Event Summary

Ailene Estalilla
Organizational Development Manager
UCSF Real Estate
Event Purpose

Vendor Diversity – Outreach Event

April 29, 2021
2pm to 3:30pm

Our Vendor Diversity Outreach Event was focused on two key areas: to provide information about contracting opportunities to small diverse disadvantaged firms and to obtain an understanding about current challenges and barriers to entry into our complex procurement system.

Feedback received during breakout sessions will be used to inform our long-term goals. All vendors who registered will be placed on a Diverse Vendor List to begin establishing multi-year relationships with small businesses.
Event Marketing Campaign

Community Outreach and Sponsors

- Emails sent directly to 550 individuals
- Real Estate staff invited their contacts
- Community & Government Relations sent invitations to their constituents
- The following community organizations assisted with event marketing through emails and social media posts:
Event Registration

Participation Analysis

- 458 registered as of morning of the event
- 329 unique logins to zoom for the meeting
- 248 participants at approximately 2:30pm during the event
<table>
<thead>
<tr>
<th>Start Time</th>
<th>Presenter</th>
<th>Topic</th>
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<tbody>
<tr>
<td>2:05 pm</td>
<td>Brian Newman</td>
<td>Welcome</td>
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<tr>
<td>2:10 pm</td>
<td>Sharon Norwood</td>
<td>Procurement Process</td>
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<tr>
<td>2:15 pm</td>
<td>Paul Pimentel, Jr</td>
<td>Vendor Success Story – Pimentel Communications</td>
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<tr>
<td>2:20 pm</td>
<td>Dan Goodman, Natasha Ravare</td>
<td>Project Opportunities Panel + Q&amp;A</td>
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<td></td>
<td>Don Orlando, Caitlin Lee,</td>
<td></td>
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<tr>
<td></td>
<td>Mary Wallace</td>
<td></td>
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<tr>
<td>2:50 pm</td>
<td>Moderators</td>
<td>Voices of the Community - Breakout Rooms</td>
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<td></td>
<td></td>
<td>What barriers or challenges do you face in working with UCSF?</td>
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<tr>
<td>3:25 pm</td>
<td>Doug Bibby</td>
<td>Closing and Thank You</td>
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Outside of bonding and insurance, what barriers or challenges do you face in doing business with UCSF?

Question to Attendees
Breakout Session – Voices of the Community
Voices of the Community

Breakout Sessions

- 10 Breakout Rooms
  - Each breakout room had a facilitator and notetaker

- Main Themes
  - Bidding / RFQ
  - Partnerships
  - Relationships
It requires an engineering firm to put together qualifications. It is time consuming and daunting for a small firm. Extensions are not granted.

Anonymous
Small Business Owner
Bidding/RFQ

Top Themes

- Re-evaluate requirements and lower experience threshold
- Create clearly defined list of requirements and qualifications
- Simplify paperwork and streamline process
- Provide assistance with paperwork
- Train on bidding process and submission portal
- Publish video tutorials
- Establish liaison for follow-up
Smaller firms can't compete with larger firms on some projects.

Anonymous
Small Business Owner
Partnerships

Top Themes

- Request partnerships between large and small contractors or designers to help firms get familiar with UCSF
- Provide bid incentive for joint ventures or pairing of smaller firms
- Break the large work packages into smaller work packages
- Allow small firms to collaborate with large firms
- Provide small firms mentoring opportunities with large firms
UCSF only does business with a handful of contractors and consultants. You have to open the door to the rest of us.

Anonymous
Small Business Owner
Relationship Building

Top Themes

- Provide meet and greets to introduce vendors to PM's
- Establish relationships
- Improve familiarity with different trade communities
- Create a searchable database for PMs, larger firms and general contractors
Small firms are limited on time, money and resources.

Anonymous
Small Business Owner
Other Comments
Top Themes

- Provide small firms with points to help level the playing field
- Schedule more outreach and matchmaking events
- Create a pilot program or set aside program
- Be intentional about goals and follow through with action
- Make supplier diversity a priority
Post-Event Survey

- 24 Respondents
- Satisfaction Score Average: 7.72 out of 10
- Future Topics:
  - Job Fairs & Matchmaking
  - Meet and Greet with Project Teams
  - Mentoring
- Challenges:
  - Getting a heads up on future projects or RFPs
  - Lack of experience and lack of relationships
  - Complex system
Times are changing and we're glad to see that UCSF is leading the pack in this area.

**Attendee**
Community Organization
My organization admires the changes that UCSF is implementing to improve job opportunity for the local community.

Attendee
Business Owner
Thank you to our sponsors!