



# Agenda

**ADVISORY COUNCIL ON  
EQUAL EMPLOYMENT OPPORTUNITY**  
December 2, 2022  
9:30 a.m. – 11:30 a.m.  
(Virtual Web Meeting)

To slow the spread of COVID-19, the ACEEO meeting will be accessible via Zoom as permitted by Government Code section 54953 (e). The Public may observe and participate in the Virtual ZOOM Meeting by calling in using this Phone Number and Meeting Id:

Below is the link to the meeting for visual/audio:

**JOIN ZOOM MEETING**

Join from PC, Mac, Linux, iOS or Android: <https://cccounty-us.zoom.us/j/86701713701?pwd=VUREdjN4a05lWVQ2MzBwYzQyeXlyUT09>

Or Telephone:

Dial:

USA 214 765 0478

USA 8882780254 (US Toll Free)

Conference code: 684505

To indicate you wish to speak on an agenda item, please raise your hand in the Zoom app when your item is called.

The objective of the ACEEO is to help build an inclusive workforce in an environment that fosters dignity and respect for the individual.

Eric Maldonado, Chair

Amrita Kaur, Vice Chair

**Agenda Items:**

Items may be taken out of order based on the business of the day and preference of the Committee

• Introduction / Roll Call	9:30 a.m.
• Public Comment	9:35 a.m.
• <u>Action Item</u> Review and Approve the September 23, 2022, and October 28, 2022, Minutes	9:40 a.m.
• <u>Action Item</u> Discuss Status of SBE Sub Committee Recommendations	9:55 a.m.
• <u>Action Item</u> Discuss the Equal Employment Opportunities Programs to Review for 2023	10:15 a.m.

<ul style="list-style-type: none"> <li>• <a href="#">Action Item</a> Review, Discuss, and Approve the 2022 ACEEO Advisory Body Annual Report</li> </ul>	10:30 a.m.
<ul style="list-style-type: none"> <li>• <a href="#">Action Item</a> Discuss Speakers for 2023</li> </ul>	10:45 a.m.
<ul style="list-style-type: none"> <li>• <a href="#">Action Item</a> Discuss 2023 ACEEO Goals</li> </ul>	10:55 a.m.
<ul style="list-style-type: none"> <li>• Roundtable Discussion/Public Comment (3-minute commentary limit)</li> </ul>	11:00 a.m.
<ul style="list-style-type: none"> <li>• Adjourn</li> </ul>	11:30 a.m.
<ul style="list-style-type: none"> <li>• <b>The next ACEEO meeting is scheduled for January 27, 2023</b></li> </ul>	
<p>The ACEEO will provide reasonable accommodations for persons with disabilities planning to attend. Contact the staff person listed below at least 72 hours before the meeting.</p> <p>Any disclosable public records related to an open session item on a regular meeting agenda distributed by the County to a majority of members of the ACEEO less than 96 hours prior to that meeting are available for public inspection at 2530 Arnold Drive, #140 during normal business hours.</p> <p>Public comment may be submitted via electronic mail on agenda items at least one full workday prior to the published meeting time.</p> <p>For Additional Information Contact:     Antoine J. Wilson  Equal Employment Opportunity Officer  Phone (925) 335-1455, Fax (925) 500-0086  antoine.wilson@riskm.cccounty.us</p>	
<b>ACEEO Members:</b>	
Vacant: Labor-Trade Member Seat	Vacant: Business Member Seat
Allwyn Brown: Committee Member Seat #1	Roosevelt Gipson, Jr.: Education Member Seat
Angela Malala: Community Member Seat #2	Vacant: Disability Seat
Eric Maldonado: Community Member Seat #3	Fabiola Quintero: Union Member Seat #1
Miguel Mauricio: Community Seat #4	Vacant: Union Member Seat #2
Lara DeLaney: Management Seat #1	Leonard Ramirez: Veteran's Seat
Amrita Kaur: Management Seat #2	

## ADVISORY COUNCIL ON EQUAL EMPLOYMENT OPPORTUNITY MEMBERS

### LABOR-TRADE MEMBER SEAT

(VACANT)

Appointed: October 20, 2020

Expires: November 30, 2023

### COMMUNITY MEMBER SEAT #1

Allwyn Brown

Appointed: February 9, 2021

Expires: November 30, 2023

### COMMUNITY MEMBER SEAT #2

Angela Malala

Appointed: October 20, 2020

Expires: November 30, 2023

### COMMUNITY MEMBER SEAT #3

Eric Maldonado

Appointed: June 22, 2021

Expires: November 30, 2022

### COMMUNITY MEMBER SEAT #4

Miguel Mauricio

Appointed: April 12, 2022

Expires: November 30, 2024

### MANAGEMENT MEMBER SEAT #1

Lara DeLaney

Appointed: October 12, 2021

Expires: November 30, 2022

### MANAGEMENT MEMBER SEAT #2

Amrita Kaur

Appointed: October 12, 2021

Expires: November 30, 2024

### BUSINESS MEMBER SEAT

(VACANT)

