

**C-2-A**

# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

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June 20, 2000

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**SUBJECT: Semiannual Report on City of Long Beach Disadvantaged-, Minority- and Women-owned Business Enterprise Program for the Period of October 1, 1999 Through March 31, 2000**

## DISCUSSION

On February 2, 1988, the City Council adopted the "City of Long Beach Disadvantaged-, Minority- and Women-owned Business Enterprise Program." The program encourages the use of Disadvantaged- (DBE), Minority- (MBE) and Women-owned (WBE) Business Enterprises and establishes annual participation goals. The business enterprises must be owned by at least 51% by their respective groups. Disadvantaged Business Enterprises include MBE/WBEs that are socially and economically disadvantaged individuals. Attachments 1A and 1B graphically depict actual MBE/WBE goals and performance since 1994. Semiannual reports are required by the program and the report covering the period of October 1, 1999 through March 31, 2000 is attached (Attachment 2).

Progress toward the MBE and WBE expenditure goals is reported for each of the following contract categories: Construction, Professional Services, and Materials and Supplies. For the reporting period, October 1, 1999 through March 31, 2000, the City expended about \$10.2 million (13.2 percent) on MBEs and about \$9.4 million (12.2 percent) on WBEs. This performance compares with current MBE and WBE goals of 15 percent, which were adopted by the City Council (in June of 1997) after the peak performance year of 1996.

It should be noted that the actual performance in any given reporting period can be significantly skewed by the award of large contracts. In addition, as specified in the City Charter, contract awards can only be made to the lowest responsible bidder. However, the City's outreach program appears to have made a significant impact over time, as evidenced by the overall increased usage of MBE/WBE businesses since 1994.

Also, it should be noted that the accounting methodology used to determine the expenditures on MBEs/WBEs conforms to the established methodology for affirmative action-type programs. Accordingly, the value of a purchase made from a firm owned by a minority woman is counted as a MBE and a WBE. For example, a

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June 20, 2000

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\$25,000 purchase from a firm owned by an Asian woman is recorded as \$25,000 towards the MBE goal as well as \$25,000 towards the WBE goal.

The following information is provided for MBEs and WBEs during the reporting period, October 1, 1999 through March 31, 2000:

	EXPENDITURE	% OF TOTAL EXPENDITURE	GOAL	% OF GOAL
<b>Construction Total</b>	<b>\$8,215,173</b>			
MBE Purchases	\$1,928,912	23.5%	15%	156.5%
WBE Purchases	\$ 40,465	0.5%	15%	3.3%
<b>Professional Services Total</b>	<b>\$15,301,378</b>			
MBE Purchases	\$4,886,213	31.9%	15%	212.9%
WBE Purchases	\$5,363,717	35.1%	15%	233.7%
<b>Materials and Services Total</b>	<b>\$53,315,697</b>			
MBE Purchases	\$3,359,033	6.3%	15%	42.0%
WBE Purchases	\$3,997,813	7.5%	15%	50.0%
<b>GRAND TOTAL</b>	<b>\$76,832,248</b>			
MBE	\$10,174,158	<b>13.2%</b>	<b>15%</b>	<b>88.3%</b>
WBE	\$9,401,995	<b>12.2%</b>	<b>15%</b>	<b>81.6%</b>

**Notes:**

- (1) Leases and Concessions contracts for the reporting period totaled \$0 for WBEs and \$30,000 for MBEs. The contract totals are no longer included in the above expenditure table because they are revenues and not expenses (see page 12 of Attachment 2).
- (2) Purchases made outside the City's purchasing system for City Manager departments include \$153,014 for WBE purchases and \$334,925 for MBE purchases, including WBEs (see page 13 of Attachment 2).

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The semiannual report includes specific breakdowns by purchasing category, a list of DBE/MBE/WBE business opportunity seminars, meetings, conferences and other related events attended by City staff, and other significant efforts to implement the DBE/MBE/WBE program.

The semiannual report also includes a breakdown of the dollar amount and total number of purchase orders awarded to specific minority groups, and the number of purchase orders awarded to women, by ethnicity.

FISCAL IMPACT

None.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

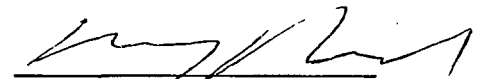
Refer the report to the Personnel and Civil Service Committee for review.

