**C-2-E**

CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

October 21, 2003

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

Subject: Diversity Outreach Program Report for the Period October 1, 2002
Through March 31, 2003 (Citywide)

DISCUSSION

The City of Long Beach endeavors to ensure that its procurement process is open and inclusive to all businesses including minority- and women-owned business enterprises (MBE and WBE) and local suppliers. Strategies for outreach include the timely dissemination of bid information through multiple avenues, increasing participation levels of networking and training sessions, developing participation reports to measure effectiveness and focusing departments to consider diverse and local businesses on smaller purchases. The Diversity Outreach Program focuses on outreach goals, instead of dollars spent, as the primary focal point. In this regard, an increase in outreach should ultimately lead to increases in awards to minority- and women-owned business enterprises and local suppliers.

In November 1996, Article I, Section 31 was added to the California Constitution by voter approval of Proposition 209. Section 31 prohibits state and local government entities from discriminating against or giving preferential treatment to individuals or groups in public education, public employment, or public contracting on the basis of race, sex, color, ethnicity, or national origin. Recent court challenges to Proposition 209 prompted the Department of Financial Management, with approval from the City Manager and support from the City Attorney, to re-evaluate the City's own DBE/MBE/WBE Program. As a result of Proposition 209, the City is prohibited from establishing minority goals, quotas and targets. The City is limited to outreach and the outreach must be to all groups without preference. The department competitively selected a consultant to perform a comprehensive review and assessment of the City's existing program and provide recommendations for improvements on the City's outreach efforts. This plan was reported to the City Council on October 9, 2001 and an update was presented to the City Council on June 18, 2002.

On December 17, 2002, the City Council was presented with the proposed Diversity Outreach Program after recommendations from a consultant study, local diverse business groups, City Councilmembers and City departments were incorporated. The City Council referred the Diversity Outreach Program to the Personnel and Civil Service Committee for review and action, which occurred on August 26, 2003. The

HONORABLE MAYOR AND CITY COUNCIL

October 21, 2003

Page 2

recommendation of the Committee to the City Council was to adopt the program as amended by including all non-city Manager Departments and requesting staff reports to be provided on a quarterly basis versus annually. The City Council adopted the Diversity Outreach program on September 9, 2003.

The attached Diversity Outreach Program Report incorporates outreach progress for the period October 1, 2002 through March 31, 2003. This report was developed prior to the program's adoption but was held until the program was adopted by the City Council. As a result, the report is submitted for a six-month period. The next reporting period will also be for the last six-month period from April 1, 2003 through September 30, 2003. It is anticipated that this report will be submitted to the City Council by December 2003. Thereafter, staff will submit reports quarterly.

Award Data

As detailed in the report, the value of competitive formal awards to Long Beach Business Enterprises (LBBEs) continues to remain strong, averaging 24.1 percent Citywide. This reflects a 3.3 percent increase from the previous reporting period. The value of City Manager department awards averaged 46.4 percent and Non-City Manager departments averaged 12.5 percent. Non-competitive purchases averaged 5.1 percent for MBEs and 8.8 percent for WBEs. Competitive awards to MBEs and WBEs averaged 1.0 percent and 1.3 percent respectively. Further focus will continue to be placed on training suppliers on how to submit a competitive bid in order to increase their potential for submitting winning bids.

Competitive Formal Awards	City Manager	%	Non-City Manager	%	Total	%
Total Purchases	\$137,018,804		\$264,942,905		\$401,961,709	
MBE	\$3,343,249	2.44%	\$694,616	0.26%	\$4,037,865	1.00%
WBE	\$2,918,973	2.13%	\$2,344,807	0.89%	\$5,263,780	1.31%
LBBE	\$63,571,324	46.40%	\$33,097,661	12.49%	\$96,668,985	24.05%
Total MBE/WBE/LBBE	\$69,833,546	50.97%	\$36,137,084	13.64%	\$105,970,630	26.36%
Purchases Up to \$10,000	City Manager	%	Non-City Manager	%	Total	%
Total Purchases	\$22,861,487		\$5,999,843		\$28,861,330	
MBE	\$1,155,819	5.06%	\$319,152	5.32%	\$1,474,971	5.11%
WBE	\$1,801,085	7.88%	\$723,372	12.06%	\$2,524,457	8.75%
LBBE	\$6,040,488	26.42%	\$1,428,328	23.81%	\$7,468,816	25.88%
Total MBE/WBE/LBBE	\$8,997,392	39.36%	\$2,470,852	41.19%	\$11,468,244	39.74%

HONORABLE MAYOR AND CITY COUNCIL

October 21, 2003

Page 3

Of the total purchases for the current reporting period, a total of \$28,861,330, or 7.0 percent, were for purchases up to \$10,000. For these smaller purchases, the solicitation of verbal quotes from a minimum of three suppliers is strongly recommended. Departments have the flexibility to choose the three suppliers from which to obtain quotes.

For purchases up to \$10,000, LBBEs averaged 25.9 percent of all purchases. As indicated, purchases from MBEs and WBEs Citywide averaged 5.1 percent and 8.8 percent, respectively. As noted in the report, this reflects a slight increase from the previous reporting period. City Manager and Non-City Manager departments have more flexibility in purchases up to \$10,000, and a comparison with the previous reporting period shows that departments have pursued more LBBE, MBE and WBE suppliers to compete for their smaller purchases. The potential for increasing these types of purchases exist, and departments are encouraged to continue to obtain quotes from LBBE, MBE and WBE suppliers.

The award data reflects a new methodology by which to capture information from the Purchasing System. The method by which award data is presented has been revised in an effort to accurately present financial data that exists in the Purchasing System. This new method excludes purchases made for electrical services (So Cal Edison), water and land. These purchases are considered non-competitive in that there is only one provider; therefore, business is conducted without a competitive bid process. By excluding these purchases and payments, the award data accurately reflects those purchases made on a competitive basis. The current report compares the previous reporting period against the current reporting period to show that slight increases in awards have occurred. However, as previously noted, continued focus will be placed on training suppliers on how to submit a competitive bid to increase their potential for submitting winning bids. In addition, training departments on how to find MBE and WBE suppliers, continuously improving our information dissemination methods and working with departments to have them obtain quotes from these suppliers will be a continuous focus.

Outreach Efforts

The report for the period October 1, 2002 through March 31, 2003 provides a comprehensive review of the outreach efforts conducted by the Diversity Outreach Division and City departments. These efforts include the Diversity Outreach Steering Committee, Networking Sessions, Doing Business With the City Workshops and the Annual Small Business Connections Conference. It also includes the Diversity Outreach Program that was adopted by the City Council on September 9, 2003. In addition, the report details outreach activities by City departments and the City's Diversity Outreach Division. The Diversity Outreach Division has a pivotal role in ensuring that many of the coordinated outreach efforts occur. The Diversity Outreach Officer makes numerous one-on-one contacts, participates in various business

HONORABLE MAYOR AND CITY COUNCIL

October 21, 2003

Page 4

meetings as a panelist and speaker, and attends numerous conferences and business meetings to distribute Diversity Outreach Program information.

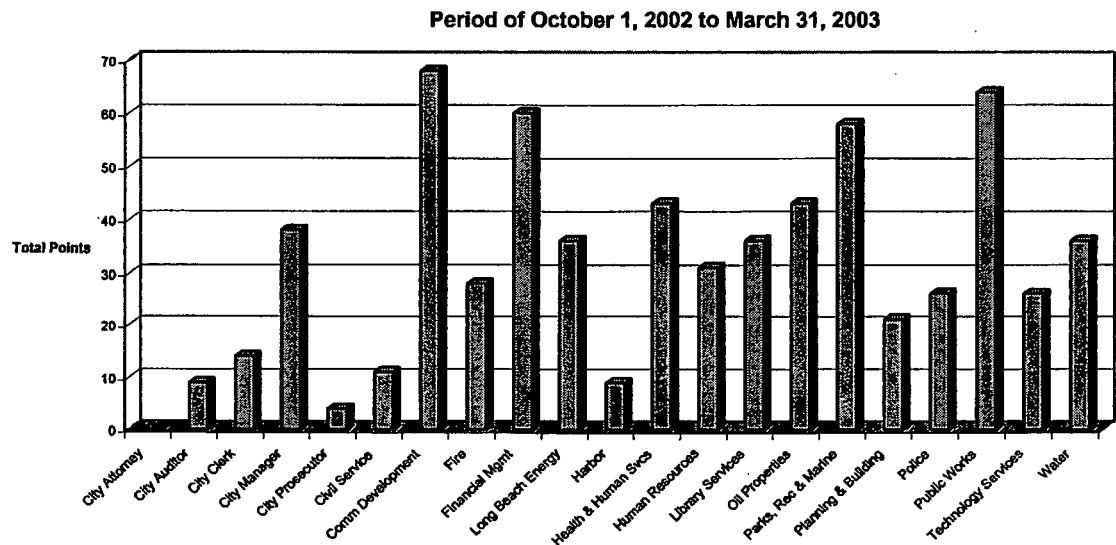
New and ongoing outreach efforts by City departments are also detailed in this report in an effort to promote their activities in support of this program. All departments are requested to submit information that pertains to outreach efforts.

Diversity Outreach Recognition Award Program

A new section to the report, entitled "Diversity Outreach Recognition Program" (page 14) has been added to recognize departments that put extra effort into supporting the Diversity Outreach Program. Through the efforts of the Diversity Outreach Officer, and supported by the Diversity Outreach Steering Committee, the program enables City departments to obtain standard and bonus points for their participation in the Diversity Outreach Program and recognizes the achievements of those departments.

Standard points are given based on representation by departments at the Diversity Outreach Steering Committee, Networking Sessions, Doing Business with the City Workshops, Small Business Connections Conference, and by obtaining the highest percentage of monthly department-selected procurements for MBEs, WBEs and LBBEs.

The department-selected procurements encompass all purchases up to \$10,000 made by departments. Since departments have the ability to obtain informal bids from local and diverse suppliers, and select a local or diverse supplier based on the lowest responsible quote, recognition is given to those departments that encourage their staff to proceed in this direction. Bonus points are given for departments who participate in additional monthly outreach efforts and directly or indirectly sponsor diversity outreach workshops, conferences and meetings.



HONORABLE MAYOR AND CITY COUNCIL

October 21, 2003

Page 5

The chart on the prior page represents department participation in the previously mentioned areas for the period of October 1, 2002 to March 31, 2003. As noted, the departments of Community Development, Financial Management, Parks, Recreation and Marine, and Public Works earned the highest points for the reporting period. The Diversity Outreach Recognition Award Program will help encourage all City departments to provide their highest level of support and participation in the City's Diversity Outreach program.

TIMING CONSIDERATIONS

This report summarizes the Diversity Outreach Program efforts from October 1, 2002 through March 31, 2003.

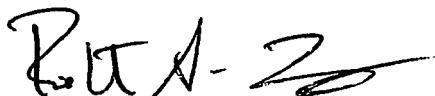
FISCAL IMPACT

None.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

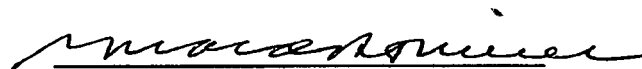
Refer report to the Personnel and Civil Service Committee for review.

