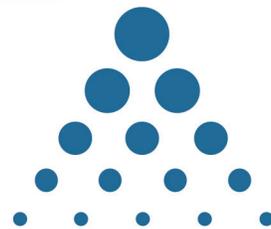




# 2018 Annual Report 2019 Annual Plan

2018 Annual Report and 2019 Annual Plan on the Utilization of  
Women, Minority, Disabled Veteran, Lesbian, Gay, Bisexual and Transgender  
Business Enterprises (U-60-W)



**Golden State**  
Water Company

A Subsidiary of American States Water Company

# Table of Contents

General Order			Page	General Order			Page
156 Section	Description			156 Section	Description		
	Message from the President .....	1		9.1.7	Description of Efforts to Recruit WMDVLGBTBE Suppliers in Low Utilization Categories .....	20	
	Message from the Supplier Diversity Manager .....	2			<b>2019 Annual Plan</b>		
	Introduction.....	3		10.1.1	WMDVLGBTBE Short-, Mid- and Long-Term Goals by Products .....	22	
	Corporate Commitment To Supplier Diversity .....	3		10.1.1	WMDVLGBTBE Short-, Mid- and Long-Term Goals by Service Category .....	23	
	<b>2018 Annual Report</b>			10.1.1	WMDVLGBTBE Short-, Mid- and Long-Term Goals....	24	
	2018 Highlights.....	4		10.1.2	WMDVLGBTBE Planned Program Activities for the Next Calendar Year.....	24	
9.1.1	Description of Program Activities Internal/External			10.1.3	Plans for Recruiting WMDVLGBTBE Suppliers in Low Utilization Areas .....	25	
	Internal Activities.....	5		10.1.4	Plans for Recruiting WMDVLGBTBE Suppliers Where Unavailable.....	25	
	External Activities .....	6		10.1.5	Plans for Encouraging Primes to Subcontractor with WMDVLGBTBE Suppliers.....	26	
	Involvement in the Communities We Serve.....	9		10.1.6	Plans for Complying with WMDVLGBTBE Program Guidelines.....	26	
	Testimonials.....	10			<b>Appendix</b>		
	Awards & Recognition.....	11			Table A - USDP Calendar of California Water Association Collective Activities .....	27	
9.1.2	WMDVLGBTBE Annual Results by Ethnicity.....	12			Table B - Community Organizations and Affiliations .....	28	
9.1.2	WMDVLGBTBE Direct Procurement by Product and Service Categories.....	13			Table C - California Water Association USDP Representatives .....	28	
9.1.2	WMDVLGBTBE Subcontractor Procurement by Product and Service Categories.....	14			Table D - Legend for 2 Digit Standard Industrial Classification (SIC) Codes .....	29	
9.1.2	WMDVLGBTBE Procurement by Standard Industrial Categories.....	15					
9.1.2	Number of WMDVLGBTBE Suppliers and Revenue Reported to the Clearinghouse .....	16					
9.1.2	Description of WMDVLGBTBEs with CA Majority Workforce .....	16					
9.1.3	WMDVLGBTBE Program Expenses .....	17					
9.1.4	Description of Progress in Meeting or Exceeding Set Goals .....	18					
9.1.5	Description of Prime Contractor Utilization of WMDVLGBTBE Subcontractors .....	19					
9.1.6	List of WMDVLGBTBE Complaints .....	20					



## Message from the President



Golden State Water Company's (Golden State Water) commitment to Supplier Diversity ensures that we are dedicated to providing equal opportunity to all potential business partners. Our program is established on the principles of fair, equitable and ethical business practices.

Golden State Water continues to deliver excellent customer service, reliably providing water that meets or exceeds all standards for safety in over 80 communities across California. Our diverse suppliers are a key part of our success.

As we do each year, we undertook a critical review of our program and determined steps to enhance our effectiveness. Our supplier introduction and vetting processes are continuously evaluated and improved based on Golden State Water's procurement needs. This strategic evaluation process enables us to develop initiatives that result in more opportunities for potential diverse suppliers.

Our commitment to success in this arena is illustrated by our attainment of our supplier diversity goals. In 2018, I set standards for our team to meet which were higher than the California Public Utilities Commission's (CPUC) established goals in General Order 156 (GO 156). We are proud to announce that we exceeded those standards.

Golden State Water achieved 32.7% of our non-excluded procurement spend with diverse firms in 2018. Additionally, we met the CPUC's targets for each category established in GO 156 for the third consecutive year.

I would be remiss not to recognize the stellar efforts of our Supplier Diversity Manager over the past 15 years, Emma Maxey. Ms. Maxey will be retiring in 2019 and, while Golden State Water will miss her passion for assisting our company and diverse suppliers, she leaves us with a strong program.

Golden State Water hereby submits its 2018 Annual Report on the Utilization of Women, Minority, Disabled Veteran, Lesbian, Gay, Bisexual and Transgender Business Enterprises (WMDVLGBTBE). We celebrate that we can all play a role in the reliable and safe delivery of water to our region.

A handwritten signature in black ink that reads "Robert J. Sprowls". The signature is written in a cursive, professional style.

Robert J. Sprowls  
President and CEO



## Message from the Supplier Diversity Manager



After 40 years of employment, I will be retiring from Golden State Water Company (GSW). I am ending my tenure at GSW in a position that I am so passionate about and it has been the most rewarding part of my career.

As I step down, I am confident my successor will continue to build upon the foundation GSW has entrusted me to establish over the past 15 years of my work in leading our Supplier Diversity program, and for that I am grateful.

The Supplier Diversity Program is a strategic business decision to integrate an equal playing field for diversity in every contracting opportunity. As I accepted the challenge to oversee the program, I did not do this alone. There are so many that allowed me to stand on their shoulders and helped me to not reinvent the wheel but were there for me and instrumental in directing my path.

Because of her tenacity and vision, I thank the Honorable Gwen Moore for authoring her renowned Assembly Bill that legislated General Order 156, requiring supplier diversity by California utilities. I am forever in her debt and proud to do what I have done over the last 15 years.

A handwritten signature in black ink that reads "Emma E. Maxey". The signature is fluid and cursive.

Emma Maxey  
Supplier Diversity Manager



## Introduction

Golden State Water (GSW) is pleased to submit our 2018 Annual Supplier Diversity Program report and 2019 Annual Plan per the requirements of the California Public Utilities Commission (CPUC) General Order 156 (GO156). This report outlines the program activities and results that GSW achieved for the period from January to December 2018, and also describes Supplier Diversity Program objectives for 2019 and related purchasing goals through 2019.

GSW counts on supplier diversity as a strategic business decision, using robust diversity initiatives to broaden the supplier base, stimulate competition and ensure that GSW receives the highest-quality materials and services at the best available prices. We are committed to seeking and identifying diverse suppliers and offering them equitable opportunities to compete for contracts to supply products and services to our company.

