

**MWD**

METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

September 23, 1993

(Engineering and Operations Committee--Information)  
 (Organization and Personnel Committee--Information)  
 To: Board of Directors (Executive Committee--Information)  
 From: General Manager  
 Subject: Business Outreach Program

### Report

In accordance with the policy adopted by the Board, the General Manager has continued with the development and implementation of a Business Outreach Program. Its goals are to increase the participation of Minority and Women-owned Business Enterprises (M/WBE) in the contracting and procurement activities of Metropolitan. In September 1992, the Board adopted the minority and women business enterprise policy statement and established minimum participation targets of 12 percent for minority business enterprises and 3 percent for women business enterprises.

Under the direction of the General Manager, the Contract Review Committee (CRC) has designed a program in conformance with the Board's policy and is preparing a procedures manual to implement Metropolitan's Business Outreach Program. The Committee is establishing procedures whereby construction projects are reviewed to identify elements of the project for minority and women business enterprise participation. In addition the committee is developing a vendor/consultant minority and women business enterprise database to identify and match available M/WBE firms with identified work elements.

Major elements of Metropolitan's outreach program are based on the best practices of existing programs at other local and statewide agencies. Metropolitan's procedures for M/WBE certification, good-faith efforts, goal attainment and the award process are being patented from existing local and state programs. For example Metropolitan's Minority and Women Business Enterprise vendor/consultant database will integrate information from other agencies such as the California Department of transportation (Caltrans), Metropolitan Transportation Authority (MTA) and the Los Angeles Department of Water and Power (DWP), who have agreed to furnish Metropolitan information from their respective minority and women business enterprise databases.

Metropolitan plans to capitalize on the media visibility of Minority Enterprise Development (MED) Week, an annual national event jointly sponsored by the Minority Business Development Agency of the U.S. Department of Commerce and the U.S. Small Business Administration. Staff has scheduled participation in several MED Week events to take advantage of existing scheduled conferences, radio, and television broadcast opportunities.

In October 1992, Metropolitan appeared at a legislative hearing, sponsored by Assemblywoman Gwen Moore, to provide testimony on Metropolitan's emerging Minority and Women Business Enterprise Program as well as the Affirmative Action Program. Assemblywoman Moore has scheduled Metropolitan to provide an update on its efforts at the State Assembly Committee on Utilities and Commerce hearing in October, 1993. The CRC is preparing testimony on Metropolitan's Business Outreach Program and Affirmative Action Program for the General Manager to present at this hearing.

#### Board Committee Assignments

This letter is referred for information to:

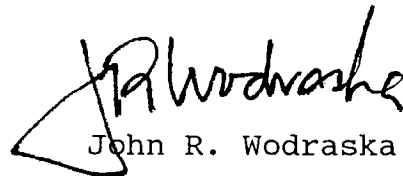
The Executive Committee pursuant to Section 2417(e) of Metropolitan's Administrative Code to study, advise and make recommendations with regard to policies and procedures to be considered by the Board.

The Engineering and Operations Committee pursuant to Section 2432(a) of Metropolitan's Administrative Code to study 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.



John R. Wodraska

RW/ljb