



CPUC Supplier Diversity Program

Helping Diverse Businesses Sell to Utilities

The California Public Utilities Commission's (CPUC) General Order (GO) 156 encourages investor-owned utilities and their prime contractors to purchase at least 22% of goods and services from women; minority; lesbian, gay, bisexual and transgender (LGBT); and disabled veteran owned businesses. Currently, more than 30 investor-owned utilities such as AT&T, California Water Association, Comcast, Frontier, PG&E, SDG&E, Southern California Edison, SoCalGas, and Verizon participate in this program. In October 2019, Senate Bill (SB) 255 (Bradford, Chapter 407, 2019) added Community Choice Aggregators, energy service providers, distributed energy resource contractors, and energy storage system companies.



Getting Started – Get Certified

Businesses must be certified to participate in the Supplier Diversity Program.

If your business is at least 51 percent owned by one or more women, minorities, or LGBT individuals whose management and daily business operations are controlled by one of those individuals, apply to the CPUC's third-party certifier and get certified for free:

The Supplier Clearinghouse

3525 Hyland Avenue, Suite 135, Costa Mesa, CA 92626

Toll Free: (800) 359-7998

Los Angeles Area Phone: (562) 325-8685

Fax: (562) 278-0153 and (888) 549-3803

E-mail: info@thesupplierclearinghouse.com

Website: www.thesupplierclearinghouse.com

Disabled Veteran-Owned Businesses:

Office of Small Business & Disabled Veteran Business Enterprise Services Department of General Services, Procurement Division

707 3rd Street, West Sacramento, CA 95605

Phone: 916-375-4940

Email: OSDSHelp@dgs.ca.gov

www.caleprocure.ca.gov/pages/sbdvbe-index.aspx

Comparable certifying agencies accepted by the Supplier Clearinghouse:

- The National Minority Supplier Development Council (NMSDC)
- The Women's Business Enterprise National Council (WBENC)
- National Gay & Lesbian Chamber of Commerce (NGLCC)
- The United States Small Business Administration (SBA)
- Disability (IN)

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California Public
Utilities Commission

505 Van Ness Ave.
San Francisco, CA 94102

800-848-5580 (Toll Free)
cpuc.ca.gov



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CPUC Supplier Diversity Program

continued from page 1

Qualified applicants enter a supplier database accessed by participating utilities, their prime contractors, and other businesses: <https://sch.thesupplierclearinghouse.com/FrontEnd/SearchCertifiedDirectory.asp>.

Certification is valid for three years except for the certifications from the comparable certifying agencies. These certifications are valid for the duration they are current with the comparable certifying agency.

Note: certification and inclusion in the database does not guarantee business with utilities. For more information on CPUC's Supplier Diversity Program, please visit www.cpuc.ca.gov/supplierdiversity.



Once Certified – Dos:

Identify and research the utilities you are interested in working with.

- Does the utility buy the products/ services you provide?
- Does your business offer a solution to the utility?
- How can your business add value to the utility?
- How does the utility procure products/services?
- What are the utility's buying cycles and strategies?
- Who are the utility's prime contractors for subcontracting opportunities?
- Who are the businesses already working with the utility?
- Who are your business competitors in the market you are in?

Register your business in the utilities' supplier database portals and update your business profile, at least, annually.

Build relationships.

- Be proactive.
- Build your network.
- Attend events your target utility hosts, sponsors, or participates in.
- Prepare well before networking or meeting the utilities.
- Research common grounds with the utilities for engaging conversations.
- Find speaking engagement opportunities for strategic business presentations.
- Develop a professional "Follow-up" system.
- Ask for referrals.
- Network with other compatible businesses for partnerships, referrals, information on best practices, etc.
- Work proactively with affinity groups and trade organizations.

Market your business.

- Develop a marketing strategy focused on sharing solutions.
- Attend business events.
- Connect with the utilities' supplier diversity representatives.
- Articulate the value of your business succinctly verbally and in all marketing materials.
- Be visible, especially to your target utilities.
- Develop a business website that is easy to navigate and has current information.
- Use technologies such as social media and video marketing.
- Maintain a current certification status.

Bid on contracts.

- Respond to all bid questions and provide all required documents.
- Check for clerical and grammatical errors.
- Be different.
- Be persistent but patient.
- Partner with other businesses to increase your business competitiveness.



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Once Certified – Don'ts:

- Use CPUC as a marketing agent.
- Work individually.
- Set unreasonable expectations.
- Meet utilities without preparation.
- Be overly persistent.