Respectfully submitted,



ROBERT S. TORREZ
DIRECTOR OF FINANCIAL MANAGEMENT

APPROVED:



GERALD R. MILLER
CITY MANAGER

CITY OF LONG BEACH

DIVERSITY OUTREACH PROGRAM

**SEMI-ANNUAL REPORT
OCTOBER 1, 2002 - MARCH 31, 2003**



TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
Introduction and Overview	1
Award Data	1
Informal and Formal Bid Notices	7
Diversity Outreach Efforts by the Diversity Outreach Division	8
Diversity Outreach Steering Committee Meetings	8
Diversity Outreach Networking Sessions	11
Doing Business with the City Workshops.....	12
Annual Small Business Connections Conference.....	13
Diversity Outreach Recognition Award Program.....	14
Other Outreach Activities by the Diversity Outreach Officer	15
New Outreach Efforts by City Departments.....	18
Ongoing Outreach Efforts by City Departments.....	21
City of Long Beach Diversity Outreach Program	28

INTRODUCTION AND OVERVIEW

On December 17, 2002, City staff presented the City Council with a revised City of Long Beach Diversity Outreach Program. The program was formerly named the "City of Long Beach Disadvantaged-, Minority-, and Women-owned Business Enterprise Program". The City Council adopted the new program name on June 18, 2002 with the understanding that this change supports the direction the City was taking with its outreach efforts and the changes in the California Constitution that prohibit state and local governments from discriminating against or giving preferential treatment to individuals or groups in public contracting on the basis of sex, color, ethnicity, or national origin.

The overall mission of the new program is "To create an environment of inclusion where our diverse and local business enterprises are given maximum opportunity to compete successfully in providing quality and cost-effective products and services to City Departments in a timely manner." The goals of the Diversity Outreach Program include educating and encouraging, through a variety of outreach efforts, the City's diverse business community to participate in the City's procurement process.

This report focuses on the City's outreach efforts for the period October 1, 2002 through March 31, 2003. Although the report's primary focus is on the City's outreach efforts, the number of dollars awarded is also presented.

AWARD DATA

April 1, 2002 to September 30, 2002 (Previous Reporting Period)

Type of Purchase	City Manager	Non-CM	Total	Percent
Construction	\$14,867,463	\$73,287,290	\$88,154,753	40.40%
Materials	\$12,881,146	\$7,494,689	\$20,375,835	9.40%
Professional Services	\$60,697,065	\$48,754,558	\$109,451,623	50.20%
Totals	\$88,445,674	\$129,536,537	\$217,982,212	100%

October 1, 2002 to March 31, 2003 (Current Reporting Period)

Type of Purchase	City Manager	Non-CM	Total	Percent
Construction	\$25,333,254	\$126,631,551	\$151,964,805	37.81%
Materials	\$30,210,302	\$100,823,779	\$131,034,081	32.60%
Professional Services	\$81,475,248	\$37,487,574	\$118,962,823	29.60%
Totals	\$137,018,804	\$264,942,905	\$401,961,709	100%

The award data includes only those purchases that are handled by competitive bid and excludes those purchases that are non-competitively bid. The non-competitive purchases include payments for the purchase of electrical services, water and land. The new methodology provides a more thorough and comprehensive review of competitively bid purchases by departments.

The first chart above is for the previous reporting period and is provided for comparative purposes. The second chart examines all the purchases for the period of October 1, 2003 to March 31, 2003. The dollars noted, are total dollars less non-competitive purchases made through the purchasing system.

The largest purchaser of Construction Services in City Manager Departments is the Public Works Department. Some of the larger construction services purchased include contracts for the construction of site utilities located throughout the Pike for the Queensway Bay Project, construction service contracts with the City of Signal Hill for the widening of Spring Street, construction services contracts for the Anaheim Street Bus Speed Improvement Project and the issuance of an annual contract with City Light and Power, Inc. for ongoing street light maintenance.

The largest purchaser of Construction Services in Non-City Manager Departments is the Harbor Department. Examples of construction services purchased include contracts for the construction of Pier T Marine Terminal and for construction management services contracts associated with Harbor Department construction projects.

Materials purchased for City Manager Departments include contracts for the purchase of natural and dry gas by the Long Beach Energy Department and the purchase of the City's new Police Helicopters. Materials purchased for Non-City Manager Departments include contracts to purchase cranes and land for the Harbor Department.

It must be noted that the purchase of Professional Services for City Manager Departments increased for this reporting period due to the purchase of ongoing management services for the continuing operations of the waste to energy plant (SERRF), advertising and promotional services from the Long Beach Area Convention and Visitor's Bureau, and continuing construction management services for the Public Safety Building, Fire Station No. 1, the Crime Lab and City Hall East projects.

The award data for Minority- (MBE), Women- (WBE) and Long Beach Business Enterprises (LBBE) reflects the reporting period from October 1, 2002 to March 31, 2003. It should be noted that this data reflects only those awards where payment has been made. Any awards made where dollars have not been expended are not reflected in this data.

Competitive Bid Awards

Type of Purchase	City Manager	%	Non-City Manager	%	Total	%
<u>Construction Total</u>	\$25,333,254		\$126,631,551		\$151,964,805	
MBE Purchases	\$33,221	0.13%	\$177,855	0.14%	\$211,076	0.14%
WBE Purchases	\$104,454	0.41%	\$27,070	0.02%	\$131,523	0.09%
LBBE Purchases	\$5,257,829	20.75%	\$1,291,382	1.02%	\$6,549,211	4.31%
Total MBE/WBE/LBBE	\$5,395,503	21.30%	\$1,496,307	1.18%	\$6,891,810	4.54%
<u>Materials & Non-Prof. Svcs Total</u>	\$30,210,302		\$100,823,779		\$131,034,081	
MBE Purchases	\$466,706	1.54%	\$101,000	0.10%	\$567,706	0.43%
WBE Purchases	\$832,119	2.75%	\$216,556	0.21%	\$1,048,675	0.80%
LBBE Purchases	\$6,067,289	20.08%	\$14,280,671	14.16%	\$20,347,960	15.53%
Total MBE/WBE/LBBE	\$7,366,114	24.38%	\$14,598,227	14.48%	\$9,138,729	16.76%
<u>Professional Svcs Total</u>	\$81,475,248		\$37,487,574		\$118,962,823	
MBE Purchases	\$2,843,322	3.49%	\$415,761	1.11%	\$3,259,083	2.74%
WBE Purchases	\$1,982,399	2.43%	\$2,101,182	5.61%	\$4,083,581	3.43%
LBBE Purchases	\$52,246,207	64.13%	\$17,525,608	46.75%	\$69,771,814	58.65%
Total MBE/WBE/LBBE	\$57,071,929	70.05%	\$20,042,550	53.46%	\$77,114,479	64.82%
<u>Grand Total Purchases</u>	\$137,018,804		\$264,942,905		\$401,961,709	
MBE	\$3,343,249	2.44%	\$694,616	0.26%	\$4,037,865	1.00%
WBE	\$2,918,973	2.13%	\$2,344,807	0.89%	\$5,263,780	1.31%
LBBE	\$63,571,324	46.40%	\$33,097,660	12.49%	\$96,668,985	24.05%
Grand Total MBE/WBE/LBBE	\$69,833,546	50.97%	\$36,137,084	13.64%	\$105,970,630	26.36%

As detailed above, purchases made from local suppliers continue to remain strong. Approximately 24.05% of all City purchases were made from local suppliers.

Purchases from MBE and WBE suppliers were highest in the areas of Professional Services. As previously noted, professional services includes many construction

consultant type services that do not classify as strictly construction services. In the area of Construction, LBBE suppliers had the highest percentage of awards. Additional focus needs to be placed on MBE and WBE suppliers to encourage them to participate in the construction bid process.

Competitive Bid Awards for April 1, 2002 to September 30, 2002 (Previous Reporting Period)

Type of Purchase	City Manager	%	Non-City Manager	%	Total	%
Total Purchases	\$88,445,674		\$129,526,537		\$217,972,211	
MBE	\$2,347,674	2.65%	\$1,601,192	1.24%	\$3,948,866	1.81%
WBE	\$3,141,365	3.55%	\$1,482,575	1.14%	\$4,623,940	2.12%
LBBE	\$27,221,669	30.78%	\$17,976,836	13.88%	\$45,198,505	20.74%
Total MBE/WBE/LBBE	\$32,710,708	36.98%	\$21,060,602	16.26%	\$53,771,310	24.67%

Competitive Bid Awards for October 1, 2002 to March 30, 2003 (Current Reporting Period)

Type of Purchase	City Manager	%	Non-City Manager	%	Total	%
Total Purchases	\$137,018,804		\$264,942,905		\$401,961,709	
MBE	\$3,343,249	2.44%	\$694,616	0.26%	\$4,037,865	1.00%
WBE	\$2,918,973	2.13%	\$2,344,807	0.89%	\$5,263,780	1.31%
LBBE	\$63,571,924	46.40%	\$33,097,660	12.49%	\$96,668,985	24.05%
Total MBE/WBE/LBBE	\$69,833,546	50.97%	\$36,137,084	13.64%	\$105,970,630	26.36%

A comparison of the current reporting period against the previous reporting period indicates that, for purchases made by City Manager Departments, the awards to local suppliers (LBBEs) increased from 30.78% to 46.40%. Purchases made by City Manager Departments for MBE suppliers remained constant but dipped slightly for WBE suppliers. As noted above, City departments and the City's Diversity Outreach Officer need to continue to work together to encourage more MBE and WBE suppliers to participate in the competitive bid process.

Increased efforts in department participation are being made and include a renewed commitment from the Harbor Department. Other departments continue to increase their participation in a variety of ways. These methods are elaborated and documented in the section titled "Diversity Outreach Recognition Award Program".

The following award data reflects purchases up to \$10,000 that are made by departments without having to go through the informal and formal competitive bid process.

Purchases Up To \$10,000

Type of Purchase	City Manager	%	Non-City Manager	%	Total	%
<u>Construction Total</u>	\$756,121		\$411,963		\$1,168,084	
MBE Purchases	\$33,221	4.39%	\$17,630	4.28%	\$50,851	4.35%
WBE Purchases	\$87,039	11.51%	\$27,070	6.57%	\$114,108	9.77%
LBBE Purchases	\$285,795	37.80%	\$72,136	17.51%	\$357,931	30.64%
Total MBE/WBE/LBBE	\$406,055	53.70%	\$116,835	28.36%	\$522,890	44.76%
<u>Materials & Non-Prof. Svcs Total</u>	\$9,685,861		\$2,518,682		\$12,204,543	
MBE Purchases	\$396,554	4.09%	\$44,714	1.78%	\$441,269	3.62%
WBE Purchases	\$686,605	7.09%	\$175,775	6.98%	\$862,380	7.07%
LBBE Purchases	\$1,437,761	14.84%	\$380,955	15.13%	\$1,818,716	14.90%
Total MBE/WBE/LBBE	\$2,520,921	26.03%	\$601,444	23.88%	\$3,122,365	25.58%
<u>Professional Svcs Total</u>	\$12,419,505		\$3,069,198		\$15,488,703	
MBE Purchases	\$726,044	5.85%	\$256,808	8.37%	\$982,851	6.35%
WBE Purchases	\$1,027,441	8.27%	\$520,527	16.96%	\$1,547,968	9.99%
LBBE Purchases	\$4,316,932	34.76%	\$975,238	31.78%	\$5,292,170	34.17%
Total MBE/WBE/LBBE	\$6,070,417	48.88%	\$1,752,572	57.10%	\$7,822,989	50.51%
<u>Grand Total Purchases</u>	\$22,861,487		\$5,999,843		\$28,861,330	
MBE	\$1,155,819	5.06%	\$319,152	5.32%	\$1,474,971	5.11%
WBE	\$1,801,085	7.88%	\$723,372	12.06%	\$2,524,457	8.75%
LBBE	\$6,040,488	26.42%	\$1,428,328	23.81%	\$7,468,816	25.88%
Grand Total MBE/WBE/LBBE	\$8,997,392	39.36%	\$2,470,851	41.18%	\$11,468,244	39.74%

The data for purchases noted above shows that of the total Competitive Bid Award purchases made for the period of October 1, 2002 to March 31, 2003 (\$401,961,709 as shown on page 3), a total of \$28,861,330, or 7.0%, were for purchases up to \$10,000. For all purchases not exceeding \$10,000 the solicitation of verbal quotations from a minimum of three suppliers is strongly recommended. Departments, therefore, have the flexibility to choose the three suppliers from which to obtain quotes.

