

MOTION BY SUPERVISOR DON KNABE

January 12, 2016

FRIENDLY AMENDMENT TO ITEM 7

There are approximately 5,100 small businesses that reside in Los Angeles County that are certified with the State of California. Of these, only 1,280 are certified in our Local Small Business Enterprises (LSBE) Program. This means that there are more than 3,800 State-certified small businesses in the County that may not be participating in solicitations for county contracts or taking advantage of the cost preference and prompt payment programs for our Local Small Businesses.

A highly focused marketing and outreach effort targeting these 3,800 businesses would be appropriate, given that the main requirement for LSBEs is registration with the State, and past experience bears this out.

In April 2014, the County had approximately 655 certified LSBEs. Through a concentrated and targeted outreach effort to State certified small businesses not registered with the County, by January 2015, ISD increased the number of certified firms to 1205 (or 84 percent). Since that time, there has been a negligible increase in our program's participation.

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RIDLEY-THOMAS _____

KUEHL _____

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ANTONOVICH _____

SOLIS _____

I, Therefore Move, that the Board of Supervisors instruct the Director of Consumer and Business Affairs to:

Replicate ISDs outreach effort from 2014 to increase the number of LSBEs that reside in LA County and are already registered with the State by doing the following, but not limited to:

1. Coordinating with the State's Department of General Services to obtain and confirm valid contact information for all State-certified small businesses that are headquartered in Los Angeles County;

2. Begin a targeted marketing campaign to advertise the benefits of being a County certified LSBE, including an 8 percent cost preference in all County solicitations for goods and services, our 15-day prompt payment program, as well as our small business liaison and concierge services, through email contact, mailings, and follow-up telephone calls.

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