## Corporate Commitment to Supplier Diversity

GSW is dedicated to providing equal opportunity to all potential business partners. It is our policy to encourage and afford opportunities to diverse suppliers including, but not limited to, the following categories:

- Minority Business Enterprise (MBE)
- Woman Business Enterprise (WBE)
- Disabled Veteran Business Enterprise (DVBE)
- Lesbian, Gay, Bisexual and Transgender Business Enterprise (LGBTBE)

In addition, we will simultaneously work to ensure the best combination of quality, service and price is provided in accordance with the highest ethical and professional standards.



## 2018 HIGHLIGHTS

TOTAL PERCENTAGE  
ACHIEVED  
**32.7%**

GSW's CEO set the target goal of 24.5% threshold or higher instead of the 21.5% requirement stipulated in GO 156. This percentage became a required performance metric for the Supplier Diversity Manager's employee compensation goal with the maximum performance metric set at 30.5% or higher. The Supplier Diversity Manager this year exceeded the maximum target. The total spend with WMDVLGBTBE was \$44,186,766 of non-excluded spend representing 32.7%. Additionally, GSW met the goals in every category as required for the third consecutive year.

Eight of our top fifteen suppliers paid in 2018 were WMDVLGBTBE contractors including one LGBT and DVBE Company.

Congratulations to Hal Hays Construction, Inc., one of our new diverse prime contractors who received the honors as the Supplier of the Year in 2018 during the Southern California Minority Supplier Development Council (SCMSDC) Supplier of the Year (SOTY) Awards and continued on to win the supplier of the year during the National Minority Supplier Development Council (NMSDC) celebrated in Austin, TX.

We continued to host our Meet & Greet program that we first implemented at the end of 2017. The Meet & Greet program has provided a new group of diverse businesses an opportunity to engage with GSW. This program has provided for a number of companies to actually be awarded contracts or become positioned to respond to Request For Proposals (RFP) — which was not the case before. These companies included: Hal Hays Construction; Supplymates; Blair Church & Flynn Consulting Engineers; Valverde Construction; and Aqueous. These contractors

met with our Contracts & Procurement team, Capital Program Management (mainly for pipeline projects) and the Supplier Diversity Manager. All were first time Suppliers working for GSW or were in the que just waiting to be introduced to officially do business for us. All are in our data base and eligible to bid on the products and services we procure.

## 2018 CHALLENGES

GSW will continue to find a more efficient process to track and report our tier II spend as reported from our primes. This will include receiving the information in a timely manner.

Professional service contracts available to diverse entities will continue to be a focus with GSW's sourcing responsibility using various strategies to implement more inclusion.



Photo provided by Luis Pedro Castillo Pictures

## INTERNAL ACTIVITIES



The Supplier Diversity Manager submits monthly reports to inform, update and show status of our progress with diverse spend. These reports provide information about who our top 15 WMDVLGBTBE spend excluding second tier spending. It provides WMBE supplier payment comparison for the current Year to Date (YTD) with the YTD prior year.

The Supplier Diversity Manager also prepares an Annual Report to the California Public Utilities Commission (CPUC) reporting on Women, Minority, Disabled Veteran and Lesbian, Gay, Bisexual and Transgender Business Enterprises Procurement pursuant to CPUC General Order 156 (U-60-W).

The Supplier Diversity Manager is also responsible for the preparation of any pertinent request from the CPUC with respect to Supplier Diversity and comments necessary for proposed legislation.

GSW submitted the data requested by CPUC on Prompt Payments in reference to AB 1552. This information provided a timeline for the receipt of invoices and payments made for those invoices for 2016 and 2017.

When available the Supplier Diversity Manager also participates in GSW's Meet and Greet program with our Procurement and Contracts Team to vet our new contractors face to face. This program has been extremely successful for introducing new contractors and is led by: Roy Ditching, Manager of Procurement Services; Larry Fordham and Ryan Lee Contract Administrators; and Karl Salute and David Dinh, Procurement Administrators. Other participants in these meetings are Capital Program Management (mainly for pipeline work) and any other company personnel as appropriate.

### EXTERNAL ACTIVITIES

Emma Maxey, Supplier Diversity Manager continues to keep a comprehensive Outreach Calendar of all events concerning supplier diversity for California Water Association (CWA) Utility Supplier Diversity Program (USDP), CPUC, Joint Utilities, Community Based Organizations and anyone that wants to be in the know about what is going on in the city, state and across the country. All activities are shown on Table A.

Listed below are a few events that are significant and worth noting and all were attended by the Supplier Diversity Manager:

#### **American Indian Chamber of Commerce EXPO,** Rancho Mirage

USDP committee supports this event which is two and one-half days focused on building and linking American Indian/Alaska Native and Tribal enterprises with procurement opportunities.

#### **California Hispanic Chamber Statewide Convention,** Los Angeles

Attended the first two days of this conference and participated in Matchmaking. We look forward to attending this event each year. The annual CHCC Statewide Convention is California's biggest event for Hispanic entrepreneurs, corporate representatives, Latinas, and Hispanic millennials.

#### **2018 Ron Brown Business/Economic Summit,** Irvine

Attended the last two days of this conference and participated in their matchmaking event. The Ron Brown Business/Economic Summit and Women's Symposium helps bring rising business stars up to par for opportunities that are plentiful in their field. The conference lays the groundwork for business development, and how Black businesses can learn to compete to their fullest capacity through teamwork. The inspiration for the summit is creating opportunities to remove barriers to access, which was at the forefront of what Ron Brown stood for as a visionary business leader.

#### **City National Bank Meet the Buyers**

Partnered with California Water Association (CWA) USDP Team Meet the Buyers Event

Several sessions were held throughout the year and the state to support our capacity building and technical support initiatives. These programs allow for: Supplier Introductions and 30 Second Elevator Pitch; Buyer Presentation: Who We Are, What We Buy and How to Access Us; Access to Capital-SBA, State Guarantee and conventional loan programs; and the events conclude with one-on-one matchmaking.

### CPUC En Banc

The purpose of the En Banc is to get a closer look at how General Order 156 (Supplier Diversity Program) is being implemented. Moreover, the discussion at the hearing will focus on what impact this program has had on the community, consumers, and diverse businesses. The Commissioners are interested in hearing from the utility presidents/CEOs, and obtain their perspective on creating procurement opportunities as well as sustaining their supplier diversity programs.

### CPUC and Joint Utilities Small Business Expos, Long Beach, San Ramon

These Expos provide networking opportunities with public agencies, utility companies, prime contractors, and small businesses. These events feature business matchmaking (one-on-one pre-scheduled) meetings with the buyers, vendor resource fair and educational workshops. Emma Maxey participated on a panel during the event in San Ramon.

### Joint Utilities

Meetings are quarterly throughout the state with the gas, electric, water, telecom, cable and others to focus on common interest amongst each of these industries.

### Meet the Primes

Annual Event is hosted by the CWA USDP committee in southern and northern California. We bring together water Company executives, sourcing managers, large prime suppliers and diverse suppliers for a one-day Meet the Primes event. This event provides an ability to learn and discuss industry trends and opportunities followed by one-on-one meetings between diverse businesses, prime suppliers and water company sourcing personnel.

