

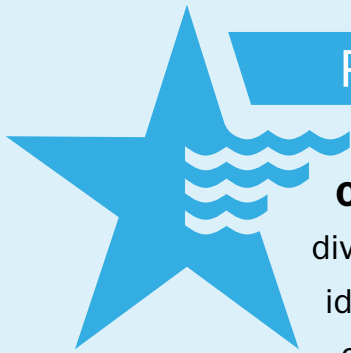
# ACHIEVING EXCELLENCE: TEAMWORK MAKES THE DIFFERENCE



**CALIFORNIA AMERICAN WATER**  
2022 Annual Report to the California Public Utilities Commission  
(for 2021 results)

Women, Minority, Disabled Veteran, LGBT Business Enterprise Procurement  
Pursuant to CPUC General Order 156 (U-60-W)





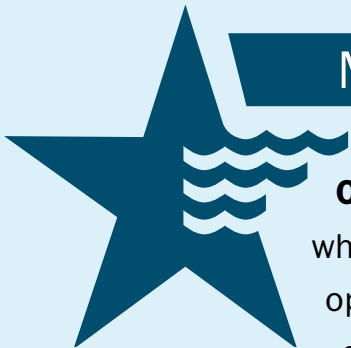
## POLICY

**California American Water recognizes** the value of supplier diversity as a strategic business decision. We are committed to identifying diverse suppliers and offering them an opportunity to compete for products and service contracts.



## VISION

**We create** opportunities – including education and mentorship – for diverse suppliers and strive to work with diverse suppliers who meet our high standards and work in our customers' best interests.



## MISSION

**Our mission is to open** business doors for diverse suppliers who otherwise would not have been knowledgeable of contract opportunities with California American Water. We are steadfast in our commitment to ensure that available contract opportunities are known and reviewed in an open and fair competitive business environment.

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KEVIN TILDEN, *President*

# PRESIDENT'S MESSAGE

Greetings from the Senior Leadership Team here at California American Water. We are pleased to present our 2021 supplier diversity results.

We started tracking our results in 2009, and we continue to meet or exceed the CPUC's current goal of 21.5 percent. Since we started the tracking process, I have served as the leader of our external and internal communications teams. I watched this program (now it's part of our overall inclusion and diversity strategy) grow in terms of results and focus. I have been (and will continue to be) a huge supporter of Ed Simon, his team and all team members in procurement roles. We know inclusion of diverse suppliers in our procurement process promotes creativity, innovation and competition, which we all need in our day-to-day interactions with our customers and the communities we serve.

As the new President of California American Water, I am so proud of our team here at California American Water, which has once again demonstrated we can Achieve Excellence: Teamwork Makes a Difference. It's proven through our working together and adhering to diverse and inclusive values; there's nothing we cannot do – even during the continued crippling, global pandemic. I am happy to report that we accomplished every Supplier Diversity goal in 2021 that we set forth in last year's report. Ed will share more in his message, and you will see this throughout the report.

I will highlight just a few accomplishments I would like to recognize:

- We are continuing to make history with this year being the third year that we've met all three CPUC goals – MBE, WBE and DVBE. In addition, this year we've exceeded last year's goal with the highest results since we started tracking our performance – 47.82 percent.
- I'm the first openly LGBTQ+ person named President of an American Water subsidiary. This continues to demonstrate American Water's commitment to diversity and inclusion at all levels of our organization.
- Ed Simon has joined the California American Water Board as our Inclusion and Diversity Officer focused on not only supplier diversity but assisting (and sometimes leading) our human resource team with our workforce diversity efforts.
- 2021 was our Inaugural Supplier Diversity Awards which focused on recognizing internal and external team members for their efforts supporting our overall supplier diversity efforts from a results and process perspective.

At California American Water we know Teamwork Makes a Difference when you want to Achieve Excellence.

**KEVIN TILDEN**  
PRESIDENT



**CWA members are making history: as the new President of California American Water Company, Kevin Tilden will be the first openly LGBTQ+ water utility president – possibly in the nation. <https://lnkd.in/gyyuqSu5>**

“We are so proud of our [California American Water’s] very own Kevin Tilden,” said Ed Simon, Inclusion & Diversity Officer. On October 14, 2021, it was announced that Kevin Tilden was promoted to President of California and Hawaii American Water. Kevin is American Water’s first open LGBTQ+ President. We are making progress in enhancing the diversity of our leadership team! Congratulations, Kevin! All the best to our prior President, Rich Svindland, for his leadership and support of our supplier diversity efforts.”

# MESSAGE FROM THE INCLUSION & DIVERSITY OFFICER



EDWARD SIMON,  
Inclusion & Diversity Officer

On behalf of the entire California American Water team, we hope your 2021 was as productive and fruitful as ours considering the continued global pandemic. 2021 marked a milestone for me here at California American Water. I celebrated my 20 years with American Water on February 1, 2021. During my tenure I held several management and leadership roles. As I have said to many of my colleagues, the last 10-plus years have been the most rewarding. During this time, I have been focused on helping small, diverse businesses secure access to our procurement team members. In the ten years, our results improved from 22 percent to our new high of 47.82 percent. These results could not be achieved without those in procurement roles embracing and adhering to our supplier diversity efforts and strategies. As this year's theme states, Achieving Excellence: Teamwork Makes the Difference.

During 2021, we accomplished most everything we set out to accomplish, which included our plans for 2021 laid out in our 2020 report. The following provides highlights of our accomplishments. It should be noted these actions/tasks were accomplished despite our continued focus on keeping team members safe by avoiding travel to events and using virtual processes to continue engagement of our diverse suppliers. Here's what the team accomplished (at a high level) during 2021:

- As Kevin mentioned in his message, for the third consecutive year, we met and exceeded all CPUC goals and surpassed last year's 39.96 percent by finishing the year at 47.82 percent – best result ever in our tracking history. In addition, this year's LGBTBE results are among the highest we ever achieved at 4.22 percent
- Completed our new inclusion and diversity - supplier diversity reference manual training for team members in procurement positions
- Ed Simon completed his chairman responsibilities for the joint utilities and started a new role as chair of the California Water Association (CWA) inclusion and diversity advisory board
- Continued Partnering Forward for Success Program (PFSP) with spend in excess of \$7M with MBEs
- Continued NGLCC mentor protégé program participation
- Addressed processes/procedures noted in LGBTQ+ survey results
- Increased procurement team members' accountability by enhancing monitoring processes for new supplier diversity contract solicitation practice
- 44 diverse vendors had a spend greater than \$100k with a total diverse spend of \$43.1M. 10 of the 44 diverse vendors had a spend of \$1M to \$9.1M and are part of our New Million Dollar Circle
- Started enhancement of 2018 website redesign to allow prime suppliers to post their upcoming opportunities
- Continued community-based sponsorship/partnerships
- Invested additional funds and increased technical and capacity building assistance
- Continued Annual Supplier Diversity Showcase
- Implemented Annual California American Water Supplier Diversity awards
- Continued monthly diverse supplier spotlight
- Continued partnership with CWA to support our second W.A.T.E.R. Class cohort

The above accomplishments are shared in more detail throughout this report.

Finally, Ed Simon helped chair efforts to reach an agreement between the LGBTQ+ Community Based Organizations and the Joint Utilities. The CPUC provided its proposed decision early February 2021. Here's what Marquita Thomas, Executive Director of Los Angeles LGBTQ Chamber of Commerce had to say about Ed Simon's efforts: "Thanks to our Vice President Ed Simon who led the Joint Utilities Task Force during this two-year period. He was the subject of some unwarranted and unnecessarily vitriolic comments, but Ed remained committed to the conversation, not just advocating for LGBTBEs but encouraging the Joint Utilities to reach further. Ed, I know this was a long contentious road, but your perseverance is appreciated."

I hope you enjoy reading this report. Exceeding the CPUC's 21.5 percent, setting a historical performance record of 47.82 percent and completing everything we wanted could not be accomplished without the great work and focus of team members throughout the state.

Achieving Excellence: Teamwork Makes the Difference.

A handwritten signature in blue ink that reads "Edward A. Simon, II".

**EDWARD A. SIMON, II**  
DIRECTOR OF BUSINESS PERFORMANCE AND SUPPLIER DIVERSITY



## CALIFORNIA AMERICAN WATER BOARD OF DIRECTORS APPOINTS ED SIMON AS DIVERSITY & INCLUSION OFFICER

We are pleased to share our California American Water Board elected Edward Simon, Director of Business Performance and Supplier Diversity as an officer of the board in charge of inclusion and diversity. Ed will be responsible for coordinating our corporate inclusion and diversity efforts while creating our overall state strategy focused on enhancing our inclusivity efforts.

This decision comes as we continue to make inclusion and diversity a primary focus of our operations.

This enhanced position will create a central leadership point between California and Hawaii, our HR Business Partners, and the Corporate American Water Inclusion & Diversity Team, and will help empower Ed to implement I&D strategies and companywide campaigns more efficiently to further enhance employee participation.

This appointment is a big step in the company's ongoing efforts to prioritize inclusion and diversity as core components of our operations. To learn more about our efforts in this regard, we encourage you to review American Water's recently released 2020 Diversity Report on MySource: <https://mysource.amwater.net/articles/american-water-releases-2020-inclusion-diversity-report>

Ed Simon has been working for American Water for a little more than 21 years. He began his career here as a call handling supervisor in Alton, Illinois and moved into operations in 2003 as the Operations Manager for St. Louis County. Ed developed and was named Director Customer Relations. He moved to California in 2010 as the Vice President of Operations and in 2015, he was asked to lead our business performance and supplier diversity teams. Ed completed his bachelor's degree in organizational studies from Fontbonne University in 2010 and his master's degree in executive leadership at University of San Diego in 2017. He also holds two certifications – a Diversity Professional from the National Diversity Council and a Diversity and Inclusion Certification from Cornell university.

Ed will continue to lead the Business Performance Team and our supplier diversity strategies.

Please join us in wishing Ed well with this important addition to his role.

# 2021 HIGHLIGHTS

## SECTION 9.1.1 - Description of WMDVLGBTBE Program Activities During the Previous Calendar Year

**CALIFORNIA AMERICAN WATER** continued its efforts to promote and engage both internal and external stakeholders in 2021. The following describes internal and external highlights and activities, including key meetings, areas of focus, and outreach events.

**47.82%**  
2021 DIVERSE SPEND

We are proud to have exceeded the CPUC diverse spend goal of 21.5 percent and our short-term goal of 30.5 percent with a total diverse spend of \$48,201,459, which is an increase from 2020's (\$42,485,749). As our program continues to mature, we hope to build and improve upon this result.

**DIVERSE SPEND**  
for the past **5 YEARS**

Year	Net Procurement	Total WMDVLGBTBE Spend	Percentage
2021	\$100,796,029	\$48,201,459	47.82%
2020	\$106,314,863	\$42,485,749	39.96%
2019	\$94,533,546	\$32,792,170	34.69%
2018	\$99,118,256	\$27,188,944	27.43%
2017	\$107,286,095	\$32,273,704	30.08%



## 20

### NEW DIVERSE SUPPLIERS

In 2021, we added 20 new diverse suppliers with spend of just over \$711,524.



#### NEW 2021 SUPPLIERS

- ★ BAILEY STREET LTD.
- ★ BILCO SAFETY PRODUCTS, INC.
- ★ BOCCI ENGINEERING LLC
- ★ CLARK LAND RESOURCES, INC.
- ★ CA DIVERSIFIED SERVICES, INC.
- ★ DRP ENGINEERING
- ★ HAHN AND HAHN LLP
- ★ ICE SAFETY SOLUTIONS
- ★ JOHNSON ENTERPRISES
- ★ LAND IQ LLC
- ★ PRAVA CONSTRUCTION SERVICES, INC.
- ★ PROTECH INSPECTION
- ★ R AND I HOLDINGS, INC.
- ★ SERVICE CONNECTED, INC.
- ★ SOCIAL LOCATORS LLC
- ★ SONDER HEALTHCARE MARKETING
- ★ STUDIO WEST LANDSCAPE ARCHITECTURE AND PLANNING
- ★ TECHNOLOGY CONCEPTS GROUP INTERNATIONAL LLC
- ★ WEBERS WATER CONSERVATION, INC.
- ★ WEST COAST CIVIL, INC.