Typical Bid Selection Criteria

- Responsiveness to request for proposals.
- Competitive pricing and values added capabilities.
- Good references and financial stability.
- Core competency in the supplier's line of business.
- Quality processes.
- Electronic Data Interchange (EDI) and E-Commerce functionality.
- Clean Occupational Safety and Health Records.
- Certification by diversity or small business organization.

Note: CPUC does not engage in the utilities' bid selection process and general contract-related disputes.

CPUC Supplier Diversity Contacts

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smallbiz@cpuc.ca.gov





Supplier Diversity Contacts

Communications Companies

AT&T	Roger Cheng	562.526.3161	Rc941s@att.com
Charter	Darretta Whitfield	720-518-2657	Darretta.Whitfield@charter.com
Comcast	Lisa Roben	415-599-9758	Lisa_Roben@comcast.com
Cox	Kristen Camuglia	949.563.8278	Kristen.Camuglia@cox.com
Frontier	Dawn Gilbert	805-375-5300	dawn.gilbert@ftr.com
T-Mobile	Stacie Harwood	425-383-2244	stacie.harwood@t-mobile.com
Verizon	Sandra Nielsen	908-559-2920	sandra.nielsen@verizonwireless.com

Energy Companies

Liberty Utilities	Holley Joy	562-525-9473	Holley.joy@libertyutilities.com
Pacific Power/PacifiCorp	Marion Stanwood	503-813-5236	marion.stanwood@pacificcorp.com
PG&E	Tiffany Rodriguez	415- 310-2680	tiffany.rodriguez@pge.com
SDG&E	Nhu Tran	619.676.9103	ntran3@sdge.com
SoCalGas	Vaughn Williams	213-500-5242	VWilliams@socalgas.com
Southern California Edison	Alma McMaster	626-302-9660	alma.mcmaster@sce.com
Southwest Gas	Karmin Bailey	725-287-1604	courtney.moore@swgas.com

Water Companies

California American Water Company	Mary Lou Ruiz	619-446-4765	MaryLou.Ruiz@amwater.com
California Water Service Company	Jordan Nakasone	(408) 367-8383	jnakasone@calwater.com
Golden State Water Company	Michael Moss	909-394-3600 x662	Michael.Moss@gswater.com
Liberty Utilities – ark Water & Apple Valley	Holley Joy	562-525-9473	holley.joy@libertyutilities.com
San Gabriel Valley Water Company	Jeannette Diaz	909-201-7383	jdiaz@sgvwater.com
San Jose Water Company	Timothy McLaughlin	408 279-7226	Timothy.McLaughlin@sjwater.com
Suburban Water Systems	Lauren James	626-543-2531	ljames@swwc.com



Community Choice Aggregators

California Choice Energy Authority	Kevin Tonoian	888-639-2411	kevin@calchoice.org
Central Coast Community Energy	Jerri Strickland	831-641-7220	jstrickland@3ce.org
Clean Energy Alliance	Barbara Boswell	760-209-6177	ceo@thecleanenergyalliance.org
Clean Power Alliance	Scott Gropp	213-880-9986	sgropp@cleanpoweralliance.org
Clean Power San Francisco	Cheryl Taylor	415-622-5724	ctaylor@sfwater.org
Desert Community Energy	Emily Langenbahn	760-346-1127	elangenbahn@cvag.org
East Bay Community Energy	Joseph Sit	510-904-1032	Supplier-diversity@ebce.org
Marin Clean Energy	Caroline Love	925-378-6784	clove@mceCleanEnergy.org
Orange County Power Authority	Steven Halligan	949-767-8715	shalligan@ocpower.org
Peninsula Clean Energy Authority	Zsuzsanna Klara	650-689-4906	zklara@peninsulacleanenergy.com
Pioneer Community Energy	Eric Acedo	916-758-8943	EricA@pioneercommunityenergy.org
Redwood Coast Energy Authority	Eileen Verbeck	707-269-1700	everbeck@redwoodenergy.org
San Diego Community Power	Tim Manglicmot	619-657-0404	tmanglicmot@sdcommunitypower.org
San Jose Clean Energy	Amanda Orozco	408-533-3764	Amanda.ozco@sanjoseca.gov
Silicon Valley Clean Energy	Demarie Weber	408-549-2684	Demarie.weber@svcleanenergy.org
Sonoma Clean Power Authority	Brian Goldman	707-757-9414	bgoldman@sonomacleanpower.org
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