### Prompt Payment Forum

The Joint Utilities provided the opportunity for Community Based Organizations (CBOs) and the Regulated Joint Utilities (JU) collaboration forum. Held in southern California, this was a space designed to discuss challenges around invoice payments, bonding, and retainers among other topics.



Photo provided by Luis Pedro Castillo Pictures



### **Southern California Minority Supplier Development Council (SCMSDC) SOTY Awards, Long Beach**

The Supplier of the Year awards (SOTY) is a celebration of the exceptional achievements accomplished by suppliers that have forged valuable partnerships with corporate members.

This event is sponsored by American Honda Motor Company for the 28th straight year. GSW is happy to acknowledge that Hal Hays Construction, Inc., one of our diverse primes, received the honors as the Supplier of the Year in 2018 and went on to win the national supplier of the year during the National Minority Supplier Development Council (NMSDC) celebrated in Austin, TX. Congratulations to Hal Hays for your achievements.

### **US Business Alliance Turning Contacts to Contracts**

Annual event to bring together veterans and disabled veterans business enterprises to engage with

Utilities, participate in one-on-one matchmaking and educational workshops. This event allows for a vendors exhibits from small businesses and other supporting agencies throughout the state.

### **USDP Committee**

Golden State Water along with the CWA USDP team participate in training for our team as part of our professional development and continuing growing initiatives. We invite relevant facilitators for this purpose during our end of the year meeting and retreat.



*Photo provided by Luis Pedro Castillo Pictures*

### **Women's Business Enterprise National Council (WBENC) Conference & Business Fair, Detroit**

This is the largest event of its kind for women business owners. It provides opportunity for participants from across the country to connect and establish relationships through partnerships, and access resources for the challenges many women face in building and growing their businesses. Matchmaking with the utilities and many educational forums are offered.

### **WBEC-West Conference, Palm Desert**

WBEC-West is a regional partner of the Women's Business Enterprise National Council. During this year's conference, there were workshops, matchmaking and provided opportunities to meet some phenomenal women. Melanie Rae, founder of Guided Business Plan, was one of them. Ms. Rae discussed how important it is for supplier inclusion professionals to equip their smaller suppliers with information to protect the supply chain. After seeing Ms. Rae several times in 2018 (at a veteran procurement event at Patriotic Hall, the SCMD's MBOD, WBENC's national conference in Detroit and at the WBEC-West conference in Palm Springs), we were able to evaluate her company's instructional design experience and connections to diverse business owners. Golden State Water along with CWA retained her company for our 16-hour W.A.T.E.R. certification program to be held quarterly in 2019.

### INVOLVEMENT IN THE COMMUNITIES WE SERVE

Golden State Water rolled out a Community Engagement Program in 2016 that outlines the mission, goals and expectations for community engagement at the local Customer Service Area (CSA), district and corporate levels.

Per our CEO, engagement with our customers and the communities we serve has always been an important part of what we do every day. Now in our third year, this program is helping improve our companywide focus, while also providing increased funding and staff guidance to support community programs.

GSW employees participated in over 69 events contributing volunteer hours in 2018. A 2018 highlight of our Community Engagement program was Operation Gobble.

Operation Gobble is a philanthropic partnership between GSW, the California Water Association and local and state elected officials. Operation Gobble has been a GSW tradition for 28 years. For over a quarter century, GSW partnered with elected and community leaders to distribute approximately 232,000 turkeys to charitable organizations that assist individuals and families with limited resources.



For Thanksgiving 2018, GSW distributed more than 8,000 turkeys through its annual Operation Gobble program. Spearheading our program every year is Ronald Moore, Senior Regulatory Analyst and assisting him is Audrey Jackson, Executive Support Associate. GSW employees distributed turkeys to local community-based organizations, including The Salvation Army, Boy Scouts of America, Lions Club, churches, food banks, senior centers and other nonprofits in the communities we serve.

The Supplier Diversity Manager participates as Advisory Council for several CBOs (See Table B). We provide corporate sponsorship, guidance and direction to chart the course for the CBO to help bring added value to their members, to grow their membership, and expand their reach.

## TESTIMONIALS

BST Consulting is a small, minority, woman-owned professional service company. As owner and principal, I have worked with Golden State Water Company for the past four years, working with Emma Maxey, assisting with the CPUC Annual report. I met Emma about five years ago at a Black Business Association Business Conference and Workshop.



Working for Golden State Water has been a rewarding experience. I have attended training workshops, conferences and community based organizations dinners as a guest of Golden State Water. I have been able to network with other small businesses as well as prime contractors to compete and partner on various opportunities.

At Golden State Water Company, my primary responsibility was to obtain Standard Industrial Codes (SIC) for Diverse and Non-Diverse Vendors without SICs (on the accounting reports) for the work performed. I have worked with the IT and Accounting Departments, making recommendations to automate data collection and reporting.

**Roz Pennington, Owner and Principle**

For well over a decade Robert Brkich Construction has enjoyed its relationship with Golden State Water. In fact, we started our relationship working for Southern California Water Company before Arden-Cordova Water Service, California Cities Water Company and Southern California Water Company were collectively renamed Golden State Water Company.

Together we have completed projects ranging from simple service installations to major projects involving multiple ancillary partners and thousands of feet of pipeline. We appreciate Golden State Water's trust in our ability to produce quality results on time. As a family-owned and minority business enterprise (LGBTBE) who is hands-on at every step of every project, we applaud Golden State Water's track record of dedication to their partners and customers. Brkich has maintained good working relationships with Emma Maxey, Supplier Diversity Manager, Larry Fordham, Contract Administrator, Mick Huff and John Jones, Field Inspectors.



**Robert M. Brkich, Jr., Owner**



It is a journey like no other when you begin a business. Key partnerships can make or break your first years. There are many challenges and the answer to many of the hardest mountains to climb are companies with the power to level the playing field and actually do that, with conviction.

I was introduced to Golden State Water by Emma Maxey who worked tirelessly to understand our value proposition and quickly contacted the appropriate departments that might utilize our services. She was and remains passionate about carrying out the goals set forth by Golden State Water to aid diverse businesses in growth.

Ms. Maxey shared goals and initiatives to empower us to understand the company's many needs. We have since grown in many facets, not only with Golden State Water but through the many introductions that Ms. Maxey has made of CeteraMarketing to other corporations sharing Golden State Water's dedication to diverse growth. I am so grateful for the many opportunities that we have received from your company and look forward to continuing to serve you with the same passion and conviction you open your door to us with.

**Dana Hali, Owner**



## AWARDS & RECOGNITION



In 2018, the Latin Business Association and its community of businesses presented Emma Maxey, Women of the Year Award in Supplier Diversity for recognition of her dedication and commitment to Supplier Diversity within GSW.