Respectfully submitted,



ROBERT S. TORREZ  
DIRECTOR OF FINANCIAL MANAGEMENT

APPROVED:

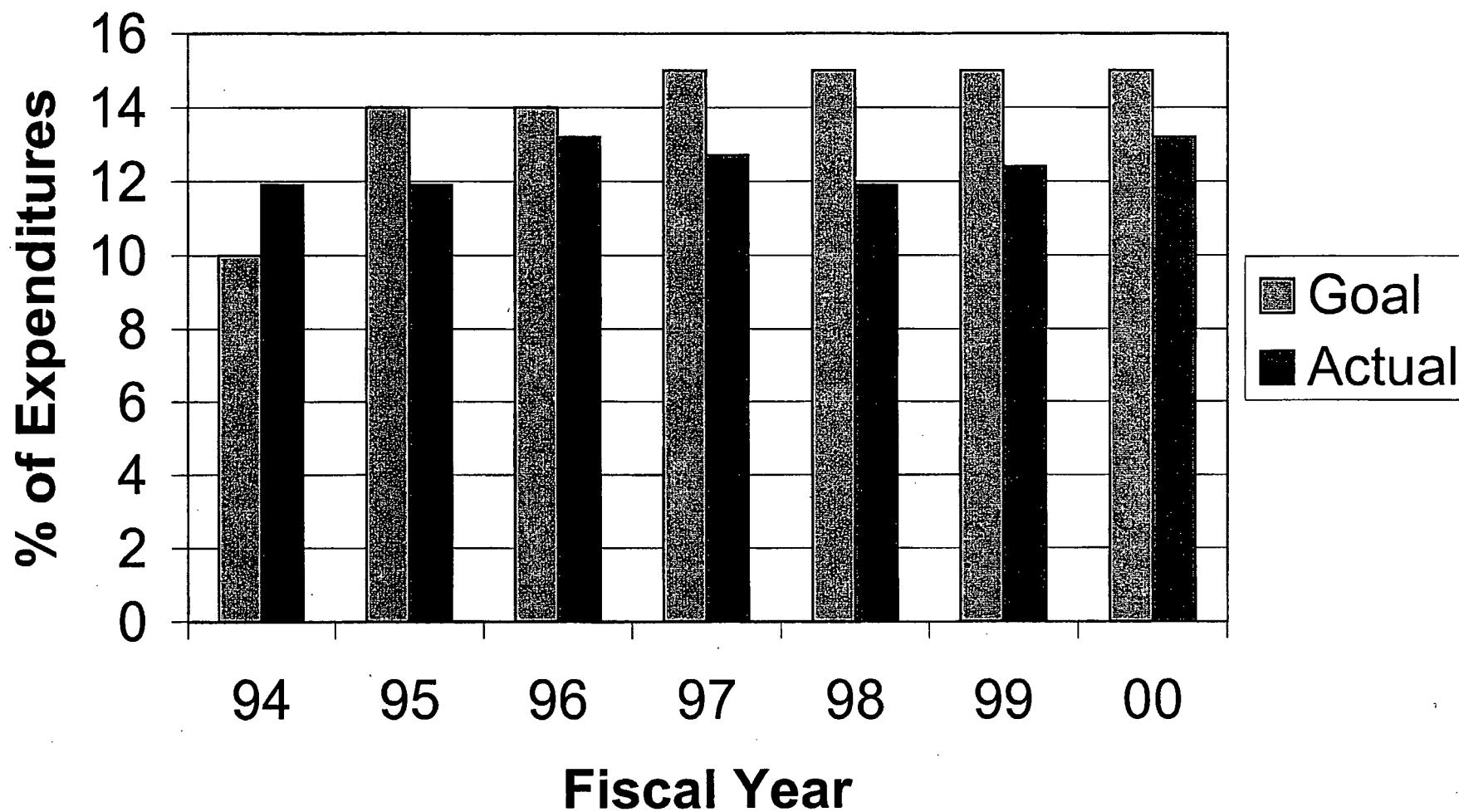


HENRY TABOADA  
CITY MANAGER

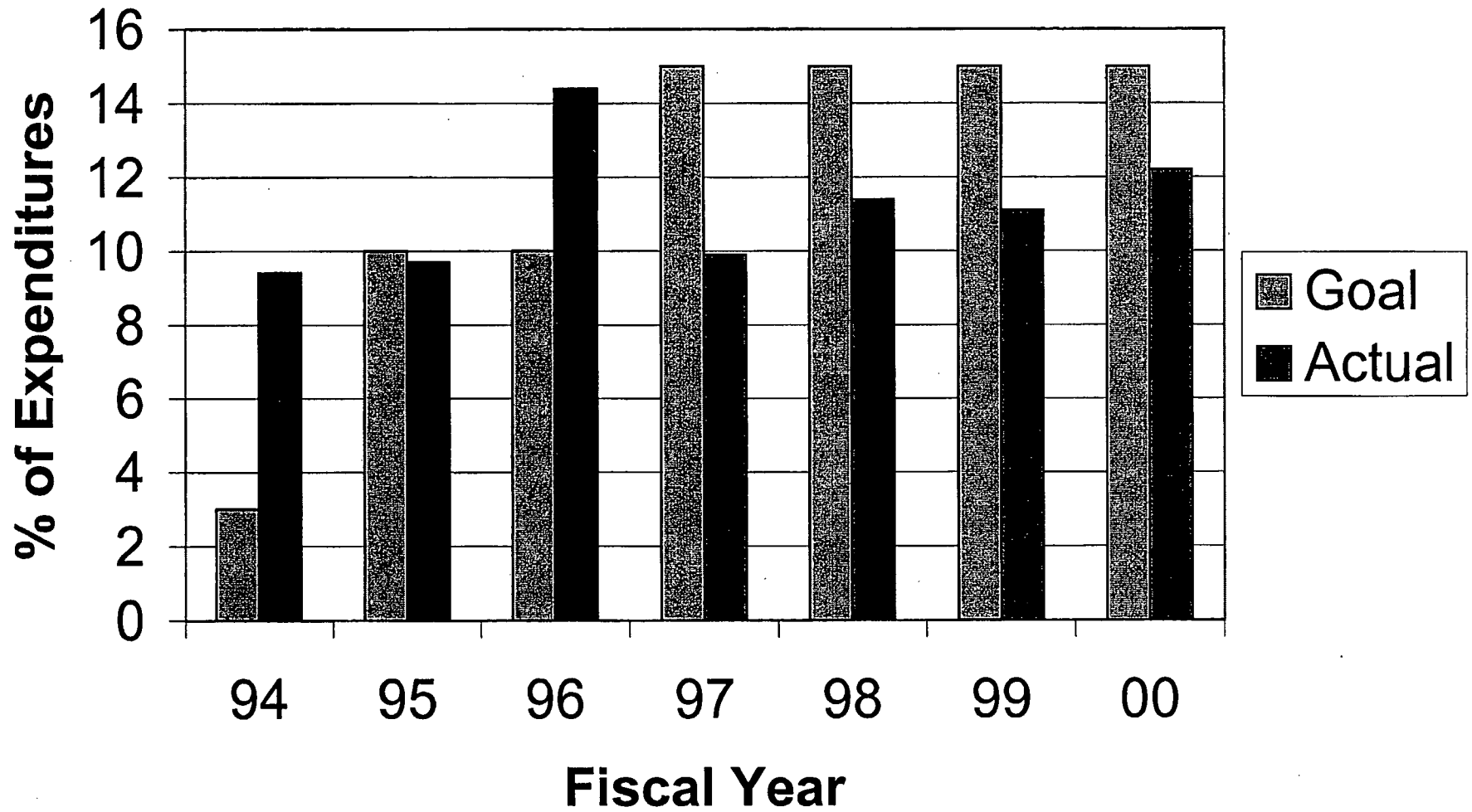
Attachments

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# MBE GOALS VS. ACTUALS



# WBE GOALS VS. ACTUALS



**CITY OF LONG BEACH**  
**DISADVANTAGED-, MINORITY- AND WOMEN-OWNED**  
**BUSINESS ENTERPRISE PROGRAM**  
**SEMIANNUAL REPORT**  
**OCTOBER 1, 1999 – MARCH 31, 2000**



**SEMIANNUAL REPORT  
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**INTRODUCTION AND OVERVIEW**

On February 2, 1988, the City Council adopted the "City of Long Beach Disadvantaged-, Minority-, and Women-owned Business Enterprise Program" (**Attachment 4**). The program encourages the use of Disadvantaged- (DBE), Minority- (MBE), and Women-owned (WBE) businesses in City contracts. The City Council has adopted goals of 15 percent for DBE/MBE and 15 percent for WBE for each of the following contract categories: Construction, Professional Services, and Materials and Services. Pursuant to the program, a semiannual report, which identifies efforts undertaken by City staff and indicates the amount of purchases from Minority- and Women-owned businesses, is required.

