: none">• Advance Acquisition Alert process is required
Subcontracts \leq \$3M	<ul style="list-style-type: none">• Can be sole-sourced for Hubzone, Service-Disabled Vet, and 8(a) <i>with some exceptions</i>





Small Business Outreach Effort



SB conferences/events



Training events with local chamber of commerce & SBA

Supplier Day at LBNL

1-1 meeting

Supplier Presentation



Small Business *Inreach* Effort



Communication/
Procurement
UPDATES

LB approval
process

Tech Rep
Division
Training

Market research
tools/SB
Directory



Construction Opportunities



- Advertised on Daily Pacific Builder
- Advertised on Fed Biz Ops
- Advertised on LBNL Facilities' website
- <http://facilitiesprojects.lbl.gov>
- Pre-qualification process





Spend in Richmond

- FY13: \$16M
- FY14: \$13M



- Two anchor Large Businesses
- C. OVERAA Construction and PG&E



Construction Business Suppliers in Richmond

Architects	7
Carpentry	1
Concrete	1
Construction	50
Construction & Traffic Control	1
Construction Supply	2
Contractor	155
Engineering	2
Fire Sprinkler	1
Hauling	6
Hauling/ Landscape	1
Landscaping	12
Painting	3
Roofing	1
Wholesale Laminate Surfaces	1
Wholesale Lumber And Building Materials	1
<i>Construction Subtotal</i>	<i>245</i>



Direct Procurement Suppliers in Richmond

Other Miscellaneous Durable Goods Merchant Wholesalers	6
Analytical Laboratory Instrument Manufacturing	3
Biological Product (except Diagnostic) Manufacturing	3
Other Electronic and Precision Equipment Repair and Maintenance	13
Security Services	8
Landscaping Services	17
Cleaning/Janitorial Services	91
Catering Services	5
Office Services	4
<i>Direct Procurement Subtotal</i>	<i>150</i>

City of Richmond Strategies

- General Plan 2030 – Economic Development Element
- Health in All Policies – Intervention Area 2
- Collaboration with Stakeholders
- Marketing & Branding
- Outreach & Retention
- Revolving Loan Fund
- Economic Development Commission
- City Procurement
- Richmond Business Opportunity Ordinance & Local Employment Ordinance

Richmond Procurement Stakeholders*

- Economic Development Commission
- Richmond Main Street
- Point Richmond Business Association
- Renaissance Center
- Richmond Chamber of Commerce
- Richmond Convention & Visitors Bureau
- SparkPoint
- 23rd Street Merchants

*Partial list – additional stakeholders shall be identified with the support of the BGC Working Group

Doing Business with the City of Richmond

Bid Opportunities are posted on the City's BidsOnline System - The City's vendor registration and bid management system

www.ci.richmond.ca.us/bids

Welcome to the City of Richmond Online Bidding System Powered by BidsOnline™

Thank you very much for your interest in doing business with the **City of Richmond**. We are committed to providing an equal opportunity for all business enterprises to participate in our purchasing and contracting activities.

To begin the process, please visit the [Contracting/Purchasing Opportunities](#) section, where you can [register as a bidder online](#), search for bid requests, order and download documents, bid electronically (where applicable), and much more! If you would like to look at or print the list of commodity codes currently used at **Richmond**, [click here to view current list of codes](#).

The BidsOnline System will automatically e-mail notifications any time a bid/proposal is posted for the categories selected

City of Richmond

Local Employment Program Ordinance (RMC 2.56)

- Requires hiring of Richmond residents for work performed under eligible City subsidized projects and contracts.
- 25% of the total project hours must be performed by Richmond residents on eligible Public Works Construction projects with contract amounts at \$100k+ and 35% of the total workforce and new hires for non-construction contracts.
- Currently, local employment is 25.92% on eligible City contracts

City of Richmond

Business Opportunity Ordinance (RMC 2.50)

- Requires the utilization of Richmond businesses and suppliers for work performed under eligible City subsidized projects and contracts.
- 25% of the total contract dollar amount must be awarded to Richmond businesses (10% of this amount needs to be certified small business) on eligible Public Works Construction projects with contract amounts at \$100K +; service contracts at \$50K+, and procurement of goods and service contracts at \$25K +.
- Applicable rating incentives apply to bidders who achieve the ordinance goals.
- Currently, local business participation is 36.62% on eligible City contracts

City of Richmond

Local Employment Ordinance & Business Opportunity Ordinance Reinforcement Efforts

- Mandatory pre-bid conferences:
 - 1) Allow the Compliance Unit to share the City's expectations related to local hiring and local business
 - 2) Inform bidders of incentives including bid discounts and prospective enterprise zone credits
- Due to the existence of the Compliance Unit, Department Heads and Contract Administrators obtain support drafting language for bid specifications that reinforce City ordinances.
- The City now has a streamlined way of disseminating information via Bids Online.