Another recognition that GSW received in 2018 was presented by the Veterans in Business (VIB) Network as the Above & Beyond Corporation of the Year. This award was presented at the California Science Center during the Above & Beyond Awards Banquet Dinner in November and honored California American Water, California Water Service and Golden State Water's joint efforts making a difference in the Veteran Business Community.

VIB's conference committee and advisors took into account many factors in awarding this designation including: expenditure levels; inclusion programs; and outreach efforts.

## Sec. 9.1.2 WMDVLGBTBE Annual Results by Ethnicity

Golden State Water

2018  
WMDVLGBTBE Annual Results by Ethnicity

G.O. #156 Sec. 9.1.2

		2018			
		Direct	Sub	Total \$	%
Minority Male	Asian Pacific American	\$863,248	\$4,150	\$867,398	0.64%
	African American	\$69,087	\$94,118	\$163,205	0.12%
	Hispanic American	\$28,114,147	\$8,627	\$28,122,774	20.80%
	Native American	\$728,492	\$0	\$728,492	0.54%
	<b>Total Minority Male</b>	<b>\$29,774,974</b>	<b>\$106,895</b>	<b>\$29,881,869</b>	<b>22.10%</b>
Minority Female	Asian Pacific American	\$1,049,678	\$0	\$1,049,678	0.78%
	African American	\$3,000	\$14,390	\$17,390	0.01%
	Hispanic American	\$331,843	\$0	\$331,843	0.25%
	Native American	\$0	\$0	\$0	0.00%
	<b>Total Minority Female</b>	<b>\$1,384,521</b>	<b>\$14,390</b>	<b>\$1,398,911</b>	<b>1.04%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>\$31,159,495</b>	<b>\$121,285</b>	<b>\$31,280,780</b>	<b>23.14%</b>
Women Business Enterprise (WBE)		\$6,870,820	\$140,667	\$7,011,487	5.18%
Lesbian, Gay Bisexual, Transgender Business Enterprise (LGBTBE)		\$2,544,402	\$0	\$2,544,402	1.88%
Disabled Veteran Business Enterprise (DVBE)		\$3,309,108	\$40,989	\$3,350,097	2.48%
Other 8(a)*		\$0	\$0	\$0	0.00%
<b>TOTAL WMDVLGBTBE</b>		<b>\$43,883,825</b>	<b>\$302,941</b>	<b>\$44,186,766</b>	<b>32.68%</b>
<b>Gross Procurement</b>	<b>\$235,965,197</b>				
<b>Exclusions</b>	<b>\$100,765,995</b>				
<b>Net Procurement**</b>	<b>\$135,199,202</b>				

NOTE: \* Firms classified as 8(a) of Small Business Administration includes Non-WMDVLGBTBE  
 \*\* Net Procurement includes Purchase Order, Non-Purchase Order, and Credit Card Dollars  
 Direct – Direct Procurement  
 Sub – Subcontractor Procurement  
 % – Percentage of Net Procurement

Golden State Water accomplished a 32.7% goal exceeding the GO 156 goal of 21.5% spend with WMDVLGBTBEs. This is the third consecutive year GSW has met and exceeded the goals in every categories as stipulated under General Order 156.



# Sec. 9.1.2 WMDVLGBTBE Direct Procurement by Product and Service Categories

## Golden State Water 2018 G.O. #156 Sec. 9.1.2 WMDVLGBTBE Direct Procurement by Product and Service Categories

		Products		Services		Total		
		\$	%	\$	%	\$	%	
Minority Male	Asian Pacific American	Direct	\$0	0.00%	\$863,248	0.64%	\$863,248	0.64%
	African American	Direct	\$0	0.00%	\$69,087	0.05%	\$69,087	0.05%
	Hispanic American	Direct	\$47,379	0.04%	\$28,066,769	20.76%	\$28,114,147	20.79%
	Native American	Direct	\$0	0.00%	\$728,492	0.54%	\$728,492	0.54%
	<b>Total Minority Male</b>	<b>Direct</b>	<b>\$47,379</b>	<b>0.04%</b>	<b>\$29,727,595</b>	<b>21.99%</b>	<b>\$29,774,974</b>	<b>22.02%</b>
Minority Female	Asian Pacific American	Direct	\$366,023	0.27%	\$683,655	0.52%	\$1,049,678	0.78%
	African American	Direct	\$0	0.00%	\$3,000	0.00%	\$3,000	0.00%
	Hispanic American	Direct	\$0	0.00%	\$331,843	0.25%	\$331,843	0.25%
	Native American	Direct	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Female</b>	<b>Direct</b>	<b>\$366,023</b>	<b>0.27%</b>	<b>\$1,018,498</b>	<b>0.75%</b>	<b>\$1,384,521</b>	<b>1.02%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>Direct</b>	<b>\$413,402</b>	<b>0.31%</b>	<b>\$30,746,094</b>	<b>22.75%</b>	<b>\$31,159,495</b>	<b>23.05%</b>
Women Business Enterprise (WBE)		Direct	\$410,866	0.30%	\$6,459,953	4.78%	\$6,870,820	5.08%
Lesbian, Gay Bisexual, Transgender Business Enterprise (LGBTBE)		Direct	\$0	0.00%	\$2,544,402	1.88%	\$2,544,402	1.88%
Disabled Veteran Business Enterprise (DVBE)		Direct	\$0	0.00%	\$3,309,108	2.45%	\$3,309,108	2.45%
Other 8(a)*		Direct	\$0	0.00%	\$0	0.00%	\$0	0.00%
<b>TOTAL WMDVLGBTBE</b>		<b>Direct</b>	<b>\$824,268</b>	<b>0.61%</b>	<b>\$43,059,557</b>	<b>31.85%</b>	<b>\$43,883,825</b>	<b>32.46%</b>
<b>Total Product Procurement</b>		<b>\$912,171</b>						
<b>Total Service Procurement</b>		<b>\$43,274,595</b>						
<b>Net Procurement***</b>		<b>\$135,199,202</b>						
<b>Total Number of WMDVLGBTBEs that Received Direct Spend</b>		<b>65</b>						

NOTE: \* Firms classified as 8(a) of Small Business Administration includes Non-WMDVLGBTBE  
 \*\* Net Procurement includes Purchase Order, Non-Purchase Order, and Credit Card Dollars  
 Direct – Direct Procurement  
 Sub – Subcontractor Procurement  
 % – Percentage of Net Procurement



