

# CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

**C-2-C**

333 West Ocean Boulevard 6<sup>th</sup> Floor • Long Beach, CA 90802

October 9, 2001

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

**SUBJECT: Semiannual Report on the City of Long Beach Disadvantaged-, Minority- and Women-Owned Business Enterprise Program for the Period of October 1, 2000 Through March 31, 2001**

## 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 at least 51 percent owned by their respective groups. Disadvantaged Business Enterprises include MBE/WBEs that are socially and economically disadvantaged individuals. Attachments 1A and 1B graphically depict the City's MBE/WBE percentage goals and performance since 1995. Attachment 1C shows actual dollars awarded to MBE/WBEs for the reporting period. Semiannual reports are required and the report covering the period of October 1, 2000 through March 31, 2001 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 six-month reporting period, October 1, 2000 through March 31, 2001, the City expended approximately \$10.1 million (10.1 percent) on MBEs and approximately \$10.2 million (10.2 percent) on WBEs. This performance compares with current MBE and WBE annual 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, when compared to the same reporting period last year, MBE/WBE awards, in terms of dollars, for the current reporting period are actually greater. However, because the base calculation figure also increased (due chiefly to higher fuel costs and heavy construction contract awards) the percentage declined despite higher actual MBE/WBE contract awards. This reporting anomaly is expected to average out over time.

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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. In order to build on the program's success, the Department of Financial Management has hired Perceptive Enterprises, Inc., to make recommendations on overall program revision. The consultant's recommendations will also address appropriate goal-setting methodologies and an improved outreach program incorporating Internet-based solutions, e-commerce and business-to-business outreach, where appropriate.

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 \$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, 2000 through March 31, 2001.

	EXPENDITURE	% OF TOTAL EXPENDITURE	GOAL	% OF GOAL
<b>Construction Total</b>	<b>\$21,591,659</b>			
MBE Purchases	\$3,106,133	14.4%	15%	95.9%
WBE Purchases	\$2,463,625	11.4%	15%	76.1%
<b>Professional Services Total</b>	<b>\$15,645,718</b>			
MBE Purchases	\$4,092,316	26.2%	15%	174.4%
WBE Purchases	\$4,696,968	30.0%	15%	200.1%
<b>Materials and Services Total</b>	<b>\$63,437,885</b>			
MBE Purchases	\$2,953,711	4.6%	15%	31.0%
WBE Purchases	\$3,069,968	4.8%	15%	32.3%
<b>GRAND TOTAL</b>	<b>\$100,675,262</b>			
MBE	\$10,152,160	10.1%	15%	67.2%
WBE	\$10,230,561	10.2%	15%	67.7%

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**Notes:**

- (1) Leases and Concessions contracts for the reporting period totaled \$0 for WBEs and \$4,500 for MBEs. The contract totals are no longer included in the above expenditure table because they are revenues and not expenses (see page 13 of Attachment 2).
- (2) MBE/WBE totals for the same reporting period in Fiscal Year 2000 were \$10,174,158 (13.2 percent) and \$9,401,995 (12.2 percent), respectively.
- (3) Purchases made outside the City's purchasing system for City Manager departments include \$6,440 for WBE purchases and \$389,102 for MBE purchases, including WBEs (see page 14 of Attachment 2).

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.

TIMING CONSIDERATIONS

Not applicable.

FISCAL IMPACT

None.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

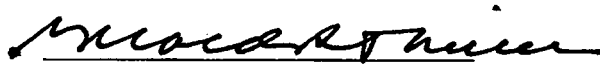
Refer the report to the Personnel and Civil Service Committee for review.

Respectfully submitted,



ROBERT S. TORREZ  
DIRECTOR OF FINANCIAL MANAGEMENT

APPROVED:

