



ONE CITY. ONE JACKSONVILLE

City of Jacksonville, Florida

Lenny Curry, Mayor

Procurement Division
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TO: Honorable Council Member Ju'Coby Pittman, District 8

FROM: Gregory Pease, Chief, Procurement Division *GP*
Rose Nettles, JSEB Administrator *RN*

DATE: June 22, 2020

RE: JSEB Noticed Meeting Q&A Response

1.) "Provide a summary of the JSEB program"

- *The Jacksonville Small and Emerging Business program (JSEB) program started in 2004 with the mission to help small businesses in Duval County reach their full potential by contributing to the economic success of the city.*

The JSEB program monitors to ensure compliance with City requirements and projects. The City of Jacksonville Ordinance outlines the requirements for the JSEB program participation with an emphasis on a business' ability to demonstrate that they have successfully performed the type of work that they are seeking to register. It also takes into account the owner's residency, net worth, length of business and finances over the past three years. The program maximizes procurement opportunities for certified JSEBs, and it gives JSEB firms the opportunity to engage with the private sector and local government to develop productive business relationships leading to economic growth for the City.

2.) "How does the City measure JSEB's participating in the program and what formula/documentation is used to show they are performing and meeting goal expectation?"

- *The City does not currently measure the performance of JSEBs within the program or establish goals for JSEBs. The City is in the process of implementing a contractor performance evaluation platform as part of 1Cloud which will include JSEBs.*

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3.) **“What is the percentage of the goals, that are set for each department for minority/women and are they met, please explain?”**

- *Since the JSEB program is a race and gender-neutral program, there are no minority or women goals established.*
- *The City has an overall 20% aspirational goal for the JSEB program.*

4.) **“Share information on recommendations from the Disparity Study and the successes & challenges of the JSEB Program and what changes were made to improve to date.”**

- *The 2013 Executive Summary of the Disparity Study included thirty-seven (37) recommendations. Since going into each one would be too voluminous for this document’s purpose, I will provide a high-level response: Twenty-one (21) recommendations were implemented or already in place and three (3) recommendations are now currently being implemented. The reasons for not implementing the remaining recommendations are mostly speculative due to JSEB staff change-over and lack of historical information. However, some recommendations appear to duplicative or required code changes.*
- **Successes**
 - *51% increase in JSEB (Prime and Sub) spend from 2017 - 2019.*
 1. 2017 - \$32,487,574
 2. 2018 - \$33,776,990
 3. 2019 - \$49,095,308
 - *77% increase in JSEB spend as prime contractor from 2017 – 2019.*
 1. 2017 – 21,000,844
 2. 2018 – 26,610,852
 3. 2019 – 37,193,813
 - *The program has undergone several positive enhancements over the years. The most significant change is the creation and implementation of their new training program that was developed in partnership with other resource partners who also assist small businesses such as the Small Business Development Center (SBDC) and Florida State College at Jacksonville (FSCJ). The program focuses on the business and technical skills needed to run a business successfully. Not only does the program promote economic development by offering technical and educational assistance, it encourages cooperative communication amongst various local agencies, and it helps establish a strong JSEB support presence in the business community.*
 - *Increases in available budget, particularly capital spending, has increased opportunities for JSEBs.*
- **Challenges**
 - *Lack of JSEB Suppliers in different categories*

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- *JSEBs not bidding*

5.) "Who evaluates incoming proposals in the departments and how are they graded, what is the process, is it the same team and or individuals?"

- *The majority of procurements are not evaluated or scored. Most are lowest, responsive, responsible bidder.*
- *For procurements that are evaluated, incoming proposals are evaluated and scored by City Department staff soliciting the required goods or services. Once scored, the appropriate awards committee, PSEC or CSPEC will have final review and approval.*
- *Subject Matter Experts (SMEs) are selected from the Department to evaluate and score proposal responses.*
- *SMEs will change based on the Department/Division and type of solicitation.*
- *Some Departments release similar types of procurements which may result in the same SMEs or teams evaluating within each Department.*

6.) "What are the opportunities to Access to Capital, successes and challenges"

- *Please see the attached report from OED.*

7.) "Is there any staff of color that work with the JSEB Program"

- *There are five (5) full time employees within the JSEB office.*
 - *One African American Female*
 - *One Hispanic Female*
 - *Two Caucasian Females*
 - *One Vacancy*

8.) "Provide demographics by ethnicity of JSEB businesses enrolled in the program."

