



RICHLAND COUNTY OFFICE OF SMALL BUSINESS OPPORTUNITY
2000 Hampton Street, Suite 3014
Columbia, SC 29204



Transportation Penny Advisory Committee Report

OSBO
Manager's Report

October 19, 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.

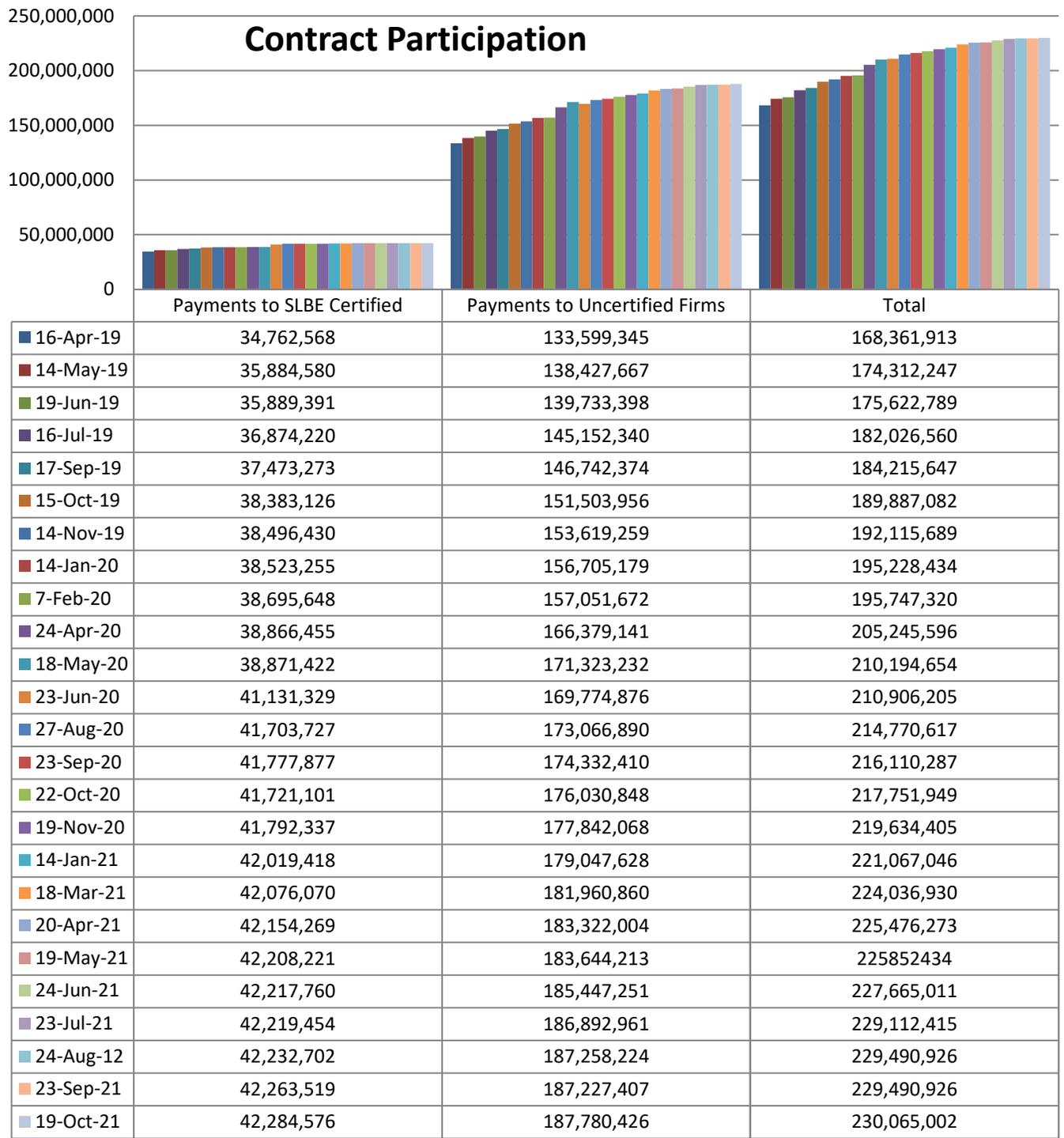
3. Office of the Small Business Opportunity Cross Functional Team