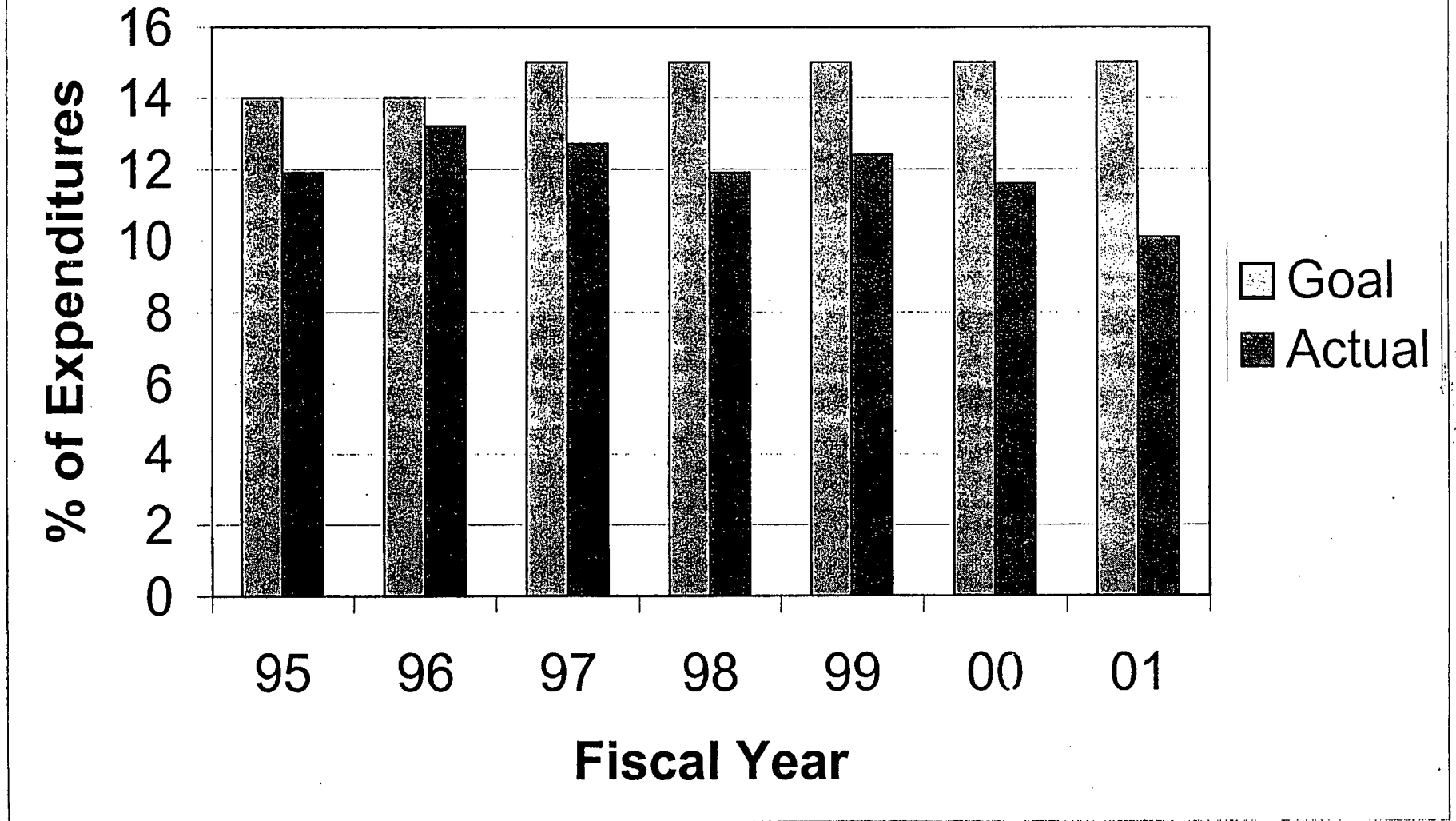


HENRY TABOADA  
CITY MANAGER