# 2021 HIGHLIGHTS

## CAPACITY DEVELOPMENT: DIVERSE SUPPLIERS BECOMING LARGER PRIME SUPPLIERS (COMMITTED CORPORATIONS)

We track the number of vendors/suppliers with a spend of \$100k or greater. As of December 2021, there were 68 vendors that met this criterion. We are pleased to report that of the 68 vendors with a spend greater than \$100k, 44 vendors are diverse – that's 64.7 percent of our \$100k+ spend vendors who are diverse. We increased the number of vendors meeting this criterion by 15 in 2021. Last year there were 29 diverse vendors with spend greater than \$100k. It should be noted that one of the vendors – Bocci Engineering – was our 2021 National Gay & Lesbian Chamber of Commerce Mentor Protégé. The following includes the 44 vendors with spend greater than \$100k with a total diverse spend of \$43.1M. The amount per vendor ranges from \$100k to upwards of \$9.1M. 10 diverse vendors had spend of \$1M to \$9.1M and are part of our New Million Dollar Circle.

- ★ AK MECHANICAL, INC.
- ★ ALTITUDE, INC.
- ★ AUTOMOTIVE RENTALS, INC., DBA ARI
- ★ BAILEY STREET LTD.
- ★ BLAIR, CHURCH & FLYNN CONSULTING ENGINEERS, INC.
- ★ BOCCI ENGINEERING, LLC
- ★ CASTLE ELECTRIC AND BUILDERS, INC. DBA LYDEN ELECTRIC
- ★ COOKSON ENTERPRISES, INC.
- ★ DAWN REIS DBA ECOLOGICAL STUDIES
- ★ DENISE DUFFY AND ASSOCIATES
- ★ DOTY BROS. EQUIPMENT CO DBA DOTY BROS. CONSTRUCTION
- ★ ECM PECO, INC., DBA PRECISION ELECTRIC CO.
- ★ FLOREZ BROTHERS, INC. DBA FLOREZ PAVING
- ★ GOT POWER, INC. DBA CA DIESEL & POWER
- ★ GRADE BREAK ENGINEERING, INC.
- ★ H2O URBAN SOLUTIONS, INC.
- ★ HAL HAYS CONSTRUCTION, INC.
- ★ INNOCENTI CONSTRUCTION, INC.
- ★ JGPG CORP. DBA GREEN LINE WASTE HAULER
- ★ JOHNSON CONSTRUCTION ENTERPRISE, LLC
- ★ L. S. & G. ELECTRICAL CONTRACTORS
- ★ MARIPOSA LANDSCAPES, INC.
- ★ MCCABE & COMPANY, INC.
- ★ METERING SERVICES, INC.
- ★ MONTEREY BAY CARPET & JANITORIAL SERVICES
- ★ MURPHY NELSON MARKETING, INC.
- ★ NARASIMHAN CONSULTING, INC. DBA NCS ENGINEERS
- ★ O2EPCM, INC.
- ★ PACIFIC CREST ENGINEERING, INC.
- ★ PIVOTAL ADAPTIVE SERVICES
- ★ PREMIERE SOLUTIONS, LLC
- ★ PROMINENT SYSTEMS, INC.
- ★ RAWLES ENGINEERING, INC.
- ★ ROBERT BRKICH CONSTRUCTION CORP.
- ★ ROD PAZ BROTHERS, INC.
- ★ SAFEWORK, INC. DBA SAFEWORKCM
- ★ SOCIAL LOCATORS LLC
- ★ SR DIVERSIFIED, LLC
- ★ STEPHANIE DEFER DBA CUSTOM CARE SERVICES
- ★ TNT INDUSTRIAL CONTRACTORS, INC.
- ★ VALENTINE ENVIRONMENTAL ENGINEERS, LLC
- ★ WATER SYSTEMS CONSULTING, INC. DBA WSC
- ★ WATERWISE CONSULTING, INC.
- ★ ZUBER, LAWLER LLP

## 2021 INTERNAL ACTIVITIES AND OUTREACH

At California American Water, we strive to engage in meaningful and productive internal activities/projects and external outreach events that yield results. We hold our own company-specific efforts, while also collaborating with CWA and other Joint Utilities (those in other sectors such as gas, electric, telecom and cable).

### 2021 PLAN ACCOMPLISHMENTS

The following is the list of items we included in our 2021 report as planned items to accomplish last year. We updated the planned 2021 accomplishments with the results of our efforts which are noted in **ALL CAPS/BOLD**.

#### **COMPLETION OF OUR NEW INCLUSION AND DIVERSITY - SUPPLIER DIVERSITY REFERENCE MANUAL TRAINING**

With the completion of the manual development in 2020, this manual includes all information team members need to know about Supplier Diversity. The manual was provided to all key procurement leads via hardcopy and all team members were provided a link to access the reference manual. In 2021, we will conduct virtual webinars to walk team members through the document and create forums for questions and answers. **COMPLETE - THIS WAS COMPLETED VIRTUALLY WITH TEAM MEMBERS HAVING PROCUREMENT RESPONSIBILITIES.**

#### **CHAired CALIFORNIA JOINT UTILITIES COMMITTEE**

Ed Simon has been asked to Chair the Joint Utilities which rotates by utility sector annually. He will work with the CPUC supplier diversity leads and other utilities to create an agenda and lead the discussion for 2021. **COMPLETE - ED SIMON SERVED AS THE JOINT UTILITIES CHAIR FOR THE CALENDAR YEAR 2021.**

#### **CHAired NEW CALIFORNIA WATER ASSOCIATION (CWA) INCLUSION AND DIVERSITY ADVISORY BOARD**

Ed Simon has been asked to Chair the inaugural year of this advisory board. Working with CWA's President, Jennifer Capitola he will guide this advisory board through its first year. **COMPLETE - ED SIMON HAS BEEN ASKED TO SERVE ANOTHER YEAR AS CWA'S INCLUSION AND DIVERSITY COMMITTEE CHAIR. UNDER ED'S LEADERSHIP, THE CWA BOARD VOTED TO MOVE THIS TEAM FROM AN ADVISORY BOARD TO AN OFFICIAL CWA COMMITTEE.**

# 2021 HIGHLIGHTS

## CONTINUED PARTNERING FORWARD FOR SUCCESS

We will continue this program with hopes of surpassing our 2021 spend with small diverse suppliers.

**COMPLETE - CONTINUED OUR PARTNERING FORWARD FOR SUCCESS PROGRAM WHICH ENCOURAGES PRIME SUPPLIERS (COMMITTED CORPORATIONS) TO MENTOR ONE DIVERSE BUSINESS SUB-CONTRACTOR (PARTNER) PER YEAR. IN 2021, SIX COMMITTED CORPORATIONS PARTICIPATED: CROSNO CONSTRUCTION (MENTORED 1 MBE), AECOM (MENTORED 3 MBEs), HAL HAYS (MENTORED 1 MBE), MONTEREY PENINSULA ENGINEERING (MENTORED 2 MBEs), RAWLES ENGINEERING (MENTORED 1 MBE) AND SPIESS CONSTRUCTION (MENTORED 1 MBE). THESE COMMITTED CORPORATIONS (PRIME SUPPLIERS) SPENT \$7.52M WITH 9 MBEs (PARTNERS).**

## CONTINUED NGLCC MENTOR PROTÉGÉ PROGRAM PARTICIPATION

We will continue our mentorship with Bocci Engineering through October 2021. **COMPLETE - CONTINUED OUR NGLCC MENTORSHIP, AND BOCCI ENGINEERING WAS AMONG THE TOP 30 DIVERSE SUPPLIERS WITH SPEND GREATER THAN \$100k.**

## ADDRESSED PROCESSES/PROCEDURES NOTED IN LGBTQ+ SURVEY RESULTS

We will share the results of our survey findings with the Joint Utilities and our LGBTQ+ CBOs and advocacy groups in hopes to collectively implement strategies to improve in areas noted. **SHARED OUR RESULTS WITH THE JOINT UTILITIES. IN 2022, WE WILL REVIEW THE RESULTS WITH OUR LGBTQ+ CBOS.**

## INCREASED PROCUREMENT TEAM MEMBERS' ACCOUNTABILITY BY ENHANCING MONITORING PROCESSES FOR NEW SUPPLIER DIVERSITY CONTRACT SOLICITATION PRACTICE

We implemented this practice in 2020. The practice requires all team members in procurement positions to adhere to the policies and procedures set forth in the practice including, but not limited to, proper handling of sole sourcing contracts, requirement to engage the supplier diversity team in their search efforts and forwarding copies of DBE Requirement Statement to the supplier diversity team. In 2021, we will work with our Supply Chain Team to implement monitoring processes. **ONGOING - INTERNAL PROCESSES TO ENSURE ACCOUNTABILITY OCCURS. ONGOING - THIS REVIEW OCCURS MONTHLY AND DIALOGUE OCCURS BETWEEN OUR SUPPLY CHAIN/CONTRACT TEAM AND LOCAL PROCUREMENT TEAM MEMBERS.**

## FINALIZED OUTREACH EFFORTS TO NON-DIVERSE PRIME SUPPLIERS WITH 2020 SPEND GREATER THAN \$100,000

We finalize our internal processes to ensure contact is made with non-diverse vendors with spend greater than \$100,000 to review their quarterly reports and discuss how we can partner to include diverse partners/subcontractors in their work they are completing for California American Water. **COMPLETE - IMPLEMENTED PROCESSES/PROCEDURES TO ENSURE QUARTERLY REVIEW OF RESULTS AND OUTREACH TO SHARE RESULTS WITH VENDORS INCLUDING OFFERING ASSISTANCE WITH GOALS NOT MET.**

## FURTHERED ENHANCEMENT OF 2018 WEBSITE REDESIGN

We will increase our site visitor's awareness of our 2021 projects by service area. We will also implement processes and include a link for prime (non-diverse and diverse) to new opportunities to work with them. **STARTED - STARTED THE INFORMATION TECHNOLOGY PART OF THIS PROCESS. WE WILL IMPLEMENT THIS IN 2022.**

## CONTINUED COMMUNITY-BASED SPONSORSHIP/PARTNERSHIPS

We will continue to ask our CBOs and Advocacy Groups to increase their assistance with our search for diverse suppliers. Ed Simon will continue to serve on boards including his roles as vice president for the Los Angeles Gay & Lesbian Chamber of Commerce. We will implement our new sponsorship request process. This process will require CBOs and advocacy groups to complete an electronic form when requesting funding so there is clear understanding of sponsorship dollars' use and how the funds support our collective efforts to increase awareness and ultimately match our procurement needs. **COMPLETE/ONGOING: ED SIMON HAS CONTINUED HIS ROLE AS VICE PRESIDENT FOR THE LOS ANGELES LGBTQ CHAMBER OF COMMERCE. HE ALSO SERVES AS SECRETARY FOR THE SAN DIEGO EQUALITY BUSINESS ASSOCIATION. WE IMPLEMENTED USE OF OUR NEW SPONSORSHIP REQUEST PROCESS.**

## INVESTED ADDITIONAL FUNDS AND INCREASED TECHNICAL AND CAPACITY-BUILDING ASSISTANCE

Through our new partnership with Frontier Communications and Golden State Water, we will work with the Council for Supplier Diversity and University of San Diego to provide an enhanced program/curriculum which provides small diverse businesses with the tools and knowledge to be successful. We will continue to support California Water Association (CWA) member companies and other joint utilities by participating in various programs and workshops to educate existing and prospective vendors on the water industry and the skills small businesses need to be successful. California American Water will continue to play an integral role in the



W.A.T.E.R. (Water Acumen Training for Entrepreneurship Refinement) Certification Program. **COMPLETE/ONGOING: CALIFORNIA AMERICAN WATER IS COMMITTED TO INCREASING OUR TECHNICAL ASSISTANCE AND CAPACITY-BUILDING EFFORTS. NEW IN 2021, WE PARTNERED WITH FRONTIER COMMUNICATIONS, GOLDEN STATE WATER, COMMUNITY CIVIC PARTNERS, AND THE COUNCIL FOR SUPPLIER DIVERSITY TO IMPLEMENT OUR HIGH-PERFORMANCE SUPPLIER DIVERSITY PROGRAM WITH UNIVERSITY OF SAN DIEGO FACULTY.** <https://mydigitalpublication.com/publication/frame.php?i=711960&p=54&pn=&ver=html5>