**EXPENDITURES**

The following information is based on expenditures for minority- and women-owned businesses during the reporting period:

	<u>Expenditure Amount</u>	<u>% of Total Expenditure</u>	<u>Goal</u>	<u>% of Goal</u>
<u>Construction Total:</u>	\$ 8,215,173			
MBE Purchases	1,928,912	23.5%	15%	156.5%
WBE Purchases	40,465	0.5%	15%	3.3%
 <u>Professional Services Total:</u>	 \$15,301,378			
MBE Purchases	4,886,213	31.9%	15%	212.9%
WBE Purchases	5,363,717	35.1%	15%	233.7%
 <u>Materials and Services Total:</u>	 \$53,315,697			
MBE Purchases	3,359,033	6.3%	15%	42.0%
WBE Purchases	3,997,813	7.5%	15%	50.0%
 <u>GRAND TOTAL AWARDED:</u>	 \$76,832,248			
MBE	10,174,158	<b>13.2%</b>	15%	88.3%
WBE	9,401,995	<b>12.2%</b>	15%	81.6%



For the reporting period, October 1, 1999 through March 31, 2000, the City expended about \$10.2 million (13.2 percent of total expenditures) on MBEs and about \$9.4 million (12.2 percent of total expenditures) on WBEs. The following table compares the FY 98 and FY 99 annual and the FY 00 six month MBE/WBE statistics.

