



Transportation Penny Advisory Committee Report

OSBO
Manager's Report

September 23, 2021

1. Executive Summary:

This report is submitted pursuant to Ordinance (s) 049-13HR and 058-16HR to ensure that the OSBO team provides support to the County to ensure that the SLBE has equal opportunity to participate in County contracts for all six (6) Industry Categories.

Primary Industry Category					
Construction Services	Professional Services	Non-Professional Services	Engineering Services	Architectural Services	Wholesale Operations

2. Purpose:

The purpose of this report is to manage the ongoing requirements of the Ordinance(s), and ensuring payment to contracted SLBEs.

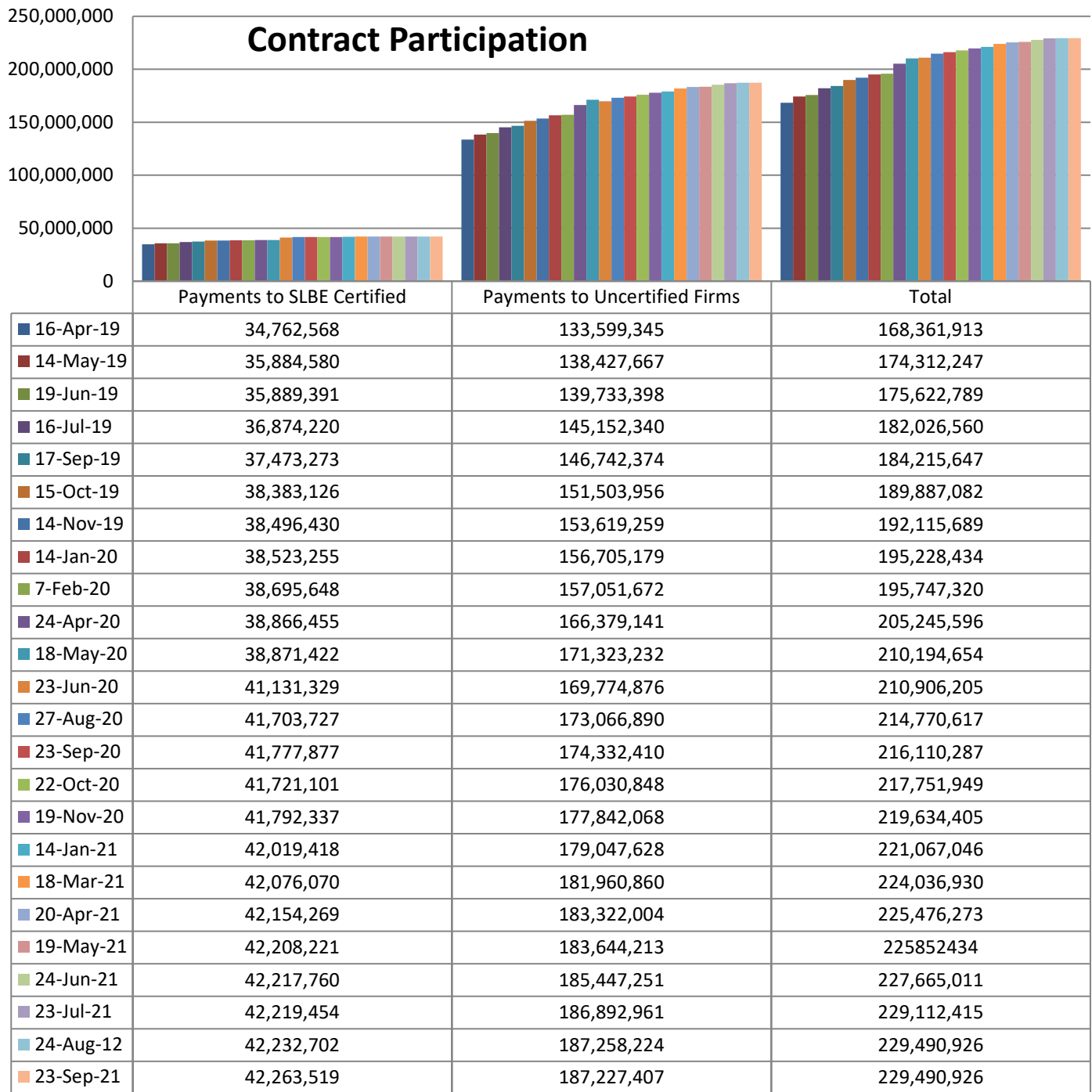
3. Office of the Small Business Opportunity Cross Functional Team