Appointed: May 14, 2019

Expires: November 30, 2024

### EDUCATION MEMBER SEAT

Roosevelt Gibson, Jr

Appointed: December 1, 2019

Expires: November 30, 2022

### DISABILITY SEAT

(VACANT)

Appointed: December 1, 2019

Expires: November 30, 2022

### UNION MEMBER SEAT #1

Fabiola Quintero

Appointed: April 12, 2022

Expires: November 30, 2024

### UNION MEMBER SEAT #2

(VACANT)

Appointed:

Expires: November 30, 2022

### VETERAN'S SEAT

Leonard Ramirez

Appointed: April 12, 2022

Expires: November 30, 2024

### STAFF TO ACEEO

Antoine Wilson

Equal Employment Opportunity Officer

2530 Arnold Drive #140

(925) 335-1455

[Email Antoine Wilson](mailto:Antoine.Wilson@aceeo.org)

Piedad Fracasso

Clerk-Experienced Level

(925) 335-1468

[Email Piedad Fracasso](mailto:Piedad.Fracasso@aceeo.org)

**TO:** Sub-Committee on Small Business Enterprises Program  
**FROM:** Miguel Mauricio  
**DATE:** 10/14/2022  
**SUBJECT:** Recommendations for Contra Costa County Small Business Enterprises Program

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## **I. Summary of Recommendations**

- A. Increase the SBE program applicability threshold for purchasing and professional/personal service contracts from \$100,000 to \$200,000, or some higher limit, in order to provide more small businesses contracting opportunities with the County.
- B. Increase local bid preferences from 5% to a higher percentage for SBE bidders on County contracts.
- C. Create a guide for applicants to follow in order to make it easier to apply for County contracts.
- D. Recommend including census tract data in analysis of contracts awarded.
- E. Require contractors that receive government contracts and do not qualify as an SBE to set aside a portion of their subcontracts for SBEs.
- F. Improve contract tracking efforts in order to hold non-SBE contractors accountable for subcontracting requirements. Also improve tracking efforts to improve data collection.
- G. Analyze E-outreach program to guarantee maximum outreach.
- H. Increase outreach efforts via social media and other means, in order to connect more potential SBE to government contracting opportunities.

## **II. Deep Dive on Recommendations**

- A. *Increase the SBE program applicability threshold for qualifying small businesses to \$200,000, or some higher limit in order to provide more contracting opportunities to more small businesses.* Currently, the Small Business Enterprise (SBE) Program applies to: (1) County-funded construction contracts of \$100,000 or less; (2) purchasing transactions of \$100,000 or less; and (3) professional/personal service contracts of \$100,000 or less.<sup>1</sup> The most recent reports on the County's progress of awarding at least 50% of contracts to small businesses through the SBE program annually shows that the County continues to miss their goal.<sup>2</sup>

For example, for all 334 professional/personal services contracts, 149 went to SBEs – 46.4% of all contracts for the category.<sup>3</sup> For purchasing transaction contracts, 313 of the 1021 contracts awarded, or 21.2%, went to SBEs.<sup>4</sup> The only category of contracts that met the 50% benchmark was the category of construction contracts, which awarded 100% of its

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<sup>1</sup> <https://www.contracosta.ca.gov/4517/Small-Business-Enterprise-Programs>

<sup>2</sup> Cynthia Shehorn (Procurement Services Manager), Memo Relating to Small Business Enterprise, Outreach, and Local Program Report for July through December 2021 (Mar. 21, 2022).

<sup>3</sup> *Id.*

<sup>4</sup> *Id.*

contracts to SBEs.<sup>5</sup> However, there were only 3 contracts in total for that category. Nonetheless, the biggest takeaway from the most recent data indicates that the County is not meeting its own imposed goal.

One way to help the County get closer to reaching its goal, while giving SBEs in the county a better chance to be awarded a County contract, would be to increase the contract limit as suggested above. Considering the increase in the cost of goods and services since the pandemic began, along with inflation, small businesses in the county could benefit from these contracts, while also helping the County reach its goal by potentially attracting new small businesses in the County.

- B. *Increase local businesses bid preferences from 5% to a higher percentage for SBE bidders on County contracts.* In order to meet the County's goals under the SBE program, the Board of Supervisors should consider increasing the bid preference to a higher percentage, such as 7% or 10%.

Currently, for opportunities exceeding \$25,000, the Local Business Preference Program allows for local businesses to submit a new offer if within 5% of the lowest bidder.<sup>6</sup> In the most recent report, there were no instances of the Bid Preference utilized in this reporting period.<sup>7</sup> Perhaps increasing this number would place small businesses in the area in more competitive positions when applying for contracts. At the very least, this would increase the likelihood that SBE bidders receive a government contract in scenarios where they are close to the highest bidder, which would get the County closer to its 50% goal.

- C. *Create a guide for applicants to follow in order to make it easier to apply for County contracts.* The current [website](#) is simple and straightforward.<sup>8</sup> This is very good in my opinion. Sometimes government websites can be difficult to navigate or overly complex. However, I would add a guide for each of the programs listed on the SBE website, or a general guide for all the programs, for applying for a County contract pursuant to the SBE program.