As a result, City Manager and Non-City Manager departments, in their ability to be flexible, continue to chose more MBE, WBE and LBBE suppliers for their smaller purchases whenever possible. Departments have the flexibility to increase their MBE, WBE and LBBE supplier purchases and are continuously encouraged to place additional focus on obtaining quotes from these suppliers.

The Diversity Outreach Program, supported by the Diversity Outreach Officer and the Diversity Outreach Steering Committee, will continue to work with City departments and suppliers to increase awards to MBEs, WBEs and LBBEs in this area.

Purchases Up to \$10,000 for April 1, 2002 to September 30, 2002 (Previous Reporting Period)

Type of Purchase	City Manager	%	Non-City Manager	%	Total	%
Total Purchases	\$22,072,095		\$6,938,964		\$29,011,060	
MBE	\$984,111	4.46%	\$299,892	4.32%	\$1,284,003	4.43%
WBE	\$1,685,788	7.64%	\$632,796	9.12%	\$2,318,584	7.99%
LBBE	\$5,602,065	25.38%	\$1,830,270	26.38%	\$7,432,335	25.62%
Total MBE/WBE/LBBE	\$8,271,964	37.48%	\$2,762,958	39.82%	\$11,034,922	38.04%

Purchases Up to \$10,000 for October 1, 2002 to March 31, 2003 (Current Reporting Period)

Type of Purchase	City Manager	%	Non-City Manager	%	Total	%
Total Purchases	\$22,861,487		\$5,999,843		\$28,861,330	
MBE	\$1,155,819	5.06%	\$319,152	5.32%	\$1,474,971	5.11%
WBE	\$1,801,085	7.88%	\$723,372	12.06%	\$2,524,457	8.75%
LBBE	\$6,040,488	26.42%	\$1,428,328	23.81%	\$7,468,816	25.88%
Total MBE/WBE/LBBE	\$8,997,392	39.36%	\$2,470,851	41.18%	\$11,468,244	39.74%

A comparison of the current reporting period against the previous reporting period indicates that purchases by City Manager Departments from MBEs, WBEs and LBBEs increased slightly and by approximately 2% overall. Purchases made by Non-City Manager Departments also increased slightly with a 2% overall increase. As noted above, City departments and the City's Diversity Outreach Officer need to continue to work together to place more focus on obtaining quotes from MBE, WBE and LBBE suppliers. As noted, however, when comparing LBBE awards against awards to MBEs and WBEs, additional efforts need to be made to obtain more quotes from MBE and WBE suppliers.

INFORMAL AND FORMAL BID NOTICES

Bids Mailed				Bids Returned				Bids Awarded				
Total	MBE	WBE	LBBE	Total	MBE	WBE	LBBE	Total	MBE	WBE	LBBE	Total
408	106	55	113	274	39	28	42	109	3	11	16	30
	39%	20%	41%	100%	14%	10%	15%	40%	1%	4%	6%	11%

April 1, 2002 to September 30, 2002

Bids Mailed				Bids Returned				Bids Awarded				
Total	MBE	WBE	LBBE	Total	MBE	WBE	LBBE	Total	MBE	WBE	LBBE	Total
399	78	55	73	206	25	32	25	82	2	6	10	18
	38%	27%	35%	100%	12%	16%	12%	40%	1%	3%	5%	9%

October 1, 2002 to March 31, 2003

During the current reporting period (October 1, 2002 to March 31, 2003), a total of 399 bid notifications were mailed. Of this total, 206 bid notifications or 52% were mailed to MBEs, WBEs and LBBEs. The number of supplier bids returned for consideration were approximately 82 or 40% of those mailed to MBEs WBEs and LBBEs (206). The number of bids that were ultimately awarded to MBEs, WBEs and LBBEs were 18 or 9% of those returned.

A comparison of the current reporting period against the previous six months reveals a decrease from 67% to 52% in the number of bid notices that were mailed to MBEs, WBEs and LBBEs. Factors affecting this decrease included the overall decrease in the number of bids mailed and an increase in total bid notices mailed on certain bids that only had a small number of known MBE, WBE and LBBE suppliers.

The percentage of bids returned by suppliers for consideration, however, remained constant at 40%. The number of bids that we ultimately awarded to MBEs, WBEs and LBBEs reduced from 11% to 9%.

The bids returned and bids awarded include bids that may have been obtained on the City's website without the supplier receiving a bid notification. The results from bids awarded numbers indicate that training of suppliers through education workshops and other training efforts needs to continue to ensure that more MBE, WBE and LBBE suppliers submit accurate and competitive bids to ensure an award.

In addition, emphasis needs to continue to encourage MBE, WBE and LBBE suppliers to continue to submit bids. Increasing the number of bids returned would ultimately increase the number of awards that are made.

Every informal bid (between \$10,000 and up to \$100,000) and formal bid (over \$100,000) is posted on the City's Purchasing Website (www.lbpurchasing.org) for any

potential supplier to view. Suppliers can visit the website and obtain bidding information as well as download a bid they may be interested in bidding on.

Suppliers can also register on the website or complete a bidder registration form in order to be added to the Purchasing Division's database. The Purchasing Division maintains a database of Suppliers for all classes of commodities and services purchased by the City. The Buyers review this database prior to soliciting bids. Suppliers in the database have an increased potential of being notified of the City's procurement needs. Being in the Supplier Database does not guarantee that a supplier will receive a bid because the sheer number of potential bidders prohibits the mailing of bid notifications to everyone.

Suppliers also have the option of calling the City's Procurement Hotline (562-570-6361) to obtain information on current bid opportunities and to request a hardcopy of the desired bid.

The City's Diversity Outreach Officer also ensures that bid opportunities and other information is communicated to suppliers in his one-on-one contacts, meetings with business groups, and during networking sessions and training workshops.

The Purchasing Division, in addition to sending bid notices to suppliers in their database, also seeks suppliers from other directories in order to ensure a diverse bid notification. Every attempt is made to send bid notices to a minimum of four MBEs, two LBBEs, and one WBE. On the average, approximately 11 bid notifications are mailed to suppliers for each bid the City makes available.

DIVERSITY OUTREACH EFFORTS BY THE DIVERSITY OUTREACH DIVISION

The Diversity Outreach Division was created on October 1, 2001. Although the Purchasing Division was previously conducting outreach, the focus was refined and increased with the creation of a new outreach division and the appointment of a Diversity Outreach Officer.

As the primary coordinator of all City outreach efforts, the Diversity Officer's responsibility is to encourage, through a variety of outreach efforts, the City's diverse business community to participate in the City's procurement process. The Diversity Outreach Officer has developed several programs to accomplish these objectives. The following summarizes these efforts for the period October 1, 2002 to March 31, 2003.

Diversity Outreach Steering Committee Meetings

The Diversity Outreach Steering Committee is comprised of City Manager departments. Non-City Manager departments are encouraged to participate, and the Water Department participates on a regular basis. Meetings are held on a bi-monthly basis and are chaired by the Diversity Outreach Officer.

DIVERSITY OUTREACH STEERING COMMITTEE MEETINGS HELD DURING REPORTING PERIOD:

Date	Location	No. of Attendees
November 14, 2002	City Hall	10
January 23, 2003	City Hall	15
March 13, 2003	City Hall	16

The purpose of the Committee is to assist the Diversity Outreach Division in implementing many of the programs developed by the division. The roles and responsibilities of Department Diversity Outreach Steering Committee Representatives are to:

- Encourage and assist the diverse business community, including minority, women and Long Beach suppliers who are seeking to do business with the City of Long Beach in general, and departments in particular. This includes ensuring that these suppliers are partnered with appropriate department procurement representatives.
- Adhere to the City's Diversity Outreach Program's mission when the department procures goods and services. The Mission of the Division is: "To create an environment of inclusion where our diverse and local business enterprises are given maximum opportunity to compete successfully in providing quality and cost-effective products and services to City Departments in a timely manner."
- Provide the Diversity Outreach Division with information regarding Disadvantaged Business Enterprises (DBEs), Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), Long Beach Business Enterprises (LBBEs), Disadvantaged Veterans Business Enterprises (DVBES) and Other Business Enterprises (OBEs) that contact the department and indicate an interest in doing business with the City.
- Maintain a list of successful suppliers for goods and services that can be shared by other Steering Committee Representatives.
- Seek assistance from Diversity Outreach Division when the City's database of DBEs, MBEs, WBEs, LBBEs, DVBES and OBEs is inadequate for department purchases between \$5,000 and \$10,000 and for Request for Proposals (RFPs), Request for Information (RFI) and Request for Qualifications (RFQs).
- Contact Diversity Outreach Officer regarding possible DBEs, MBEs, WBEs, LBBEs, DBEs, DVBES and OBEs strategic alliances (business partnering) for department bids, RFPs, RFIs and RFQs to maximize small business participation.
- Ensure the department obtains at least three verbal quotes for purchases from \$5,000 to \$10,000.

- Ensure that the City's Diversity Outreach statement that encourages maximum participation by our diverse business community for procurement opportunities is included in all department written bids and proposals.
- Conduct pre-award and post-award conferences to discuss awarding procedures (if applicable) and allow unsuccessful bidders to view successful bids/proposals of similar contracting opportunities.
- When feasible, invite Diversity Outreach Officer to participate in department's pre-award, selection and post-award process for RFPs, RFI and RFQs to ensure the participation of all business enterprises. In addition, submit sign in sheets to Diversity Outreach Division for further outreach.
- When feasible, ensure that RFPs, RFIs and RFQs and related requests that exceed \$10,000 are advertised in periodicals that outreach to the diverse business community to include MBEs, WBEs, LBBEs, DBEs, DVBEs and OBEs.
- Ensure the Purchasing Division is notified of all impending RFPs, RFIs and RFQs so that they can be posted on the Purchasing Division website.
- Create a department annual "Project Look Ahead Schedule" and submit it to Diversity Outreach Division. The "Project Look Ahead Schedule" shall be updated on a quarterly basis and discussed at Bi-monthly Diversity Outreach Steering Committee meetings and Bi-monthly Networking Sessions.
- Develop better tracking and monitoring methods for MBEs, WBEs, LBBEs, DBEs, DVBEs and OBEs department procurements.
- Coordinate gathering and compiling of departmental data for Citywide Diversity Outreach Reports.
- Participate in business conferences, trade fairs and other outside activities related to the development of the diverse business community as requested by the Diversity Outreach Division as noted below:
 - Attend monthly Long Beach Area Chamber of Commerce Workforce Diversity Committee meetings.
 - Attend bi-monthly Diversity Outreach Steering Committee meetings.
 - Attend bi-monthly Diversity Outreach Networking Session meetings.
 - Address Diversity Outreach Networking Session participants regarding department operations and current procurement needs
 - Attend Small Business Conferences and Training Sessions.

- o Attend Semi-Annual "Doing Business with The City of Long Beach" Workshops.
- o Participate in annual Small Business Conference to include the Networking with the City of Long Beach workshop.

Diversity Outreach Networking Sessions

The Diversity Outreach Officer coordinates bi-monthly networking meetings in areas of the City where local diverse businesses are located. The bi-monthly meetings are held on the second Tuesday every other month and are promoted on the City's Diversity Outreach Program's Web page.

NETWORKING SESSIONS HELD DURING REPORTING PERIOD:

Date	Location	Participants	City Staff	Total
October 1, 2002	Urban League Ron Brown Center	18	4	22
December 3, 2002	" "	35	7	42
February 4, 2003	Long Beach Job Corps	31	7	38

The Diversity Outreach Officer also ensures flyers are distributed in bid solicitations, while attending conferences and with the assistance of City department representatives. The objectives of these networking sessions are to:

- Address the needs of the diverse business community by providing a forum for MBEs, WBEs, LBBEs, DBEs, DVBEs and OBEs to participate and learn about the City's procurement opportunities.
- Enable businesses to network with each other, City Procurement Professionals, City Departments and representatives from other public agencies.
- Enable City departments to discuss current and upcoming bid and RFP opportunities with the diverse business community.
- Enable the diverse business community to keep abreast of current RFP and bid opportunities and upcoming City events.
- Enable businesses to receive basic information on how to do business with the City.
- Enable businesses that have been successful in doing business with the City of Long Beach to give presentations on their success stories.
- Enable businesses to publicly market their business.