| 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 |

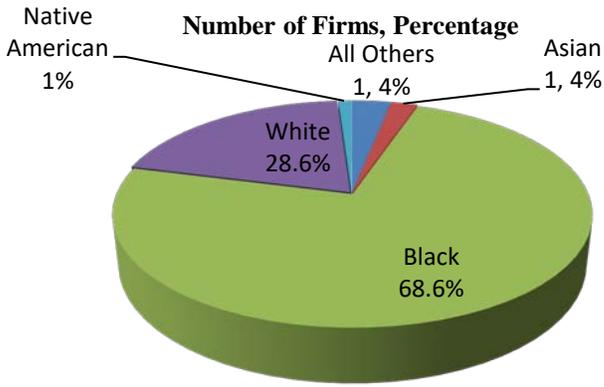
4. Goal Setting Committee (GSC)

| 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 |

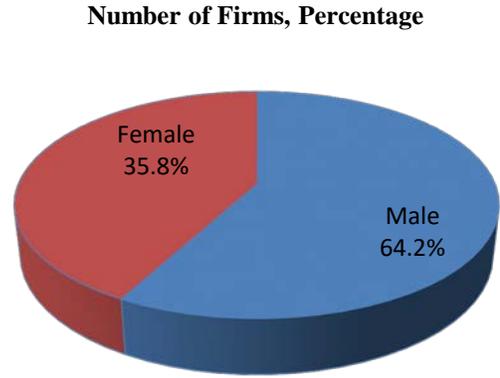
5. Analysis:



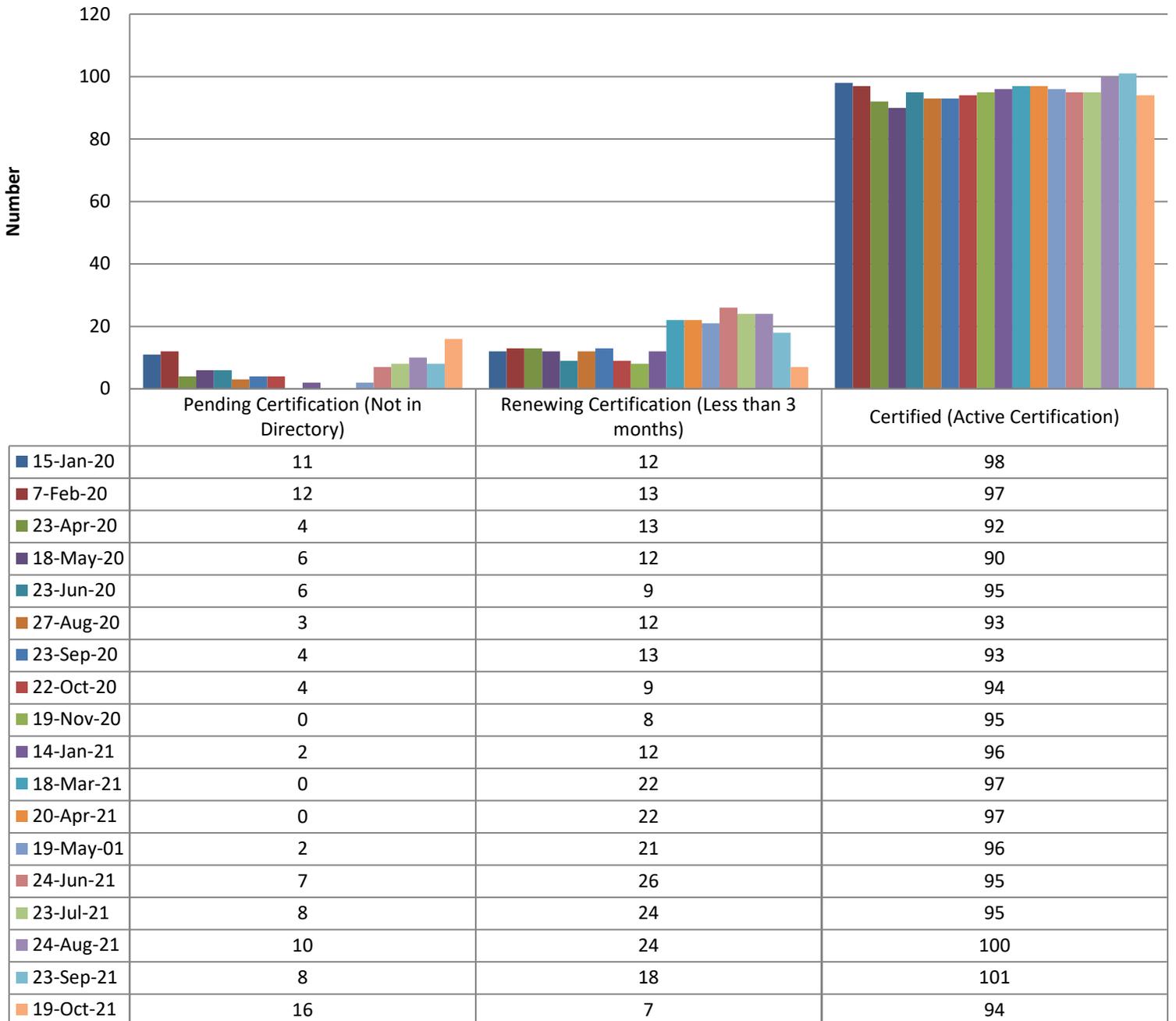
SLBE Firms by Ethnicity



SLBE Firms by Gender



SLBE Certified Firm Status



SLBE GOAL PARTICIPATION UPDATE 2018-2021

| Project Name | Sheltered Market | SLBE Goal | DATE |
|---|------------------|-------------|--------------------|
| 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 |
| 2019 Resurfacing Package R | No | 0% | April 17, 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 |
| Dirt Road Paving Package M | NO | 8.5% | October 1, 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 |

Total Certified SLBE's by Industry

| Industry | Total |
|--------------------------------------|-------|
| Architectural & Engineering Services | 8 |
| Construction Services | 37 |
| Non-Professional | 9 |
| Professional | 31 |
| Wholesale | 9 |
| Total | 94 |

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 to ensure SLBEs and local SBE have opportunities to attend technical and administrative training
 - 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. Attend and participated in following outreaches that provide exposure and awareness of the services the OSBO Office offers to the local business community:
 - BISNET Entrepreneurs event business networking meeting, the event resulted in five (5) new potential small business owners certification
 - 1 Million Cups Columbia, weekly meetings networking with entrepreneurs and exchanging of information and ideas resulting in three (3) new contact leads, Oct 6
 - Visited two small local business owners in the Cottontown/Bellevue area to make them aware of the OSBO Office and services we provide, Oct 6
 - Attended and participated in Ribbon Cutting for the Hopkins Magistrate Office, by assisting with the room set-up, welcoming arriving guest and helping them to their sets, taking photos of the event, and talking with attendees about the OSBO online certification process, Oct 7
- v. Participated in Richland Library Community Partners meeting, where partners disseminate information of upcoming events and trainings, Oct 4
- vi. Participated in OSBO COVID-19 Grant Application Outreaches by answering questions and providing information of OSBO online certification process
 - Hopkins Community Center, Oct 9
 - New Castle Trenholm Acres Center, Oct 13
 - Upper Richland Community Center, Oct 20

