



SMALL CONTRACTOR OUTREACH AND OPPORTUNITIES PROGRAM (SCOOP)
COMMITTEE MEETING
September 23, 2013

1. Call to order

Chair Hilliker called the SCOOP Committee meeting to order at 1:06 p.m.

2. Roll call – Determination of a Quorum

Committee members present were Chair Hilliker, Vice Chair Tu, and Directors Lewinger, Linden, Miller and Mudd. At that time, there was a quorum of the Committee. Also present were Directors Muir and Murtland.

Staff members present were Deputy General Manager Belock, Deputy General Counsel Gallien, Director of Public Outreach and Conservation Foster and SCOOP Manager Yanushka. The guest speakers present were Bill Ulmer, President of G-Force and Rachel Fischer, Deputy Director of the Contracting Opportunity Center. Also present were Steve Bastasini, Urban Meters & Readers and Skip Griffin, consultant for Separation Processes, Inc.

3. Opportunity for members of the public to address the Committee regarding agenda items for this meeting

There were no members of the public who wished to speak.

4. Approve the minutes of the SCOOP Committee meeting of June 4, 2013

Director Linden moved, Director Tu seconded, and the motion passed unanimously to approve the SCOOP Committee minutes of June 4, 2013.

5. Small Business Presentation

Bill Ulmer, President of G-Force, gave a brief background on his firm stating that they specialize in geotechnical investigations, construction inspection and material testing. He reported that his company's focus was on projects related to power, water, transportation, and government.

Mr. Ulmer discussed the Water Authority's Sheltered Market and SCOOP programs stating that they were some of the best programs available for small businesses. He gave a summary of what small businesses want to be successful, such as access to owners and key people in companies that they work with, evaluation criteria that align with scopes of work, increased small-business goals, outreach, and unbundled contracts.

Steve Bastasini, Urban Meters & Readers asked if there was a mentoring program to help newcomers navigate the process, and if the Water Authority had oversight or contacts to other districts such as Helix Water District. Mr. Ulmer responded that many other agencies offered mentorship programs and that the Water Authority no longer had a mentorship program as it



expired approximately a year ago. Chair Hilliker directed Mr. Bastasini to speak with Ms. Yanushka for further information.

6. Presentation of SCOOP Annual Report

Ms. Yanushka presented the SCOOP annual report for fiscal year 2013, including outreach activities, training and achievements.

- SCOOP outreach activities: Staff attended 41 outreach events, hosted by 31 different organizations.
- SCOOP training: Six hundred and forty individuals attended SCOOP training, representing 260 firms; 27 percent of those completed training online.
- Dollars awarded to small businesses: A total of \$39,987,730, or 32 percent of total cumulative dollars awarded through the fiscal year, were awarded to small businesses; 6 percent was awarded to women- and minority-owned businesses.

Ms. Yanushka shared training feedback from attendees, gave an update on two ongoing SCOOP enhancements and reviewed the upcoming SCOOP calendar. For the Sheltered Market Program, modifications were in progress to The Network (the Water Authority's vendor registration, notification and solicitation system), a marketing plan had been implemented, and SCOOP training workshops were being conducted. A challenge for implementing the small-business Clearinghouse, a database that can be shared by water agencies in Southern California, was that existing databases couldn't be shared unless they were designed that way when created by each agency.

7. Information on Credit Card Procurements

Ms. Yanushka reported back on the credit card procurement process as requested previously by the committee. There currently was a credit card program for the Water Authority, as outlined in the purchasing manual. Each department was limited to three credit card holders, and those credit cards could not be used for services. The Water Authority currently uses American Express and U.S. Bank for its procurement card program.

Ms. Yanushka reported that American Express did not have the ability to show which users were small businesses, U.S. Bank did have the ability to track small-businesses, but businesses had to self-identify with the bank to show that they were small-businesses. For the last year the Water Authority charged a total of \$586,675 and of that, only 2 percent went to vendors that self-identified as small businesses.

Director Tu recommended that no more time be taken to research the credit card procurement process because of the limited benefits for small-business participation.

8. Information on Veteran-owned Business Programs

Ms. Yanushka introduced Rachel Fischer, Deputy Director of the San Diego Contracting Opportunities Center, who presented an overview of veteran-owned business programs. The



Center provided free services to businesses in San Diego County who were interested in working with government agencies.

9. SCOOP Availability Survey Update

Ms. Yanushka provided an update on the upcoming survey which would poll the small-business community on their willingness and availability to participate in Water Authority procurements. It would be an electronic survey conducted by the training contractor, the San Diego Contracting Opportunity Center. Results were expected in January 2014. Ms. Yanushka would report back at the March 2014 SCOOP committee meeting.

She also reported that she was gathering information from the Public Agency Consortium regarding benchmarking goal methodology and would report back with the findings at the November 2013 committee meeting.

Directors Tu and Mudd requested that staff report back to the committee on the idea that getting rid of good faith efforts seemed to drive performance and increased small-business participation. They requested staff study the issue and return to the Committee with information on what alternatives might be more effective.

10. Adjournment

There being no further business to come before the SCOOP Committee, Chair Hilliker adjourned the meeting at 2:18 p.m.