- Enable businesses to receive basic materials and knowledge on how to start a Long Beach business or expand an existing one.
- Promote business-to-business commerce in Long Beach.
- Provide a medium for the exchange of meaningful information.

Doing Business with the City of Long Beach Workshops

The Diversity Outreach Officer coordinates, every six months, a nuts and bolts workshop for the diverse business community to learn the details of what's involved in doing business with the City of Long Beach.

DOING BUSINESS WITH THE CITY OF LONG BEACH WORKSHOPS HELD DURING REPORTING PERIOD:

Date	Location	Participants	City Staff	Total
November 7, 2002	Library Auditorium	35	9	44

The Diversity Outreach Officer coordinates these workshops in partnership with other City representatives. City representatives include the Financial Management Administrative Services Manager, City Purchasing Agent and Buyers, Community Development Business Assistance Officer, Accounts Payable Supervisor and City Department Diversity Outreach Liaison Representatives. The workshop is designed to provide detailed information to the diverse business community on how to do business with the City of Long Beach. Major topics of discussion at these workshops include:

- The City of Long Beach Diversity Outreach Program components
- How to Register as a City Bidder
- Understanding the Bid and Request for Proposal (RFP) Process
- Bond and Insurance Requirements
- The City's Payment Process
- Pointers on How to be Successful in Doing Business with the City of Long Beach
- Business Assistance
- How to Explore the City's Website

Annual Small Business Connections Conference

Since 1989, the City of Long Beach has partnered with the Long Beach Chamber of Commerce and others to hold an annual conference for the diverse business community. The conference is held as a forum for the diverse business community that includes Minority Business Enterprises (MBEs), Woman Business Enterprises (WBEs), Long Beach Business Enterprises (LBBEs), Disadvantaged Business Enterprises (DBEs), Disabled Veteran Business Enterprises (DVBES) and Other Business Enterprises (OBEs).

This effort has resulted in successful conferences each year that provide valuable information to attendees on how to do business with the City, other public agencies as well as major corporations. In addition, valuable information on how to make your business successful, opportunities for networking, and information on the City's business assistance programs have also been presented.

Small Business Connections Conference 2002

The City's Diversity Outreach Officer coordinated the planning of the Small Business Connections Conference for 2002. The Diversity Outreach Officer convened ongoing meetings to ensure the success of the conference. The conference was held on October 18, 2002 on The Queen Mary. Partners of the conference included; the City of Long Beach; Long Beach Area Chamber of Commerce; Lakewood Chamber of Commerce; Long Beach Black Chamber of Commerce; Cambodian-American Chamber of Commerce; The Boeing Company; LaserFiche; and the Urban League Ron Brown Center of Long Beach.

Workshops held to meet the business needs of the participants included; Doing Business with City, County, State and Federal Agencies; Where to Find the Money; Utilizing Technology to Bid On-Line and Grow Your Business; Doing Business with Large Corporations; The Power of Strategic Alliances – Working Together for a Common Goal; What you Don't Know Can Hurt You; and Networking with the City of Long Beach Department Representatives.

During the networking session, participants were given the opportunity to meet City of Long Beach purchasing professionals and end users. One-on-one consultations were also available with the City's Department Diversity Outreach Liaisons. An updated City Department procurement guide was also distributed.

A VIP reception was held for the keynote speaker, Ronald N. Langston, Director of the Minority Business Development Agency, Department of Commerce. A total of 34 exhibitor booths were on display for a total of 222 conference participants.

Small Business Connections Conference 2003

The City's Diversity Outreach Officer is coordinating the planning of the Connections 2003 - Small Business Conference. The Diversity Outreach Officer convenes ongoing meetings to ensure the success of the annual small business conference. Partners of

the Connections 2003 Small Business Conference, include the City of Long Beach, Long Beach Area Chamber of Commerce, Lakewood Chamber of Commerce, California State University – Chancellor's Office, Long Beach Black Chamber of Commerce, Cambodian-American Chamber of Commerce, The Boeing Company, Long Beach Job Corps, Urban League Ron Brown Center of Long Beach and California State University, Long Beach.

The Connections 2003 – Small Business Conference will be held on November 13, 2003 on The Queen Mary. The theme of the Connections 2003 conference is "Think Big: Strategies for Your Growing Small Business." Congresswoman Juanita Millender-McDonald will be the morning keynote speaker and Ambassador Sichan Siv, the U.S. Representative to the Economic and Social Council of the United Nations, will be the luncheon keynote speaker.

Workshops being planned to meet the business needs of the participants include: How to Sell to the Big Guys: Government and Educational Institutions; Leave No Stone Unturned: Tips for Financing Your Growing Business; Surviving in the New Business World; How to Sell to the Big Guys: Corporate Contracting; Strategic Alliances; and Make Technology Your Business Partner.

During the networking session, participants will be given an opportunity to meet City of Long Beach purchasing professionals and end users. One-on-one consultations will also be available with the City's Department Diversity Outreach Liaisons and an updated City Department procurement guide will be distributed. A VIP reception will be held in honor of the keynote speakers. Exhibitor booths are also being planned.

This year a "Small Business Advocate Award" has been established to acknowledge a large company that is a proven good corporate citizen to the small diverse business community. A "Small Business Entrepreneur Award" has also been established to acknowledge a successful small business. In addition, the "City of Long Beach Department Diversity Outreach Recognition Award" has been created to acknowledge the department that has outreached the most to our diverse business community; to include Long Beach, minority and women owned businesses.

Diversity Outreach Recognition Award Program

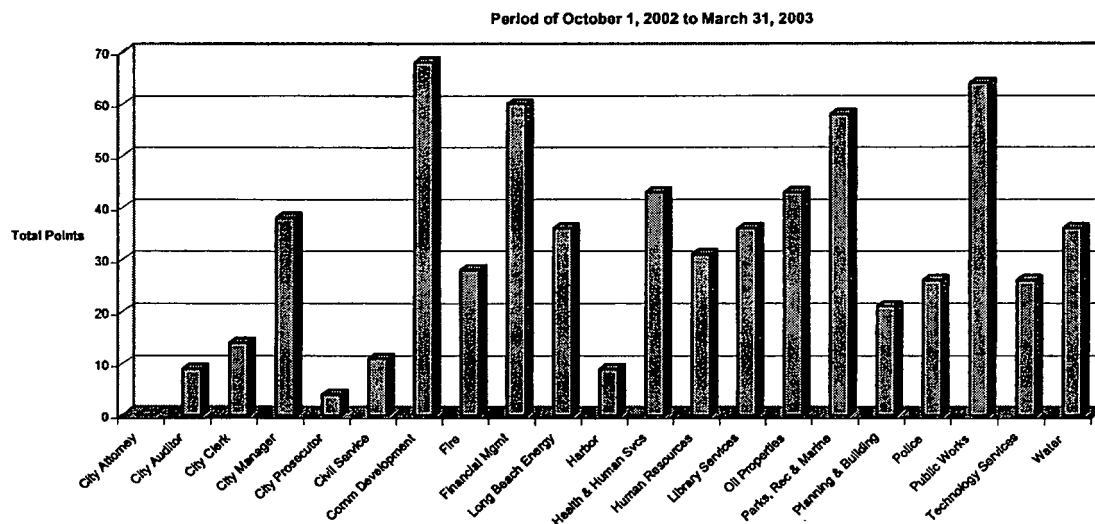
Through the efforts of the Diversity Outreach Officer, and supported by the Diversity Outreach Steering Committee, a Diversity Outreach Recognition Award Program has been developed. The program enables City departments to obtain standard and bonus points for their participation in the Diversity Outreach Program and recognizes the achievements of those departments.

Standard points are given based on representation by departments at the Diversity Outreach Steering Committee, Networking Sessions, Doing Business with the City Workshops, Small Business Connections Conference, and obtaining the highest percentage of monthly department-selected procurements for MBEs, WBEs and LBBEs.

The department-selected procurements encompass all purchases up to \$10,000 made by departments. Since departments have the ability to obtain informal bids from local and diverse suppliers, and select a local or diverse supplier based on the lowest responsible quote, recognition is given to those departments that encourage their staff to proceed in this direction.

Bonus points are given for departments who participate in additional monthly outreach efforts and directly or indirectly sponsor diversity outreach workshops, conferences and meetings.

Attached below is a graph representing department participation in the above areas for the period of October 1, 2002 to March 31, 2003.



As noted in the chart, the departments of Community Development, Financial Management, Parks, Recreation and Marine, and Public Works earned the highest points for the reporting period. It is anticipated that the Diversity Outreach Recognition Award Program will encourage all City departments to provide their highest level of support and participation in the City's Diversity Outreach program.

Other Outreach Activities by the Diversity Outreach Officer

- Met with various Long Beach, minority and women business associations, institutes and organizations to solicit their assistance in improving the City's programs. They included:
 - Long Beach Alliance for Business Associations
 - Latin Business Association
 - Black Business and Professional Association of Long Beach
 - Latin Business Leaders Association
 - Hispanic Chamber of Commerce
 - Long Beach Black Chamber of Commerce
 - Long Beach Area Chamber of Commerce
 - Urban League Ron Brown Center of Long Beach – eBusiness Institute

- United Cambodian Center executive staff
 - National Association for the Advancement of Color People (NAACP)
 - American Business Women's Association
- Participated in the County of Los Angeles Trade Fair on October 2, 2002.
- Attended the California League of Cities Conference on October 4, 2002.
- Participated in the Long Beach Branch NAACP annual Freedom Fund Banquet on October 4, 2002.
- Attended the Minority Enterprise Development Week Award and Business Fair on October 8, 2002.
- Participated in the Long Beach Area Chamber of Commerce "Good Morning Long Beach" Breakfast on October 9, 2002.
- Participated in the KTYM Business Radio Talk Show on October 9, 2002 to promote the City's Diversity Outreach Program and Connections 2002 Annual Small Business Conference.
- Attended the Caribbean Business Award Banquet on October 11, 2002.
- Participated in the Latin Business Association Annual Latin Business Expo on October 15 - 16, 2002.
- Panelist at Long Beach Educational Symposium on October 17, 2002.
- Attended the Minority In Business Annual Awards Banquet on October 18, 2002.
- Attended Diversity Workshop sponsored by the Long Beach Area Chamber of Commerce on October 22, 2002.
- Attended the Community Development Pike Project Brainstorming meeting on October 23, 2002.
- Met with Urban League regarding diversity outreach partnering on October 23, 2002.
- Participated as guest speaker at the Black Business Source Networking Session on October 24, 2002.
- Attended the National Minority Development Conference on October 28, 2002.
- Conducted the Diversity Outreach Program Community Input Meeting on October 28, 2002 to solicit input from the local business community regarding the revised program.

