

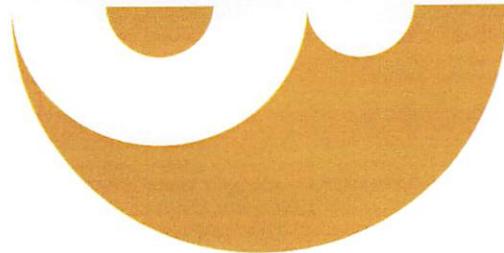
ATTACHMENT

For Item

#22

Tuesday,
AUGUST 27, 2024

PUBLIC COMMUNICATION RECEIVED BY THE
CLERK OF THE BOARD



August 26, 2024

The Honorable Nora Vargas
Chair
San Diego County Board of Supervisors
1600 Pacific Highway
San Diego, CA 92101

RE: Support for Item 22 – Enhancing Equity and Community Strength Through Procurement and Technical Assistance Programs

Chair Vargas,

On behalf of the Asian Business Association of San Diego (ABASD), I'd like to express our support for the requested actions proposed by Supervisor Montgomery-Steppe to expand the County of San Diego's (County) reach to local businesses, including developing a Technical Assistance Program and providing financial support for insurance and bonding. These proposed actions, in addition to those previously supported by the Board in April, confirm the Board's commitment to the region's small businesses and the development a workable strategy for our small business community to take part in the vast contracting opportunities with our local government agencies.

Over the years of consistent outreach efforts to these business owners, our advisors repeatedly receive feedback regarding the difficulties in contracting with our local government agencies, which includes the County. As part of proposed actions #2 and #4, we support ABASD recommends working with those community-based organizations that have relationships and direct communication paths to our region's small businesses, as well as the expertise and knowledge with County based programs for small businesses. Additionally, we believe it is important the County conduct a study to understand where the County stands in terms of the types of businesses it currently contracts with, barriers for those small businesses to do work with the County and provide recommendations to increase the amount and types of small businesses working with the County.

ABASD has advocated on behalf of small, minority owned, and disadvantaged businesses to expand opportunities to participate in government procurement processes. As part of the San Diego and Imperial Small Business Development Center (SBDC) network, and one of the region's largest and leading ethnic business associations, ABASD offers educational workshops, technical assistance, business mentorship, and access to capital to minority-owned small and disadvantaged businesses, entrepreneurs and start-ups in hard-to-reach communities -- at no-cost.

ABASD was one of the first organizations in the State to publicly support Assembly Bill 2019 (Petrie-Norris), which codified the State's 25% small business procurement goals, which was ultimately signed by the Governor in September of 2022. These proposals emulate those policies outlined in Assembly Bill 2019 and will only help to increase the County's procurement with small businesses and will expand outreach in a way that grows the economy equitably.

As a *Live Well San Diego* partner, ABASD stands ready to work with the County to achieve the highest participation rate by small businesses in partnering with the County to achieve its goals.

Sincerely,



Jason Paguio
President & CEO

cc: The Honorable Joel Anderson, District 2
The Honorable Terra Lawson-Remer, District 3
The Honorable Monica Montgomery-Steppe, District 4
The Honorable Jim Desmond, District 5
Ebony Shelton, Chief Administrative Officer