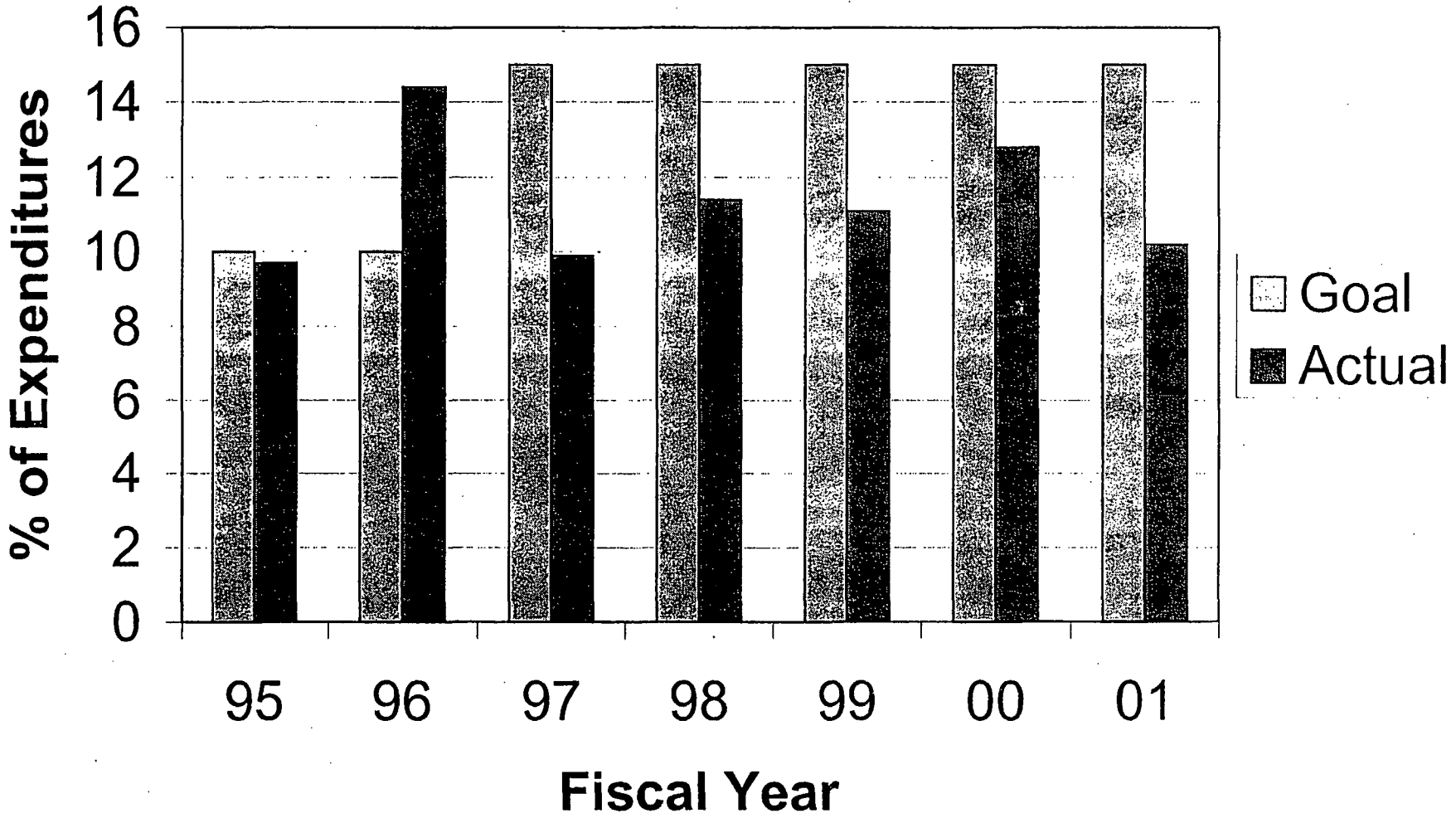
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Attachments