- Attended Banking on Our Future Across America Kick Off Meeting on October 28, 2002.
- Attended the National Minority Supplier Development Council Networking Reception held on October 29, 2002.
- Attended the Long Beach Area Chamber of Commerce Technical Business Expo on November 6, 2002.
- Participated in the Long Beach Job Corps Industry Advisory Board Meeting on November 8, 2002.
- Participated in the "Peace Walk" sponsored by the 6th Council District on November 16, 2002.
- Spoke at the NAACP monthly General Meeting regarding the City's Diversity Outreach Program on November 17, 2002.
- Exhibited at the City Council Open House at the Aquarium of the Pacific on November 19, 2002.
- Presented the City's Proposed Diversity Outreach Program to the Economic Development Commission on November 20, 2002.
- Participated in the November 20, 2002 Los Angeles Area Unified Certificate Program (UCP) Cluster Group meeting to ensure compliance with upcoming supplier certification requirements for Department of Transportation funded capital projects.
- Participated in the Jenesse Center Networking Event on December 4, 2002.
- Met with Long Beach Job Corps on December 9, 2002 regarding partnering opportunities.
- Participated in the Southern California Regional Purchasing Council Minority Business Opportunity Day (MBOD) planning meeting on December 10, 2002 and January 9, 15 & 27 2003.
- Participated in the annual Dr. Martin Luther King Parade and Festival planning meeting on January 2, 7, 8, 15, 2003.
- Participated in the Minority Business Opportunity Committee (MBOC) monthly meeting on January 15, 2003.
- Participated in the annual Dr. Martin Luther King Parade and Festival on January 18, 2003.

- Participated in the Long Beach Black Chamber of Commerce monthly networking meeting on February 11, 2003.
- Participated in the Southern California Regional Purchasing Council Regional Conference Minority Business Opportunity Day (MBOD) on February 27, 2003.
- Participated in the Mayor's New Business Reception on February 27, 2003.
- Participated in the JPL/NASA Small Business Reception and Conference on March 3-5, 2003.
- Guest speaker at the Federal General Services Administration Networking Session held on March 6, 2003.
- Participated in the City of Long Beach Tax Day and Small Business Conference on March 7, 2003.
- Participated in the National Minority In Business Multicultural Conference planning meeting on March 18, 2003.
- Attended the Greater Los Angeles African American Chamber of Commerce Annual Economic Awards Banquet held on March 20, 2003.
- Participated in the National Minority In Business Multicultural Conference held on March 27, 2003.
- Attended the California Association of Public Purchasing Officers' (CAPPO) annual conference planning meeting on March 28, 2003. The conference will be held on board the Queen Mary on January 25-30, 2004.

NEW OUTREACH EFFORTS BY CITY DEPARTMENTS

During the reporting period of October 1, 2002 to March 31, 2003, departments conducted the following Diversity Outreach activities:

Community Development

- The Small Business Development Center (SBDC) provides technical assistance to help existing and prospective business owners start, maintain, and expand their businesses. The SBDC provided one-on-one business consulting to approximately 55 minority- and woman-owned businesses. In addition, owners of approximately 142 minority- and woman-owned businesses attended business development workshops such as starting a business, writing a business plan, marketing, bookkeeping, and more. These workshops were held in various areas of Long Beach.

- Nineteen \$2,000 new business start-up grants were issued to small business entrepreneurs, including eight Hispanics, six Asian-Americans, four African-Americans and one Other. All opened businesses along City-Council-designated commercial corridors.
- Business Outreach Consultants received 253 surveys from minority and woman-owned businesses. These surveys provide businesses an opportunity to voice concerns and indicate areas of assistance. Fifty-three minority businesses were interviewed as a follow-up to the surveys.
- The Economic Development Bureau staffed two Diversity Outreach events to provide information on assistance programs for doing business in the City, and to develop contacts with vendors meeting our Diversity Outreach criteria.
- The Economic Development (ED) Bureau participated in Minority Business Opportunity Day at the Long Beach Convention Center on February 27, 2003. ED Bureau Staff served on the planning committee for this event sponsored by the Southern California Regional Purchasing Council (SCRPC). The ED Bureau exhibited at the event delivering information and provided MBE, WBE and DBE certification assistance to primarily minority and women-owned businesses. The City also provided in-kind services of audio-visual equipment. Approximately 1,000 attendees were contacted.
- Economic Development staff attended the Cambodian New Year's celebration at El Dorado Park and distributed business development program information from the City of Long Beach exhibitor booth.
- To generate the interest of minority- and women-owned businesses, the Housing Development Division advertised construction project opportunities in the Los Angeles Sentinel, the Long Beach Press-Telegram, La Opinion, Dodge Green Sheet, Los Angeles Times, the United Cambodian Community Newsletter, and the Neighborhood News Newsletter.
- The Housing Services Bureau, in conjunction with the Neighborhood Services Bureau, participated in joint public information events to neighborhoods with high ethnic populations throughout the City of Long Beach.
- The Housing Services Bureau continued a special outreach to minority property owners to participate in the Rehabilitation Loan Program, distributing flyers and application in Spanish and Khmer to reach the Hispanic and Cambodian community.
- A written statement was included in all Requests for Proposals (RFPs) and Requests for Qualifications (RFQs) that encouraged minority- and women-owned businesses to respond.

Financial Management

- The Purchasing Agent participated in the Latin Business Association Annual Latin Business Expo on October 15 - 16, 2002. She conducted one-on-one networking sessions with several diverse businesses.
- The Purchasing Agent and Buyers participated in the November 7, 2002 "Doing Business with the City" Workshop.
- The Purchasing Agent and Buyers participated in the October 1, 2002, December 3, 2002 and February 4, 2003 Diversity Outreach Networking Sessions.
- The Purchasing Agent participated in the November 14, 2002, January 23, 2003 and March 13, 2003 Diversity Outreach Steering Committee Meetings.
- The Director of Financial Management, Manager of Administrative Services and Purchasing Agent participated in the Southern California Regional Purchasing Council Regional Conference Minority Business Opportunity Day (MBOD) on February 27, 2003.
- The Director of Financial Management, Manager of Administrative Services and Purchasing Agent Participated in the Mayor's New Business Reception on February 27, 2003.
- The Purchasing Agent and Buyers participated by staffing an information booth at the Small Business Connections 2002 Conference on October 18, 2002.

Public Works

- Staff attended the AOPA (Aircraft Owners and Pilot Association) conference in Palm Springs, October 24-26, 2002, a Schedulers and Dispatchers Conference in Anaheim, February 2-5, the National Multi-Cultural Business Expo in Los Angeles on March 27 and a NBAA (National Business Aircraft Association) business seminar hosted by Toyota Airflite at the Long Beach Airport on March 28. Contact was made with aviation suppliers, vendors, operators and owners from across the nation.
- Outreach efforts were made by our Airport Public Affairs staff who participated in and distributed information about the Airport and careers in aviation at community events such as the 1st Annual Career/College Night hosted by the Long Beach Unified School District at the California State University at Long Beach Pyramid (Nov. 6), Veteran's Day at Houghton Park (Nov. 9), Bixby in Snow (Dec. 7) and the Martin Luther King Parade Day (Jan. 18). Public Affairs staff also hosted a luncheon and tour of the Airport for community Rotarian members (Dec. 4).

ONGOING OUTREACH EFFORTS OF CITY DEPARTMENTS

During the reporting period of October 1, 2002 to March 31, 2003, departments continued to conduct the following Diversity Outreach activities:

City Clerk

- The department maintained brochures, flyers and business cards of all MBEs, WBEs and LBBEs that are relevant to the department. The department continues to utilize MBE/WBE/LBBE services whenever possible.

Community Development

- To generate minority and women's interest, the Housing Development Division advertised in the Los Angeles Sentinel, the Long Beach Press-Telegram, La Opinion, Dodge Green Sheet, Los Angeles Times, the United Cambodian Community Newsletter, and the Neighborhood News Newsletter.
- The Housing Services Bureau, in conjunction with the Neighborhood Services Bureau, participated in joint public information events to neighborhoods with high ethnic populations.
- The Housing Services Bureau continued a special outreach to minority property owners to participate in the Rehabilitation Loan Program.
- A written statement was included in all Requests for Proposals (RFPs) and Requests for Qualifications (RFQs) that encouraged minority- and women-owned businesses to respond.
- Staff is continues to work with businesses on the Westside to develop a business association; the majority of these businesses are minority-owned. In addition, staff is looking into having Small Business Development Center (SBDC) evening workshops in the community.
- The Economic Development Bureau continues to support minority business associations (Latino Business Leaders Association, Hispanic Chamber of Commerce, Black Business and Professional Association, the Korean Chamber of Commerce, and the Long Beach Area Chamber of Commerce) by providing printing and mailing assistance. Staff attends association meetings in the community to market loan programs and offer technical assistance.
- Advertisements on the loan programs, SBDC workshops, and consulting services, are being placed on a monthly basis with minority-owned publications, such as the Long Beach Times and La Opinion.
- The Long Beach Housing Development Company, the non-profit branch of the Community Development Department, continued to conduct special mass mailings

to MBE/WBE companies when soliciting suppliers, professional services and contractors and gave additional points during the evaluation and selection process.

- The in-house MBE/WBE database continues to be updated and is used to market the Business Development Center and its programs and services. Staff is currently looking into the feasibility of publishing a Diversity Outreach business directory.

Financial Management

- Bidders Application requests are available to be downloaded from and reviewed on the City's Purchasing Web Page, www.lbpurchasing.org. This provides convenient access to the City's informal and formal bid notices, communicates information to potential suppliers, and helps increase the City's outreach to MBEs, WBEs and LBBEs.
- The 24-hour procurement opportunity hotline, which provides information on the City's formal and informal bids, is updated by the Purchasing Division once a week.
- The following statement is shown on all Invitations to Bid (ITB) issued by the Purchasing Division: "LONG BEACH, DISADVANTAGED-, MINORITY-, AND WOMEN-OWNED BUSINESSES ARE ENCOURAGED TO RESPOND TO THIS SOLICITATION."
- In addition to using the Disadvantaged, Minority, and Women directories of the City of Los Angeles, the County of Los Angeles and other local agencies, the Purchasing Division utilizes an on-line supplier directory that provides priority selection for MBEs, WBEs, DBEs, and LBBEs. A copy of the online directory is available to all departments on the Purchasing Division intranet site.
- The Purchasing Division continued to send a minimum of four bids to DBEs and MBEs, two bids to LBBEs, and one bid to a WBEs.
- The Purchasing Division conducts monthly department training sessions to assist department's understanding of the process to hire professional and general services providers. These sessions assist departments in communicating to potential service providers, including MBEs, WBEs, DBEs and LBBEs, the process necessary to hire service providers.
- The Purchasing Division, for all formal bids (over \$100,000) advertises these bids in a local newspaper of daily general circulation. Whenever feasible, the division also places advertisements in local publications to seek MBEs, WBEs and LBBEs to participate in bids for equipment, materials and services.
- The Purchasing Division, in conjunction with the Community Development Department, continued to show a Public Service Announcement (PSA) related to MBEs, WBEs and LBBEs, business assistance and buying goods and services in Long Beach. The PSA was shown at several business and community meetings.

- City departments were individually responsible for issuing RFPs for professional services. To facilitate the public's access to information regarding these RFPs, a listing is made available in the Purchasing Division's public counter for review and on the Purchasing website.
- The "How To Do Business With Long Beach" brochure is posted on the Purchasing website in both Spanish and Khmer (Cambodian).

Fire

- In addition to utilizing the City's MBE and WBE Directory, the Fire Department continued to use a list of MBE/WBE suppliers it compiled from attending trade shows, conferences and seminars.
- Continued to be an active member of the City's Diversity Outreach Steering Committee, which meets on a regular basis to explore various methods to increase the City's commitment to doing business with MBEs, WBEs and LBBEs.
- Continued to be a participant at the annual Minority- and Women-owned business outreach seminars that have been sponsored by the City.

Harbor

- Special efforts have been made to provide outreach to DBEs and MBEs, including advertising construction bids in minority publications in the State (Eastern Group Publications, a Hispanic publication, and the Los Angeles Urban League).
- The Port participates as a member of the Alameda Corridor Joint Partners Authority in the Alameda Corridor Business Outreach Program to provide jobs/contracts in the Alameda Corridor Transportation Authority development area.
- The Port has adopted the Disadvantaged Business Enterprise Program for federally funded projects.