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**

- i. Received eight (8) new SLBE Certification Applications
 - Reviewed applications to make sure applicants submitted all required documents for certification. Applications was in the area of Construction, Wholesale, Professional and Non-Professional
- ii. Completed one (1) renewal
 - Approved 1 certification renewals in the areas of Professional Services
- iii. Conducted one (1) Site Visits for Certification
 - Site visits provide validation of business, owner equipment, etc. OSBO staff members had the opportunity to interview owner and answer questions from the owner. The site visits was in area of Non-Professional Services
- iv. Contacted and sent renewal (7 pending) notices to SLBEs
 - OSBO reporting provides a 30/60/90 days of implementing renewals to help retain our SLBEs
- v. Attended Pre – Bid meeting for Dirt Road Paving Package M (October 18, 2021)
 - The goal on this project was set at 8.5%. OSBO requirement was explained to Primes and SLBE's. The open date for the project was October 8, 2021 and the close date is November 9, 2021.
- vi. Attended Ribbon Cutting Ribbon Cutting for the Hopkins Megastar Office (October 7, 2021)
 - Assist with setting up for the Ribbon Cutting Ceremony
- vii. Attended Clemson Road Sidewalk Progress Meeting: (October 4, 2021)
 - 4 Week Look ahead was submitted, concrete need to be poured for the island, it depend on the weather if the island will be completed. Tolleson is waiting for the change order.
- viii. Posted payments for Prime Contractors
 - Posted payment for Prime Contractors in the Supplier Diversity Management System (B2g) which allows subcontractor to confirm payments.

• **Program Development Coordinator**

- i. Scheduled and planned five (5) CV-19 small business Grant relief workshops for Richland County Small Businesses to formally introduce grant opportunities to small businesses and provide them with vital information needed to apply for ANY grant opportunities to include:
 - i. DUNS Number purpose and instructions
 - ii. W9 Sample and purpose
 - iii. IRS Profit and Loss Sheet; sample and purpose
 - iv. Itemized Expenses Sample Sheet with instructions
 - v. Sample Grant application with common descriptive summary questions including common Emergency Need/Covid-19 response questions
 - vi. Low/Moderate Income (LMI) guidelines with HUD LMI Chart
- ii. Completed PowerPoints and a folder with supporting document samples for each person attending the workshop: Workshops are key for small businesses that have never applied for funding
 - i. Saturday, Oct 9th 10-12 (Hopkins Park) 26 attended
 - ii. Wednesday, Oct 13th 5-8 (New Castle) 15 attended
 - iii. Wednesday, Oct 20th 5-8 (Upper Richland) 16 attended
 - iv. Saturday, October 23rd 10-5 (Friarsgate) 30 signed up
 - v. Thursday, November 4th 5:30-7:30 (Garners Ferry Adult Center) 25 of 50 signed up
- iii. Accepted invitation to present CV-19 Small Business Relief Grant info at Bibleway Church during their Small Business Event Oct 29th
- iv. Emailed 94 SLBE's information from Comm. Plan & Development informing them of marketing opportunities at the Exhibition event on Oct. 30th
- v. Accepted invitation for OSBO to attend the Comm. Plan & Development Exhibition event on Oct 30th- Provides venue to market the services of the OSBO office

- vi. Communicated and provided information via telephone and email with 68 individuals contacting the office to inquire about a range of topics to include:
 - i. How to start a business
 - ii. How to apply for a Employer ID Number (EIN)
 - iii. How to write a business plan
 - iv. What business licenses do I need
 - v. How to finance a new business
 - vi. How to grow a business
 - vii. CV-19 Grant information
 - viii. How to become a SLBE
 - ix. How to hire staff
 - x. How to purchase a business from someone
 - xi. How to promote their small business
 - xii. Where to locate business rental property
 - xiii. How to become a Vendor with Richland County
 - xiv. How to apply for any grants
 - xv. How to create a website
- vii. Updated OSBO webpages on the County website to include updated information and upcoming events, resources, partners, etc
- viii. Coordinated partner collaboration meeting with T.Felder, PTAC consultant
- ix. Assisted with recruiting efforts for SLBE/ESLBE's that resulted in SLBE applications being submitted
- x. Accompanied Compliance & Certification Specialist to perform two site visits with SLBE applicants and provided them with resources for their business and how to become a vendor with Richland county
- xi. Creating Zoom of CV-19 grant information to link onto website and newsletter for small businesses to view if they were unable to attend the workshops
- xii. Drafted October issue of OSBO's newsletter and web pages with updated information to inform SLBE's, Partners, and Businesses on latest events with OSBO