<u>Category</u>	<b>FY 98</b>	<b>FY 99</b>	<b>FY 00</b>
<b>Construction</b>			
MBE	17.0%	24.4%	23.5%
WBE	14.4%	3.5%	0.5%
<b>Professional Services</b>			
MBE	25.1%	24.8%	31.9%
WBE	28.0%	29.1%	35.1%
<b>Materials and Services</b>			
MBE	6.4%	7.0%	6.3%
WBE	4.9%	7.1%	7.5%
<b>Grand Total</b>			
MBE	<b>11.9%</b>	<b>12.4%</b>	<b>13.2%</b>
WBE	<b>11.4%</b>	<b>11.1%</b>	<b>12.2%</b>

## **OUTREACH**

During the reporting period of October 1, 1999 through March 31, 2000 departments initiated and maintained several Disadvantaged-, Minority- and Women-owned business activities, including:

### **A. CITY CLERK**

- Maintained brochures, flyers and business cards of all MBE/WBE businesses that are relevant to the department. The department continues to utilize MBE/WBE services whenever possible.

### **B. 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 Economic Development Bureau made three Capital Availability loans to minority- and women-owned businesses. These low-interest rate loans benefit existing businesses within the CDBG-designated areas of the city. Also, fifty-two \$2,000 business start-up grants were issued to minority and women entrepreneurs who opened businesses along City Council-designated commercial corridors.
- 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 currently working with businesses on the Westside to form 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.
- Staff is currently working on staging a series of business assistance workshops out in the community. The first workshop, titled "Coffee, Donuts and Dollars," is scheduled for April 5, 2000 and is targeted to the \$2,000 Grant/Neighborhood Investment Program recipients.
- Economic Development Bureau continues to support minority business associations (Latino Business Leaders Association, Black Business and Professional Association and the Entrepreneurial Association) 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.

- Business Outreach Consultants received 132 surveys from minority- and women-owned businesses. These surveys give businesses an opportunity to voice concerns and indicate areas of assistance.
- Advertisements on the loan programs, Small Business Development Center workshops, and professional services are being placed on a monthly basis with minority-owned publications, such as the Long Beach Times, Dignity Magazine and La Opinion.
- 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 40 minority- and women-owned businesses. In addition, 154 minority- and women-owned businesses attended workshops on starting a business, writing a business plan, marketing and bookkeeping.
- The Microenterprise Loan Program, which assists in the development of new low- to moderate-income businesses that do not have access to normal credit, made three loans to minority- and women-owned businesses.
- 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.
- A master MBE/WBE database has been created to be used to market the Business Development Center and its programs and services.

### **C. FINANCIAL MANAGEMENT**

- Due to efforts of the Purchasing Division, Bidders Application requests can now be downloaded from and reviewed on the Internet. 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 local, disadvantaged-, minority- and women-owned business enterprises.
- The 24-hour procurement opportunity hotline, which provides information on the City's formal and informal bids, was updated by Purchasing Division once a week. Information provided on the hotline is also included in the "City Source," a citizen referral directory maintained by the Department+++ of Library Services.
- 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 is utilizing an on-line supplier directory which provides priority selection for local Long Beach, disadvantaged-, minority- and women-owned business enterprises. A copy of the on-line directory is printed semi-annually and distributed to DBE/MBE/WBE Buy Long Beach Steering Committee members.
- The Purchasing Division conducted purchasing policies and procedures and a training session for the Gas and Electric Department. At the training, departmental representatives were given instructions on how to assist in increasing local (Long Beach), minority- and women-owned business participation.
- The Purchasing Division continued to send a minimum of four bids to DBEs/MBEs, one to a WBE and two bids to Long Beach businesses.
- The Purchasing Division placed advertisements in the following publications to seek local, minority- and women-owned businesses to participate in bids for equipment, materials and services: the Minority Business Entrepreneur (MBE) and the Wrigley Bulletin and the Long Beach Times.
- The Purchasing Division, in conjunction with the Community Development Department, continued to show a Public Service Announcement (PSA) related to DBEs, MBEs and WBEs, business assistance and buying goods and services in Long Beach. The PSA was shown on local networks and at business and community meetings.
- In a continuing effort to increase participation of local, disadvantaged-, minority- and women-owned businesses, the Purchasing Division sent bid notifications to the following agencies: Asian Business Association of Orange County; Bidnet Processing Center; Biko Engineering Services; Bixby Knolls American Business Association; Black Business Association of Los Angeles; Black Business and Professional Association of Long Beach; Black Chamber of Commerce of Orange County; Contractors Information Network; Construction Market Data; East Los Angeles Minority Business Development Center; Filipino-American Chamber of Commerce of Long Beach; F.W. Dodge McGraw-Hill Construction Information Group; Latin Business Association; Latin Business Leaders Association; Latino Entrepreneurial Association; Long Beach Area Chamber of Commerce; Los Angeles Urban League; MBE/WBE Advisory Services; National Association of Women Business Owners (NAWBO); National Center for American Indian Enterprise Development; Open Bid, Incorporated; Long Beach Press Telegram; Small Business Exchange; U.S. Government Advertiser and the United Cambodian Center.