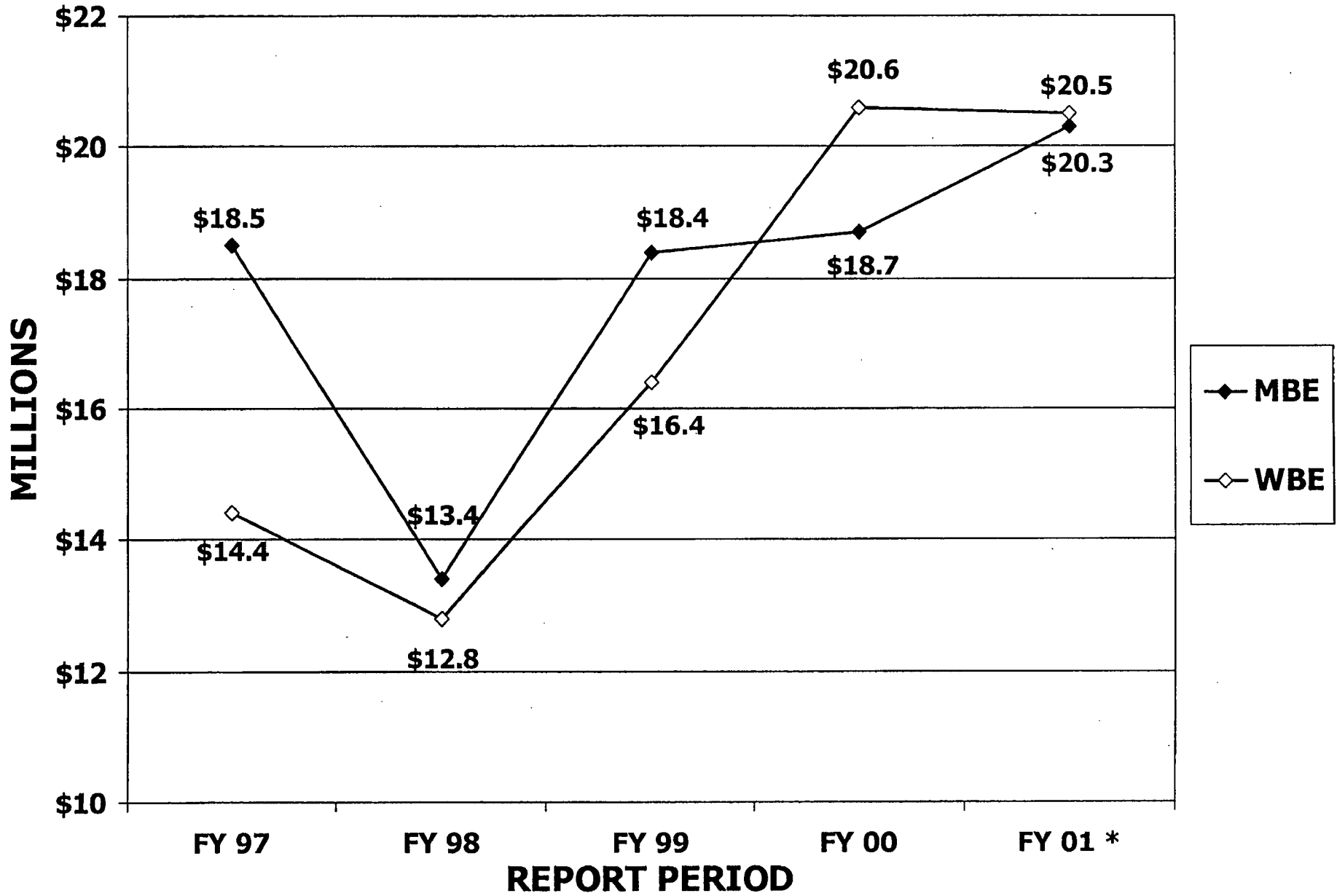
# MBE GOALS VS. ACTUALS



# WBE GOALS VS. ACTUALS



# MBE/WBE EXPENDITURES



\* FY 01 PROJECTED EXPENDITURES

**CITY OF LONG BEACH**  
**DISADVANTAGED-, MINORITY- AND WOMEN-OWNED**  
**BUSINESS ENTERPRISE PROGRAM**  
**SEMIANNUAL REPORT**  
**OCTOBER 1, 2000 – MARCH 31, 2001**



**SEMIANNUAL REPORT  
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\* Outreach Activities by City departments include efforts in direct support of the City's MBE/WBE Program. Also shown are City department efforts to support ancillary goals, which may indirectly support the City's outreach efforts. These include increased cultural awareness and development of non-English outreach materials, among others.



## 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>	\$ 21,591,659			
MBE Purchases	3,106,133	14.4%	15%	95.9%
WBE Purchases	2,463,625	11.4%	15%	76.1%
<u>Professional Services Total:</u>	\$15,645,718			
MBE Purchases	4,092,316	26.2%	15%	174.4%
WBE Purchases	4,696,968	30.0%	15%	200.1%
<u>Materials and Services Total:</u>	\$63,437,885			
MBE Purchases	2,953,711	4.6%	15%	31.0%
WBE Purchases	3,069,968	4.8%	15%	32.3%
<u>GRAND TOTAL AWARDED:</u>	\$100,675,262			
MBE	10,152,160	<b>10.1%</b>	15%	67.2%
WBE	10,230,561	<b>10.2%</b>	15%	67.7%

For the reporting period, October 1, 2000 through March 31, 2001, the City expended approximately \$10.1 million (10.1 percent of total expenditures) on MBEs and about \$10.2 million (10.2 percent of total expenditures) on WBEs. The following table compares the FY 99, FY 00 and the FY 01 MBE/WBE statistics.