# 2021 HIGHLIGHTS

## CONTINUED ANNUAL SUPPLIER DIVERSITY SHOWCASE

We will continue our Annual Supplier Diversity Event focused on educating new, diverse business enterprises including LGBTBE and DVBE on what it takes to work with us and specific upcoming available projects. This event will likely be virtual like our 2020 event. **DUE TO COVID-19, WE CANCELLED OUR 2021 SUPPLIER DIVERSITY SHOWCASE. WE ARE PLANNING AN IN-PERSON EVENT IN 2022.**

## IMPLEMENTED ANNUAL CALIFORNIA AMERICAN WATER SUPPLIER DIVERSITY AWARDS PROGRAM

We believe what gets measured gets done. We also believe we should acknowledge and reward internal and external team members when we are successful meeting our goals. In 2021, we will implement California American Water's inaugural Supplier Diversity Awards for both our internal team members and external partners. **COMPLETE - WE KICKED OFF OUR INAUGURAL SUPPLIER DIVERSITY AWARD SHOW WHICH WAS HELD VIRTUALLY. THE EVENT DETAILS ARE INCLUDED IN THIS YEAR'S REPORT.**

## CONTINUED MONTHLY DIVERSE SUPPLIER SPOTLIGHT

We will continue to spotlight and introduce new diverse vendors to procurement leads. In 2021, we will spotlight one diverse vendor per month in our employee newsletter, Splash Points. **COMPLETE/ONGOING: MONTHLY WE SPOTLIGHTED ONE DIVERSE VENDOR IN OUR EMPLOYEE NEWSLETTER, SPLASH POINTS.**

## CONTINUED PARTNERSHIP WITH CWA TO SUPPORT OUR SECOND W.A.T.E.R CLASS COHORT

In 2021, we continued our CB&TA program through California Water Association's Water Acumen Training for Entrepreneurship Refinement (W.A.T.E.R.) Business Certification.

Our California Water Association 2020 to 2021 W.A.T.E.R. cohort proved their resiliency. Just days before we were to meet for session one at Golden State Water's office in San Dimas, the state went into a shutdown. We met virtually for the first couple of sessions and then realized that the entire cohort would not meet in person before graduation. The businesses ranged from an award-winning legacy construction company to a cybersecurity firm to a pest control company that shared many stories during our networking breaks. The camaraderie and connections that were made virtually were unmatched.

One of the highlights for the cohort was when Pamela Stambaugh of Accountability Pays earned a contract within days of pitching to our Primes that has continued for more than a year. Two members of the 2019 W.A.T.E.R. cohort returned to share how they have expanded into different states and earned multi-million-dollar contracts. Vendors improved their proposal toolkits and pitched to buyers during the graduation session.



“This cohort has been so awesome to get to know [how] the water company advocates for us diverse suppliers. The training contents have been on-point excellent.” – M. Welke

“I have really enjoyed the class so far.” – D. Arnold

“This meeting has been very clear and helpful with zoning in on what I can offer to the Water Districts.”  
– K. Taylor

“Melanie, I am always grateful for your leadership in this environment, and you do a fabulous job. This has led directly to my Lewis and Tibbitts relationship which is precious.” – P. Stambaugh

“This has been a fantastic learning experience. I am so grateful to be able to have participated in this quality program. Thank you.” – S. Kuethen

## ADDITIONAL 2021 EFFORTS

### **WE FINALIZED OUR CALIFORNIA AMERICAN WATER MENTOR PROTÉGÉ PROGRAM (WITH PIVOTAL ADAPTIVE SERVICES) AND NATIONAL GAY & LESBIAN CHAMBER OF COMMERCE MENTORSHIP PROGRAM (WITH BOCCI ENGINEERING)**

Pivotal Adaptive Services began their mentorship with us mid-2019 and their mentorship ended June 2021. Pivotal has performed very well for us. We are also proud to report they have expanded their work in the water utility space by working with a couple other CWA utilities like San Gabriel Valley Water. For the first time, we participated in the NGLCC’s Mentorship Program. We were matched with Protégé Bocci Engineering. We signed a Master Service Agreement with Bocci. See more details about our work with Bocci later in this report.

### **CONTINUED OUR MASTER SERVICE AGREEMENTS WITH DIVERSE VENDORS**

In partnership with our Supply Chain Team (Jay Drewry, Alexis Russell, and Mary Lou Ruiz) and local team members, we continue to sign master service agreements with diverse vendors that can provide products and services in more than one of our service areas. This further demonstrates our commitment to expanding small diverse vendor footprints and our capacity building and technical assistance efforts.

### **CONTINUED MONTHLY SUPPLIER DIVERSITY COUNCIL MEETINGS AND ADDED NEW INCLUSION AND DIVERSITY CHAMPIONS MEETINGS**

In 2015, we established a Supplier Diversity Council made up of functional leads from departments throughout the business, and we continued this collaboration in 2021. Our Inclusion & Diversity Officer leads the Council. Council members include our President and functional leads from external affairs, operations, engineering, human resources, legal and supply chain. The Council meets monthly to discuss prior months’ results and upcoming activities and to review procurement opportunities. This collaboration has proved beneficial to our efforts of improving our diverse culture as well as our spend results.

# 2021 HIGHLIGHTS

## INAUGURAL SUPPLIER DIVERSITY AWARDS EVENTS: ACHIEVING EXCELLENCE BY RECOGNIZING INDIVIDUALS AND TEAMS (INTERNAL AND EXTERNAL)

California American Water's Inaugural 2021 Supplier Diversity Award was featured in the Fall Issue of **Diversity Professional Magazine** (The following provides the featured article: <http://magazine.diversityprofessional.com/publication/frame.php?i=725314&p=44&pn=&ver=html5>).



We're recognizing our internal and external stakeholders that have really stepped up to the plate to support our supplier diversity strategies and increasing our spend with diverse suppliers. That's what we are trying to accomplish. – Ed Simon, Inclusion & Diversity Officer, California American Water

We wanted to highlight folks who have stepped up to help us meet our numbers. The public utilities commission has a goal of 21.5 percent for supplier diversity. Our internal goal is in the high 30s, and we beat it this year. – Rich Svindland, Former President, California American Water

The virtual awards show, which had a tagline of “Recognizing Excellence in Diversity,” featured the award winners and a DJ. There was a total of seven internal awards given out, including the following:

- LOCAL OFFICE IMPACT: Imperial Beach
- DIVISIONAL IMPACT: Southern Division
- ON THE RISE: CA Corporate Office
- CORPORATE ADVOCATE OF THE YEAR: Dante Alday
- SOUTHERN DIVISION ADVOCATE OF THE YEAR: Jacob Quick
- NORTHERN DIVISION ADVOCATE OF THE YEAR: Christina Baril
- COASTAL DIVISION ADVOCATE OF THE YEAR: Alissa Kispersky

## The external award winners included:

- DBE PRODUCER: Pivotal Adaptive Services
- DBE CHANGE MAKER: SR Diversified
- TIER TWO ECONOMIC IMPACT:
  - » 1ST PLACE - GOLD (\$1.75M): Monterey Peninsula Engineering
  - » 2ND PLACE - SILVER (\$1.37M): AECOM
  - » 3RD PLACE - BRONZE (\$560K tier two spend): RC Foster
- PARTNERING FORWARD FOR SUCCESS PROGRAM – COMMITTED CORPORATION OF THE YEAR
  - » 1ST PLACE - GOLD (\$2.5M): SPIESS CONSTRUCTION
  - » 2ND PLACE - SILVER (\$1.17M): MPE
  - » 3RD PLACE - BRONZE (\$1.1M): AECOM



The winners received the award along with public recognition of their work.

With the awards show, Simon said that California American Water is demonstrating how crucial teamwork is to their mission.

“Why it’s important for me is obviously because you can’t accomplish a lot of things in life alone. It takes a team effort to really be inclusive of everyone. Recognizing our stakeholders is long overdue.”

According to Simon, since 2009 the company has been including small diverse suppliers in their procurement processes. Every year, they file a report that says how well California American Water performed.

“However, we’ve never taken the time to recognize the individuals and teams that have made us successful,” he said. “It’s important we acknowledge the individual and team efforts in achieving our goals.”

One of the winners, David Ramil, CEO of Pivotal Adaptive Services, received the 2020 DBE Producer award. He is a disabled veteran who served 10 years of active duty and works to ensure that 80 percent of his company is made up of veterans. Pivotal Adaptive Services – which he founded less than three years ago – focuses on providing real-time data collection as well as inspection support for utility assets.

“Within a short timeframe, the Pivotal team has created a system that incorporates new technology and processes that is taking utilities into the future,” said Ramil. “I really owe [the award] to the team, who are out there acting as ambassadors for our process which promotes safe drinking water for communities. Our team is making utility infrastructures safer and more efficient. I couldn’t be any prouder.”

# 2021 HIGHLIGHTS

Peter Taormina, a manager at Monterey Peninsula Engineering, which won first place (gold) in the 2020 Tier Two Economic Impact category and second place (silver) in the 2020 Partnering Forward for Success Program – Committed Corporation of the Year category said, “We were definitely happy to be acknowledged for our efforts. We take it very seriously and it’s always great to be recognized when you’re taking steps with your staff to change how you do business relative to diversity.”

According to Taormina, his company, which is made up of 70 percent of people of color, wanted to maximize diverse spend as much as possible because of the struggles that diverse business owners often face. “From a social standpoint, some of those individuals have more obstacles,” he said. “I resonate with having a new business and an uphill battle, and then getting a leg up.”

With their focus on diverse suppliers, Svindland said that California American Water aims to mirror the communities they serve. “We know we serve a diverse set of communities. We want to hire folks who live and work in our service areas, and supplier diversity is a way to do that.”

It’s critical for California American Water to be inclusive not only internally, but also externally, because they want diversity of thought and innovation, which keeps them competitive. “The only way to do that is to include diverse individuals in our strategies and processes, and not only in procurement process, but in workforce processes, too. It’s about making sure that everyone is at the table, not just any one ethnicity or group.”

Though this was the inaugural year for the awards show, Simon said that there will surely be more to come.

“This is the first year we are doing it, and I’m looking forward to the many subsequent years we’re able to acknowledge the individual and team efforts.”

## INAUGURAL INCLUSION AND DIVERSITY GRANT PROGRAM

In 2021, we were pleased to announce California American Water’s Inclusion & Diversity Grant Funding Program. To further promote and support inclusion and diversity in our communities, California American Water piloted an Inclusion and Diversity Grant Program. The program provided financial assistance to organizations seeking to develop and implement programs, training, or community-related projects that aim to promote and foster inclusion and diversity in the community. The maximum grant amount was \$2,500. To qualify for a grant, the organization, project, or event must:

- Be located within California American Water’s service area.
- Be a new, innovative community initiative or serve as a significant expansion to an existing program.
- Promote inclusion and diversity in the community the organization serves.





- Have 501(c)(3) designation or be a government agency (including public schools).

Individuals were not eligible to receive grants. Only nonprofit organizations within California American Water's service territory were eligible to receive funding.

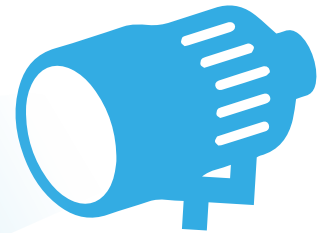
**We awarded eight \$2,500 grants to the following non-profits:**

- BUILD AND RESTORE INTERNATIONAL (Sacramento)
  - » Organize youth, with a focus on underrepresented communities, to help clean up park grounds, schools, etc. within our Sacramento service areas.
- THE MEN WITH VISION FOUNDATION (San Diego County – Imperial Beach)
  - » Provide food for homeless individuals in Imperial Beach at parks and other distribution centers.
- TECHNICAL ASSISTANCE PARTNERSHIP (Southern CA – Imperial Beach)
  - » Created a program that helps at-risk, underrepresented communities with tutoring and reading.
- TRANS FAMILY SUPPORT SERVICES (San Diego County – Imperial Beach)
  - » Assist transgender and non-binary youth and their families with transitional service needs.
- VETERANS IN BUSINESS (Statewide and Los Angeles)
  - » Statewide: Support Veterans in Business and inclusion and diversity programming and help Service-Disabled Veteran-Owned Small Businesses and Disabled Veteran Business Enterprises achieve their goals.
  - » Los Angeles: Assist with Asian business education, training, research, and economic development.
- BLACK BUSINESS ASSOCIATION (Los Angeles)
  - » Continued advocating for and promoting development of African-American-owned businesses and supporting inclusion and diversity programming.
- CORONADO SCHOOLS FOUNDATION (Coronado)
  - » Enhance a districtwide student- and adult-led character education program that supports all students.