Health And Human Services

- Continued to be an active member of the City's Diversity Outreach Steering Committee, which meets on a regular basis to explore various methods to increase the City's commitment to doing business with MBEs and WBEs.

Human Resources

- The Employee Benefits Division continues to contract with a WBE designated firm to handle the procurement of Service Awards and Charity Drive Awards.

- The Equal Employment Americans With Disabilities Act (ADA) Division continues to contract with MBE/WBE designated consulting firms to conduct discrimination complaint investigations.
- Executive staff continues to utilize a WBE consulting firm for professional consultations.
- The Department encourages staff to procure goods and services from MBEs and WBEs whenever possible by utilizing the City of Long Beach MBE and WBE on-line directory.

Library

- This year, in an effort to better serve individual communities served by library branches, individual branches again had authorization to directly purchase ethnic materials.
- Department of Library Services continues to make purchases from MBEs and WBEs, including the use of a WBE to provide computer training to staff, in an effort to provide a more effective service to a multicultural community.

Long Beach Energy

- Continued to solicit MBE/WBE suppliers for all procurements including construction and professional services.
- Currently evaluating a program to better monitor imprest cash purchases and continue to utilize MBE/WBE suppliers for these purchase whenever possible.
- Staff training regarding ways to attract more MBEs and WBEs has been ongoing.
- During this period the department paid 50% of the publication costs associated with the distribution of *The Wave*, a full-color newsletter that provides information about the City and its utilities for City residents. The monthly newsletter is published in English and Spanish, and therefore provides a valuable communications tool and outreach mechanism to the City's non-English speaking residents and businesses.
- During this period a number of staff from all bureaus were trained and given access to initiate purchase requisitions and direct purchase orders. These employees have been advised of the department's commitment to the City's MBE/WBE program and to strongly consider utilizing MBEs and WBEs whenever possible.
- Various flyers were printed in English, Spanish and Khmer and mailed to Long Beach businesses and distributed at community events. These flyers were related to household hazardous products, refuse clean-up and the anti-litter campaign. Motor oil collection banners in Spanish and Khmer were also posted throughout the Long Beach neighborhood business areas.

Oil Properties

- A Department of Oil Properties (DOP) staff member continues to serve on the Steering Committee for the California Governor's Conference for Women. DOP staff members are scheduled to continue attending the yearly conferences.
- DOP staff will continue to use the City of Long Beach and Women's Business Enterprise Directory to review and determine whether MBE/WBE businesses can be utilized.
- DOP staff will continue to review all purchases and services to determine whether a MBE/WBE business could be used.

Parks, Recreation And Marine

- The department continually encourages staff to procure services from MBEs and WBEs whenever possible. The City of Long Beach MBE and WBE Directory has been distributed to all bureaus.

Planning And Building

- In filling its staff vacancies, Planning & Building continues to request Civil Service to advertise in MBE and WBE publications to attract minority applicants.
- The department continues to encourage staff to procure services from MBEs and WBEs whenever possible.
- The department continues to use a WBE/MBE company to translate the department's marketing flyers and posting violation notices in Spanish.

Police

- The department continues to provide cultural awareness training for all police personnel. The training provides psychological/sociological instructions on cultural diversities and awareness, exploring various cultures that reside in the City of Long Beach and addressing how "community policing" personnel interact with the public.
- The department continues to release newsletters and flyers in Khmer and Spanish. This provides better interaction between the department and the Hispanic and Cambodian communities.
- The Business Watch unit of the Police Department's Community Relations Division continuously provides safety and security information in a variety of languages to the owners/managers of all locally based stores. These stores are primarily owned and managed by minority members of the community.

Public Works

- The department continues to send invitations to bid to several clearinghouses serving the Disadvantaged-, Minority- and Women-owned construction industry: the Small Business Exchange; Open Bid, Incorporated; Construction Market Data/Daily Construction Service; the National Center for American Indian Enterprise Development; Van Nuys Plan Room; Los Angeles Urban League; F.W. Dodge; Triaxle Management Services-Los Angeles; National Association of Women Business Owners; the Alliance for Small, Minority and Women Business Owners; the Garden Grove Plan Room; MBE/WBE Advisory Services, and the U.S. Government Advertiser.
- The department continues to add Minority- and Women-owned vendors to the department's consultant database that is used to contact candidates for RFPs/RFQs and purchase requisitions, which include a statement encouraging them to respond. The Administration and Planning Bureau, which maintains this database, now has 797 engineering consultants from the California area, of which 299 are identified as being DBEs, MBEs and WBEs. Bids for construction projects are advertised on the City's Internet website, as well as in the Press-Telegram.
- Public Works and the Purchasing Division continued to make available, upon request, information related to the State Bond Guarantee Program offered by Pacific Coast Regional (PCR) in Los Angeles. The program, which is available for any small or emerging contractor working on a public works project, provides a bond guarantee that can be used to support bid, performance and/or payment bonds issued by a surety company. Contractors interested in the program can apply directly to PCR.
- The Public Works Department, working closely with the Los Angeles Cluster Area (Metropolitan Transit Authority, City of Los Angeles, John Wayne Airport and the Orange County Transit Authority) of the California United Certification Program (UCP), created a cohesive program by which MBEs and WBEs may become certified as disadvantaged businesses by a single agency. This MBE/WBE certification is recognized by all participating governmental agencies in California.

Technology Services

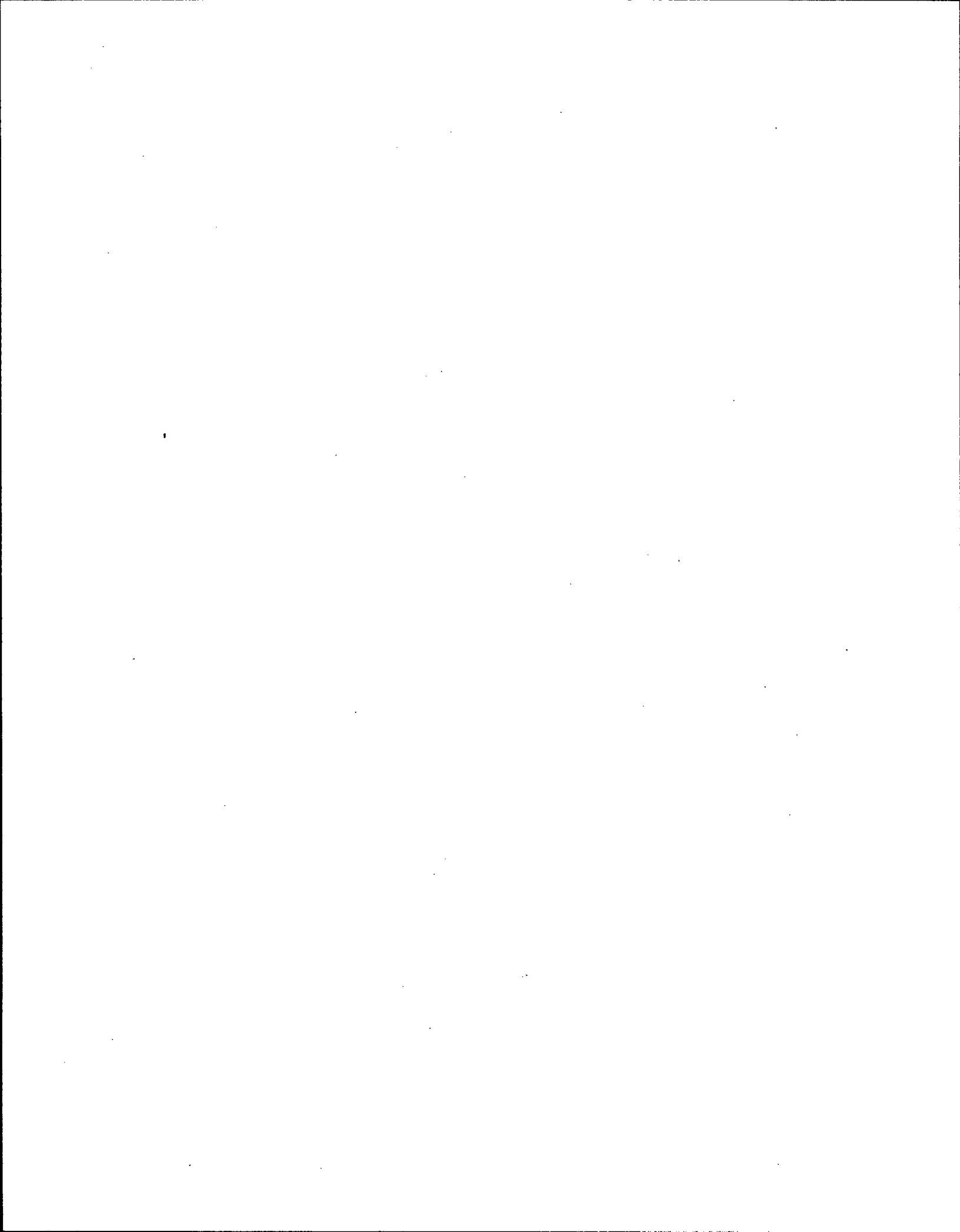
- Flyers are distributed at conferences/workshops to potential suppliers that list the types of goods and services required by Technology Services. This practice has resulted in additional business contacts and periodic awarding of contracts and purchase orders to MBEs/WBEs.
- Continued to distribute to staff a listing of MBEs and WBEs by commodity.

Water

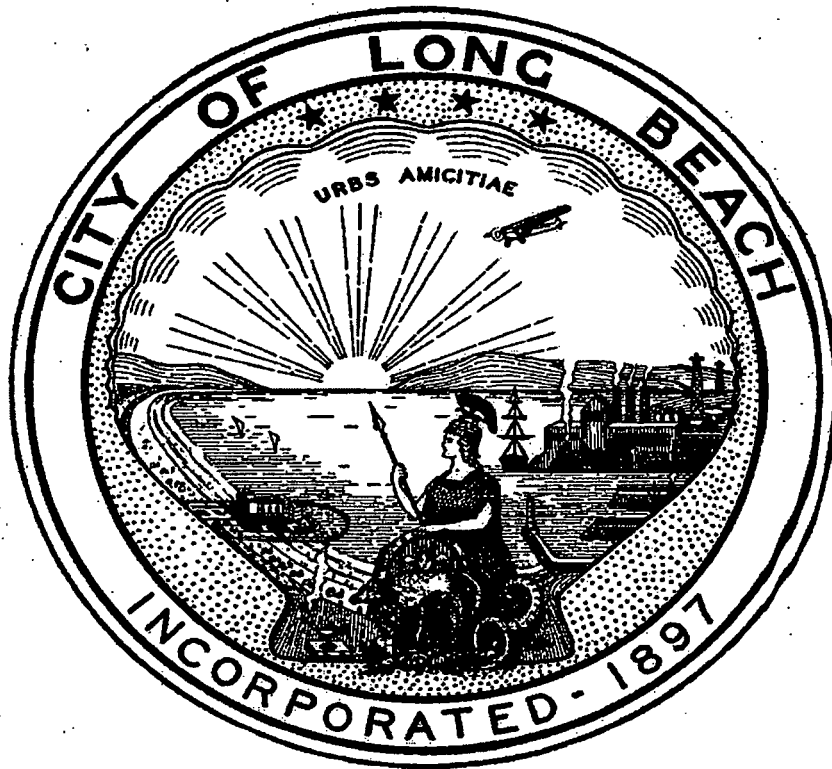
- The Long Beach Water Department makes every effort to transact business with MBEs and WBEs. It participates in a Cooperative Procurement and Materials

Management Forum with other Metropolitan Water District agencies to stay current with the water works industry's qualified suppliers, which include MBEs and WBEs.