Team Matrix		
Name	Department	Title
Christine Keefer	GCS	Director of GCS
Vacant	Transportation	Director of Transportation
Bryant Davis	GCS	Asst. Director of GCS
Erica Wade	OSBO	Manager of OSBO
Pam Green	OSBO	Assistant Manager of OSBO
Michelle Rosenthal	OSBO	Business Development Coordinator
Annjanette Dunbar	OSBO	Project Coordinator
Jennifer Wladischkin	Procurement	Manager of Procurement
Yolanda Davis	Procurement	Contract Specialist
Allison Steele	Transportation	Deputy Director
Alicia Aull	Transportation	Senior Accountant
Nathaniel Miller	Transportation	Contract & Budget Manager

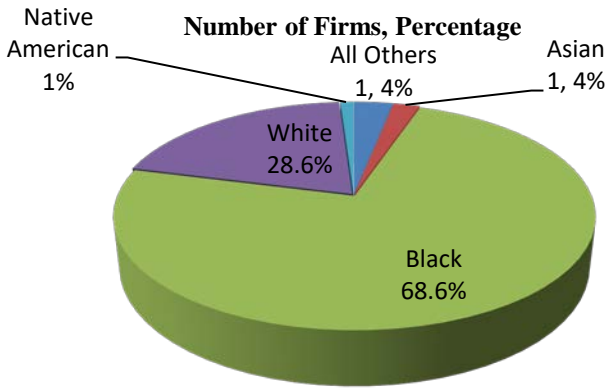
4. Goal Setting Committee (GSC)

Team Matrix		
Name	Department	Title
Erica Wade	OSBO	Manager of OSBO
Project Managers	Transportation	Project Manager
Michelle Rosenthal	OSBO	Business Development Coordinator
Margaret Jones	OSBO	Certification & Compliance Specialist
Jennifer Wladischkin	Procurement	Manager of Procurement
Vacant	Transportation	Estimator

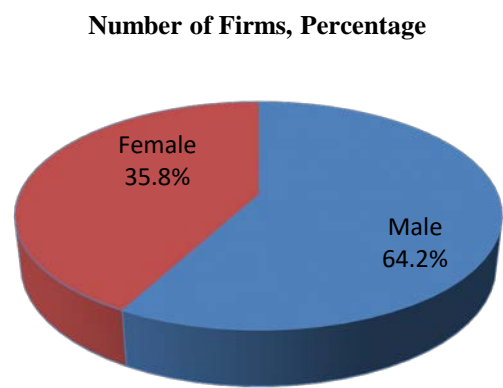
5. Analysis:



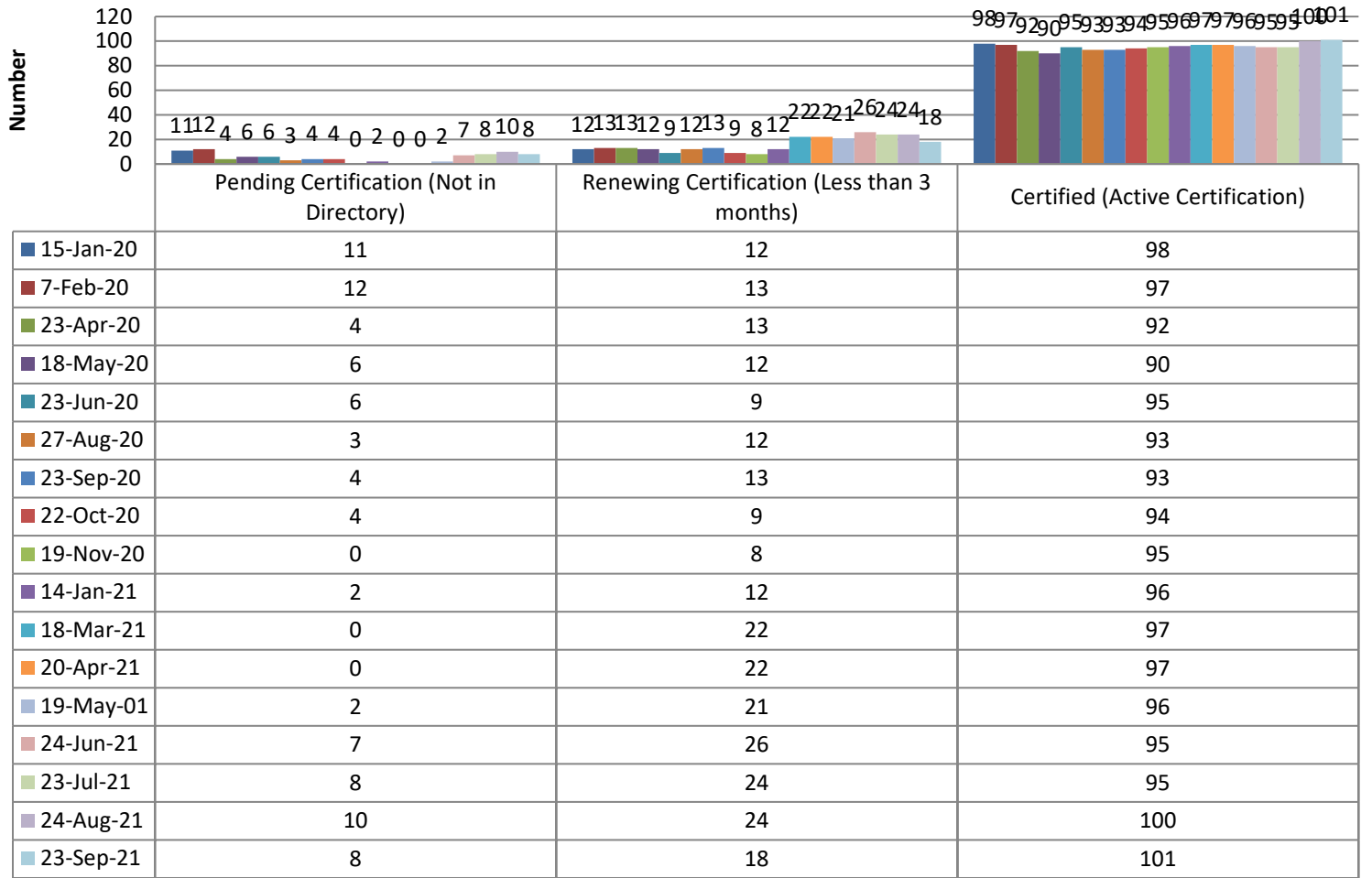
SLBE Firms by Ethnicity



SLBE Firms by Gender



SLBE Certified Firm Status



SLBE GOAL PARTICIPATION UPDATE 2018-2021

Project Name	Sheltered Market	SLBE Goal	DATE
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TRANSPORTATION PROJECTS			
2017 Dirt Roads Package H	No	4.05%	February 6, 2018
2017 Dirt Roads Package G	Yes	4.98%	February 22, 2018
Sidewalk Package S-8	Yes	100%	April 19, 2018
Pedestrian Improvements at Intersections	No	12%	July 3, 2018
2018 Sidewalks – Koon Rd. & Farmview St.	Yes	100%	July 18, 2018
2016 PDT Sidewalks-Clemson Road	Yes	100%	October 2, 2018
2018 Richland County Dirt Roads Package I	No	5.95%	October 19, 2018
SERN NIP	No	17.3%	November 15, 2018
2018 Richland County Dirt Roads Project 7 Road Group	No	11%	December 31, 2018
Sidewalks S-13	No	25%	January 17, 2019
Sidewalk Package S-11	No	22%	January 28, 2019
North Springs and Harrington Intersection Improvements	No	15%	March 13, 2019
Atlas Road Widening Project	No	14%	April 4, 2019
Lakeside Subdivision (Incl. Sienna Dr.) Resurfacing	No	3%	August 1, 2019
Decker Woodfield NIP-Faraway Drive Sidewalk	No	25%	September 15, 2020
Green Street Phase II	No	8.1%	September 18, 2019
Sidewalk S-12	No	19%	September 24, 2019
2019 Richland County Dirt Road Package K	No	23%	October 17, 2019
Dirt Road Paving Package L	No	24%	June 18, 2021
Bull Street & Elmwood Ave. Intersection Improvement	No	18%	May 24, 2021
PUBLIC WORKS			
Lakeside at Ballentine Resurfacing (Non-Transportation)	No	3%	August 1, 2019
Knollwood and Planters Drainage Improvement	Yes	100%	January 21, 2020
Miles Rd/3Bears Road Intersection Resurfacing	No	18%	February 27, 2020
Riverwalk Way and Stockland Road Resurfacing	No	34%	February 28, 2020
Wildewood Subdivision Selected Roadways	No	3%	May 18, 2020
Kneece Road Sidewalk	No	23%	January 7, 2021
Summit Parkway Resurfacing	No	9%	April 27, 2021
Summit Ridge Road Resurfacing	No	9%	April 27, 2021

Total Certified SLBE's by Industry

Industry	Total Numbers
Architectural & Engineering Services	8
Construction Services	39
Non-Professional	11
Professional	34
Wholesale	9

6. Department Outlook:

- i. OSBO is reestablishing our collaboration efforts with our business and community partners and members of Richland County Council.
- ii. The Office has set a goal of expanding our SLBE Certification list by 60. Especially in specialty categories highly utilized at Richland County.