# 2021 HIGHLIGHTS

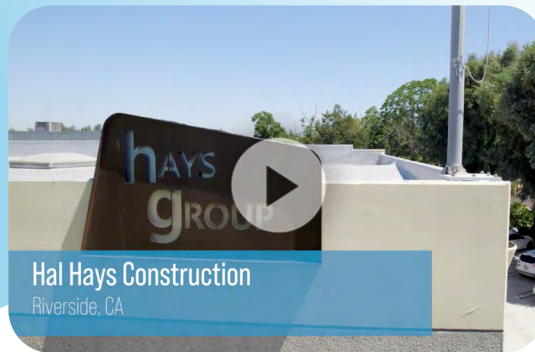
## HIGHLIGHTING OUR WORK WITH DIVERSE SUPPLIERS

At California American Water we believe inclusion of diverse suppliers in our procurement processes enhances innovation and helps us reach our goal to have our vendor pool match that of the communities we serve. We created a one-pager to highlight four diverse businesses – O2EPCM, Hal Hays Construction, Florez Paving and Johnson Construction. Our External Affairs Team did a great job creating videos of each DBE to highlight during our recent awards events. At California American Water, supplier diversity starts at the top of our organization. We strive to hire and do business with those who reflect the communities we serve. In 2021, we spent \$48.2 million, which is 47.82 percent of our spend with minority, women, LGBTQ+ and/or disabled veteran-owned businesses. View the videos below from four of our diverse suppliers.



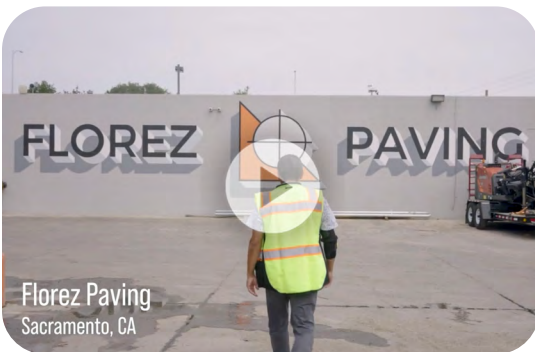
**Omone Livingston**  
Minority Owned Business

**O2EPCM, Inc.**



**Hal Hays Construction**  
Riverside, CA

**HAL HAYS CONSTRUCTION**



**Florez Paving**  
Sacramento, CA

**FLOREZ PAVING**



**Johnson Construction**  
African American/Veteran Owned

**JOHNSON CONSTRUCTION**

## ED SIMON WAS ASKED TO SHARE HIS DIVERSITY, EQUITY, AND INCLUSION THOUGHTS AS PART OF VAN ALLEN STRATEGIES' INSIGHT, WHICH IS A FORUM TO ALL INDUSTRY LEADERS TO SHARE THEIR EXPERTISE. DIVERSITY AND INCLUSION FROM IDEAS TO REALITY: AN INTERVIEW WITH ED SIMON

### VAN ALLEN STRATEGIES



We're excited to post the videos from our interview with Edward Simon, MSEL and Certified Diversity Professional last June, where we explored the more tangible aspects of implementing Diversity and Inclusion programs. Given the nature of our business, we are interested in the hard work of how to be effective in D&I after an organization has established the why. Ed is Director of Business Performance and Inclusion & Diversity Officer at California American Water and one of our clients. See a clip here and see more highlights or the full transcript in our post, "Diversity and Inclusion from Ideas to Reality: An Interview with Ed Simon" <https://lnkd.in/diU-VE7r>



### MEASURING DIVERSITY, EQUITY, AND INCLUSION GOALS

## OUR INAUGURAL YEAR AS A NATIONAL GAY & LESBIAN CHAMBER OF COMMERCE MENTOR – OUR MENTEE: BOCCI ENGINEERING

California American Water participated in NGLCC's Mentor Protégé Program for the first time from 2020–2021. We are so glad we did. Our mentee was Bocci Engineering – Lianne Lami and her team. Lianne and I recorded a 1–2-minute video to share what the program meant to us. Our videos were shared during the graduation. The following provides the transcript from the video Ed Simon recorded. Thank you NGLCC and Bocci Engineering.

Hello – my name is Edward Simon – my pronouns are he/him/his. I'm the Inclusion and Diversity Officer for California American Water. Our 2021 mentee was Bocci Engineering, CEO Lianne Lami. The NGLCC's mentor program has many benefits – so many I can't include them all in this one-minute clip. I have two benefits I will highlight briefly – one is the relationship we've formed with the Bocci Engineering Team and as we all know, a solid relationship is important. The second benefit is knowledge sharing – Bocci sharing their knowledge and expertise with us and California American Water sharing our water industry knowledge and expertise. The good news is the mentor program has resulted in Bocci performing work for California American Water, thus building upon our relationship and knowledge-sharing experiences and ultimately generating revenue. Thank you NGLCC and thank you Bocci Engineering.

Lianne Lami shared her experience with California American Water during the CPUC's 19th Annual General Order 156 Supplier Diversity En Banc. Here's what she had to say:

My name is Lianne Lami. My pronouns are she/her/hers, and I am CEO and founder of Bocci Engineering & Construction. Bocci develops sustainable solutions that pay for themselves in energy and water infrastructure.

I participated through the National LGBT Chamber of Commerce (NGLCC) mentor protégé program 2020-2021 as a LGBTE protégé with California American Water Company. My mentor was Edward A. Simon II, MSc Executive Leadership – NDC CDP and Director, Business Performance and Supplier Diversity, California American Water.

Aligned with the CPUC theme of thriving and surviving, my goal in California American Water's program was to further develop skills and capabilities in business development and marketing in utility infrastructure. Bocci presented a few key challenges to overcome through the program: insurance capacity limits, new market penetration with capability industry transfer, closure rates, retention, and rebuilding Bocci's sales team.

There have been so many successes. Mr. Simon with California American Water has become both a friend and advocate for myself as well as my company. He was remarkable in the way he prepared, organized our time, and facilitated Cal Am resources to address the challenges and goals we chose for our Mentor Protégé program. Our first meeting outcome was a referral and full marketing review of Bocci Capabilities Statement to critically review our fit into their procurement. Our second outcome was a company introduction as the protégé to American Water's procurement, engineering, construction & diversity & inclusion leads. Through his advocacy I received resource support from California American Water's legal, risk management, operations, and marketing, to even include recognition in their internal and external communications. If I described [our] biggest success in three words, it would be advocacy, education, visibility.

Mr. Simon and his team at California American Water are true allies for diversity and inclusion. They remove barriers to information for diverse suppliers. They offer expedited payment programs to strengthen suppliers. They leverage their access to create growth opportunities for more challenged suppliers such as Bocci, a CPUC-certified Disadvantaged Business Enterprise (DBE). As an example, Bocci's insurance capacity had been reduced by the major carriers due to our decreased revenues during the pandemic, and California American Water enabled a sliding scale to facilitate our ability to serve the contracts awarded today, while helping to develop our growth as a certified DBE so we can take on larger contracts in the future. Mr. Simon as my mentor facilitated numerous introductions to key stakeholders for engineering and sustainability projects throughout all American Water portfolio companies and California American Water districts. He introduced me directly to Richard C. Svindland, president, California American Water. During this opportunity to present Bocci's capabilities, Mr. Svindland immediately identified a strategic fit for Bocci to consult on their Self-Generation Incentive Program (SGIP) resiliency energy storage projects in the Ventura and Larkfield districts.

I am grateful for the supplier development, for the inclusion in contracts, and for the cash flow support. These progressive actions have enabled Bocci to thrive through the pandemic. I am grateful for the CPUC supplier diversity programs.

Thank you.

Lianne Lami, PE,CEM,CEA  
Connect with me on LinkedIn  
CEO & Principal  
Bocci Engineering & Construction



# 2021 HIGHLIGHTS

## 2021 INTERNAL AND EXTERNAL OUTREACH EFFORTS

At California American Water, we strive to engage in meaningful and productive internal and external outreach events. We coordinate our own company-sponsored events while also collaborating with CWA and other joint California-regulated utilities. The following lists the outreach events California American Water coordinated, included, or completed to engage new and existing diverse suppliers and further our inclusion and diversity efforts.

### STANDING MEETINGS/OUTREACH

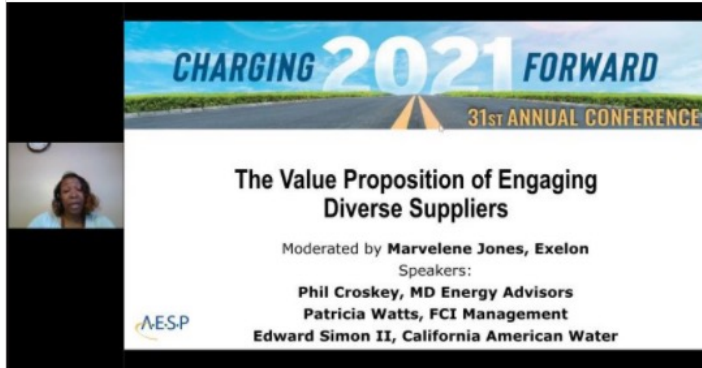
#### MONTHLY

- California Water Association (CWA) Utility Supplier Diversity Committee Meetings
- California Water Association (CWA) Diversity and Inclusion Advisory Council Meetings
- California American Water Supplier Diversity Council Meetings
- Mentor Protégé (Pivotal Adaptive Services and Bocci Engineering) Meetings
- American Water Inclusion and Diversity Champions Leads Meetings
- California American Water Local Office Champions Meetings
- Los Angeles LGBTQ Chamber Commerce (LAGLCC) Board Meetings
- San Diego Equality Business Association (SDEBA) Board Meetings

#### QUARTERLY

- Joint Utilities Meetings
- Asian Business Association (ABA) Advisory Council Meetings (LA Area)
- National Gay & Lesbian Chamber of Commerce (NGLCC) Quarterly Procurement Council Meetings
- National Gay & Lesbian Chamber of Commerce Corporate Advisory Council Meetings
- National Center for American Indian Economic Development (NCAIED) Advisory Council Meetings

On January 12, 2021, California American Water celebrated our 2nd Annual Inclusion & Diversity Day which included corporate, state, and local events. Our I&D Champions did a great job planning the day and leading local discussions. Ed Simon moderated a panel which included four of our eight California American Water Board Members - Kevin Murray (African American), Blanca Zarazua (Hispanic), Mona Pasquil Rogers (Pilipino-American), and Rich Svindland (White). I continue to be proud of our board diversity, which includes a member of the LGBTQ community as well. The board members did a great job sharing their diversity experiences, both personal and professional. The day was capped with the news that the American Water Charitable Foundation will give \$10k to the Martin Luther King, Jr. Center for Nonviolence/Social Change, AND each of our 7,000 employees will receive \$18k in our MyGiving account to donate to a charity of each employee's choice. I continue to be pleased with our inclusion and diversity efforts.



Ed Simon had the pleasure of presenting at this year’s AESP Conference. The team presented on The Value Proposition of Engaging Diverse Suppliers. Ed Simon presented with Phil Crosky and Pat Watts (two diverse suppliers). Ed’s portion of the presentation focused on our successful partnership with Client Confidant. Client Confidant conducted two surveys for California American Water. One focused on internal team members

and suppliers and their thoughts regarding California American’s supplier diversity efforts. The latter survey focused on LGBTBE’s understanding their issues and challenges.