- The Supervisor of Procurement and the Warehouse is involved in networking for the purpose of obtaining information on the best practices in purchasing and information on MBE/WBE suppliers, which includes attending various classes, seminars and conferences.
- Although water works materials and water projects are predominantly purchased from old establishments that are not MBEs/WBEs, due to the nature of the business, the Purchasing Section of the Long Beach Water District makes every possible effort to promote MBE/WBE businesses when the opportunity arises.
- Strongly emphasizes networking for the purpose of obtaining information on the best practices in purchasing and information on MBE/WBE suppliers.



CITY OF LONG BEACH
DIVERSITY OUTREACH PROGRAM



Adopted by City Council on September 9, 2003

CITY OF LONG BEACH DIVERSITY OUTREACH PROGRAM

1. PURPOSE AND SCOPE

It is the policy of the City of Long Beach to utilize Disadvantaged, Minority, Woman, Disabled Veteran, and Long Beach Business Enterprises (DBE, MBE, WBE, DVBE, and LBBE) in all aspects of contracting relating to construction, materials and services, professional services, land development-related activities and leases and concessions. This policy applies to all departments reporting to the City Manager (and strongly recommended for adoption by Non-City Manager departments) who may, by their authority, award contracts in the above-referenced areas. The City is fully committed to encouraging the participation of DBEs, MBEs, WBEs, DVBEs, and LBBEs in all phases of procurement and contracting activity.

The City of Long Beach, through the City Council, will take all responsible steps to ensure that DBEs, MBEs, WBEs, DVBEs, and LBBEs have the maximum opportunity to compete for and perform City contracts.

MEASURABLE OBJECTIVES

The Diversity Outreach Program furnishes the foundation for implementing processes to offer contracting opportunities for Minority Business Enterprises (MBE), Woman Business Enterprises (WBE), Long Beach Business Enterprises (LBBE), Disadvantaged Business Enterprises, and Disabled Veteran Business Enterprises (DVBE) consistent with Federal, State and local laws. The City of Long Beach Diversity Outreach Program is for use by all departments that procure goods and services.

This Program incorporates the MBE/WBE/DBE, Buy Long Beach and USDOT DBE Programs. The following represent the measurable performance objectives of the Diversity Outreach Program:

- **INFORM BUSINESSES ABOUT CONTRACTING OPPORTUNITIES**
Provide MBEs, WBEs, LBBEs, DBEs, and DVBEs with information regarding contracting opportunities that is both timely and reliable. Develop proactive methods of communication to keep local area businesses and community residents informed about upcoming opportunities. Enhance current systems of communications that provide accurate and easily accessible information.
- **ESTABLISH RELATIONSHIPS WITH BUSINESS ORGANIZATIONS**
Establish cooperative relationships with business organizations and community groups interested in the success of MBEs, WBEs, LBBEs, DBEs and DVBEs. Develop and coordinate a network of existing resources to assist with the outreach effort. Participate in meetings and events, and encourage the exchange of information and ideas. Increase the City's visibility in the business community. Proactively address their concerns, and seek to mutually resolve identified issues.

- **IDENTIFY QUALIFIED LOCAL BUSINESSES TO COMPETE FOR CITY CONTRACTS**

Implement aggressive outreach techniques to identify local businesses interested in participating in the Diversity Outreach Program. For example, visit local businesses to obtain first hand knowledge of existing firms, talk with local business leaders to obtain guidance on contacting firms presently working in the area, attend trade and other meetings, etc. Increase the number of qualified bidders that can provide the goods and services required by the City. Increased competition promotes lower prices, reduces cost, and stretches taxpayer dollars.

- **DEVELOP STRATEGIES TO MAXIMIZE SMALL BUSINESS PARTICIPATION**

Encourage the creation of contracts, aimed specifically at small local firms (i.e., single trade contracts). Identify portions of the work that can be accomplished apart from the large project, or smaller individual projects, to increase the likelihood of small business participation in City contracts. Identify barriers that may inhibit small businesses from gaining equal access to City contracts, and develop strategies to minimize or eliminate those barriers. The Diversity Outreach Officer coordinates with the Purchasing Division and department representatives in an effort to increase the use of MBEs, WBEs, LBBEs, DBEs, and DVBEs.

- **ENSURE BUSINESS COMMUNITY INVOLVEMENT THAT REPRESENTS THE DIVERSITY OF LONG BEACH**

Develop and implement a reporting system to continually track MBE, WBE, LBBE, DBE, and DVBE outreach and participation. Review procurement reports to track whether these groups are participating in contracting opportunities. Tailor outreach strategies so that all these groups have equal access to City contracting.

2. DEFINITIONS

The following definitions apply to this program:

- a. As defined by Section 8 (a) of the Small Business Act 15 U.S.C. paragraph 637 (a), "Disadvantaged Business Enterprise" means a small (underlining added) business concern that is (1) at least 51 percent owned by one or more socially and economically disadvantaged individual(s), or, in the case of any publicly-owned business, at least 51 percent of the stock is owned by one or more socially and economically disadvantaged individuals, and (2) the management and daily business operations of which are controlled by one or more socially and economically disadvantaged individuals who own it. Those groups which are considered socially and economically disadvantaged are citizens of the United States who are African Americans, Hispanic Americans, Asian Pacific Americans, Native Americans, and Subcontinent Asian Americans.

- b. "Minority" means the following groups: African Americans, Hispanic Americans, Asian Pacific Americans, Native Americans, and Subcontinent Asian Americans.
- c. "Disabled Veteran" means a California resident that was disabled as a result of participating in the United States military.
- d. "Minority Business Enterprise" means a business which is at least 51 percent owned, managed and operated by one or more minorities, or in the case of a publicly owned business, at least 51 percent of the stock must be owned, and the business managed and operated, by minorities.
- e. "Woman Business Enterprise" means a business which is at least 51 percent owned, managed and operated by one or more women, or in the case of a publicly owned business, at least 51 percent of the stock must be owned, and the business managed and operated, by women.
- f. "Disabled Veteran Business Enterprise" means a business which is at least 51 percent owned, managed and operated by one or more disabled veterans, or in the case of a publicly owned business, at least 51 percent of the stock must be owned, and the business managed and operated, by disabled veterans.
- g. "Long Beach Business Enterprise" means those businesses whose principle place of business is located within the City limits and that hold a Long Beach business license.

3. PRIMARY GOAL

The primary goal of the Diversity Outreach Program shall be to contract with DBEs, MBEs, WBEs, DVBEs, and LBBEs for a reasonable and equitable amount of business, and create an environment of inclusion for City procurement and contracting.

4. DEPARTMENT RESPONSIBILITIES

Coordination is key to the City's outreach activities. Pursuant to the Diversity Outreach Program, each department is responsible for furnishing assistance to the Diversity Outreach Division. This assistance includes conducting outreach activities, as well as verifying MBE/WBE/DBE status, and producing MBE/WBE/LBBE/DBE/DVBE participation and diversity outreach reports. The Diversity Outreach Division will develop standardized outreach procedures and record keeping requirements to be adopted by all departments, and tailor the procedures for departments with unique needs.

The City Manager will assign to each department head or designee the responsibility for assisting the Diversity Outreach Division with implementation of the Diversity Outreach Program on a day-to-day basis. To effectively implement this stated policy, the

following Program responsibilities will be incorporated into the body of each individual department plan, and are outlined below.

- Assist the Diversity Outreach Division to develop information on contracting and bidding procedures, along with timely dissemination of contract and bid information to both MBE/WBE/LBBE/DBE/DVBES and business organizations.
- Provide the Diversity Outreach Division with information regarding MBE/WBE/LBBE/DBE/DVBES that contact the department and indicate an interest in doing business with the City.
- Participate in business conferences, trade fairs and other outside activities related to the development of MBE/WBE/LBBE/DBE/DVBE contractors, vendors and consultants, as requested by the Diversity Outreach Division.
- Provide projected department needs for goods and services to MBE/WBE/LBBE/DBE/DVBES, conduct pre-award and post-award conferences to discuss awarding procedures (if applicable), and allow unsuccessful bidders/proposers to view successful bids/proposals of similar contracting opportunities.
- All departments involved with the bidding and/or negotiation of contracts shall maintain such records and provide such reports as are necessary to ensure compliance with this policy.
- All ITBs, RFQs, RFPs, and construction notices will encourage the use of MBE/WBE/LBBE/DBE/DVBES, and will state that the bidder is encouraged to meet the City's objectives.
- All City departments are required to coordinate outreach activities to eliminate duplication of effort.

5. STAFF REPORTS

Staff reports shall be prepared for the City Council covering the activities relating to the efforts undertaken by all City departments and the Diversity Outreach Division to implement the Diversity Outreach Program. The report shall be prepared on a quarterly basis and shall be due ninety (90) days after the end of each quarter.

6. ANNUAL REVIEW

There shall be an annual review of this program by the Diversity Outreach Division and the Personnel and Civil Service Committee.

7. DIVERSITY OUTREACH PROGRAM COMPONENTS

In addition to the policy, definitions, objectives, and responsibilities referenced above, the Diversity Outreach Program also contains the following components that help to create an environment of inclusion in City procurement and contracting.

Small Business Development

Small businesses may require specialized assistance to take advantage of contracting opportunities with the City. Moreover, the City endeavors to identify small business strategies and programs to promote the development and growth of local small businesses. To maximize City contract opportunities for small businesses, the Diversity Outreach Division will form a partnership with the Community Development Department to coordinate outreach activities and assistance when appropriate.

The Community Development Department and the Diversity Outreach Division share several similar objectives. Where as the Community Development Department focuses on assisting small business of all types, the Diversity Outreach Division focuses on helping those businesses that can provide the goods and services required by the City. When appropriate the following activities will be coordinated between the two departments.

Technical Assistance

Staff from each department procuring goods and services will be available to assist local companies interested in conducting business with the City. Each department will maintain up-to-date information about contracting opportunities that can be forwarded to local businesses, or provide a name and telephone number of the person and/or department interested businesses may contact. Representatives from each department will be available to participate in Educational Seminars and Local Business Workshops to educate local businesses about various aspects of doing business with the City.

Educational Seminars

Educational Seminars provide small business owners with training to strengthen the management of their businesses. This training enhances business skills such as proposal writing, invoicing, marketing, etc. Instructors for these seminars can be recruited from various resources at no cost to the City.

Technical Assistance Resource Referral System

Many small businesses require assistance in meeting contracting requirements such as bonding, financing and insurance. In addition, small businesses require assistance with general business requirements such as working capital, accounting, and financial planning. The Technical Assistance Resource Referral System identifies existing resources, which provide small business assistance (i.e. Small Business Development

Centers). MBEs, WBEs, LBBEs, DBEs, and DVBEs requiring assistance to perform City work are referred to local assistance programs.

Bid Packaging Strategies

Strategies for packaging contracting opportunities are developed to encourage small business participation. Bid packaging strategies utilize information obtained from local business surveys conducted to determine interest, availability, and capacity, as well as, City needs and community input.

Diversity Outreach Steering Committee

The Diversity Outreach Officer coordinates various outreach activities with the City's Diversity Outreach Steering Committee (Committee). The purpose of the Committee is to provide advice and guidance regarding enhancement and modification of policy, process, and procedure to facilitate involvement of MBE/WBE/LBBE/DBE/DVBEs. The Committee is made up of representatives from every City department, and meets on a bi-monthly basis.

The Diversity Outreach Officer provides the Committee with updated information on an ad-hoc basis concerning the following:

- Functional Telephone Lists of Business Organizations
- MBE/WBE/LBBE/DBE/DVBE Participation Reports
- Diversity Outreach Event Calendar Updates
- Project Look-Ahead Schedules
- Directory of certified MBE/WBE/DBE/DVBEs
- Other information as requested

The Diversity Outreach Division is responsible for coordinating the compilation of MBE/WBE/LBBE/DBE/DVBE participation reports. Analysis of these reports may identify contracting trends with respect to MBE/WBE/LBBE/DBE/DVBEs. This information is periodically shared with the Committee to stimulate a collaborative effort to identify and respond to deficiencies in local small business participation. This collaborative approach helps determine appropriate corrective measures to increase participation and/or target outreach. The goal is to promote local economic development and report meaningful levels of MBE/WBE/LBBE/DBE/DVBE participation that represents the diverse business community of Long Beach.