Although the website is easy to navigate, it does not give enough direction to applicants who want to apply to the program. [Alameda County has a guide](#) for its program, but it is far too long and complex. A guide for applicants should be straightforward, easy to read, and relatively short. It should also be in multiple languages.

- D. *Recommend including census tract data in analysis of contracts awarded.* It would be helpful to include data on where exactly small businesses from Contra Costa that apply and receive government contracts are from. One way of collecting this data would be to

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<sup>5</sup> *Id.*

<sup>6</sup> *Id.*

<sup>7</sup> *Id.*

<sup>8</sup> <https://www.contracosta.ca.gov/4517/Small-Business-Enterprise-Programs>

disaggregate data by census tracts within the county or look at the various municipalities where small businesses are applying from and receiving County contracts.

This would help us, as well as the County, answer questions such as: are small businesses from one part of the county overwhelmingly applying for County contracts? Is there a disproportionate allocation of contracts to small businesses from one census tract or municipality? Having this information would help us, and the Board of Supervisors, have better information to create policies around awarding contracts. Moreover, this information can help the County advance the cause of equal employment and contracting for everyone living in the county.

- E. *Require contractors that receive government contracts of a certain threshold and do not qualify as an SBE to set aside a portion of their subcontracts for SBEs.* Alameda County requires this of their non-SBE contractors (“County purchases over \$25k from non SLEBS require a minimum 20% SLEB participation.”). This is a good way to help small businesses thrive in the county and for the County to meet their goals of awarding a certain percentage of County contracts to SBEs.
- F. *Improve contract tracking efforts in order to hold non-SBE contractors accountable for subcontracting requirements. Also improve tracking efforts to improve data collection.* Alameda County tracks their contract awards in a centrally located database.<sup>9</sup> They use this tracking system in order to have good data to make better informed policies and decisions and to hold contractors accountable. For example, if a contractor was awarded a County contract, but the contractor did not comply with all of the requirements that the County imposes on contractors, the County could use their tracking process to make sure that the contractor is not awarded a contract next time. Contra Costa should reevaluate its tracking policy and institute reforms to achieve similar goals.
- G. *Analyze E-outreach program to guarantee maximum outreach.* The e-outreach system is an effective way to reach out to small businesses in the county. However, to truly analyze the program’s impact, we recommend disclosing more data to determine if the system is reaching out to as many small businesses as possible.

For example, the current data in reports only discloses how many businesses that are contacted via this program actually apply for a County contract, but it does not disclose how the process of outreach occurs, which small businesses are contacted, or how small businesses are included in the outreach process to begin with.<sup>10</sup> This disclosure of

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<sup>9</sup> Meeting with Alameda County Procurement Administrator Detra Dillon on 8/30/2022.

<sup>10</sup> Taken from the March 2022 report mentioned above: “E-Outreach Report: In order to encourage the use of small, local, and disadvantaged businesses, the County’s E-Outreach Program requires bids and Request for Proposals greater than \$10,000 to be solicited online. For this period, there were 34 bids totaling \$20,072,078 that fell within the parameters of the program. The data specific to electronic solicitations is developed and provided by the Purchasing Division of the Public Works Department and reflects outreach to small, women-owned, minority-owned, local, disabled veteran-owned, and disadvantaged business

information would give the County better data to work with and provide a better picture to base future policies on.

- H. *Increase outreach efforts via social media, and other means, in order to connect more potential SBE to government contracting opportunities.* One of the biggest barriers to improving the SBE program and awarding County contracts to potential SBEs in the county is outreach. One way to directly advertise County contracts is via social media. Both Santa Clara and Alameda counties reported how outreach is one of the biggest barriers to reaching County goals and diversifying the small businesses in their counties that are awarded government contracts. Social media is an easy and accessible way to channel information and encourage small businesses to register as SBEs and apply for government contracts.



## ADVISORY BODY ANNUAL REPORT

Advisory Body Name: \_\_\_\_\_  
Advisory Body Meeting Time/Location: \_\_\_\_\_  
Chair (during the reporting period): \_\_\_\_\_  
Staff Person (during the reporting period): \_\_\_\_\_  
Reporting Period: \_\_\_\_\_

### I. Activities

(estimated response length: 1/2 page)

*Describe the activities for the past year including areas of study, work, special events, collaborations, etc.*

### II. Accomplishments

(estimated response length: 1/2 page)

*Describe the accomplishments for the past year, particularly in reference to your work plan and objectives.*



III. Attendance/Representation

(estimated response length: 1/4 page)

*Describe your membership in terms of seat vacancies, diversity, level of participation, and frequency of achieving a quorum at meetings.*

IV. Training/Certification

(estimated response length: 1/4 page)

*Describe any training that was provided or conducted, and any certifications received, either as a requirement or done on an elective basis by members. NOTE: Please forward copies of any training certifications to the Clerk of the Board.*

V. Proposed Work Plan/Objectives for Next Year

(estimated response length: 1/2 page)

**Describe** *the advisory body's workplan, including specific objectives to be achieved in the upcoming year.*