At California American Water we are continuing our efforts to promote a more inclusive work environment encouraging team members to bring their full authentic selves to work. On June 17, 2021, we held our inaugural Virtual Pride Event. We assembled a great panel that included LGBTQ+ advocates from across the state. Panelists included Kristara “Kris” Ritualo (Sacramento), Melissa Muganzo Murphy (Sacramento), Tyller Williamson (Monterey), and Mattheus Stephens (San Diego).



SDI Presence’s Chief Experience Officer, Cecelia Bolden, and California American Water’s Inclusion and Diversity Officer, Edward Simon, MSEL and Certified Diversity Professional, discussed the importance of supplier diversity in procurement efforts to drive innovation and boost economic growth on a Facebook Live session hosted by California American Water. Watch the full video here: <https://lnkd.in/dWWMvMfq4>

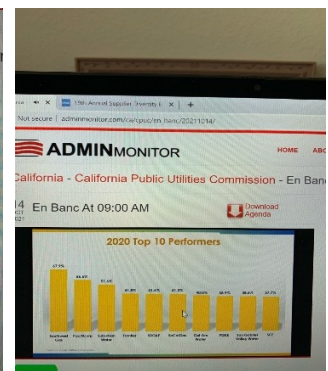
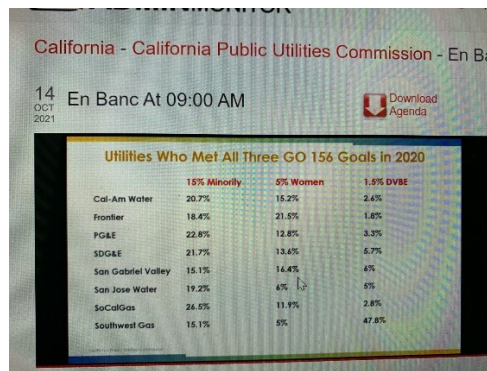
# 2021 HIGHLIGHTS

## CALIFORNIA WATER ASSOCIATION'S "MEET THE PRIMES"

VIRTUAL, CALIFORNIA – Hundreds of diverse vendors from across the Golden State took the first step to access millions of dollars in contracts with California Water Association contractors. At the annual CWA Meet the Primes: Like Never Before event held on September 15, 2021, more than 430 people registered to learn how to connect with a few of the Primes who help CWA member utilities serve more than 6 million people.

More than 430 people registered for the event, which featured Primes who volunteered to share inspiration and insights. Solopreneurs as well as large companies had the same opportunity to pitch their company to CWA Primes. The objective was to facilitate introductions to Primes to cultivate relationships before there is an immediate need to hire.

At California American Water, inclusion of diverse suppliers is part of our overall business strategy. During the CPUC's 2021 En Banc, our results were included on two very important lists – Top 10 Performers, and for meeting all three goals – MBE, WBE and DVBE. These results would not be possible without the continued focus by our entire team. Thank you, California American Water Team Members!



October 23, Ed Simon served on a panel with a dynamic group of leaders from PGE, SCE and AT&T as part of the NAACP CA/HI Chapter Event. The panel was titled Annual Gwen Moore Utility Forum. This year's topic focused on California utilities (PGE, SCE, AT&T and California American Water) and our past and future efforts to be inclusive of people with challenges meeting payment commitments due to the Covid-19 Pandemic. Timothy Simon, former CPUC Commissioner, moderated the panel.



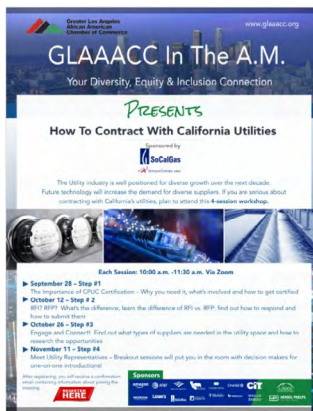


## SOUTHERN CALIFORNIA MINORITY SUPPLIER DEVELOPMENT COUNCIL



Thank you to the Fireside Chat Speakers DM Gilbert of Frontier Communications, Sandra Hrna of SoCalGas, Edward Simon, MSEL and

Certified Diversity Professional of California American Water, and Moderator Vaughn Williams III, MA of SoCalGas for all of their shared wisdom and knowledge on doing business with the Joint Utilities. What a wonderful morning it was.






## GREATER LOS ANGELES AFRICAN AMERICAN CHAMBER OF COMMERCE

Ed Simon was pleased to join the Greater Los Angeles African American Chamber of Chamber of Commerce (GLAAACC) How to Contract with California Utilities on October 12.

## CALIFORNIA LGBTQ CHAMBER OF COMMERCE & LADWP

Water Association partnered with Los Angeles LGBTQ Chamber of Commerce and LADWP to share what it takes to do business with us and upcoming opportunities.

**DOING BUSINESS WITH CALIFORNIA WATER ASSOCIATION (CWA) and Los Angeles Department of Water & Power (LADWP)**

Tuesday, October 5, 2021  
9:00am – 10:30am

Join us for this virtual event. Seven Class A regulated water companies and LADWP will share information about qualifications and expectations of certified businesses looking to do business with each water utility. You will also hear directly from supplier diversity representatives of each water company about upcoming opportunities. This is an exclusive, can't-miss event.

**AGENDA**

- Welcome – Marquita Thomas, Executive Director, LAGLCC
- What it Takes to Work with CWA – Ed Simon, California American Water
  - Registration and Opportunities by Utility
    - California American Water – Ed Simon
    - California Water Service – Jose Espinoza
    - Golden State Water – Holley Joy
    - Liberty Utilities – Stuart Timson
    - San Gabriel Valley Water – Jeanette Diaz
    - San Jose Water – Tim McLaughlin
    - Suburban Water Systems – Lauren James
  - Registration and Opportunities by LAWDP
  - Questions and Answers – Audience

Click on this link to register to attend and receive virtual information:  
[laglcc.org/cwa](https://laglcc.org/cwa)

# 2021 HIGHLIGHTS

## CWA: R.I.S.E

In 2021, CWA Utility Supplier Diversity Program (USDP) partnered with Guided Business Plan to pilot a new format of CWA R.I.S.E. Instead of a 3-hour event with speakers and speed matchmaking, CWA hosted three 90-minute virtual classes for vendors to...

- 1 Understand published and unpublished opportunities in the water industry
- 2 Create and improve their 60-Second Introduction and Capabilities Statement
- 3 Meet with the CWA USDP and buyers during a mock-business matchmaking event

This format allowed us to interact more intimately with a group who is very interested in working within the water industry. Our education and introductions format resulted in video pitches that participants can use to make connections in the industry and beyond.

**“This CWA R.I.S.E. program was not just about sitting and listening to three weeks of lectures. There was a deliverable that we took home that we were able to tailor to water utility companies and use in the future for our business. And so, thank you, Melanie and team, for putting this together and making it such a hands-on workshop series.” – Yvette**



**I learned how to really target the pitches to the water companies, and Melanie did a great job in terms of just kind of leading us and saying, “Well, I think you can do a little bit better; I think you can make it a little bit more focused.” And that, to me was very important because I don’t think I would have tailored it to such an extent. So I just appreciate the guidance and all the help from all the supplier diversity people who gave us better tips, you need to ask this...you need to ask that...you need to tailor it...you need to look at our annual reports...look at our initiatives. So for me, it was it was just invaluable. And I just really appreciate [it]. Thank you.” – Ginger**

**“I’d love to jump in to say how much I really enjoyed and appreciated the information, the quality of tools, and access that we had into being able to speak to people who are going to be looking at our proposals. The help with the capability statement--I’ve been looking for these kinds of tools. I just was absolutely amazed at the quality of this program. And I really appreciate it. So thank you so much, Melanie, for putting this together. And I’m so glad I was invited. Melanie, you pushed us out of our comfort zone, which is always nice. And then we learned how to look at a challenge of the water companies from a different perspective. I learned so much about the water companies, but also about myself as a business owner. So, thank you.” – Tracy**

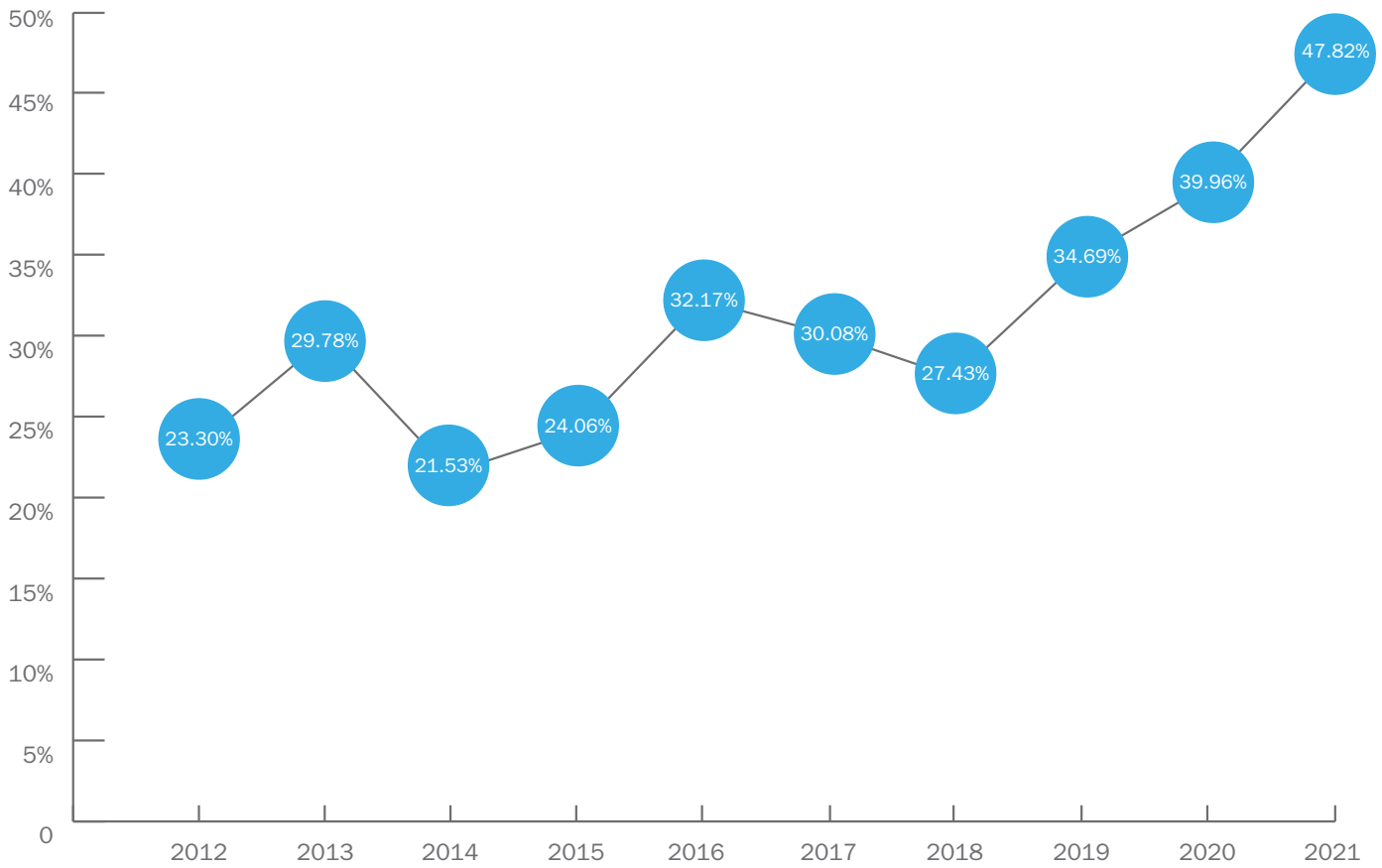


# 2021 HIGHLIGHTS

CWA R.I.S.E. connects diverse vendors throughout California in the interest of forging mutually beneficial business partnerships and creating opportunities for vendors, suppliers, and the California community at large to grow.