- City departments were individually responsible for issuing Request for Proposals (RFPs) for professional services. To facilitate the public's access to information regarding these RFPs, a listing was made available in the Purchasing Division's public counter for review.

#### **D. FIRE**

- In addition to utilizing the City's Minority-owned and Women-owned Business Enterprise Directory, the Fire Department continued to use a list of MBE/WBE suppliers it compiled from attending trade shows, conferences and seminars.
- Currently working with Financial Management to begin utilizing an on-line supplier directory which provides priority selection for local, minority- and women-owned business enterprises.
- The department is currently evaluating its use of imprest cash purchases and is attempting to utilize MBE/WBE suppliers for these purchases. All purchases and services continue to be reviewed to determine whether a MBE/WBE business can be used.
- Began to utilize the "Buy Long Beach" Management Report, which is distributed to staff on a monthly basis and assists in improving our knowledge and selection of local, minority- and women-owned businesses.
- Continued to be an active member of the City's MBE/WBE Steering Committee, which meets on a regular basis to explore various methods to increase the City's commitment to doing business with minority and women-owned businesses.
- Developed a tracking system to identify imprest cash purchases made utilizing MBE and WBE businesses.

#### **E. GAS AND ELECTRIC**

- Continued to solicit MBE/WBE vendors for all procurements including construction and professionals services. During this reporting period the department forwarded four MBE/WBE vendor applications to the Purchasing Division of the Financial Management Department.
- Currently evaluating a program to better monitor imprest cash purchases and utilize MBE/WBE suppliers for these purchases.
- Staff training regarding ways to attract more minority- and women-owned businesses has been ongoing.
- During this period the department published and distributed three issues of *The Wave*, a full-color newsletter that provide information about the City and its utilities. The newsletter is published in English, Spanish and Khmer, and

therefore provides a valuable outreach function to several of the City's minority business communities.

- The interior painting of the Gas and Electric Department's Administration Building was completed by a women-owned business enterprise.
- 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 minority- and women-owned business enterprises whenever possible.

#### **F. HARBOR**

- Special efforts have been made to provide outreach to disadvantaged- and minority-owned businesses, including advertising construction bids in minority publications in the State (Eastern Group Publications, an 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 (ACBOP) 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.

#### **G. HEALTH AND HUMAN SERVICES**

- The Tobacco Education Program hired a minority-owned business to provide media professional services.
- The Animal Control Bureau currently contracts with Magnolia Animal Hospital (a WBE) and Signal Hill Hospital (a MBE).

#### **H. LIBRARY**

- The Library's ethnic materials budget increased 43% this fiscal year, from \$44,000 in FY 99 to \$63,000 in FY 00, with 75% of these monies earmarked for the purchase of Spanish language materials.
- This year, in an effort to better serve individual communities served by Library's branches, individual branches will have the authority to purchase ethnic materials.
- The Library Acquisitions Division, at the request of the Ethnic Materials Committee Chairperson, has actively pursued a viable working relationship with a Mexican publishing company, Oceano Press. In doing this, it has overcome obstacles presented by language differences, the rate of exchange, negotiation of shipping costs and customs to provide its Spanish-speaking patrons with a better selection of Spanish materials at a fraction of the cost.

