

**Strengths:**

- Trusted source for regulatory compliance information
- Customers like and refer BERC to other businesses
- Adept in bringing regulatory agencies, businesses, associations together to address business compliance with new and existing regulatory requirements
- Consultations are free and confidential
- Sustainable Business program certification is free and highlights environmentally sustainable efforts of businesses
- Unique in the service provided – comprehensive regulatory and technical assistance
- Knowledgeable and helpful staff
- Partnerships with other business-help organizations
- Collaborate with industry associations/chambers
- Ability to adapt
- Provide service in Sacramento County and all incorporated cities
- Started in 1993 - longevity
- New BERC and Sustainable Business Brochures
- Annual Sustainable Business Awards ceremony
- Competitors are paid consultants
- Innovative staff input
- Conduct industry workshops and extensive business outreach
- Conduct onsite compliance visits
- Help businesses comply with regulatory inspection requirements
- Provide assistance in a non-regulatory environment – allows businesses to be candid
- Strongly supported by County Board of Supervisors
- Adopted shadow training with BERC funding partners
- Volunteer intern assistance
- Time tracking database

**Weaknesses:**

- Staff reduction has limited BERC operation and increased administrative functions to staff
- Full time BERC Director reduced from 100% to 20%, less time for BERC
- Unstable funding support for BERC
- Low funding level for Sustainable Business program
- Marketing of BERC services
- Unable to use outside vendors for some services
- Inability to accept funding from businesses entities
- Lengthy administrative processes
- Lack an ongoing awareness campaign of BERC's services
- BERC accomplishments not highlighted in needed forums
- No written performance evaluations of BERC staff
- Lack of ongoing training in funding partner disciplines
- Lack of formal partnerships with associated agencies
- Not all funding partners have quarterly meetings with BERC staff
- BERC is not highlighting services/accomplishments at funding partner board level
- Lack of focused attention on new SC member recruitment

- No formal established BERC Supervisor

**Opportunities:**

- BERC marketing/awareness campaign
- BERC newsletter/highlight of accomplishments
- Conduct ride along inspections with funding partners
- Potential partnering with cities within the Sacramento Region
- New partnerships with County Parks and Recreation, Sacramento Area Commerce & Trade Organization (SACTO), Small Business Administration (SBA)
- Re-engagement of local chambers, Business Information Centers, trade associations.
- Nurture existing partnerships
- Assign staff to meet quarterly with all BERC funding partners
- Hire additional interns to help with programs
- Explore avenues to accept funding from businesses
- Three to five year funding agreements with SC
- Update time tracking database to ease usage and improve reports to SC

**Threats:**

- Inability to service clients timely
- Reduction in business workshops
- Inconsistent funding
- Low staffing level
- Overhead costs