# Sec. 9.1.2 WMDVLGBTBE Subcontractor Procurement by Product and Service Categories

## Golden State Water 2018 G.O. #156 Sec. 9.1.2 WMDVLGBTBE Subcontractor Procurement by Product and Service Categories

			Products		Services		Total	
			\$	%	\$	%	\$	%
Minority Male	Asian Pacific American	Sub	\$0	0.00%	\$4,150	0.00%	\$4,150	0.00%
	African American	Sub	\$87,854	0.00%	\$6,264	0.00%	\$94,118	0.07%
	Hispanic American	Sub	\$0	0.00%	\$8,627	0.01%	\$8,627	0.01%
	Native American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Male</b>	<b>Sub</b>	<b>\$87,854</b>	<b>0.00%</b>	<b>\$19,041</b>	<b>0.01%</b>	<b>\$106,895</b>	<b>0.08%</b>
Minority Female	Asian Pacific American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	African American	Sub	\$0	0.00%	\$14,390	0.01%	\$14,390	0.01%
	Hispanic American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	Native American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Female</b>	<b>Sub</b>	<b>\$87,854</b>	<b>0.00%</b>	<b>\$14,390</b>	<b>0.01%</b>	<b>\$14,390</b>	<b>0.01%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>Sub</b>	<b>\$49</b>	<b>0.00%</b>	<b>\$33,431</b>	<b>0.02%</b>	<b>\$121,285</b>	<b>0.09%</b>
Women Business Enterprise (WBE)		Sub	\$0	0.00%	\$140,618	0.10%	\$140,667	0.10%
Lesbian, Gay Bisexual, Transgender Business Enterprise (LGBTBE)		Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
Disabled Veteran Business Enterprise (DVBE)		Sub	\$0	0.00%	\$40,989	0.03%	\$40,989	0.03%
Other 8(a)*		Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
<b>TOTAL WMDVLGBTBE</b>		<b>Sub</b>	<b>\$87,903</b>	<b>0.00%</b>	<b>\$215,038</b>	<b>0.16%</b>	<b>\$302,941</b>	<b>0.22%</b>
<b>Total Product Procurement</b>			<b>\$912,171</b>					
<b>Total Service Procurement</b>			<b>\$43,274,595</b>					
<b>Net Procurement***</b>			<b>\$135,199,202</b>					

NOTE: \* Firms classified as 8(a) of Small Business Administration includes Non-WMDVLGBTBE  
 \*\* Net Procurement includes Purchase Order, Non-Purchase Order, and Credit Card Dollars  
 Direct – Direct Procurement  
 Sub – Subcontractor Procurement  
 % – Percentage of Net Procurement



# Sec. 9.1.2 WMDVLGBTBE Procurement by Standard Industrial Categories

Golden State Water

2018  
WMDVLGBTBE Procurement by Standard Industrial Categories

G.O. #156 Sec. 9.1.2

SIC Category		Asian Pacific American		African American		Hispanic American		Native American		Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	Other 8(a)**	Total WMDVLGBTBE	Total Dollars
		Male	Female	Male	Female	Male	Female	Male	Female							
8 Forestry Services	\$	-	-	-	-	-	46,230	-	-	46,230	-	-	-	-	46,230	393,974
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.03%	
16 Highways and Street Construction	\$	-	-	-	-	-	-	-	-	-	19,510	-	-	-	19,510	19,510
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.01%	
17 Special Trade Contractor	\$	325,859	-	-	-	15,324,091	285,613	728,492	-	16,664,055	6,133,168	-	3,350,097	-	26,147,319	51,207,747
	%	0.24%	0.00%	0.00%	0.00%	11.33%	0.21%	0.54%	0.00%	12.33%	4.54%	0.00%	2.48%	0.00%	19.34%	
27 Printing and Publishing	\$	-	-	-	-	-	-	-	-	-	22,199	-	-	-	22,199	46,060
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.02%	
28 Chemical & Allied Products	\$	323,732	-	-	-	88,988	-	-	-	412,720	-	-	-	-	412,720	723,374
	%	0.24%	0.00%	0.00%	0.00%	0.07%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%	0.00%	0.00%	0.31%	
35 Industrial Machinery & Computer Equipment	\$	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,321,153
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
42 Solid Waste Collection Without Disposal	\$	-	-	87,854	14,390	-	-	-	-	102,244	-	-	-	-	102,244	102,244
	%	0.00%	0.00%	0.06%	0.01%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.08%	
47 Transportation Services	\$	-	-	6,264	-	-	-	-	-	6,264	-	-	-	-	6,264	6,264
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
48 Communication	\$	-	-	-	-	-	-	-	-	-	-	-	-	-	-	248,451
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
49 Electric, Gas, and Sanitary Services	\$	-	-	-	-	-	-	-	-	-	-	-	-	-	-	249,035
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
50 Wholesale Trade – Durable Goods	\$	-	-	-	-	47,379	-	-	-	47,379	132,562	-	-	-	179,941	5,310,133
	%	0.00%	0.00%	0.00%	0.00%	0.04%	0.00%	0.00%	0.00%	0.04%	0.10%	0.00%	0.00%	0.00%	0.13%	
59 Miscellaneous Retail Stores NEC	\$	-	366,023	-	-	-	-	-	-	366,023	162,305	-	-	-	538,328	5,593,876
	%	0.00%	0.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%	0.12%	0.00%	0.00%	0.00%	0.39%	
65 Real Estate	\$	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2,191,719
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
73 Business Services NEC	\$	176,808	418,362	31,979	-	12,343,995	-	-	-	12,971,144	301,694	2,544,402	-	-	15,817,240	45,492,734
	%	0.13%	0.31%	0.02%	0.00%	9.13%	0.00%	0.00%	0.00%	9.59%	0.22%	1.88%	0.00%	0.00%	11.70%	
76 Miscellaneous Repair Services	\$	-	-	-	-	-	-	-	-	-	-	-	-	-	-	7,880
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
80 Health and Allied Services NEC	\$	-	-	-	-	-	-	-	-	-	-	-	-	-	-	30,164
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
81 Legal Services	\$	40,999	-	-	-	1,003	-	-	-	42,002	91,068	-	-	-	133,070	1,852,769
	%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.07%	0.00%	0.00%	0.00%	0.10%	
86 Membership Organization NEC	\$	-	-	-	-	-	-	-	-	-	-	-	-	-	-	38,772
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
87 Engineering and Management Services	\$	-	265,293	37,108	3,000	317,320	-	-	-	622,720	-	-	-	-	622,720	8,914,117
	%	0.00%	0.20%	0.03%	0.00%	0.23%	0.00%	0.00%	0.00%	0.46%	0.00%	0.00%	0.00%	0.00%	0.46%	
89 Services NEC	\$	-	-	-	-	-	-	-	-	-	148,980	-	-	-	148,980	10,752,167
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.11%	
<b>TOTAL</b>	<b>\$</b>	<b>867,398</b>	<b>1,049,678</b>	<b>163,205</b>	<b>17,390</b>	<b>28,122,774</b>	<b>331,843</b>	<b>728,492</b>	<b>-</b>	<b>31,280,780</b>	<b>7,011,487</b>	<b>2,544,402</b>	<b>3,350,097</b>	<b>-</b>	<b>44,186,766</b>	<b>135,502,144</b>
	<b>%</b>	<b>0.64%</b>	<b>0.77%</b>	<b>0.12%</b>	<b>0.01%</b>	<b>20.75%</b>	<b>0.24%</b>	<b>0.54%</b>	<b>0.00%</b>	<b>23.09%</b>	<b>5.17%</b>	<b>1.88%</b>	<b>2.47%</b>	<b>0.00%</b>	<b>32.61%</b>	<b>100%</b>