<u>Category</u>	<b>FY 99</b>	<b>FY 00</b>	<b>FY 01</b> (6 mos.)
<b>Construction</b>			
MBE	24.4%	18.1%	14.4%
WBE	3.5%	18.2%	11.4%
<b>Professional Services</b>			
MBE	24.8%	31.5%	26.2%
WBE	29.1%	34.3%	30.0%
<b>Materials and Services</b>			
MBE	7.0%	5.7%	4.6%
WBE	7.1%	6.7%	4.8%
<b>Grand Total</b>			
MBE	<b>12.4%</b>	<b>11.6%</b>	<b>10.1%</b>
WBE	<b>11.1%</b>	<b>12.8%</b>	<b>10.2%</b>

## **OUTREACH**

During the reporting period of October 1, 2000 through March 31, 2001 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. CIVIL SERVICE**

- In order to recruit minorities, the department performed numerous employment recruitment activities during this period.

### **C. 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, thirty-five \$2,000 business start-up grants were issued to minority and women entrepreneurs who opened businesses along City Council-designated commercial corridors, including 19 Hispanics, 10 Asian-American and 6 African-American.
- One Revolving Loan was made to a minority- and women-owned business. The Revolving Loan Fund provides gap financing of up to several hundred thousand dollars to existing businesses.
- 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 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) 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 51 surveys from Minority- and Women-owned businesses. These surveys give businesses an opportunity to voice concerns and indicate areas of assistance. Of these surveys, 6 businesses were interviewed, and an additional 85 businesses were visited.
- Advertisements on the loan programs, Small Business Development Center workshops, and consulting services are being placed on a monthly basis in minority-owned publications, such as the Long Beach Times and La Opinion.
- 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 115 minority- and women-owned businesses. In addition, 210 minority- and women-owned businesses attended business development workshops on starting a business, writing a business plan, marketing and bookkeeping. These workshops are being held in the community.
- 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 four loans to Minority- and Women-owned businesses.
- On March 20, 2001 the Economic Development Bureau and 908lbworks, a non-profit organization that helps disadvantaged people develop their talents through training, staged a Central area business workshop in Spanish titled "Is A Home-based Business Right For Me?"
- On February 22, 2001 the Economic Development Bureau participated in a panel workshop titled "This Way To The Money" at the 2001 Landscape Industry Show, providing information on the City's business loan programs.
- The City served as a sponsor for the Long Beach/South Bay Small Business Tax Day that was held on March 8, 2000. This was a free seminar to help small businesses understand and comply with their tax responsibilities.
- 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 MBE/WBE directory.

#### **D. FINANCIAL MANAGEMENT**

- Due to efforts of the Purchasing Division, Bidders Application requests can now be downloaded from and reviewed on the City's Purchasing Web Page, [www.lbpurchasing.org](http://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 local, Disadvantaged-, Minority- and Women-owned business enterprises.
- All formal and informal bid specifications can now be downloaded from and reviewed on the Internet. This provides convenient access 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, is updated by the 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.
- During the period of October 1, 2000 – March 31, 2001, the Purchasing Division sent a minimum of four bids to DBEs and MBEs, one to a WBE and two to Long Beach businesses.
- The Purchasing Division conducts monthly department training sessions on how to hire professional and general services providers. These sessions assist departments in communicating to potential service providers, including local, disadvantaged-, minority and women-owned business enterprises, the process necessary to hire service providers.
- 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), 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.
- The Purchasing Division participated in monthly meetings in the Small Business Council & Connections Committee, a Long Beach Chamber of Commerce committee.

#### **E. 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.
- The department is currently working with Financial Management to begin utilizing an on-line supplier directory that provides priority selection for Long Beach, 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.

- The department continued 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.
- The department continued to be an active member of the City's DBE/MBE/WBE Buy Long Beach Steering Committee, which meets on a regular basis to explore various methods to increase the City's commitment to doing business with Long Beach, minority and women-owned businesses.