MISSION:

The Richmond Chamber of Commerce exists to provide services, resources and advocacy to foster growth in the business community and benefit West Contra Costa County. We accomplish this mission by focusing on five key strategies:

- [Representing Business to Government](#)
- [Promoting the Community](#)
- [Creating a Strong Local Economy](#)
- [Providing Networking Opportunities and Business Connections](#)
- [Taking Political Action](#)

Chamber Stats

- ✓ 75% of Richmond Chamber Members are small businesses with 10 employees or less.
- ✓ 30% of members are taking advantage of the *Promoting Business Level* and advertising through the Chamber.
- ✓ On average, the Richmond Chamber website receives 117 page views every day (that's 3,500 each month!)
- ✓ Approximately 350 members of the business community attend Chamber hosted events every month.
- ✓ The Chamber sees over 25 new and existing businesses for counseling each month.
- ✓ **NEW!** The Chamber is always evolving with the changing needs of current business. We now offer an Online Member Area, More Features, More Advertising, Mobile Apps, Customer Loyalty Program and more to our Chamber Members.
- ✓ The Chamber continually updates their Facebook and Twitter pages. Follow us for the latest news.

1. Working to create a strong local economy.

Our Chamber is dedicated to helping local companies grow their business by taking the lead in programs and efforts that help create a strong local economy and making our community a great place to do business. We provide many educational opportunities to help business improve.



The Escalante Center is a project of the Business & Education United! Foundation. It is a training and development resource center, whose clients include:

- ✓ Family Owned Business
- ✓ Local Minority Business Owners
- ✓ Potential Local Business Owners
- ✓ Dislocated Workers
- ✓ Chamber Members

Spanish Language Classes Available





Richmond Main Street Initiative



A community-based nonprofit corporation dedicated to revitalizing the Historic Downtown Richmond commercial corridor into a pedestrian-friendly urban village that offers products, services, arts, and entertainment that reflect the community's rich and diverse heritage.

Program Strategies to Support Members, including Small, Women & Minority Owned Firms

Richmond Main Street supports the economic vitality of existing and emerging small women, and minority businesses by:

- Increasing continuing education and training opportunities
- Providing workshops, classes and one-on-one consulting to promising businesses
- Supporting existing local businesses with technical assistance and resources to thrive and grow
- Helping encourage new business formation in Downtown that meet local needs and reflect stakeholder demand for retail and services to stabilize the downtown economy
- Offering training and work opportunities to local youth interested in entrepreneurship.

RICHMOND MAIN STREET



The Way Forward for the BGC and Richmond

Strategic Considerations & Recommendations

Keys to Success & Recommended Next Steps

- 1) Strengthen partnership & step up collaboration **now.**
 - City of Richmond
 - Richmond Chamber of Commerce; Richmond Main Street Initiative
 - UCB Procurement Team & LBNL Small Business Office
 - Philanthropy
 - Other Richmond Anchors
- 2) Establish BGC Sub-Committee to review all strategies and options; and develop draft recommendations on procurement for BGC Working Group to consider.

Strategies that are Already Underway

Among Current Partners

- City of Richmond's Business Opportunity Ordinance & Program Strategies
- Richmond Chamber of Commerce & Richmond Main Street Initiative Training, Capacity Building & Mentoring
- UCB & LBNL Procurement Team partner with the City, Chamber and the Main Street Initiative to organize education and engagement events for local businesses (e.g. through Main Street Initiative's April 16 Procurement Business Bites Workshop and future Chamber events)

Need Aligning:

- Healthy Richmond Business Opportunity Work Group
- Richmond Community Foundation's Summit
- Emerald Cities/Democracy Collaborative Anchor Learning Network (funded by TCE)
- Potential for "Richmond Compact" commitment of larger public & private Anchors to increase local procurement and hiring.
 - E.g., Insight Center's Big Initiative and BMOC Work

Recommendations Made to UCB/LBNL (not exhaustive)

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