Total Product Procurement	\$912,171
Total Service Procurement	\$43,274,595
Net Direct Procurement***	\$135,199,202
Net Sub Procurement	\$302,941
Net Procurement	\$135,502,143

NOTE:

\* Firms with Multi Minority Ownership Status

\*\* Firms Classified as 8(a) of Small Business Administration includes Non-WMDVLGBTBE

\*\*\* Net Procurement includes Purchase Order, Non-Purchase Order, and Credit Card Dollars

Total Dollars – Total Procurement Dollar Amount in the Specific SIC Category

% – Percentage of Total Dollars



## Sec. 9.1.2 Number of WMDVLGBTBE Suppliers and Revenue Reported to the Clearinghouse

### Golden State Water 2018 G.O. #156 Sec. 9.1.2 Number of WMDVLGBTBE Suppliers and Revenue Reported to the Clearinghouse

Data on Number of Suppliers												
# WMDVLGBTBEs	Revenue Reported to SCH					Utility-Specific 2018 Summary						
	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total
< \$1 Million	7	5		1		13	27	25		3		55
\$1 Million < \$2.5 Million	3	5				8		2		1		3
\$2.5 Million < \$5 Million	1	3				4	2	1	1	1		5
\$5 Million < \$10 Million	8	5		1		14	2					2
\$10 Million and Above	12	11	1	2		26						0
<b>TOTAL</b>	<b>31</b>	<b>29</b>	<b>1</b>	<b>4</b>		<b>65</b>	<b>31</b>	<b>28</b>	<b>1</b>	<b>5</b>		<b>65</b>

Revenue and Payment Data												
WMDVLGBTBE \$M	Average Revenue Reported to SCH					Utility-Specific 2018 Summary						
	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total
< \$1 Million	357,330	481,136				419,233	3,657,764	2,255,498		1,159,203		7,072,465
\$1 Million < \$2.5 Million	2,033,915	2,051,409				2,042,662		2,289,513		2,149,905		4,439,418
\$2.5 Million < \$5 Million		4,068,557				4,068,557	8,873,726	3,291,968	2,544,402			14,710,096
\$5 Million < \$10 Million	7,228,327	6,545,839		5,233,058		6,335,741	17,661,846					17,661,846
\$10 Million and Above	41,780,873	710,952,586	12,000,000	94,888,698		214,905,539						
<b>TOTAL</b>	<b>12,850,111</b>	<b>144,819,905</b>	<b>12,000,000</b>	<b>50,060,878</b>		<b>45,554,347</b>	<b>30,193,336</b>	<b>7,836,979</b>	<b>2,544,402</b>	<b>3,309,108</b>		<b>43,883,825</b>

NOTE: \* Firms classified as 8(a) of Small Business Administration includes Non-WMDVLGBTBE  
SCH – Supplier Clearinghouse

## Sec. 9.1.2 Description of WMDVLGBTBEs with CA Majority Workforce

Companies who indicated their majority workforce in California included a total of 64 of the 65 WMDVLGBTBEs paid by Golden State Water in 2018.

This information was provided from records kept on the Clearinghouse's database.



## Sec. 9.1.4 Description of Progress in Meeting or Exceeding Set Goals

Golden State Water achieved a 32.7 percent spend with diverse business enterprises, exceeding the overall 21.5 percent goal as established in GO 156. Going forward, we will focus on contracting opportunities to increase results in our overall spend and recruiting efforts to attract and retain under-represented groups.



Golden State Water exceeded its overall 2018 WMDVLGBTBE goal by 11.20% and will continue to strive to meet or exceed the goal in 2019. Pursuant to CPUC Decision D.15-06-007, LGBTBE spend is a required metric beginning in our 2018 annual report.

**Golden State Water                      2018                      G.O. #156 Sec. 9.1.4  
WMDVLGBTBE Results and Goals**

Category	2018 Results	2018 Goals
Minority Men	22.10%	12.00%
Minority Women	1.04%	3.00%
Minority Business Enterprise (MBE)	23.14%	15.00%
Women Business Enterprise (WBE)	5.18%	5.00%
Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	1.88%	1.88%
Disabled Veteran Business Enterprise (DVBE)	2.48%	1.50%
<b>TOTAL WMDVLGBTBE</b>	<b>32.68%</b>	<b>23.38%</b>

NOTE: % – Percentage of Net Procurement



## Sec. 9.1.6 List of WMDVLGBTBE Complaints



### Positive Outcomes

Golden State Water did not receive any complaints related to its Supplier Diversity Program, formal or otherwise in 2018.

## Sec. 9.1.7 Description of Efforts to Recruit WMDVLGBTBE Suppliers in Low Utilization Categories

Opportunities with WMDVLGBTBEs in areas such as: legal; investment banking; accountants; consultants; and IT are still relatively small but we have made improvements over the years. We will continue to work and encourage all internal sourcing business units that are responsible for these professional service contracts to reach out to the Supplier Diversity Manager for assistance in identifying candidates that meet our needs and to participate in outreach events that target professional service opportunities.



### Recruit & Grow

# 2019 Annual Plan



**Golden State**  
Water Company  
A Subsidiary of American States Water Company

# Sec. 10.1.1 WMDVLGBTBE Short-, Mid- and Long-Term Goals by Products

Golden State Water

2018

G.O. #156 Sec. 10.1.1

## WMDVLGBTBE Annual Short-, Mid-, and Long-Term Goals by Products

Products	Short-Term 2018					Mid-Term 2018					Long-Term 2018				
	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE
Forestry Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Special Trade Contractor	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Printing and Publishing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chemical & Allied Products	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wholesale Trade – Durable Goods	0.04%	0.01%	0.00%	0.00%	0.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Miscellaneous Retail Stores NEC	0.27%	0.09%	0.00%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Business Services NEC	0.00%	0.20%	0.00%	0.00%	0.20%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Legal Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Engineering and Management Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Services NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Transportation Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Highways and Street Construction	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Solid Waste Collection Without Disposal	0.06%	0.00%	0.00%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wholesale Trade – Durable Goods	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Subtotal</b>	<b>0.37%</b>	<b>0.30%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.67%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

Percentages are based on Direct Spend.

Unable to determine the specific percentages of Product and Services spend for Mid- and Long-Term Goals.