## **I. OIL PROPERTIES**

- Continued to send staff members to the Southwest Regional Training Center, a women/minority-owned enterprise, for computer training during FY 1998-99.
- Continued to use the City of Long Beach Minority-owned and Women-owned Business Enterprise Directory to review and determine whether a MBE/WBE could be used.
- A department staff member served on the Steering Committee for Governor Pete Wilson's Conference for Women, "Call to Action," which was held at the Long Beach Convention Center on October 5, 1999 and attended by ten department staff members. She will continue to serve on the committee for future conferences.
- Review of all purchases and services continued to determine whether a MBE/WBE business could be used.

## **J. PARKS, RECREATION & MARINE**

- The department continually encourages staff to procure services from minority- and women-owned businesses whenever possible. The City of Long Beach Minority-owned and Women-owned Business Enterprise Directory has been distributed to all bureaus

## **K. PLANNING AND BUILDING**

- The Cultural Commission, through the Office of the Neighborhood Preservation Officer, hired a women-owned business to produce a documentary of the training working for Preservation Commissions.

## **L. POLICE**

- Cultural Awareness training was conducted for all police personnel. 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" interacts 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.
- Currently, the Business Watch Program, coordinated by the Police Department's Community Relations Division, continuously provides safety and security information in a variety of languages to the owners/managers of locally-based 7-11 stores. These stores were found to be primarily owned and managed by minority members of the community.

## **M. PUBLIC WORKS**

- Sent "Notices Inviting Bids" 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 Engineering Bureau maintains a database of over 750 engineering consultants from the California area, in which disadvantaged-, minority- and women-owned businesses are identified. During this period, Engineering processed five RFP/RFQs for professional services, three of which were published in the Long Beach Press Telegram. Included in all RFPs/RFQs is a statement that encourages disadvantaged-, minority- and women-owned businesses to respond. Bids for construction projects are advertised on the City's Internet, 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 contractors 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.
- Fleet Services Bureau staff have been designated to attend conferences and seminars. In addition to providing flyers and requesting suppliers to complete survey sheets distributed at the conferences, participants are encouraged to present their product lines.

## **N. TECHNOLOGY SERVICES**

- Flyers are distributed at conferences/workshops to potential suppliers that list type of goods and services required by Technology Services, which has resulted in additional business contacts and periodic awarding of contracts and purchase orders.
- Continued to distribute to staff a listing of minority- and women-owned businesses by commodity, as they became available.

## **O. WATER**

- The Long Beach Water Department makes every effort to transact business with minority- and women-owned enterprises. 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.



**P. MISCELLANEOUS**

- The DBE/MBE/WBE/Buy Long Beach Steering Committee, headed by the City Purchasing Agent and consisting of the City Manager or his designee and representatives from departments reporting to the City Manager, continued to meet. Representatives from the Water and Harbor departments also attended the meetings. The purpose of the Committee is to share ideas and discuss the City's program and the various efforts undertaken by departments to attain the City's goals. DBE/MBE/WBE and Long Beach issues, achievements and inquiries are also communicated through the Purchasing Division's Intranet website.

# PROFESSIONAL SVCS. & MATERIALS AND CONSTRUCTION

## OCTOBER 1, 1999 - MARCH 31, 2000

Materials & Services	Minority-owned		Women-owned	
	# P.O.'s	\$ Amount	# P.O.'s	\$ Amount
Black	251	\$ 1,036,764	113	\$ 91,610
Hispanic	523	1,517,488	208	758,071
Asian	347	481,138	122	210,464
American Indian	0	-	0	-
Other Non-white	69	323,643	7	9,058
Caucasian Women	0	-	2,332	2,928,610
<b>Total Minorities</b>	<b>1,190</b>	<b>\$ 3,359,033</b>	<b>2,782</b>	<b>\$ 3,997,813</b>
Total Minorities & Non-Minorities		\$ 53,315,697		\$ 53,315,697
Pct. Minorities		6.3%		7.5%

### Professional & Related Services

Black	137	\$ 1,171,463	79	\$ 739,330
Hispanic	362	1,671,725	137	1,053,891
Asian	96	688,011	48	383,369
American Indian	4	19,962	2	15,012
Other Non-white	12	49,233	3	3,417
Caucasian Women	0	-	431	1,860,595
Subtotal Minorities	611	3,600,394	700	4,055,614
Minority Subcontractors		1,285,819		1,308,103
<b>Total Minorities</b>		<b>\$ 4,886,213</b>		<b>\$ 5,363,717</b>
Total Minorities & Non-Minorities		\$ 15,301,378		\$ 15,301,378
Pct. Minorities		31.9%		35.1%

<b>Grand Total Minorities</b>	<b>1,801</b>	<b>\$ 8,245,246</b>	<b>3,482</b>	<b>\$ 9,361,530</b>
<b>Grand Total Non-Minorities</b>	<b>18,721</b>	<b>\$ 60,371,829</b>	<b>17,040</b>	<b>\$ 59,255,545</b>
<b>Grand Total Minorities &amp; Non-Minorities</b>	<b>20,522</b>	<b>\$ 68,617,075</b>	<b>20,522</b>	<b>\$ 68,617,075</b>

