

# Small Business Program Metrics

## “Triple Bottom Line and Demonstrating Business Case”

### Small Business Participation Dollars

- Dollars spent SBEs (including M/WBE/DBE)
- # First time participation with POS
- # Contracts & increase in percentage

### Cost/Benefit

- Port program or staff costs vs. results and outcomes

### Impact of Targeted Outreach

- # Firms attending outreach events
- Contracts obtained as a result
- # who bid on projects
- Results from Small Works limited competition procedures

### Local Economic Impact

- Small Business investment in local economy
- Port Economic Impact Study (2007)

### Best Practices Lessons Learned

- Results from Pilot Construction Projects and Regional Small Business Development Program
- Port internal and external surveys
- Survey best supplier diversity programs

### SAVINGS SB low bidder and large firm 2<sup>nd</sup> low bid

- Show impact of more competition = lesser costs
- Show cost savings on construction projects over multi-year period

### Building Community Support

- How to measure community support of Port's mission

### Growth of firms with Port

- Examples of firms who have grown capacity as result of work with POS
- Large firms mentor small firms