# Sec. 10.1.1 WMDVLGBTBE Short-, Mid- and Long-Term Goals by Service Category

Golden State Water

2018

G.O. #156 Sec. 10.1.1

## WMDVLGBTBE Annual Short-, Mid-, and Long-Term Goals by Service Category

Services	Short-Term 2018					Mid-Term 2018					Long-Term 2018				
	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE
Forestry Services	0.03%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Special Trade Contractor	12.33%	4.54%	0.00%	2.48%	19.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Printing and Publishing	0.00%	0.02%	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chemical & Allied Products	0.31%	0.00%	0.00%	0.00%	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wholesale Trade – Durable Goods	0.00%	0.08%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Miscellaneous Retail Stores NEC	0.00%	0.03%	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Business Services NEC	9.59%	0.02%	1.88%	0.00%	11.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Legal Services	0.03%	0.07%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Engineering and Management Services	0.46%	0.00%	0.00%	0.00%	0.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Services NEC	0.00%	0.11%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Transportation Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Highways and Street Construction	0.00%	0.01%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Solid Waste Collection Without Disposal	0.01%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wholesale Trade – Durable Goods	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Subtotal</b>	<b>22.77%</b>	<b>4.88%</b>	<b>1.88%</b>	<b>2.48%</b>	<b>32.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>TOTAL</b>	<b>23.14%</b>	<b>5.18%</b>	<b>1.88%</b>	<b>2.48%</b>	<b>32.68%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

Percentages are based on Direct Spend.

Unable to determine the specific percentages of Product and Services spend for Mid- and Long-Term Goals.



### SHORT-TERM GOALS

GSW's diversity program performance measures are determined annually. These metrics are high but include attainable goals.

### MID- AND LONG-TERM GOALS

GSW does not specify specific purchases by product or service categories. We will continue to select the best qualified candidate using competitive bidding and best value added.

## Sec. 10.1.2 WMDVLGBTBE Planned Program Activities for the Next Calendar Year

### PLANNED INTERNAL/EXTERNAL ACTIVITIES

As part of our capacity building initiative we are implementing a program in collaboration with CWA's USDP committee to launch what we view as a "safe choice" to sub-contract on multi-million dollar projects by receiving the California Water Association's Diverse Business Enterprise certificate. Buyers will know that they understand the business of water, can hold their own in technical conversations and will utilize best practices during the bid submission process.



The 2019 4-day W.A.T.E.R. (Water Acumen Training for Entrepreneurship Refinement) course kicks off in Los Angeles on March 8, 2019. Participants in this course must commit to attend each 4-hour class held in March, June, September and December. They will position their company as a highly-qualified vendor who can exceed supply chain expectations in the areas

of submitting properly formatted bids and invoices; adhering to safety concerns both physical and digital; and overcoming challenges to add value to any project.

We will also continue our annual Meet the Primes event. This event is scheduled for June 5th at the Southern California Gas Company Energy Resource Center.

GSW will support two CPUC, Joint Utilities Small Business Expo in Southern and Northern California all in collaboration with CWA's USDP committee.

GSW will continue quarterly meetings with our Internal Supplier Diversity Committee. We placed all meetings on hold in 2018. GSW will host industry specific workshops to focus on professional service opportunities in every category as an example. We will also partner when we can to obtain these goals.



In addition to what is indicated in Sec 9.1.7, we will look for non-traditional opportunities such as partnering with non-regulated entities such as MWD, DWP and CBOs that with we normally have no interaction. Many of these groups and organization such as Women in Technology International have exceptional workshops and job fairs for small and diverse businesses that provide the same types of products and services procured by any business and have never had an introduction to the water utilities.

## Sec. 10.1.4 Plans for Recruiting WMDVLGBTBE Suppliers Where Unavailable

Section 9.1.2 contains a table labeled “Utility Supplier Diversity Program Annual Results by Ethnicity”. In this table, on line 19 the Exclusions total of \$100,765,995 represents payments made in the categories of Costs of Obtaining Water Supply, Purchased Power, and Replenishment Fees (pump taxes). Other categories subject to Section 8.9, Other Utilities, Taxes, franchise fees, and postage, have not been included in GSW’s gross procurement.

The reporting of these categories as Exclusions in the table by water companies is intended to provide information to staff regarding these categories.

This method of procurement reporting for water companies results from workshops convened by the Commission’s USDP Staff, pursuant to Ordering Paragraph No. 4 of D.11-05-019 (in R.09-07-027), and subsequent additional discussions. This approach facilitates the staff and utilities to reach a common understanding of what is to be reported as a result of the amendments to General Order 156 (GO 156), and to address and resolve any confusion regarding adapting water companies’ procurement reporting to the General Order 156 requirements.

## Sec. 10.1.5 Plans for Encouraging Prime Contractors to Subcontract

To help assist our prime contractors and implement a more efficient management tool, GSW is considering the purchase of two modules through PlanetBid's Contract Management. The first module



**Prime Strategies**

is an “add on” called Advance Bidding for Public Works. This “add on” is used specifically for the purpose of managing tier two spend. The module includes the ability for the prime contractors, when submitting their bids, to list all sub-contractors (subs). Their subs will actually have a profile in the PlanetBids system where they can capture at the subs level,

the potential dollar amount that will be awarded to those subs assuming that the Prime is awarded the bid. We will have a choice to determine the fields we want to track such as small businesses, local businesses and diverse businesses.

To manage option one will require the second module which is a follow through called, Contracts with Compliance. This tool will allow us to track all of our contracts and capture who the subs are for each

contract. On a monthly basis the primes will be able to generate a report indicating that they have paid their subs. Primes can also add more subs or get rid of subs or whatever the case might be. The subs can agree on the payments by the prime or say no, they did not get paid as reported. We will be able to work with the primes/subs if there is any discrepancy.

Using this tool, we will be notified if the prime contractor did not report per the terms agreed upon and have a conversation with the prime when necessary.

These tools will also provide us the subcontracting spend on a monthly basis for each contract in order for us to better track our tier II spend. This will also allow the Supplier Diversity Manager to assist the subs, if not certified but they can qualify, to go through the approval process for certification prior to waiting until the end of the year which is currently the case now. Additionally, these tools will benefit GSW based on whatever our goals are, and track however way we would like to receive this information.

## Sec. 10.1.6 Plans for Complying with the WMDVLGBTBE Program Guidelines

Golden State Water will continue our efforts to meet or exceed all requirements within our Supplier Diversity program guidelines as stipulated under GO 156.