#### **F. HARBOR**

- Special efforts have been made to provide outreach to disadvantaged-minority- and woman-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 Animal Control Bureau, which currently contracts with Magnolia Animal Hospital (a WBE) and Signal Hill Hospital (a MBE), has increased its outreach activities, which include ongoing agreements with several Long Beach, MBE/WBE-owned veterinarian practices. These vets are all participating in the Animal Shelter's mandatory spay/neuter program, and include Signal Hill Animal Hospital, Blue Cross Veterinary Hospital, Boulevard Animal Hospital and Magnolia Animal Hospital.

#### **H. HUMAN RESOURCES AND AFFIRMATIVE ACTION**

- A Risk Management staff representative attended the Governor's Conference for Women held at the Long Beach Convention Center in October, 2000.
- The Affirmative Action/Americans With Disabilities Act (ADA) Division contracted with MBE/WBE designated consulting firms to conduct discrimination complaint investigations.
- The Employee Benefits Division contracted with a WBE firm to handle the procurement of Service Awards and Charity Drive Awards.

- Personnel Operations solicited MBE/WBE businesses to request proposals for the City's Temporary Clerical Program.
- Executive staff continues to utilize a WBE consulting firm for professional consultations.
- The Department encourages staff to procure goods and services from MBE/WBE businesses whenever possible by utilizing the City of Long Beach Minority-owned and Women-owned Business Enterprise Directory.

#### **I. LIBRARY**

- This year, in an effort to better serve individual communities served by the Library's branches, individual branches will have authorization to directly purchase ethnic materials.
- Library Services continues to make purchases from MBEs and WBEs in order to provide a more effective service to a multicultural community.

#### **J. LONG BEACH ENERGY**

- The department continued to solicit MBE/WBE vendors for all procurements including construction and professional services. During this reporting period, the Gas Stores/Warehouse processed three new MBE/WBE vendor applications.
- During this reporting period, a \$100,000 blanket purchase order for Tri-Pacific, a Women-owned business, was renewed. A term order was also initiated for Southwest Action Tool Supply, another Women-owned business, in the amount of \$10,000.
- The department is 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 paid 50 percent of the publication costs associated with the distribution of *The Wave*, a full color newsletter that provides information about the City and its utilities. The newsletter is published monthly in English and Spanish, and therefore provides a valuable outreach function to several of the City's minority business communities.
- 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.



#### **K. OIL PROPERTIES**

- Oil Properties continued to send staff members to the Southwest Regional Training Center, a women/minority-owned enterprise, for computer training during FY 2000-01.
- The department 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 12, 2000. She will continue to serve on the committee for future conferences. This conference was attended by ten staff members.
- Reviews of all purchases and services were continued to determine whether a MBE/WBE business could be used.

#### **L. 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.

#### **M. PLANNING AND BUILDING**

- In conducting the 2000 Census, the department made special efforts to reach out to various community organizations that have minority/women leadership and/or serve a primarily minority population.
- In filling its staff vacancies, Planning & Building has requested Civil Services to advertise in MBE and WBE publications to attract diverse applicants.
- The department continues to encourage staff to procure services from Minority- and Women-owned businesses whenever possible.

#### **N. POLICE**

- Cultural Awareness training was conducted for all police personnel. The training provides psychological/sociological instructions on cultural diversities and awareness, explores various cultures that reside in the City of Long Beach and addresses 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.

## **O. PUBLIC WORKS**

- The department 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.
- Public Works continued to add minority-owned and women-owned vendors to the department's consultant database that is used in contacting candidates for RFPs/RFQs and purchase requisitions, which include a statement encouraging them to respond. The Engineering Bureau, which maintains this database, now has 778 engineering consultants from the California area, of which 297 are identified as being disadvantaged-, minority- and women-owned businesses. 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 has been 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) to create a cohesive program by which minority – and women-owned businesses may become certified as disadvantaged businesses by a single agency. This MBE/WBE certification will be recognized by all participating governmental agencies in California.

## **P. 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.

- The department continued to distribute to staff a listing of minority- and women-owned businesses by commodity, as they became available.

#### **Q. 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.
- 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.