## TEN-YEAR SUPPLIER DIVERSITY RESULTS 2021 = 47.82%



## SECTION 9.1.2A – WMDVLGBTBE Annual Results By Ethnicity

UTILITY SUPPLIER DIVERSITY PROGRAM ANNUAL RESULTS BY ETHNICITY – 2021					
	Ethnicity	Direct \$	Sub \$	Total \$	%
MINORITY MALE	Asian-Pacific	\$674,468	\$27,000	\$701,468	0.70%
	African American	\$2,899,424	\$45,359	\$2,944,783	2.92%
	Hispanic	\$14,237,225	\$95,455	\$14,332,680	14.22%
	Native American	\$5,680,773	\$0	\$5,680,773	5.64%
	<b>Total Minority Male</b>	<b>\$23,491,890</b>	<b>\$167,814</b>	<b>\$23,659,704</b>	<b>23.47%</b>
MINORITY FEMALE	Asian-Pacific	\$28,899	\$0	\$28,899	0.03%
	African American	\$459,915	\$0	\$459,915	0.46%
	Hispanic	\$2,300,390	\$134,270	\$2,434,660	2.42%
	Native American	\$0	\$0	\$0	0.00%
	<b>Total Minority Female</b>	<b>\$2,789,204</b>	<b>\$134,270</b>	<b>\$2,923,474</b>	<b>2.90%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>\$26,281,094</b>	<b>\$302,084</b>	<b>\$26,583,178</b>	<b>26.37%</b>
<b>Total Women Business Enterprise (WBE)</b>		<b>\$12,988,881</b>	<b>\$457,672</b>	<b>\$13,446,553</b>	<b>13.34%</b>
<b>Total Disabled Veteran Business Enterprise (DVBE)</b>		<b>\$713,369</b>	<b>\$3,200,225</b>	<b>\$3,913,594</b>	<b>3.88%</b>
<b>Total Lesbian, Gay, Bisexual or Transgender Business Enterprise (LGBTBE)</b>		<b>\$4,258,134</b>	<b>\$0</b>	<b>\$4,258,134</b>	<b>4.22%</b>
<b>Total Other 8(a)*</b>		<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>0.0%</b>
<b>Total Business Enterprises (WMDVLGBTBE)</b>		<b>\$44,241,478</b>	<b>\$3,959,981</b>	<b>\$48,201,459</b>	<b>47.82%</b>
<b>Net Procurement**</b>		<b>\$100,796,029</b>			

**NOTE:** \*Firms classified as 8(a) of Small Business Administration include non-WMDVLGBTBE

\*\*Net procurement includes purchase order, non-purchase order, and credit card dollars

# 2021 HIGHLIGHTS

## SECTION 9.1.2B – WMDVLGBTBE Procurement By Products & Services (Direct)

UTILITY SUPPLIER DIVERSITY PROGRAM ANNUAL RESULTS BY PRODUCTS AND SERVICES – DIRECT – 2021							
MINORITY	Ethnicity	Product		Services		Total	
		\$	%	\$	%	\$	%
MALE	Asian-Pacific	\$60,778	0.06%	\$613,690	0.61%	\$674,468	0.67%
	African American	\$0	0.00%	\$2,899,424	2.88%	\$2,899,424	2.88%
	Hispanic	\$6,464	0.01%	\$14,230,761	14.12%	\$14,237,225	14.12%
	Native American	\$0	0.00%	\$5,680,773	5.64%	\$5,680,773	5.64%
	<b>Total Minority Male</b>	<b>\$67,242</b>	<b>0.07%</b>	<b>\$23,424,648</b>	<b>23.24%</b>	<b>\$23,491,890</b>	<b>23.31%</b>
FEMALE	Asian-Pacific	\$0	0.00%	\$28,899	0.03%	\$28,899	0.03%
	African American	\$121,772	0.12%	\$338,143	0.34%	\$459,915	0.46%
	Hispanic	\$275,195	0.27%	\$2,025,195	2.01%	\$2,300,390	2.28%
	Native American	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Female</b>	<b>\$396,967</b>	<b>0.39%</b>	<b>\$2,392,237</b>	<b>2.37%</b>	<b>\$2,789,204</b>	<b>2.77%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>\$464,209</b>	<b>0.46%</b>	<b>\$25,816,885</b>	<b>25.61%</b>	<b>\$26,281,094</b>	<b>26.07%</b>
<b>Total Women Business Enterprise (WBE)</b>		<b>\$189,005</b>	<b>0.19%</b>	<b>\$12,799,876</b>	<b>12.70%</b>	<b>\$12,988,881</b>	<b>12.89%</b>
<b>Total Disabled Veteran Business Enterprise (DVBE)</b>		<b>\$30,956</b>	<b>0.03%</b>	<b>\$682,413</b>	<b>0.68%</b>	<b>\$713,369</b>	<b>0.71%</b>
<b>Total Lesbian, Gay, Bisexual or Transgender Business Enterprise (LGBTBE)</b>		<b>\$22,955</b>	<b>0.02%</b>	<b>\$4,235,179</b>	<b>4.20%</b>	<b>\$4,258,134</b>	<b>4.22%</b>
<b>Total Other 8(a)*</b>		<b>\$0</b>	<b>0.00%</b>	<b>\$0</b>	<b>0.00%</b>	<b>\$0</b>	<b>0.00%</b>
<b>Total Business Enterprises (WMDVLGBTBE)</b>		<b>\$707,125</b>	<b>0.70%</b>	<b>\$43,534,353</b>	<b>43.19%</b>	<b>\$44,241,478</b>	<b>43.89%</b>
<b>Total Product Procurement</b>		<b>\$707,125</b>					
<b>Total Service Procurement</b>		<b>\$43,534,353</b>					
<b>Net Procurement – Direct Products &amp; Services**</b>		<b>\$100,796,029</b>					
<b>Total Number of WMDVLGBTBEs that Received Direct Spend</b>		<b>104</b>					

**NOTE:** \*Firms classified as 8(a) of Small Business Administration include non-WMDVLGBTBE  
 \*\*Net procurement includes purchase order, non-purchase order, and credit card dollars  
 Direct: Direct Procurement  
 Sub: Subcontractor Procurement  
 %: Percentage of Net Procurement

## SECTION 9.1.2C – WMDVLGBTBE Procurement

### By Products and Services (Subcontractors)

UTILITY SUPPLIER DIVERSITY PROGRAM ANNUAL RESULTS BY PRODUCTS AND SERVICES – SUBCONTRACTORS – 2021							
	Ethnicity	Product		Services		Total	
		\$	%	\$	%	\$	%
MINORITY MALE	Asian-Pacific	\$0	0.00%	\$27,000	0.03%	\$27,000	0.03%
	African American	\$0	0.00%	\$45,359	0.05%	\$45,359	0.05%
	Hispanic	\$0	0.00%	\$95,455	0.09%	\$95,455	0.09%
	Native American	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Male</b>	<b>\$0</b>	<b>0.00%</b>	<b>\$167,814</b>	<b>0.17%</b>	<b>\$167,814</b>	<b>0.17%</b>
MINORITY FEMALE	Asian-Pacific	\$0	0.00%	\$0	0.00%	\$0	0.00%
	African American	\$0	0.00%	\$0	0.00%	\$0	0.00%
	Hispanic	\$0	0.00%	\$134,270	0.13%	\$134,270	0.13%
	Native American	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Female</b>	<b>\$0</b>	<b>0.00%</b>	<b>\$134,270</b>	<b>0.13%</b>	<b>\$134,270</b>	<b>0.13%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>\$0</b>	<b>0.00%</b>	<b>\$302,084</b>	<b>0.30%</b>	<b>\$302,084</b>	<b>0.30%</b>
<b>Total Women Business Enterprise (WBE)</b>		<b>\$0</b>	<b>0.00%</b>	<b>\$457,672</b>	<b>0.45%</b>	<b>\$457,672</b>	<b>0.45%</b>
<b>Total Disabled Veteran Business Enterprise (DVBE)</b>		<b>\$0</b>	<b>0.00%</b>	<b>\$3,200,225</b>	<b>3.17%</b>	<b>\$3,200,225</b>	<b>3.17%</b>
<b>Total Lesbian, Gay, Bisexual or Transgender Business Enterprise (LGBTBE)</b>		<b>\$0</b>	<b>0.00%</b>	<b>\$0</b>	<b>0.00%</b>	<b>\$0</b>	<b>0.00%</b>
<b>Total Other 8(a)*</b>		<b>\$0</b>	<b>0.00%</b>	<b>\$0</b>	<b>0.00%</b>	<b>\$0</b>	<b>0.00%</b>
<b>Total Business Enterprises (WMDVLGBTBE)</b>		<b>\$0</b>	<b>0.00%</b>	<b>\$3,959,981</b>	<b>3.93%</b>	<b>\$3,959,981</b>	<b>3.93%</b>
<b>Total Product Procurement</b>		<b>\$0</b>					
<b>Total Service Procurement</b>		<b>\$3,959,981</b>					
<b>Net Procurement – Direct Products and Services**</b>		<b>\$100,796,029</b>					

**NOTE:** \*Firms classified as 8(a) of Small Business Administration include non-WMDVLGBTBE  
 \*\*Net procurement includes purchase order, non-purchase order, and credit card dollars  
 Direct: Direct Procurement  
 Sub: Subcontractor Procurement  
 %: Percentage of Net Procurement

# 2021 HIGHLIGHTS

## SECTION 9.1.2D – WMDVLGBTBE Procurement By Standard Industrial Categories

SIC CODE	CATEGORY	ASIAN-PACIFIC		AFRICAN AMERICAN		HISPANIC		NATIVE AMERICAN	
		MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
0781	Horticulture Architectural Services	\$				\$147,420			
		%				0.15%			
0782	Lawn and Garden Services	\$				\$9,835			
		%				0.01%			
1442	Construction Sand and Gravel	\$							
		%							
1522	General Contractors: Residential Buildings, Other than Single-Family	\$		\$720,035					
		%		0.71%					
1541	General Contractors: Industrial Buildings and Warehouses	\$						\$5,176,214	
		%						5.14%	
1611	Highway and Street Construction	\$							
		%							
1623	Water, Sewer and Pipelines	\$				\$11,669,184			
		%				11.58%			
1629	Heavy Construction, NEC	\$				\$3,776			
		%				0.00%			
1711	Plumbing, Heating and AC	\$							
		%							
1721	Painting and Paper Hanging	\$	\$27,000						
		%	0.03%						
1731	Electrical Work	\$				\$1,052,312	\$845,325		
		%				1.04%	0.84%		
1771	Concrete Work	\$				\$333,226			
		%				0.33%			
1799	Special Trade Contractors, NEC	\$		\$42,039		\$71,660			
		%		0.04%		0.07%			
2052	Cookies and Crackers	\$				\$56			
		%				0.00%			
2326	Men's and Boy's Work Clothing	\$							
		%							
2385	Waterproof Outerwear	\$				\$473			
		%				0.00%			
2759	Commercial Printing	\$							
		%							
2819	Industrial Inorganic Chemicals, NEC	\$	\$214,738						
		%	0.21%						
2899	Chemicals and Chemical Preparations	\$					\$275,195		
		%					0.27%		
3646	Commercial, Industrial, and Institutional Electric Lighting Fixtures	\$				\$193,734			
		%				0.19%			



# 2021 HIGHLIGHTS

TOTAL MINORITY BUSINESS ENTERPRISE (MBE)	TOTAL WOMEN BUSINESS ENTERPRISE (WBE)	TOTAL LESBIAN, GAY, BISEXUAL, TRANSGENDER BUSINESS ENTERPRISE (LGBTBE)	TOTAL DISABLED VETERAN BUSINESS ENTERPRISE (DVBE)	OTHER 8(a)*	TOTAL WMDVLGBTBE
\$147,420	\$3,100				\$150,520
0.15%	0.00%				0.15%
\$9,835					\$9,835
0.01%					0.01%
			\$503,362		\$503,362
			0.50%		0.50%
\$720,035					\$720,035
0.71%					0.71%
\$5,176,214					\$5,176,214
5.14%					5.14%
			\$39,150		\$39,150
			0.04%		0.04%
\$11,669,184	\$5,209,228	\$3,893,611	\$135,929		\$20,907,952
11.58%	5.17%	3.86%	0.13%		20.74%
\$3,776					\$3,776
0.00%					0.00%
	\$112,043				\$112,043
	0.11%				0.11%
\$27,000					\$27,000
0.03%					0.03%
\$1,897,637			\$239,016		\$2,136,653
1.88%			0.24%		2.12%
\$333,226					\$333,226
0.33%					0.33%
\$113,699					\$113,699
0.11%					0.11%
\$56					\$56
0.00%					0.00%
	\$22,857				\$22,857
	0.02%				0.02%
\$473					\$473
0.00%					0.00%
	\$3,373				\$3,373
	0.00%				0.00%
\$214,738	\$37,510		\$2,970,223		\$3,222,471
0.21%	0.04%		2.95%		3.20%
\$275,195					\$275,195
0.27%					0.27%
\$193,734					\$193,734
0.19%					0.19%