- iii. OSBO will continue to work with all county departments encouraging the utilization of our SLBEs.
- iv. OSBO is seeking ways to identify and increase contracting opportunities not just with Richland County Government, but also with our partners.
- v. OSBO is continuously setting SLBE utilization goals on a contract-by-contract basis on Richland County projects to include Transportation projects.
- vi. OSBO is in the process of upgrading our Business Development area. We will offer 1:1 business coaching and counseling services, access to capital coaching, business plan development, marketing coaching and assistance with various certification processes.
- vii. OSBO will continue to offer technical trainings and workshops for our small business community. OSBO is reviewing and updating the current SOPs, Policy and Procedure Manuals and the Ordinances.

- **Business Development**

- i. OSBO Website Highlights
- ii. Highlighted Article
 - Featured Story
 - EJW Cole Realty, LLC
- iii. Manage and coordinate workshops and events
 - Upcoming workshops will focus on providing information to our internal departments about OSBO, and encouraging them to utilize our SLBEs as they make their purchases in the upcoming FY21/22
 - Working with our partners on collaborative efforts for our technical workshops and trainings
- iv. Coordinated and participated in Save My Business Crisis Preparedness 2021 Summit, Sep 8
- v. Participated in Councilwoman Cheryl English, Back to School Backpack Drive, the event also provided exposure and awareness of the services the OSBO Office provides and resulted in ten (10) new potential small business owners certification, Aug 28
- vi. Participated in Small Business Breakout and Northeast Connection, Sep 21
- vii. Participated in 1 Million Cups Columbia weekly meetings networking with entrepreneurs and exchanging of information and ideas resulting in four (4) new contact leads.
- viii. Visited two small local business owners in the Cottontown/Bellevue area to make them aware of the OSBO Office and services we provide, Sep 15
- ix. Participated in SC Commerce 2021 Workforce & Retention Series virtual training, Sep 22

2021 Office of Small Business Opportunity Business Academy

Title of Workshop/Event	Date	No. Attended
Funding Opportunities for 2021- Are You Ready	Jan 28	203
Let's Talk Procurement Opportunities. Securing Your Slice of the Pie	Mar 11	63
The WWH (Why, When, and How) of Financial Planning	May 26	20
Save My Business, 2021 Crisis Preparedness Summit	Sep 8	108

(Schedule subject to change)

● **Certification and Compliance Report**

September 2021 Report

- i. Received one (1) new SLBE Certification Applications- Application was review in the area of Professional Services
- ii. Completed five (5) renewals – Approved 5 certification renewals in the areas of Construction and Professional Services
- iii. Conducted two (2) Site Visits for Certification- Site visits provide validation of business, owner equipment, etc. and allows OSBO opportunity to interview owner and answer questions. The site visits was in area of Professional Services
- iv. Contacted and sent renewal (22 pending) notices to SLBEs – OSBO reporting provides a 30/60/90 days of implementing renewals to help retain our SLBEs
- v. Built a prime contact in B2G - Building contracts allows the prime to post payments and list subcontractors which allows OSBO to track payments.
- vi. Attended Save My Business Crisis Preparedness Summit (September 8, 2021)
- vii. Attended OBO Virtual Small Business Week Conference (September 16, 2021)
- viii. Attended Clemson Road Sidewalk Weekly Meetings (Sept. 7, 13, 20, 27, 2021-Weekly updates was provide from the Project Manager.

● **Program Development Coordinator**

- i. Monitored Eventbrite and Zoom for registrants for the 3rd Annual Summit. Manually transferred registrants over from Eventbrite to Zoom
- ii. Sent Post event survey to 187 registered attendees for the Summit
- iii. Drafted 6 page program guidelines for CDBG Seed Grant along with PowerPoint for workshops; submitted to Community Development for approval
 - Conducted revisions after edited by CPD.
- iv. Drafted 5 page program guidelines for CDBG CV-19 Relief Grant along with Power point presentation for workshops; submitted to CD for approval
- v. Attended 1 Million cups small business networking event on, 9/1 and 9/22. Networked with small businesses and introduced them to OSBO
 - Follow up with small businesses that I met during networking event via email and phone calls
- vi. Conducted site visits for SLBE Applicants, M. Dillion, ALR, Kurtis Logistics. Captured photos of business equipment and uploaded into O Drive
- vii. Drafted and Sent Monthly Newsletter to over 6,000 businesses in Richland County
- viii. Called 4 SLBE's to encourage them to update/renew their certification
- ix. Sent 18 emails to SLBE's to remind them to update/renew their certifications

- x. Following up with applicants wanting to certify their businesses OSBO initiative to increase pool or create diverse pool for contracting opportunities
 - Locate numbers and call businesses to encourage them to complete SLBE application
- xi. Responding to emails in OSBO inbox
 - Responding to questions on funding and other topics
- xii. Drafting flyer and contacting PIO to complete flyer for Grant Workshops
- xiii. Reserving locations around Richland County to host Grant workshops schedule evening and weekend Grant workshops