### Construction

Black	3.5%	0.0%
Hispanic	16.9%	0.0%
Asian	3.1%	0.0%
American Indian	0.0%	0.0%
Other Non-white	0.0%	0.0%
Caucasian Women		0.5%
<b>Total Minorities</b>	<b>23.5%</b>	<b>0.5%</b>

**LEASES AND CONCESSIONS CONTRACTS**

	<u># of Contracts</u>	<u>Total Contract Opportunities This Period</u>	<u>MBE or WBE Amount</u>
Community Development	0	\$ 30,000	\$ 30,000 (MBE) 0 (WBE)
Parks, Recreation & Marine	0	0	0 (MBE) 0 (WBE)
Public Works / Airport	0	0	0 (MBE) 0 (WBE)
Total:	<u>0</u>	<u>\$ 30,000</u>	<u>\$ 0 (MBE)</u> <u>0 (WBE)</u>

Percentages:

100.0% (MBE)  
0.0% (WBE)

# OTHER PURCHASES

Departments occasionally do business with Minority and Women-owned businesses which is not tracked through the City's purchasing system . During the October 1, 1999- March 31, 2000 report period these purchases included :

DEPARTMENTS	MBE					
	B	H	A	AI	O	T
City Manager						13,656
Financial Management						315,300
Library		687	2,132			2,819
Oil Properties		750				750
Parks, Recreation & Marine	1,450	950				2,400
<b>TOTAL</b>	<b>1,450</b>	<b>2,387</b>	<b>2,132</b>	<b>-</b>	<b>-</b>	<b>334,925</b>

DEPARTMENTS	WBE						
	B	H	A	AI	C	O	T
City Manager							-
Financial Management							40,016
Library		475			105,855		106,330
Oil Properties					1,110		1,110
Parks, Recreation & Marine	500				5,058		5,558
<b>TOTAL</b>	<b>500</b>	<b>475</b>	<b>-</b>	<b>-</b>	<b>112,023</b>	<b>-</b>	<b>153,014</b>

B=BLACK  
 H=HISPANIC  
 A=ASIAN  
 AI=AMERICAN INDIAN  
 C=CAUCASIAN  
 O=OTHER NON-CAUCASIAN  
 T=TOTAL

purch

**SEMINARS/MEETINGS/CONFERENCES  
ATTENDED/CONDUCTED  
October 1, 1999 - March 31, 2000**

Date	Seminars/Meetings/Conferences	Department
October 5, 1999	Attended California Governor's Conference for Women	Planning and Building, Oil Properties (served on Steering Committee)
October 10, 1999	Participated in the City's Disadvantaged Business Enterprise (DBE) meeting regarding updating the DBE program	Financial Management
October 19, 1999 March 4, 2000	Attended Museum of Latin American Art Business meetings	Financial Management
October 20, 1999	Conducted Purchasing Training Session on DBE/MBE/WBE & other related topics for the Gas & Electric Department	Financial Management
October 21, December 9, 1999 February 10, 2000	Conducted DBE/WBE/WBE/Buy Long Beach Steering Committee meetings	Financial Management
November, 1999 through March, 2000	Participated in Small Business Contract Opportunity weekly planning meetings (annual conference presented by the City of Long Beach and Long Beach Area Chamber of Commerce)	Financial Management/Community Development
November 3, Dec. 16, 1999	Attended Equal Opportunity Compliance Officers Association monthly meetings	Financial Management
December 16, 1999 February 5, March 21, 2000	Participated in City of Los Angeles, Minority Business Opportunity Committee/Contracting and Procurement Sub-committee meetings	Financial Management
January 18-20, 2000	Attended California Association of Public Purchasing Officers Annual Conference in San Diego	Water
February 15, 2000	Participated in the Long Beach Area Chamber of Commerce/Small Business Council monthly meeting	Financial Management

**SEMINARS/MEETINGS/CONFERENCES  
ATTENDED/CONDUCTED  
October 1, 1999 - March 31, 2000**

March 6, 2000	Participated in NASA/JPL 11th Annual High-Tech Small Business Conference	Financial Management
March 15, 16, 2000	Attended National Institute of Governmental Purchasing Conference in Lakewood, CA	Water
March 24, 2000	Participated in the County of Los Angeles Vendor Fair	Financial Management
	Attended National Association of Business Economists	Harbor
	Attended Women in Transportation Conference	Harbor

**ADOPTED**  
**CITY OF LONG BEACH**  
**DISADVANTAGED-, MINORITY- AND WOMEN-OWNED**  
**BUSINESS ENTERPRISE PROGRAM**

**As amended 6/10/97**

# **CITY OF LONG BEACH DISADVANTAGED-, MINORITY- AND WOMEN-OWNED BUSINESS ENTERPRISE PROGRAM**

## **1. Purpose and Scope**

It is the policy of the City of Long Beach to utilize Disadvantaged-, Minority- and Women-Owned Business Enterprises (DBEs, MBEs and WBEs) 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 City departments reporting to the City Manager who may, by their authority, award contracts in those areas.