# 2021 HIGHLIGHTS

SIC CODE	CATEGORY	ASIAN-PACIFIC		AFRICAN AMERICAN		HISPANIC		NATIVE AMERICAN	
		MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
3799	Transportation Equipment	\$							
		%							
3993	Signs and Advertising Specialties	\$			\$22,418				
		%			0.02%				
4212	Local Trucking Without Storage	\$							
		%							
4213	Long-distance truckload general freight trucking	\$							
		%							
4581	Aircraft Cleaning and Janitorial Services	\$				\$109,900			
		%				0.11%			
4619	Pipelines, NEC	\$					\$1,124,401		
		%					1.12%		
4789	Transportation Services	\$		\$45,359		\$31,399	\$89,387		
		%		0.05%		0.03%	0.09%		
4952	Sewerage Systems	\$							
		%							
4953	Hazardous Waste Treatment and Disposal	\$		\$28,403					
		%		0.03%					
5021	Furniture	\$							
		%							
5039	Construction Materials, NEC	\$							
		%							
5047	Medical, Dental and Hospital and Equipment & Supplies	\$			\$18,835				
		%			0.02%				
5084	Industrial Machinery and Equipment	\$							
		%							
5085	Industrial Supplies	\$							
		%							
5112	Stationery and Office Supplies	\$	\$60,778						
		%	0.06%						
5172	Petroleum and Petroleum Products Wholesalers, Except Bulk Stations and Terminals	\$				\$5,991			
		%				0.01%			
5599	Automotive Dealers, NEC	\$		\$2,102,093					
		%		2.09%					
7291	Tax Return Preparation Services	\$				\$61,842			
		%				0.06%			
7311	Advertising Agencies	\$							
		%							
7319	Advertising Materials Distributor Services	\$			\$14,126				
		%			0.01%				
7349	Building Cleaning and Maintenance Services, NEC	\$		\$28,899					
		%		0.03%					
7359	Equipment Rental and Leasing, NEC	\$							
		%							

# 2021 HIGHLIGHTS

TOTAL MINORITY BUSINESS ENTERPRISE (MBE)	TOTAL WOMEN BUSINESS ENTERPRISE (WBE)	TOTAL LESBIAN, GAY, BISEXUAL, TRANSGENDER BUSINESS ENTERPRISE (LGBTBE)	TOTAL DISABLED VETERAN BUSINESS ENTERPRISE (DVBE)	OTHER 8(a)*	TOTAL WMDVLGBTBE
	\$436				\$436
	0.00%				0.00%
\$22,418	\$3,548				\$25,966
0.02%	0.00%				0.03%
	\$56,649				\$56,649
	0.06%				0.06%
			\$14,260		\$14,260
			0.01%		0.01%
\$109,900					\$109,900
0.11%					0.11%
\$1,124,401					\$1,124,401
1.12%					1.12%
\$166,145					\$166,145
0.16%					0.16%
	\$227,796				\$227,796
	0.23%				0.23%
\$28,403					\$28,403
0.03%					0.03%
	\$1,644				\$1,644
	0.00%				0.00%
	\$3,930		\$9,425		\$13,355
	0.00%		0.01%		0.01%
\$18,835	\$15,492				\$34,327
0.02%	0.02%				0.03%
	\$8,966				\$8,966
	0.01%				0.01%
	\$87,458				\$87,458
	0.09%				0.09%
\$60,778			\$2,229		\$63,007
0.06%			0.00%		0.06%
\$5,991					\$5,991
0.01%					0.01%
\$2,102,093					\$2,102,093
2.09%					2.09%
\$61,842					\$61,842
0.06%					0.06%
	\$883,260	\$22,955			\$906,215
	0.88%	0.02%			0.90%
\$14,126					\$14,126
0.01%					0.01%
\$28,899	\$221,505				\$250,404
0.03%	0.22%				0.25%
	\$1,325				\$1,325
	0.00%				0.00%

# 2021 HIGHLIGHTS

SIC CODE	CATEGORY	ASIAN-PACIFIC		AFRICAN AMERICAN		HISPANIC		NATIVE AMERICAN		
		MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	
7371	Computer Programming Services	\$		\$6,854						
		%		0.01%						
7374	Computer Processing and Data Preparation and Processing Services	\$								
		%								
7376	Computer Facilities Management Services	\$			\$88,755					
		%			0.09%					
7382	Security Systems Services	\$								
		%								
7389	Interior Design, Business Support Services	\$					\$39,243			
		%					0.04%			
7513	Truck Rental and Leasing	\$								
		%								
7699	Repair Shops and Related Services, NEC	\$								
		%								
8099	Health and Allied Services	\$								
		%								
8111	Legal Services	\$	\$197,989							
		%	0.20%							
8299	Professional and Management Development Training	\$			\$2,082					
		%			0.00%					
8711	Engineering Services	\$	\$200,963			\$355,882	\$54,817	\$504,559		
		%	0.20%			0.35%	0.05%	0.50%		
8713	Surveying Services	\$				\$112,750				
		%				0.11%				
8734	Testing Laboratories	\$					\$6,292			
		%					0.01%			
8741	Construction Management Services	\$			\$700					
		%			0.00%					
8742	Management Consulting Services	\$			\$312,943	\$58,988				
		%			0.31%	0.06%				
8743	Public Relations Services	\$								
		%								
8748	Business Consulting Services, NEC	\$				\$114,308				
		%				0.11%				
8999	Services, NEC	\$								
		%								
9512	Land, Mineral, Wildlife, and Forest Conservation	\$								
		%								
<b>TOTAL</b>		\$	<b>\$701,468</b>	<b>\$28,899</b>	<b>\$2,944,783</b>	<b>\$459,915</b>	<b>\$14,332,680</b>	<b>\$2,434,660</b>	<b>\$5,680,773</b>	<b>\$0</b>
		%	<b>0.70%</b>	<b>0.03%</b>	<b>2.92%</b>	<b>0.46%</b>	<b>14.22%</b>	<b>2.42%</b>	<b>5.64%</b>	<b>0.00%</b>

<b>Total Product Procurement</b>	<b>\$707,125</b>
<b>Total Service Procurement</b>	<b>\$47,494,334</b>
<b>Net Procurement**</b>	<b>\$100,796,029</b>

# 2021 HIGHLIGHTS

TOTAL MINORITY BUSINESS ENTERPRISE (MBE)	TOTAL WOMEN BUSINESS ENTERPRISE (WBE)	TOTAL LESBIAN, GAY, BISEXUAL, TRANSGENDER BUSINESS ENTERPRISE (LGBTBE)	TOTAL DISABLED VETERAN BUSINESS ENTERPRISE (DVBE)	OTHER 8(a)*	TOTAL WMDVLGBTBE
\$6,854		\$9,400			\$16,254
0.01%		0.01%			0.02%
		\$2,530			\$2,530
		0.00%			0.00%
\$88,755					\$88,755
0.09%					0.09%
	\$3,376				\$3,376
	0.00%				0.00%
\$39,243	\$35,054				\$74,297
0.04%	0.03%				0.07%
	\$239,241				\$239,241
	0.24%				0.24%
	\$123,016				\$123,016
	0.12%				0.12%
	\$2,672				\$2,672
	0.00%				0.00%
\$197,989	\$13,225	\$1,469			\$212,683
0.20%	0.01%	0.00%			0.21%
\$2,082					\$2,082
0.00%					0.00%
\$1,116,221	\$1,018,709	\$124,325			\$2,259,255
1.11%	1.01%	0.12%			2.24%
\$112,750	\$529,464				\$642,214
0.11%	0.53%				0.64%
\$6,292					\$6,292
0.01%					0.01%
\$700	\$4,165,459				\$4,166,159
0.00%	4.13%				4.13%
\$371,931					\$371,931
0.37%					0.37%
		\$180,000			\$180,000
		0.18%			0.18%
\$114,308	\$64,688	\$23,844			\$202,840
0.11%	0.06%	0.02%			0.20%
	\$120,992				\$120,992
	0.12%				0.12%
	\$230,537				\$230,537
	0.23%				0.23%
<b>\$26,583,178</b>	<b>\$13,446,553</b>	<b>\$4,258,134</b>	<b>\$3,913,594</b>	<b>\$0</b>	<b>\$48,201,459</b>
<b>26.37%</b>	<b>13.34%</b>	<b>4.22%</b>	<b>3.88%</b>	<b>0.00%</b>	<b>47.82%</b>

**NOTE:** \*Firms classified as 8(a) of Small Business Administration include non-WMDVLGBTBE  
 \*\*Net procurement includes purchase order, non-purchase order, and credit card dollars  
 \$: Total procurement dollar amount in the specific SIC category  
 %: Percentage of total dollars

# 2021 HIGHLIGHTS

## SECTION 9.1.2E – Number of WMDVLGBTBE Suppliers and Revenue Reported to the Clearinghouse and California American Water

Data on Number of Suppliers   Revenue Reported to CHS						
# WMDVLGBTBEs	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total
< \$1 million	16	9	3	0	0	28
\$1 million < \$2.5 million	11	6	3	0	0	20
\$2.5 million < \$5 million	4	8	0	0	0	12
\$5 million < \$10 million	4	6	0	0	0	10
\$10 million+	17	12	1	0	0	30
No Revenue Designation	1	1	1	11	0	14
<b>TOTAL</b>	<b>53</b>	<b>42</b>	<b>8</b>	<b>11</b>	<b>0</b>	<b>114</b>

Revenue and Payment Data   Revenue Reported to CHS						
WMDVLGBTBE \$M	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total
< \$1 million	\$5,489,191	\$4,515,721	\$480,212	\$0	\$0	\$10,485,124
\$1 million < \$2.5 million	\$16,669,339	\$10,035,867	\$4,600,000	\$0	\$0	\$31,305,206
\$2.5 million < \$5 million	\$16,925,301	\$28,071,097	\$0	\$0	\$0	\$44,996,398
\$5 million < \$10 million	\$31,788,148	\$38,808,503	\$0	\$0	\$0	\$70,596,651
\$10 million+	\$813,820,462	\$4,457,308,391	\$15,000,000	\$0	\$0	\$5,286,128,853
No Revenue Designation	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$884,692,441</b>	<b>\$4,538,739,580</b>	<b>\$20,080,212</b>	<b>\$0</b>	<b>\$0</b>	<b>\$5,443,512,232</b>

**NOTE:** \*Firms classified as 8(a) of Small Business Administration include non-WMDVLGBTBE



Data on Number of Suppliers   California American Water 2021 Summary						
# WMDVLGBTBEs	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total
< \$1 million	48	38	7	10	0	103
\$1 million < \$2.5 million	3	1	0	0	0	4
\$2.5 million < \$5 million	1	3	1	1	0	6
\$5 million < \$10 million	1	0	0	0	0	1
\$10 million+	0	0	0	0	0	0
No Revenue Designation	0	0	0	0	0	0
<b>TOTAL</b>	<b>53</b>	<b>42</b>	<b>8</b>	<b>11</b>	<b>0</b>	<b>114</b>

Revenue and Payment Data   California American Water 2021 Summary						
WMDVLGBTBE \$M	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total
< \$1 million	\$7,114,251	\$4,071,867	\$364,523	\$943,372	\$0	\$12,494,013
\$1 million < \$2.5 million	\$5,725,059	\$1,053,749	\$0	\$0	\$0	\$6,778,808
\$2.5 million < \$5 million	\$4,573,248	\$8,320,937	\$3,893,610	\$2,970,223	\$0	\$19,758,018
\$5 million < \$10 million	\$9,170,620	\$0	\$0	\$0	\$0	\$9,170,620
\$10 million+	\$0	\$0	\$0	\$0	\$0	\$0
No Revenue Designation	\$0	\$0	\$0	\$0	\$0	\$0
<b>TOTAL</b>	<b>\$26,583,178</b>	<b>\$13,446,553</b>	<b>\$4,258,134</b>	<b>\$3,913,594</b>	<b>\$0</b>	<b>\$48,201,459</b>

**NOTE:** \*Firms classified as 8(a) of Small Business Administration include non-WMDVLGBTBE

# 2021 HIGHLIGHTS

## SECTION 9.1.2F – Description of Number of WMDVLGBTBE Suppliers with California Majority Workforce

In 2021, California American Water engaged and had spend (directly or through use of subcontractors) with 114 diverse suppliers. Of the 114 vendors, 99 listed their physical address with the Supplier Clearinghouse as California. The 99 vendors indicated they employed over 4,926 employees.

