



Proposition MM: Business Outreach

Proposition MM is a \$1.51 billion bond measure passed by 78 percent of San Diego voters in 1998. It funds construction of 12 new and three rebuilt schools and modernization of 161 existing schools. Since 1998, the Proposition MM team has engaged in an aggressive outreach strategy to support local, small and emerging businesses.

Outreach tools

The Proposition MM team uses several tools to enhance the outreach process:

- Upcoming projects, bidding schedules and a link to “ebidboard” are posted at www.sandi.net/propmm
- Bid advertisements are placed in *The San Diego Daily Transcript* and about 10 plan rooms
- A plan-holder list is available to all subcontractors

Innovative partnerships

San Diego City Schools manages its outreach effort as an in-house program. Activities include:

- Creating active databases comprised of prime contractors, subcontractors and active vendors
- Tracking and documenting the self-certification processes of contractors
- Making plans available to contractors
- Conducting events that promote Proposition MM projects and increase awareness of business opportunities for construction firms
- Conducting workshops on: estimating, labor compliance and certified payroll, doing business with a school district, how to win bids and working with contract documents
- Providing outreach assistance and counseling activity to potential contractors
- Contacting eligible prime and sub-contractors to identify those interested in bidding, then forwarding project information, coordinating a job-walk and reminding firms of bid date

Public Agency Consortium

San Diego City Schools is part of a groundbreaking partnership with eight local agencies that issue public works contracts. The Public Agency Consortium (PAC) will merge databases and conduct joint outreach efforts which will result in efficiencies, better information and wider outreach.

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www.sandi.net/propmm

Serving nearly 136,000 students, San Diego City Schools is the second largest school district in California, with 202 educational facilities and more than 14,500 full-time equivalent positions (representing more than 15,800 employees). SDCS is improving student achievement by focusing on challenging instruction in reading, writing and mathematics in pre-kindergarten through Grade 12. The district is committed to supporting schools and enhancing the classroom learning environment through modernized facilities and resources and through parent, teacher and community involvement in the educational process.

The mission of San Diego City Schools is to improve student achievement by supporting teaching and learning in the classroom.

<h2>Summary</h2>	
❖	To date*, 38% of Proposition MM contract monies have gone to Emerging Business Enterprise firms as follows: <ul style="list-style-type: none"> ○ 12% to disadvantaged-, women-owned- or disabled veterans-business enterprises ○ 26% to small business enterprises
❖	More than 90% of contractors are San Diego firms
* through October 2005	