

2006 Bond Program Outreach



CITY OF DALLAS

City Council Briefing
February 21, 2007



Economic impact of the 2006 bond program

- The 2006 \$1.3 billion Bond Program is an economic opportunity for growth in the local business economy in the areas of Construction, Architecture & Engineering and Professional Services
- By strengthening and encouraging existing small and Minority Women Business Enterprise businesses, and start-up/ entrepreneurial activity
- By diversifying the business base through targeted recruitment of strategic industries

Bond Program tracking and reporting

- Bond program activities will be tracked separately for the 2006 bond program. Minority participation for the bond program will be included in the quarterly GFE participation report presented to City Council Economic Development and Housing Committee
- Compliance of the 2006 bond program minority participation will be monitored through the City's GFE tracking system (CityBots)

2003 Bond Program Participation

- The total local MWBE participation on the 2003 bond program was 46.1% in the areas of
 - Construction
 - Architectural and Engineering
 - Professional Services
 - Other Services
 - Goods

Bond Program Outreach Overview

Bond focused activities will include:

- Informational 2006 Bond Program forums
- Educational workshops and seminars
- Matchmaking sessions
- Business development, retention and recruitment efforts through focused activities with our partners
- City Connections - Dallas' mentor-protégé program
- Develop and implement program market strategies including print media and public events

Bond Program Focused Activities

- Informational 2006 bond program forums will include City executives and project managers from the major contracting departments discussing:
 - City's contracting and selection process for businesses to effectively compete
 - Bond projects and providing bond project information sheets for each bond project

Bond Program Focused Activities

- Informational sheet for each bond project will include:
 - a. Project name
 - b. Project manager
 - c. Project Description - Scopes of work / disciplines
 - d. GFE goal
 - e. Subcontracting opportunities
 - f. Proposed bond sales schedule date
 - g. Where bid documents may be reviewed
 - h. Special Requirements (i.e. insurance and bonding, experience)

Bond Program Focused Activities



City of Dallas Bond project information sheet

Project name: _____ **Project Manager:** _____

Proposed bond sale schedule date: _____

Scopes of work / disciplines: _____

Special requirements: _____

GFE goal: _____ **Category:** _____

Subcontracting opportunities: _____

Comments: _____

For questions or assistance on the City's bond projects and GFE minority participation policy please call and ask for a ResourceLINK Team specialist at 214 670-3326. City of Dallas opportunities may be viewed at: www.bids.dallascityhall.org

Bond Program Focused Activities

- Educational workshops and seminars conducted by City executives and ResourceLINK Team will include:
 - ✓ Overview of City's contracting process
 - ✓ Good Faith Effort policy
 - ✓ Debriefing unsuccessful bidders and discussing how to create a more successful bid or proposal

Bond Program Focused Activities

- ResourceLINK Team efforts will include:
 - ✓ Assisting with online vendor registration
 - ✓ One-on-one support to vendors
 - ✓ Assisting City departments with compliance of the GFE policy
 - ✓ Assisting with M/WBE certification process
 - ✓ Coordinating meetings between vendors and departments
 - ✓ Conduct vendor training sessions

Bond Program Focused Activities

- **Initiate business matchmaking one-on-one meetings to provide opportunity for small businesses to present their products, services and qualifications**
 - **Businesses will be primarily matched by their NIGP codes and business profiles submitted by the participants**
 - **Matchmaking opportunities will be between:**
 - ‘Primes’ and “Subs”
 - Vendors and buyers
 - Vendors and project managers
 - **Matchmaking opportunities will encourage:**
 - Business to business relationships
 - Strategic alliances
 - Networking / partnership opportunities
 - **Format for business matchmaking meetings will be**
 - Introduce your company
 - Describe your products or services
 - Describe your past performance and successes achieved
 - Interact with each other and learn more about upcoming opportunities

Bond Program Focused Activities

- For eligible types of projects, strongly encourage joint ventures utilizing M/WBE partners
 - Facilities construction
 - Design/Engineering
 - Other projects allowed by State Law to be awarded through alternative delivery methods

Bond Program Focused Activities

- Economic development, business retention and recruitment efforts with our business development partners
- Partnerships focused activities will include:
 - ✓ Working with City's project managers to identify scopes of work
 - ✓ Personal contact, from ResourceLINK Team, to partners to notify their constituents of upcoming business opportunities
 - ✓ Participating in partners efforts to encourage vendor participation in the City's procurement
 - ✓ "City of Dallas Corner" permanent exhibit at partners facilities for businesses to find information on bond projects

Business Development Partners

City's major purchasing departments

- Public works and transportation
- Park and Recreation
- Water Utilities
- Equipment and Building Services

Industry Groups

- Asian Contractors Association
- Black Contractors Association
- Hispanic Contractors Association
- QUOIN (Association of General Contractors)

Advocacy Groups

- DFW Minority Business Development Council
- North Central Regional Certification Agency
- Women's Business Council- Southwest
- Bill J. Priest Institute

Chambers of Commerce

- American Indian Chamber of Commerce
- Dallas Black Chamber
- DFW African Chamber of Commerce
- DFW Native American Chamber of Commerce
- Greater Dallas Hispanic Chamber
- Greater Dallas Asian American Chamber
- Greater Dallas Chamber
- North Dallas Chamber of Commerce
- Oak Cliff Chamber of Commerce
- Pan Asian American Chamber of Commerce
- West Dallas Chamber of Commerce

City Connections Program

- Initiate City Connections - Dallas' mentor-protégé program
 - One general procurement information session
 - Eight bi-weekly one-on-one meetings on the City's contracting process with the City's major contracting department executives
- Program benefits:
 - ✓ Foster long-term relationships between the City and business community
 - ✓ Better understanding and inside view of the City's contracting process and requirements
 - ✓ Enhance protégés ability to compete successfully

Bond Program Marketing Efforts

- Develop and implement program market strategies including print media and public events on the 2006 bond program through:
 - ✓ Dallas Morning News
 - ✓ Community newspapers
 - ✓ City's website
 - ✓ City of Dallas Channel 6B
 - ✓ City's ResourceLINK Team (277 outreach events in FY 05-06)
 - ✓ LINK of City's procurement website on Community partners webpage
 - ✓ Dallas Business Journal
 - ✓ Information bond program forums
 - ✓ Educational programs

Next Steps

- Meet with business development partners to explain outreach program
- Work with Public Information Office to develop strategy for marketing efforts
- Begin outreach activities
- Track and report 2006 Bond Program participation