Diversity Outreach Program Reporting

The purpose of Diversity Outreach Program Reporting is to keep all stakeholders informed of the level of diverse involvement in City procurement and contracting programs. The reports, which summarize MBE/WBE/LBBE/DBE/DVBE participation, are as follows:

MBE/WBE/LBBE/DBE/DVBE Contract Awards

The Diversity Outreach Officer keeps track of the dollar amounts awarded to prime contractors through periodic data downloads from the City's Advanced Purchasing and Inventory Control System (ADPICS), and summarizes MBE/WBE/LBBE/DBE/DVBE participation through this reporting mechanism. Applicable data fields are included in the City's database to collect, organize, and report MBE/WBE/LBBE/DBE/DVBE participation.

Ad-hoc Reports

The Diversity Outreach Officer prepares ad-hoc reports as requested by the Mayor, City Council, and City Staff to report all aspects of Diversity Outreach Program implementation, outreach activities, and participation. The Purchasing Division can sort the purchasing database by various vendor, department and status codes to produce various reports, as requested.

Ad-hoc reports can be created to illustrate MBE/WBE/DBE/DVBE/LBBE contract award participation by department, commodity code or other criteria as requested.

8. FUNCTIONAL OUTREACH

Functional Outreach is the essence of an effective diversity outreach program. It includes the essential components necessary to provide a foundation for increasing access for small businesses, encouraging participation of local contractors/vendors/consultants, and addressing community concerns in a proactive manner.

Long Beach Business Bi-Monthly Networking Meetings

The Diversity Outreach Officer conducts networking meetings for a variety of reasons. The meetings provide a forum for MBEs, WBEs, LBBEs, DBEs, and DVBEs to receive information regarding contract opportunities, and for giving feedback to City representatives regarding the outreach effort and other concerns. At each meeting, a different City department representative gives a presentation concerning their department operation and need for goods and services. In addition, the meeting benefits attendees in the following ways:

- Allows businesses the opportunity to network with City representatives and with each other
- Promotes business to business commerce in Long Beach
- Provides a medium for the exchange of various types of information

City of Long Beach Web Page

The City's Web Page is a mode of communication that reaches contractors, vendors, and consultants with access to the Internet. Possible uses for the Internet include on-line

bidding, downloadable forms and applications, and vendor registration. The following information will be made available as part of the program:

- Public Notices for meetings, outreach events, educational workshops, and local business workshops related to contract opportunities (Diversity Outreach Program Event Calendar).
- Schedule of upcoming contract opportunities with bid/proposal due dates, including a brief description of the required scope of services.
- Relevant telephone numbers, and/or e-mail addresses.
- Technical Assistance Resource Referral List.
- Procurement Telephone 24 Hour Hotline Number.
- Applicable City department contacts and telephone numbers.

The Web Page may also be utilized as a tool to solicit survey information from interested businesses. Surveys may be set up on the web page to provide businesses an avenue to report their interest in City contracting opportunities. Business responses will be analyzed to determine the needs of targeted outreach.

Project Look-Ahead Schedules

City departments are required to produce an annual schedule of projected needs for goods and services. These schedules of projected needs are provided in an easy to read format that furnish the necessary and timely information required to assist businesses participate in City projects. Project Look-Ahead Schedules are updated on a quarterly basis by each department, as pertinent information becomes available and include, at a minimum, the following information:

- Description of required goods or services
- Pre-Bid/Proposal meeting dates (if available)
- Estimated advertising date for ITB or RFP (if available)
- Project cost-estimate (if applicable)
- Contact Name (if applicable)
- Project Name/Location

Bid, Advertise, and Award

The City uses all means available to inform MBEs, WBEs, LBBEs, DBEs, and DVBEs of bid advertisements (including their appearance in the news media). Formal contracting opportunities over \$100,000 are advertised in a newspaper of daily general circulation. Formal bids as well as all purchases over \$10,000 are also advertised on the Purchasing website.

The designated City department or Purchasing Division representative is responsible for providing the Diversity Outreach Officer with a copy of the prepared advertisement that represents the Invitation to Bid/Request for Proposal at the time the notice is approved for advertisement by the affected City department. The Diversity Outreach Officer incorporates the notice in its bid/proposal information packages prepared for outreach purposes.

It is the City's policy that all proposal and bid documents incorporate language that encourages suppliers to utilize MBEs, WBEs, LBBEs, DBEs, and DVBEs. This language requests prime contractors to provide partnering and subcontracting opportunities to MBEs, WBEs, LBBEs, DBEs, and DVBEs that translates into meaningful levels of participation.

Pre-Bid/Proposal Meetings

Pre-Bid/Proposal meetings introduce vendors/contractors to policies and contractual requirements for working on City contracts. To encourage contractors, vendors, and consultants to subcontract work to MBEs, WBEs, LBBEs, DBEs, and DVBEs, the Diversity Outreach Officer or his/her designee participates in these meetings. Interested bidders/proposers are reminded of the City's diversity objectives and emphasis is given to the City's commitment to maximize the participation of these firms. The City representative conducting the meeting provides the Diversity Outreach Officer with a copy of the Meeting Sign-In Sheets to assist with the identification of firms interested in doing business with the City.

Recognition Programs

Recognition Programs encourage City Departments and Prime Contractors to participate in the City's Diversity Outreach Program. The Diversity Outreach Officer will publicly recognize departments that take extra effort to encourage MBEs, WBEs, LBBEs, DBEs, and DVBEs to participate in the City's procurement opportunities. In addition, Prime Contractors will also be publicly recognized for their extra efforts in attracting MBE/WBE/LBBE/DBE/DVBE subcontractors.

Business/Vendor Fairs

Business/Vendor Fairs provide an opportunity to reach numerous suppliers, contractors, consultants and business organizations in a face-to-face setting. The Diversity Outreach Officer and City staff attend business organization and community group events to disseminate contract opportunities, and establish networking relationships to attract bidders/proposers. These events provide businesses an opportunity to present products and services to the public and network with representatives from local public agencies. Networking events represent a significant opportunity to meet several objectives of the Diversity Outreach Program:

- Educate and inform local businesses and organizations about the City's plans, goals, and objectives.
- Establish relationships with community groups and business organizations.
- Disseminate information regarding the contracting process and upcoming opportunities.
- Generate community interest in doing business with the City.
- Coordinate the City's outreach effort with Business Organizations, Community Groups, and Chambers of Commerce.

The Diversity Outreach Officer and City staff participates in business/vendor fairs throughout the Los Angeles/Orange County area to establish cooperative relationships with business organizations. Maintaining a monthly calendar assists in scheduling City staff participation in these events. The Diversity Outreach Program Event Calendar is updated regularly. The Diversity Outreach Officer coordinates plans to participate at outreach events with City staff.

Local Business Workshops

The Diversity Outreach Officer facilitates Local Business Workshops periodically at different locations throughout the Long Beach area. The objective of Local Business Workshops is to provide a vehicle to promote City programs on a large scale and generate interest and support in the business community, as well as educating businesses about how to do business with the City. All stakeholders are invited to participate in these events.

Workshops benefit the financial community, business community, and local residents by giving them an opportunity to learn about City contracting opportunities. Another purpose of the Local Business Workshop is to illustrate the City's commitment to maximize opportunities for local businesses. Participants include representatives from local businesses, business organizations, and financial institutions.

Workshops inform participants about how to compete successfully for City contracts. A question and answer period is held at the end of each workshop to clarify subjects discussed. Workshop topics include:

- Construction contracting and requirements
- Professional Services contract award process and requirements
- Purchasing/Purchase Order process and requirements
- Bonding and Insurance Requirements
- Bidding/Proposing and Invoicing

Informational Materials

The following outreach materials are all designed to assist interested businesses participate in City contracting opportunities:

- Project Look-Ahead Schedules
- Telephone numbers for relevant contacts
- Purchasing Division address and telephone number
- Purchasing Hotline Telephone Number
- Relevant City internet addresses

City Bidding, Proposal, and Other Procurement Processes

The processes utilized by the City to procure goods and services are explained thoroughly by representatives from the Purchasing Division, as well as, other applicable departments. The following City materials will be made available to participants:

- "How to do business with the City" Pamphlet
- Boilerplate contract language including insurance requirements
- Project Look-Ahead Schedules
- Other useful information which will assist local businesses (i.e., information regarding bonding and financial requirements)

9. OTHER OUTREACH

Other Outreach is directed towards specific businesses or business organizations through meetings, events and various forms of communication (mail, facsimile, e-mail, etc.).

Local Business Organizations

The assistance of local business organizations is crucial to the success of the Diversity Outreach Program. Enlisting the assistance of local business organizations to participate in the dissemination of timely information to their members requires the establishment of on-going beneficial relationships.

Local business organizations receive the benefit of direct communication with the Diversity Outreach Officer to voice concerns or provide input to City programs and processes. There are many local business organizations interested in assisting the City in communicating with the local and small business community.

Business Organization Meetings and Events

Diversity Outreach Division and City staff address various organization memberships to promote the goals and objectives of the Diversity Outreach Program, advise the members

of upcoming contracting opportunities, and address any concerns presented by the organization.

The Diversity Outreach Officer utilizes all avenues possible to provide program exposure while maintaining control of the cost of implementation by the methods listed below:

- Attend meetings and events sponsored by local business organizations to provide information to the public and/or participants.
- Accept invitations to present information regarding the City's Diversity Outreach Program during regularly scheduled meetings sponsored by various organizations.

Local Businesses

While it is important to coordinate outreach activities with local business organizations, it is just as important, if not more so, to inform and assist individual businesses. An extensive effort to identify qualified local businesses demands the coordination of all aspects of the Diversity Outreach Program. Existing resources to identify local firms, shall include, but not be limited to the following:

- Local business organizations
- Chambers of Commerce
- Community groups
- Trade Associations
- Past Bidder's/Proposers lists
- MBE/WBE/LBBE/DBE/DVBE Directories
- Other public agency lists of vendors/contractors
- Local Yellow Pages

Project Notices and advertisements are provided to firms via telephone, mail, e-mail or facsimile, regarding goods or services required for various projects. The Project Notice includes information regarding the specific project (i.e., estimated dollar amount, bid/proposal due date, scope of services, etc.). The purpose of the Project Notice is to provide local businesses with relevant project information in a timely manner, while encouraging participation in the Diversity Outreach Program.

Interest, Availability and Capacity Surveys

The Diversity Outreach Officer periodically surveys MBE/WBE/LBBE/DBE/DVBEs, within the Los Angeles/Orange County area to ascertain the following information:

- Interest in providing goods or services to the City.
- Availability to work, and meet contract requirements.
- Capacity to successfully start and finish a project on schedule.

Accurate surveys require a continuous effort, which can proactively identify shortages in the availability of local businesses to meet the needs of the City. In addition, updates concerning contracting opportunities are provided to contractors on a continuous basis to maintain interest in the City's objectives. Survey information is maintained in an electronic format to facilitate reporting results/findings.

Dissemination of Upcoming Contract Opportunities

The Diversity Outreach Officer provides, at a minimum, information to keep the local business community apprised of all current ITBs, RFPs, projects, and events with the following media:

- Existing pamphlets and brochures concerning "How to Do Business with the City"
- Project Look-Ahead Schedules
- City Web Page Addresses
- Information packages developed by the Diversity Outreach Division
- Other literature explaining the City's plans, goals and objectives
- Diversity Outreach Program Event Calendar

Dissemination of information regarding contract opportunities with the City is a major objective of the Diversity Outreach Program. Distributing as much up-to-date information as possible in a timely manner is a primary goal of the Diversity Outreach Program.