



Marin Community College District
Measure B - Outreach to Small and Local Businesses
May 2017

Overview

Marin Community College District's Outreach Plan aims to contribute to the economic vitality of Marin, Napa, and Sonoma Counties by delivering the best-valued and highest-quality products and services and by encouraging competition among all contractors and suppliers.

Marin Community College District reaffirms its commitment to increase the opportunities for and participation of small, local, and diverse business enterprises (SLDBEs) in its procurement of goods and services with an emphasis on its Measure B Bond Program. The District recognizes supplier diversity as an important component of its overall construction and purchasing efforts and will continue to foster relationships with SLDBEs to increase their utilization in the District's purchasing and construction-related projects.

Program Intent

The intent of the MCCD Outreach Plan is to ensure that small, local, and diverse businesses have optimum accessibility to procurement and contracting opportunities. Marin Community College District will take steps to encourage small, local, and diverse businesses to participate in the Measure B Bond Program construction projects, in purchasing projects, and as suppliers in the following manner:

Building Relationships – Although it is not always practical or feasible to establish a business relationship with every contractor/supplier, MCCD is firmly committed to creating the means by which these businesses are given due consideration and a fair opportunity to participate in purchasing, construction, and construction-related projects. The Measure B team will reach out to businesses through community based activities and project work to build mutually beneficial relationships with, and an understanding of, the small, local and diverse businesses available to work on the bond program.

Communication – The Measure B team will use various forms of online publications and public forums to notify vendors of upcoming bidding opportunities. A data base of vendors will be maintained to assist in notification of project opportunities via e-mail. The Measure B team will make itself available to answer questions, as appropriate, regarding the projects and procurement processes.

Training Seminars (“Open House”) – The Measure B team will hold at least two annual training seminars. These will be open to all vendors interested in working with the District. At these “open house” events, the Measure B team will present upcoming opportunities, respond to project and documentation related questions regarding upcoming bid opportunities, and guide interested vendors through the ins and outs of the District’s procurement process.

Tracking of Participation - Vendors contracting with the District will be asked on a voluntary basis to complete a Business Enterprise Declaration Form, and participation data will be tracked in the team’s web-based program management software (BMET), enabling the District to view reports on vendor participation in the Measure B Bond Program. Marin Community College District will request vendors doing business with the District to self-certify based upon the following definitions:

Small, local, and diverse business enterprise (SLDBE)
An independently owned and operated business with an office located in California and which, together with its affiliates, meets one or more of the following criteria:

- **Small Business Enterprise (SBE)**
A business enterprise which together with any affiliates has 100 or fewer employees and has averaged annual gross receipts of 15 million dollars (\$15M) or less over the previous three years.

- **Local Business Enterprise (LBE)**
A business enterprise with a business location in one of the following: Marin, Napa, or Sonoma County, or the City or County of San Francisco.

- **Diverse Business Enterprise (DBE)**
A firm whose ownership is
 - At least 51% minority (Minority Business Enterprise (MBE) or Diverse Business Enterprise (DBE)). An independently owned and operated business whose ownership is of at least 51% minority status.

OR

 - At least 51% female (Women Business Enterprise (WBE) or Diverse Business Enterprise (DBE)). An independently owned and operated business whose ownership is at least 51% female.

OR

 - At least 51% disabled veteran(s) (Disabled Veteran Business Enterprise (DVBE)). An independently owned and operated business whose ownership is at least 51% disabled veteran.

BUSINESS ENTERPRISE DECLARATION

Marin Community College District, in compliance with California Code of Regulations Section 59500 et.seq., requests your response to the following questionnaire, which is for informational use only. Using the following guidelines, please determine whether your business qualifies under any of the following classifications:

LBE - LOCAL BUSINESS ENTERPRISE

Generally, your firm is considered by the Marin Community College District to be a Local Business Enterprise if its primary place of business is in Marin, Napa, or Sonoma County or the City or County of San Francisco. The place of business must be a fixed office and not a post office box, a temporary location, a moveable property, or a location established to oversee a project (such as a construction project office).

SBE - SMALL BUSINESS ENTERPRISE

Generally, your firm is considered by the State of California to be a Small Business if it has (a) fewer than 100 employees and (b) for general construction and services industries, average annual receipts less than \$15 million for three preceding fiscal years.

MBE - MINORITY BUSINESS ENTERPRISE

A Minority Business Enterprise is a business concern which is at least 51% owned by one or more minorities (Native American, African American, Asian/Pacific American or Hispanic American). A publicly owned corporation qualifies if at least 51% of the stock is owned by one or more minorities. Management and daily business operations must be controlled by one or more such individuals. The firm must have its home office located in the United States and it must not be a branch or subsidiary of a foreign corporation, firm or other business.

WBE - WOMEN OWNED BUSINESS ENTERPRISE

A Women Owned Business Enterprise is a business concern which is at least 51% owned by women. A publicly owned corporation qualifies if at least 51% of the stock is owned by women. Management and daily business operations must be controlled by one or more such individuals. The firm must have its home office located in the United States and it must not be a branch or subsidiary of a foreign corporation, firm or other business.

DVBE - DISABLED VETERANS BUSINESS ENTERPRISE

A Disabled Veterans Business Enterprise is a business concern which is at least 51% owned by disabled veterans. A publicly owned corporation qualifies if at least 51% of the stock is owned by disabled veterans. Management and daily business operations must be controlled by one or more such individuals. The firm must have its home office located in the United States and it must not be a branch or subsidiary of a foreign corporation, firm or other business. The State of California's Department of General Services, Office of Small Business and Disabled Veteran Business Enterprise Services (OSDS) defines "disabled veteran" as a veteran of the military, naval or air service or the United States with a service-connected disability of at least 10% or more and who is a resident of the State of California.

BUSINESS CATEGORY - CHECK ALL THAT APPLY

- LBE - Local Business Enterprise
- SBE - Small Business Enterprise
- MBE - Minority Business Enterprise
- WBE - Women Owned Business Enterprise
- DVBE - Disabled Veterans Business Enterprise
- OTH - None of the Above

OWNED AND MANAGED BY (INDICATE % IF APPLICABLE):

- % African American
- % Asian/Pacific American
- % Caucasian/White American
- % Hispanic American
- % Native American (Native Americans include: American Indians, Eskimos, Aleuts and Native Hawaiians)
- % Other (Please Specify) _____

I am authorized to execute this certification on behalf of this business enterprise:

Name of Company _____

Signature _____ Date _____

Print Name _____

Title _____

END OF DOCUMENT