



MWD

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

9-22

April 28, 1993

To: Board of Directors (Executive Committee--Information)
(Engineering & Operations Committee--Information)
(Organization & Personnel Committee--Information)

From: General Manager

Subject: Business Outreach Program

In September 1992, the Board adopted a policy statement and approved establishment of an outreach program for Minority Business Enterprises/Women Business Enterprises (MBE/WBE) to increase the participation of minority and women in the contracting and procurement activities of Metropolitan. Your Board established minimum targets for the program of 12 percent for minority and 3 percent for women.

In support of this program, the General Manager reconstituted the Contracts Review Committee (CRC) consisting of staff representatives from various divisions, created functional organizations in the Administrative Services and Engineering divisions, contracted with the consultant firm of Bragg and Maddox to provide technical assistance and support, hired Ms. Theresa Alvillar-Speake as the Business Outreach Administrator to manage the program and conceptualized a formal organization structure to ensure the highest levels of productivity and efficiency (Attachment A).

After reaching consensus with the aforementioned parties, the General Manager renamed the MBE/WBE program the Business Outreach Program. The name change has a broader appeal to the business community and the new organization structure allows Metropolitan to efficiently manage the start-up phases of the program without increasing staff. Once the program is finalized and implemented, future staffing requirements will be presented to your Board as part of the overall program.

The revised work plan (see Attachment B) indicates that the final design of the program is scheduled for completion in July. However, the success of this program is predicated on your Board's active participation and support. To this end, a proposed Board workshop has been scheduled for the Organization and Personnel Committee and the Engineering and Operations Committee on July 20, 1993, with topics including policies and procedures, establishing targets, marketing, and certifications.

In keeping with the District's strategic plan, the purpose of the workshop is to provide your Board with the appropriate knowledge and tools necessary for understanding the nature of conducting business in a rapidly changing and diverse business community.

The recommendation in this letter is exempt from the provisions of the California Environmental Quality Act (CEQA) because the authorization will have no effect on the physical environment.

Board Committee Assignments

This letter is referred for action to:

The Executive Committee pursuant to Section 2417(e) of Metropolitan's Administrative Code to study, advise and make recommendations with regard to policies and procedures to be considered by the Board.

The Engineering and Operations Committee pursuant to Section 2432(a) of Metropolitan's Administrative Code to study, advise and make recommendations with regard to plans, specifications and bids.

The Organization and Personnel Committee pursuant to Section 2471(f) of Metropolitan's Administrative Code to study, advise and make recommendations with regard to the selection of management and personnel consultants.

Recommendation:

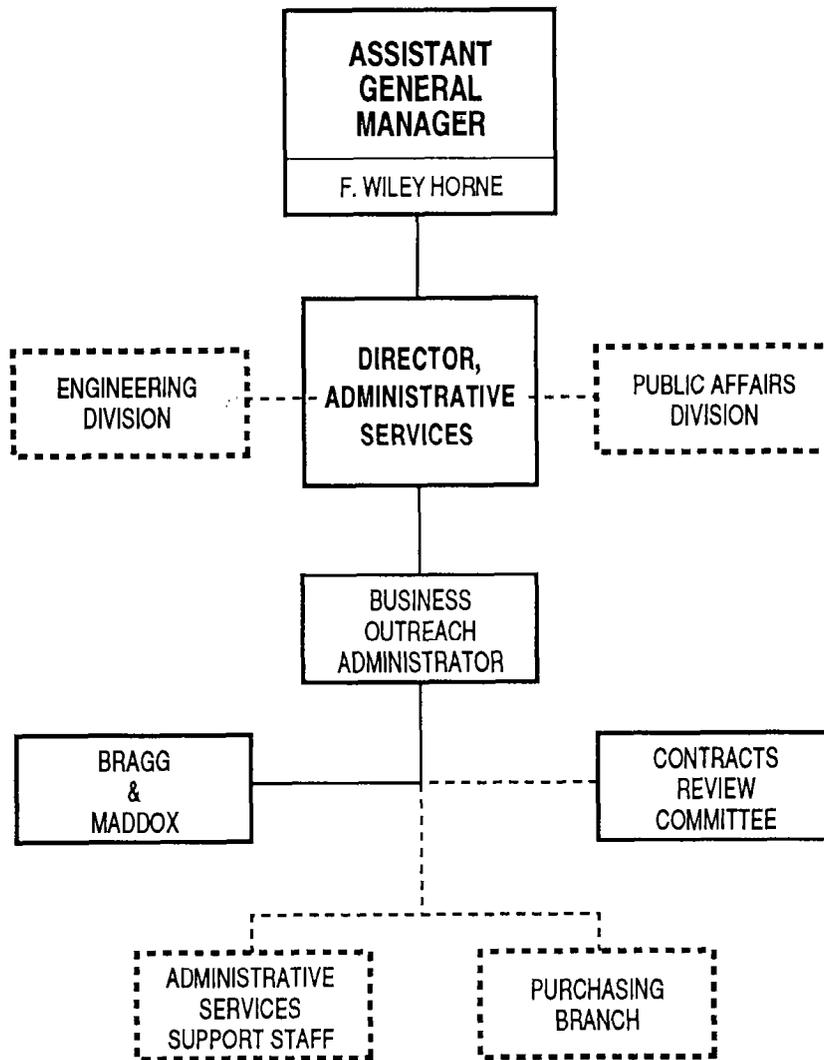
Information only.


for General Manager

REW

Attachments

ATTACHMENT A
Business Outreach Program Organization



BUSINESS OUTREACH PROGRAM (BOP) MILESTONES

	MAY	JUNE	JULY	AUG	SEPT
BUSINESS OUTREACH ADMINISTRATOR					
<i>Develop Budget / Staffing Plan</i>	████████████████████				
<i>Design Specific Contract Language</i>	████████████████████				
<i>Design Marketing / Outreach Plan</i>	████████████████████				
CONTRACTOR REVIEW COMMITTEE					
<i>Select Best Practices</i>	▲				
<i>Select Budget / Staffing Plan</i>			▲		
<i>Select Specific Contract Language</i>		▲			
<i>Select Marketing Plan</i>		▲			
<i>Finalize Business Outreach Program</i>			▲		
MANAGEMENT					
<i>Initiate Interim Marketing / Outreach Plan</i>	▲				
<i>Conduct Division Managers Work Session</i>			▲		
<i>Present BOP to General Manager</i>			▲		
<i>Begin Implementation of BOP</i>					▲
BOARD OF DIRECTORS					
<i>Review Program Milestones</i>	▲				
<i>Conduct Workshop for Committees</i>			▲		
<i>Establish Task Force</i>			▲		
<i>Report to E&O / O&P Committees</i>				▲	
<i>Approve By Executive Board</i>				▲	