- *There are 305 Suppliers in the JSEB program as of 6/18/2020*
 - *43% African American which consist of 89 males and 44 females*
 - *5% Asian American which consist of 13 males and 3 females*
 - *23% Caucasian Woman which consist of 70 women*
 - *6% Hispanic American which consist of 16 males and 1 female*
 - *3% Native American which consist of 6 males and 1 female*
 - *20% Non-Minority which consist of 62 males*

9.) "What percentage of contracts are won by minority/women."

- *54%*

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10.) "How many professional service contractors have become Prime Contractors."

- *In 2019 JSEB Suppliers were not awarded any Professional Services prime contracts. However, there were 11 projects where JSEB suppliers were used as sub-contractors.*

11.) "Share what is the SOP for calculating personal net worth and if it could be modified."

- *The JSEB staff follows the criteria outlined in the Ordinance Code and relies on prepared checklists to guide them through the review process.*

12.) "What are the strategies and marketing tools in community outreach, to increase the participation and branding for minorities and women vendors? What has been most successful and challenging?"

- *Beginning in fall 2016, the JSEB program began a comprehensive update to all marketing products. With the assistance of the Public Information Office, the following resources were created or updated:*
 - *Retractable displays for both floor and tabletop*
 - *Rack card and brochure*
 - *Promotional items for distribution at outreach events*
 - *Tablecloths to identify both the City of Jacksonville and the JSEB Program*
 - *Website page updates*
 - *Advertisements in the Florida Star and Jacksonville Daily Record*
 - *In 2019 the JSEB program received two awards from our resource partners.*
 1. *SBDC Florida Regional Resource Partner of the Year*
 2. *SBA North Florida District Community Partner of the Year.*
 - *The JSEB office routinely participates in community outreach events and panel discussions in conjunction with the City Council Members as requested, Joint Agency Task Force (JATF), other city agencies, SBA, Jacksonville Chamber events, First Coast Business Alliance, and as requested by community groups.*

13.) "Have recertification extensions been consider during COVID-19."

- *Due to the impact of COVID-19 on our JSEB program and at the request of Council Member Pittman, certifications were extended until August 1, 2020. We will consider additional time extensions for those JSEB's impacted in anyway by COVID-19 for those that need it or are in danger of lapsing or expiring.*

14.) "What accomplishments, concerns and evaluations have been completed by JSEB's, who will not be recertified and who remain in the program."

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- *In 2018 and 2019 the JSEB office surveyed all participants in the program to determine their satisfaction with the training program. Overwhelmingly respondents felt their voice was being heard concerning training issues. When asked if they would recommend the JSEB program to fellow small business owners 96% (2018) and 97% (2019) said yes.*
- *In 2018 the JSEB office created a complaint form that is posted on the JSEB webpage. To date the JSEB office has not received any completed forms.*

15.) "What ideas or modifications you would like to implement with your years of experiences of working with the program, staff and JSEB."

- *More involvement from the JSEB Monitoring Committee in terms of recommendations and direction.*
- *Better data analysis which is currently being developed through the implementation of 1Cloud. Specifically, centralized data and report development.*
- *In addition to the assistance the JSEB office has provided during the registration process in 1Cloud we would like to also provide overview workshops to assist JSEB Suppliers in navigating the new system.*
- *We have recently requested to partner with UNF SBDC to provide Joint Venture/Mentor-Protege workshops.*
- *Review evaluated bid scoring methodology. For example, Volume of Work for Professional Services should not be counted against JSEBs.*
- *Focus more on breaking up larger contracts and piggyback contracts to create additional opportunities for JSEBs.*