# Table A – USDP Calendar of CWA Collective Activities

January	Date	Location
USDP Monthly Meeting	1/11/2018	San Jose, CA
BBB Procurement Summit Series NABVETS, Inc.	1/31/2018	Los Angeles, CA
February	Date	Location
CALBCC Legislative Welcome Reception & Capitol Policy Luncheon	2/6-7/2018	Sacramento, CA
UMA/NARUC Winter Meeting	2/10-14/2018	Washington, DC
USDP Monthly Meeting	2/15/2018	San Diego, CA
Annual Awards Dinner in Recognition of Black History Month	2/24/2018	Los Angeles, CA
March	Date	Location
National Reservation Economic Summit 2018 (RES)	03/5-8/2018	Las Vegas, NV
LAUSD Small Business Boot Camp	3/8/2018-5/3/2018	Los Angeles, CA
Joint Utilities Quarterly Meeting	3/14/2018	San Francisco, CA
USDP Meeting	3/15/2018	San Francisco, CA
WBA LGBT Economic Summit & Conference 2018	3/15-16/2018	San Francisco, CA
WBENC Summit & Salute	3/20-22/2018	Dallas, TX
Salute to Black Women Business Conference	3/24/2018	Los Angeles, CA
April	Date	Location
8th Annual SBA Southern California 8(a) Conference	4/12/2018	Irvine, CA
SCMSDC – MBOD	4/24/2018	Pasadena, CA
CPUC Small Bus Expo	4/25/2018	Long Beach, CA
CWA Prime Contractor's Meeting	4/26/2018	Long Beach, CA
USDP Meeting	4/27/2018	Torrance, CA
May	Date	Location
Keeping the Promise	5/8-9/2018	San Diego, CA
USDP Monthly Meeting	5/16/2018	Sacramento, CA
CWA Annual Spring Conference – The Citizen Hotel	5/16-18/2018	Sacramento, CA
Greenlining 24th Economic Summit	5/24/2018	Oakland, CA
June	Date	Location
Joint Utilities Quarterly Meeting	6/6/2018	San Diego, CA
USDP Monthly Meeting	6/7/2018	San Diego, CA
TELACU Millennium	6/8/2018	Los Angeles, CA
Annual Native American Luncheon	6/14/2018	Los Angeles, CA
WBENC National Conference & Business Fair	6/19-21/2018	Detroit, MI
July	Date	Location
NARUC Summer Meeting	7/15-18/2018	Scottsdale, AZ
CalCon 2018 (MWD Construction Expo)	7/19/2018	Anaheim, CA

July (continued)	Date	Location
AICOC Expo 14th Anniversary	7/22-24/2018	Rancho Mirage, CA
SCMSDC 2018 SOTY Awards	7/25/2018	Long Beach, CA
August	Date	Location
USDP Monthly Meeting	8/8/2018	Teleconference
NGLCC Annual Conference	8/14-17/2018	Philadelphia, PA
15th Annual Elite SDVOB National Conference	8/15-17/2018	San Diego, CA
Hispanic Chamber of Commerce Annual Conference	8/22-24/2018	Los Angeles, CA
Ron Brown Business & Economic Summit	8/23-25/2018	Irvine, CA
September	Date	Location
15th Annual WBEC West Annual Conference	9/9-12/2018	Indian Wells, CA
Prompt Payment Forum	9/17/2018	Rosemead, CA
USDP Monthly Meeting	9/18/2018	Rosemead, CA
Joint Utilities Quarterly Meeting	9/18/2018	Rosemead, CA
CWA Prime Contractor's Meeting	9/27/2018	Campbell, CA
October	Date	Location
LBA Women's Luncheon	10/2/2018	Rosemead, CA
CPUC Annual Supplier Diversity En Banc	10/4/2018	Richmond, CA
USDP Monthly Meeting	10/11/2018	Downey, CA
NMSDC Annual Conference	10/14-17/2018	Austin, TX
NAACP State Conference	10/26/2018	San Miquel, CA
CWA 77th Annual Winter Conference – Monterey Plaza Hotel	10/29-31/2018	Monterey, CA
November	Date	Location
CPUC Small Business Expo	11/1/2018	San Ramon, CA
The 42nd Annual LBA Sol Business Awards Gala	11/2/2018	Burbank, CA
Regalettes Annual Gala	11/3/2018	Los Angeles, CA
VIB Network National Conference	11/5-6/2018	Anaheim, CA
USDP Monthly Meeting	11/7/2018	Los Angeles, CA
NAMC 19th Annual Leadership Awards	11/8/2018	Los Angeles, CA
BBA Veteran Procurement	11/9/2018	Los Angeles, CA
AICOC Native Heritage Month Luncheon	11/16/2018	Anaheim, CA
December	Date	Location
Joint Utilities Quarterly Meeting	12/7/2018	Las Vegas, NV
Turning Contacts to Contracts	12/13/2018	Long Beach, CA
USDP Monthly Meeting & Retreat	12/14/2018	Los Angeles, CA

## Table B – Affiliation as Corporate Sponsors in 2018



- Asian Business Association, Advisory Council
- American Indian Chamber of Commerce, Advisory Council
- Disabled Veteran Business Alliance, Advisory Council
- Black Business Association, Advisory Council

## Table C – California Water Association USDP Representatives

### California American Water Company

Edward Simon  
Supplier Diversity Manager

### Golden State Water Company

Emma Maxey  
Supplier Diversity Manager

### San Gabriel Valley Water Company

Jeannette Diaz  
Supplier Diversity Coordinator

### Suburban Water Systems

Lauren James  
Procurement/Supplier Diversity Manager

### California Water Service

Jose Espinoza (committee chair)  
Supplier Diversity Manager

### Liberty Utilities

Danny Rodriguez  
Purchasing Manager/Diversity Rep

### San Jose Water Company

Tim McLaughlin  
Community/Supplier Diversity



## Table D – Legend for 2 Digit Standard Industrial Classification (SIC) Codes

As part of the Company’s commitment to the Utility Supplier Diversity Program, we are being asked to classify all of our vendors by 2-digit SIC codes. As such, invoice approvers need to identify the vendor’s 2 digit SIC code as part of the approval process. The approval stamp has been modified in order to accommodate this, and you may be able to determine the appropriate SIC code from the list below. If not, we are asking that you call or email the vendor in order to make this determination. Thank you for your cooperation in this important endeavor.

<p><b>Agriculture, Forestry, and Fishing</b> 08 - Forestry</p> <p><b>Construction</b> 16 - Heavy Construction, Except Building 17 - Special Trade Contractors</p> <p><b>Manufacturing</b> 27 - Printing and Publishing 28 - Chemicals and Allied Products 35 - Industrial Machinery and Equipment</p> <p><b>Transportation, Communications, Electric, Gas, and Sanitary Services</b> 42 - Trucking and Warehousing 47 - Transportation Services 48 - Communication 49 - Electric, Gas, and Sanitary Services</p>	<p><b>Wholesale Trade</b> 50 - Wholesale Trade - Durable Goods</p> <p><b>Retail Trade</b> 59 - Miscellaneous Retail</p> <p><b>Finance, Insurance, and Real Estate</b> 65 - Real Estate</p> <p><b>Services</b> 73 - Business Services 76 - Miscellaneous Repair Services 80 - Health Services 81 - Legal Services 86 - Membership Organizations 87 - Engineering &amp; Management Services 89 - Services (Not Elsewhere Classified)</p>
--	--

# 2018 Annual Report 2019 Annual Plan

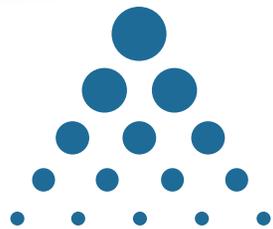
*prepared by*

**Emma Maxey**

Supplier Diversity Manager

Emma@gswater.com

(909) 305-5784



**Golden State**  
Water Company

A Subsidiary of American States Water Company