#### **R. 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, 2000 - MARCH 31, 2001

Materials & Services	Minority-Owned		Women-Owned	
	# P.O.'s	\$ Amount	# P.O.'s	\$ Amount
Black	190	\$ 534,872	99	\$ 69,921
Hispanic	313	1,339,857	203	843,160
Asian	314	783,124	40	41,431
American Indian	77	38,088	77	37,588
Other Non-white	46	257,770	6	4,200
Caucasian Women	0	-	1,382	2,073,668
<b>Total Minorities</b>	<b>940</b>	<b>\$ 2,953,711</b>	<b>1,807</b>	<b>\$ 3,069,968</b>
Total Minorities & Non-Minorities		\$ 63,437,885		\$ 63,437,885
Pct. Minorities		4.7%		4.8%
<b>Professional &amp; Related Services</b>				
Black	177	\$ 1,391,943	120	\$ 908,970
Hispanic	234	1,685,311	171	1,138,859
Asian	130	474,369	49	259,953
American Indian	2	6,960	2	6,960
Other Non-white	3	3,317	0	-
Caucasian Women	0	-	375	1,745,558
Subtotal Minorities	546	3,561,900	717	4,060,300
Minority Subcontractors		530,416		636,668
<b>Total Minorities</b>		<b>\$ 4,092,316</b>		<b>\$ 4,696,968</b>
Total Minorities & Non-Minorities		\$ 15,645,718		\$ 15,645,718
Pct. Minorities		26.2%		30.0%
<b>Total Prof. &amp; Materials Minorities</b>	<b>1,486</b>	<b>\$ 7,046,027</b>	<b>2,524</b>	<b>\$ 7,766,936</b>
<b>Total Prof. &amp; Materials Non-Minorities</b>	<b>21,617</b>	<b>\$ 67,144,466</b>	<b>20,580</b>	<b>\$ 66,423,557</b>
<b>Total Prof./Mat. Minorities &amp; Non-Minorities</b>	<b>23,117</b>	<b>\$ 74,190,493</b>	<b>23,117</b>	<b>\$ 74,190,493</b>
<b>Construction</b>				
Black	0.7%	\$ 150,993	0.8%	\$ 172,886
Hispanic	12.8%	2,761,007	0.0%	-
Asian	0.3%	64,711	0.0%	-
American Indian	0.6%	129,422	0.0%	-
Other Non-white	0.0%	-	0.0%	-
Caucasian Women			10.6%	2,290,739
<b>Total Construction Minorities</b>	<b>14.4%</b>	<b>\$ 3,106,133</b>	<b>11.4%</b>	<b>\$ 2,463,625</b>
<b>Grand Total Minorities</b>		<b>\$ 10,152,160</b>		<b>\$ 10,230,561</b>

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**LEASES AND CONCESSIONS CONTRACTS**

	<u># of Contracts</u>	<u>Total Contract Opportunities This Period</u>	<u>MBE/WBE Amount</u>
Community Development	0	\$ 0	\$ 0 (MBE) 0 (WBE)
Parks, Recreation & Marine	1	4,500	0 (MBE) 0 (WBE)
Public Works / Airport	0	0	0 (MBE) 0 (WBE)
Total:	0	\$ 4,500	\$ 4,500 (MBE) 0 (WBE)



**SEMINARS/CONFERENCES  
 ATTENDED/CONDUCTED  
 October 1, 2000 – March 31, 2001**

Date	Seminars/Conferences	Department
October 5, 2000	Job Fair, California State Univ. Dominguez Hills	Civil Service
October 11, 2000	Career Job Fair, Calif. State Univ. Los Angeles	Civil Service
October 12, 2000	The California Governor's Conference for Women	Oil Properties, Human Resources
October 26-28, 2000	A.N.N. Conference (sponsored by the National Black Organization of Police Officers)	Civil Service
November 14, 2000	Career Job Fair, California State University, Long Beach (sponsored by the Hispanic Student's Business Association)	Civil Service
November 17, 2000	Semi-Annual Job Fair, L.A. Trade Tech College	Civil Service
December 2, 2000	Job Fair (sponsored by the United Cambodian Ctr.)	Civil Service
March 1, 2001	Diversity Job Fair, UCLA Career Center	Civil Service

**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.