LOCAL BUSINESS UTILIZATION CONSULTANT SERVICES
OAKLAND UNIFIED SCHOOL DISTRICT

Quarterly Report for LLA/LCG Team
April 1, 2020 – June 30, 2020

The quarterly report provides an overview of the general tasks performed by the LBU Consultant team in support of implementing and monitoring the District’s Local Business Enterprise (LBE) policy. The report is broken out into the main service areas for the contract.

In summary, during the report period, April 1 through June 30, 2020, the team members focused on the following tasks:

- Continuing connections with contractors to inform them of OUSD contract opportunities, the LBU Program, and to encourage them to complete City of Oakland certifications and OUSD prequalification process
- Posting relevant and interesting OUSD Facilities-related stories and content on social media platforms
- Referring contractors to available technical assistance resources
- Monitoring compliance with the LBU policy 50% utilization goal

I. BUSINESS OUTREACH & COMPLIANCE MONITORING – To increase the pool of local and small local resident contractors interested in bidding OUSD projects, team members performed the following tasks:

General

- Continued direct telephone outreach to 5,000 contractors headquartered in Oakland, as identified via the State of California Licensing Board
- Promoted OUSD contracting opportunities through email notifications and phone calls to firms certified by the City of Oakland and to Local Business, Small Local Business and Small Local Resident Businesses already working with OUSD
- Continued reviewing and processing SLRBE certifications

Project Specific Outreach – Team members identified firms certified in the trade areas associated with each project and conducted targeted/direct outreach for the following projects:

- Solid Waste Handling and Recycling Services
- Re-Bid of Emerson Elementary School Girls Softball Field Project
- Skyline Sewer Replacement Project
- Sherman Charter Storm Drain Replacement Project
- Elmhurst Sewer Replacement Project
- Madison Park Video Surveillance Project
- Oakland High School Countertop Replacement Project
Compliance Monitoring and Reporting

1. In support of new bids, team members reviewed proposed contractor participation and approved or made recommendations for additional LBU engagement on the following projects:

- Elmhurst Sewer Replacement
- Madison Park Academy Video Surveillance
- Melrose Boiler Replacement
- Re-Bid Emerson Elementary School Girls Softball Field Re-bid
- Sankofa Boiler Replacement
- Sherman Charter Storm Drain Replacement
- Skyline Sewer Line Replacement

2. Team members collected data from the Local Business Enterprise Participation Monthly Tracking Worksheets submitted by prime contractors performing work on active construction projects. This quarter, the team received data for the active projects listed below. A summary of LBU attainment for each project in the Capital Program is attached to this report.

- Emerson Elementary School
- Fremont High School
- Glenview Elementary School
- Paul Robeson School of the Visual and Performing Arts
- Sankofa Academy

As of June 30, 2020, Cumulative LBU Participation = 52.5%:
TOTAL PROJECT DOLLARS AWARDED $592,739,054
CUMMULATIVE TOTAL DOLLARS TO LBES $311,201,326
Meeting Participation – To support direct communication with Project Managers, provide updates on LBU reporting and issues, and respond to inquiries, team members participated in the following meetings:

- Weekly OUSD Project Management Meetings
- Weekly Owner, Architect & Contractor (OAC)AC Meetings:
  - Fremont High School
  - Madison Park Elementary

II. COMMUNICATIONS & COMMUNITY ENGAGEMENT – To increase communication with the larger community regarding the LBU program, provide technical assistance & resources to existing LBU firms, collaborate with other local jurisdiction that have business inclusion initiatives and provide support general community/government relations strategies, team members completed the following:

- Drafted and submitted 2nd newsletter in May to SLBE/SLRBE firms. Content included:
  - OUSD Upcoming Bids
  - Facilities Masterplan Update & Engagement Sessions
  - Technical Assistance – Google Sheets/Forms & Estimating
  - Bid Opportunity – Peralta Community College District
  - #OUSD100 Feedback

MAY NEWSLETTER
• Continued compiling and distributing positive facilities related content via Facebook, LinkedIn & Twitter for under the hashtag #OUSD100

<table>
<thead>
<tr>
<th>Date</th>
<th>Post Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>06/29/2020</td>
<td>OUSD + Cypress Mandela Summer Cohort program and graduation</td>
</tr>
<tr>
<td>06/24/2020</td>
<td>OUSD Fast Facts &amp; updates on COVID-19 virus resources</td>
</tr>
<tr>
<td>06/17/2020</td>
<td>OUSD Rising Together, OUSD celebrates special education program</td>
</tr>
<tr>
<td>06/10/2020</td>
<td>Skyline Y-Plan Presentation, students present solutions on climate change</td>
</tr>
<tr>
<td>05/27/2020</td>
<td>Y-Plan BART Collaboration with BART</td>
</tr>
<tr>
<td>05/21/2020</td>
<td>Emerson Teacher recognized during Ellen DeGeneres Show</td>
</tr>
<tr>
<td>05/19/2020</td>
<td>OUSD CIF Athlete of the Year</td>
</tr>
<tr>
<td>05/06/2020</td>
<td>FloWater at OUSD Schools provides clean drinking water</td>
</tr>
<tr>
<td>05/04/2020</td>
<td>OUSD Covid Fund</td>
</tr>
<tr>
<td>04/29/2020</td>
<td>OUSD Employee of the Year, custodial staff at Melrose Leadership Academy</td>
</tr>
<tr>
<td>04/01/2020</td>
<td>Census art created by OUSD students</td>
</tr>
</tbody>
</table>

Sample Posting - Cypress Mandela Summer Cohort program and graduation – 6/29/20

![Sample Posting](image-url)
Other Meetings/Engagements

- Researching best practices for DVBE outreach and compliance
- Connecting with City of Oakland staff regarding enhancement to the iSupplier certification system and cross training our team to ensure better support to businesses seeking certification
- Researching and identifying technical assistance virtual and in-person courses that can be tailored to OUSD and OUSD contractors
- Reviewing draft procedural manual