The City is fully committed to encouraging the participation of Disadvantaged-, Minority- and Women-owned businesses in all phases of construction, materials and services, professional services, land development, leases and concessions contracting.

The City of Long Beach, through the City Council, will ensure that Disadvantaged-, Minority- and Women-owned business enterprises have the maximum opportunity to participate in the performance of contracts and subcontracts consistent with the City Charter. In this regard, the City will take all responsible steps to ensure that Disadvantaged-, Minority- and Women-owned business enterprises have the maximum opportunity to compete for and perform contracts and services.

## **2. Definitions**

The following definitions shall govern 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 individuals, 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 Black Americans, Hispanic Americans, Native Americans, Asian-Pacific Americans or Asian-Indian Americans.
- b. "Minority" means the following groups: Blacks, Hispanics, American Indians, Asian/Pacific Islanders and Asian/Indians.
- c. "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.



- d. "Woman-Owned 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.

### **3. Goals**

The primary goal shall be to contract with disadvantaged-, minority- and women-owned businesses for a reasonable and equitable amount of business as set annually by the City Council.

Each fiscal year, the City Manager will recommend to the City Council appropriate goals for DBE, MBE and WBE participation in the contract process. On June 10, 1997, the City Council adopted new goals of 15% DBE/MBE and 15% WBE for all of the procurement categories. The previous goals were 14% DBE/MBE and 10% WBE for each of the contract categories.

### **4. Departmental Responsibilities**

The City Manager will assign to each department head the responsibility for developing, managing and implementing the DBE, MBE and WBE policy and program on a day-to-day basis. In order to more effectively implement this stated policy, the following program areas will be incorporated within the body of each individual department plan:

- a. Development of information and communication outreach programs on contracting and bidding procedures, along with timely dissemination of contract and bid information to both public and private Minority Business Development Centers, Chambers of Commerce, and Minority and Women Business and Trade Associations.
- b. Development of effective contractor, vendor and consultant data bases of disadvantaged-, minority- and women-owned and operated businesses which will be made available to all departmental personnel with authority to solicit bids. Information from other agencies and cities will form the basis of these data bases along with the annual updating of the City of Long Beach's Minority-Owned and Women-Owned Business Enterprise Directory.
- c. Participation in minority trade fairs and other outside activities related to the development of minority and women contractors, vendors and consultants. Such participation may include the renting of booths for staffing by City personnel during such trade fairs and purchase of advertisements in conference programs or brochures.
- d. Provide information to DBEs, MBEs and WBEs on projected department contractual needs, conduct pre-award and post-award conferences to discuss awarding procedures, and permit DBEs, MBEs and WBEs to review and evaluate successful bid documents of similar contracting opportunities.

- e. Evaluate and verify, as necessary, the eligibility of all firms and joint ventures who claim to be disadvantaged-, minority- or women-owned through the use of certification lists of other agencies and cities.
- f. All departments involved with the bidding of contracts shall maintain such records and provide such reports as are necessary to ensure compliance with this policy.
- g. All bids, RFQs, RFPs and construction notices will give notice that the City encourages the use of disadvantaged, minority and women contractors in the performance of City contracts. Additionally, all bids, RFQs, RFPs and construction notices will state that, whenever possible, the contractor should seek to accomplish a goal of at least fifteen percent (15%) DBE/MBE participation and fifteen percent (15%) WBE participation.
- h. All City departments are encouraged to coordinate activities, when and where feasible, to eliminate duplication of effort and cost.

## **5. Semiannual Reports**

Semiannual reports shall be prepared for the City Council and the City Manager covering the activities relating to the efforts undertaken by respective City departments to implement the DBE, MBE and WBE program. The report shall be due 30 days after the close of the previous report period and shall cover at minimum:

- a. The names and dollar amount of contracts awarded to disadvantaged-, minority- and women-owned enterprises and what percentage of the total amount of contracts awarded this represents.
- b. The number of minority and women opportunity seminars, conferences, and other related events participated in by the department.
- c. All significant and related efforts undertaken to implement various elements of the DBE, MBE and WBE program herein outlined.

## **6. Annual Review**

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