## SECTION 9.1.3 – WMDVLGBTBE Program Expenses

EXPENSE CATEGORY	AMOUNT
Wages	\$133,851
Other Employee Expenses	\$14,754
Program Expenses	\$155,806
Reporting Expenses	\$9,016
Training	\$15,200
Consultants	\$5,591
Other	\$16,721
<b>TOTAL</b>	<b>\$350,938</b>

## SECTION 9.1.4A – Description of Progress in Meeting or Exceeding Set Goals

**California American Water consistently sets goals in excess of the CPUC's 21.5 percent.** In 2021, our internal goal was 31.7 percent. We finished the year at 47.82 percent. This is the 3rd year we met all three category goals: MBE 26.37 percent, which is an increase from 2020 at 20.74 percent (target 15 percent); WBE 13.34 percent, which is a decrease from 2020 at 15.16 percent (target 5 percent); and DVBE 3.88 percent which is an increase from 2020 at 2.55 percent (target 1.5 percent). We finished the year with a LGBTBE spend at 4.22 percent, which is an increase from 2020 at 1.52 percent. Our success achieving the three primary goals can be attributed to the internal and external highlights noted in the previous pages.

## SECTION 9.1.4B – WMDVLGBTBE Results and Goals

<b>CATEGORY</b>	<b>GOALS</b> (Net procurement percentages add up to the diverse spend goal of 21.5%)	<b>RESULTS</b> (Net procurement add up to the diverse spend actual of 47.82%)
MINORITY MEN	0.00%	23.47%
MINORITY WOMEN	0.00%	2.90%
MBE	15.00%	26.37%
WBE	5.00%	13.34%
LGBTBE	0.00%	4.22%
DVBE	1.50%	3.88%
<b>TOTAL</b>	<b>21.50%</b>	<b>47.82%*</b>

\*Minority Men + Minority Women + WBE + LGBTBE + DVBE = 47.82%

## SECTION 9.1.5A – Description of Prime Contractor Utilization of WMDVLGBTBE Subcontractors

In 2021, our prime suppliers spent \$3.96M on diverse subcontractors, which was 3.93 percent of our spend. In 2020, our prime suppliers spent \$2.96M, which was 2.79 percent of our spend. In 2021, we increased our prime suppliers’ use of diverse suppliers by 1.2 percent. We will continue our efforts to work with our Committed Corporations to increase spend with diverse subcontractors.

# 2021 HIGHLIGHTS

## SECTION 9.1.5B – Summary of Prime Contractor Utilization of WMDVLGBTBE Subcontractors

	Minority Male	Minority Female	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	Other 8(a)*	TOTAL WMDV-LGBTBE
<b>Direct \$</b>	\$23,491,890	\$2,789,204	\$26,281,094	\$12,988,881	\$4,258,134	\$713,369	\$0	\$44,241,478
<b>Subcontracting \$</b>	\$167,814	\$134,270	\$302,084	\$457,672	\$0	\$3,200,225	\$0	\$3,959,981
<b>Total</b>	<b>\$23,659,704</b>	<b>\$2,923,474</b>	<b>\$26,583,178</b>	<b>\$13,446,553</b>	<b>\$4,258,134</b>	<b>\$3,913,594</b>	<b>\$0</b>	<b>\$48,201,459</b>
<b>Direct %</b>	23.31%	2.77%	26.07%	12.89%	4.22%	0.71%	0.00%	43.89%
<b>Subcontracting %</b>	0.17%	0.13%	0.30%	0.45%	0.00%	3.17%	0.00%	3.93%
<b>Total %</b>	<b>23.47%</b>	<b>2.90%</b>	<b>26.37%</b>	<b>13.34%</b>	<b>4.22%</b>	<b>3.88%</b>	<b>0.00%</b>	<b>47.82%</b>

<b>Net Procurement**</b>	<b>\$100,796,029</b>
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**NOTE:** \*Firms classified as 8(a) of Small Business Administration include non-WMDVLGBTBE  
 \*\*Net procurement includes purchase order, non-purchase order, and credit card dollars  
 %: Percentage of total net procurement

## SECTION 9.1.6 – A List of WMDVLGBTBE Complaints Received and Current Status

California American Water did not receive any complaints from diverse suppliers in 2021.

## SECTION 9.1.7 – Description of Efforts to Recruit WMDVLGBTBE Suppliers in Low Utilization Categories

Table 9.1.2 identifies where we have underutilized diverse vendors in areas including legal, finance, and computer-related services. We will continue focusing our efforts on increasing spend in these areas in 2021 and beyond. We will continue to engage our CBOs to assist in our search for suppliers to meet our needs in these areas. We will also encourage our prime suppliers to use diverse subcontractors through our Annual Prime Supplier and Procurement Lead Showcase and our California Water Association Meet-the-Primes events.

## SECTION 10.1.1 – WMDVLGBTBE Annual Short-, Mid-, and Long-Term Goals by Product and Services Categories

California American Water, along with other California Water Association utilities, find it difficult to complete a more detailed chart identifying needs for products and services, as these needs differ yearly due to agreed upon CPUC capital projects and spending, which are approved every three years based on our general rate case cycle. We are in an ever-changing regulatory environment and must balance our needs and procurement activities with those of our customers to keep our rates low. California American Water will strive to improve our results noted below.

**MBE FOCUS** – Although we achieved 26.37 percent in 2021, which is an increase from 2020’s 20.74 percent, exceeding the CPUC goal of 15 percent, we will continue our efforts to increase our spend with Asian Pacific, African and Native Americans while maintaining our results with Hispanic Americans. We are finalizing our overall strategy to increase our spend with the African-American community and will develop strategies for the other ethnicities where our spend has been historically low.

**WBE FOCUS** – Although we achieved 13.34 percent in 2021, which is a decrease from 2020’s 15.16 percent, exceeding the CPUC goal of 5 percent, we will continue our efforts to include women businesses in our procurement processes.

**DVBE FOCUS** – Although we achieved 3.88 percent, which is an increase from 2020’s 2.55 percent, exceeding the CPUC goal of 1.5 percent, we will continue our efforts to engage veteran and disabled-veteran businesses.

**LGBTBE** – Although there is currently no LGBTBE goal, we are focused on increasing our spend with LGBTBEs. In 2021 we achieved 4.22 percent, which is an increase from 2020’s 1.52 percent. We will continue to engage the LGBTQ+ CBOs in our service areas, including the Los Angeles LGBTQ Chamber of Commerce, Sacramento Rainbow Chamber of Commerce, and the National Gay & Lesbian Chamber of Commerce in our efforts to educate the LGBTBEs regarding the water industry and our procurement opportunities.

We have established LGBTBE contract relationships in some of the professional areas (legal, marketing, and promotional services). We struggle to find LGBTBE relationships in the areas where most of our larger spend is – infrastructure (pipeline/underground construction), engineering, and water treatment processes. We are continuing to work with advocacy groups focused on businesses within these industries. We are continuing to work with advocacy groups focused on businesses within these industries.

# 2022 PLAN

## SHORT, MID- AND LONG-TERM GOALS

In last year’s report, we updated our short-term, mid-term and long-term goals based on our historical performance over the last six years. We substantially increased our previous short-term = 23.00 percent (update to 30.50 percent), previous mid-term = 26.00 percent (updated to 34.50 percent) and previous long-term = 27.75 percent (updated to 38.50 percent). All category goals have been increased quite a bit. These are aspirational goals, and we are committed to achieving them. Based on our 2021 results, we exceeded our short-, mid- and long-term overall goals.

CATEGORY	Current CPUC Goal	Short-Term Goals (2019–2021)	Mid-Term Goals (2022–2024)	Long-Term Goals (2024–2026)
Minority Business Enterprises (MBE)	15.00%	15.00%	16.00%	17.00%
Women Business Enterprises (WBE)	5.00%	12.00%	13.00%	14.00%
Lesbian, Gay, Bisexual and Transgender Business Enterprises (LGBTBE)	0%	1.00%	2.00%	3.00%
Disabled Veteran Business Enterprises (DVBE)	1.50%	2.50%	3.50%	4.50%
<b>TOTAL</b>	<b>21.50%</b>	<b>30.50%</b>	<b>34.50%</b>	<b>38.50%</b>

## SECTION 10.1.2 – Description of WMDVLGBTBE Planned Program Activities for 2022

We will continue our efforts to engage WMDVLGBTBEs in our procurement processes focused on inclusion of all. Our focus for 2022 will include:

1. Finalize our strategy to increase spend in lower performing minority categories - African American, Asian Pacific Islander, Native American and LGBTBEs. Our Supplier Diversity Council approved the draft strategy in 2021. We will finalize and Implement recommendations starting in 2022.
2. We will continue to reach out to our Prime Suppliers when they do not meet their MBE utilization contract commitments to offer assistance and plans for improvements.
3. We will continue our Partnering Forward for Success Program to encourage existing and new Committed Corporations to mentor one DBE a year.
4. We will implement a new Supplier Diversity Dashboard to allow employees to view results and drill deeper into their functional results.
5. We will begin discussions to create targeted diversity goals for those in charge of larger dollar procurement spend.
6. We will support the CPUC’s final decision regarding plans for LGBTBE goals, key action Items to increase spend with LGBTBEs and other final approved changes to General Order 156.



### SECTION 10.1.3 – Plans for Recruiting WMDVLGBTBE Suppliers in Low Utilization Areas

In our experience, we can establish LGBTBE contract relationships in some of the professional areas (legal, marketing, promotional service, and travel). Where we struggle to find LGBTBEs is in the areas where most of our larger spend is – infrastructure (pipeline/underground construction), engineering, and water treatment processes. We have other low utilization in finance, as our parent company provides the support needed in this area. We will focus our efforts on increasing our spend in legal areas, but we require the vendor to have knowledge of the regulated water space and the environmental challenges we face.

### SECTION 10.1.4 – Plans for Recruiting WMDVLGBTBE Suppliers Where Unavailable

We will continue our efforts to recruit suppliers for all products and services as noted in sections 10.1.1 and 10.1.3.

### SECTION 10.1.5 – Plans for Encouraging Prime Contractors to Subcontract WMDVLGBTBE Suppliers

As noted in Section 9.1.5, we believe requiring our prime contractors to report their tier two spend quarterly, along with reviewing and monitoring results throughout the year, will continue to provide the primes and California American Water with opportunities to work together to identify ways to increase subcontractor engagement and spending. In 2018, we implemented our Diverse Business Enterprise Requirement Statement (DBE) which identifies goals our non-diverse prime suppliers are expected to achieve for contracts valued over \$100,000. In 2022, we will implement enhanced processes to monitor their progress meeting these goals and help where necessary. We will continue to monitor our processes and adjust where appropriate for continuous improvement.

### SECTION 10.1.6 – Plans for Complying with WMDVLGBTBE Program Guidelines

California American Water is committed to meeting all Supplier Diversity Program compliance areas set both internally and by the California Public Utilities Commission. We continue to hold ourselves accountable to the highest level of integrity as we create and develop administrative processes that will assure prospective diverse suppliers a fair and equitable inclusion in their pursuit of contract opportunities. We are confident this will ensure the best quality products and services to the communities we serve.

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**Acknowledgement of Exclusions:** As noted in General Order 156, categories excluded from our gross procurement include purchased water, purchased power, pump taxes, all taxes, franchise fees, postage, all other non-sourceable categories, and affiliate transaction expenses.

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