



# Golden State Water Company

A Subsidiary of American States Water Company

## 2020 Annual Report 2021 Annual Plan

2020 Annual Report and 2021 Annual Plan  
on the Utilization of  
Women, Minority, Disabled Veteran,  
Lesbian, Gay, Bisexual and Transgender  
Business Enterprises (U-133-W and U-913-E)

SUPPLIER DIVERSITY  
IS INTENTIONAL





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## Message from the Presidents



We are pleased to submit the 2020 GO 156 Supplier Diversity Report showcasing our continued support and achievement of Supplier Diversity efforts and goals met. This is a joint report by both Golden State Water Company (GSWC) and Bear Valley Electric Service, Inc. (BVES). 2020 proved to be a difficult year for so many on varied fronts. GSWC and BVES were identified as essential services providers and we were able to maintain core infrastructure operations to provide delivery of clean, safe, reliable water and dependable power, respectively, during this most crucial time. We were able to continue the good work of maintaining water pipelines, tanks, and booster stations and electric power lines, as well as plan and execute on new projects to ensure future sustainability.

Once again, our Supplier Diversity Program surpassed stated CPUC diverse spend goals of 21.5%. Our total diverse spend for 2020 was 27.72% and surpassed identified spend goals for Minority and Women Business Enterprises. In 2020, we identified areas of focus and began analysis and planning that will continue the momentum and enhance components of our successful Supplier Diversity program.

We look forward to 2021 and the execution of those identified areas of focus based on data, metrics, best practices and like utility comparisons alongside our most important assets: internal resources and engaged teamwork. This journey in furthering our Supplier Diversity efforts and achieving continued success has been and will continue to be an integral part of our business strategy.

We recognize that the success of an effective Supplier Diversity Program requires an Intentional commitment and focus to review and improve Program Components and the associated Processes and Technologies that will support and solidify the move forward.

Golden State Water Company and Bear Valley Electric Service, Inc. respectfully submit our 2020 Annual Report on the Utilization of Women, Minority, Disabled Veteran, Lesbian, Gay, Bisexual and Transgender Business Enterprises (WMDVLGBTBE).

**Robert J. Sprowls**  
President and CEO  
Golden State Water Company

**Paul Marconi**  
President, Treasurer and Secretary  
Bear Valley Electric Service, Inc.



# Message from the Supplier Diversity Manager

The year 2020 has been different, indeed! Highly visible events happening in our cities, states, and country have caused many of us to pause and reflect on what is essential to our everyday lives.

Accordingly, these events have caused us to reconsider our neighbors, children, co-workers and partners in an effort to achieve a level of successful alignment across all relationships.

We believe these additional considerations have mandated that we remain accountable both personally and professionally to our activities and immediate environment.

Golden State Water Company (GSWC) and Bear Valley Electric Service, Inc. (BVES) were not exempted from this pause, consideration or subsequent mandates. We pushed through the COVID-19 pandemic, the social unrest and racial protests, stay at home orders, distance learning for our children, travel restrictions, political discord and many other issues impacting our daily lives.

Throughout, we remained successful in our continued delivery of clean, safe, reliable water and dependable power to customers in all our communities served with minimal interruption. We maintained successful partnerships with long term suppliers within our current supply chain and maintained a strong Supplier Diversity Program achieving 27.72% of diverse spend. While this percentage surpasses the California Public Utilities Commission GO 156 diverse spend guidelines, another word within this time of reflection, consideration and mandate comes to my thoughts: **INTENTIONAL**.

An effective and sustainable Supplier Diversity Program at GSWC and BVES must be **INTENTIONAL** in our pursuit to understand and acknowledge the changing demographic within communities served as well as our internal perspectives.

We must be **INTENTIONAL** in:

- seeking to understand current state of people, processes and technologies impacting and/or causing barriers prohibiting us from moving towards a more inclusive future
- in changing the “program” narrative to support a broader business platform for Diversity, Equity and Inclusion

This **INTENTIONAL** platform initiative will:

- enable GSWC and BVES to continually thrive not only as essential utilities but as providers of genuine opportunities for the future
- provide focus to allow us to dive deeper into gaps and identify opportunities to improve.

Being **INTENTIONAL** will allow a clearer pathway to develop and strategically plan alignment relative to GSWC and BVES Corporate Responsibilities – this is our call to action.

The year 2020 has certainly caused us to pivot in many directions and 2021 will bring renewed energy to our efforts that are still visible, relevant, real and **INTENTIONAL!**

I am excited to move forward into 2021 with full acknowledgement and appreciation of what 2020 has taught us!

**Holley Joy**  
Supplier Diversity Manager



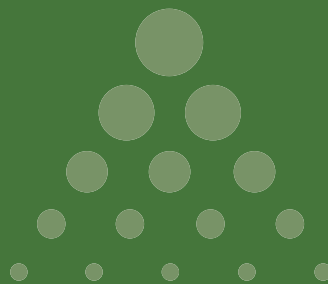
# Introduction

Golden State Water Company (GSWC) and Bear Valley Electric Service, Inc. (BVES) respectfully submit our 2020 Annual Supplier Diversity Report in compliance with reporting guidelines set forth by the California Public Utilities Commission (CPUC) General Order 156. This report reflects the final combined Supplier Diversity Program activities for GSWC and BVES.

This report will provide a high level narrative of our efforts, successes, challenges and barriers, to extend opportunities to Women, Minority, Disabled Veteran and Lesbian, Gay, Bisexual and Transgender business enterprises. It will also include detailed supporting data in accordance with previously established metrics.

Further, this report will provide high level line of sight for 2021 and beyond, plans for specified areas of focus within Supplier Diversity Program components. We will direct our energies to focus on areas that may require a revisit, realignment, pivot(s) and/or creation, of internal administrative dials as we navigate this very dynamic and vigorous space. U.S. Census data provides that we will be more than 50% diverse in population by 2044. The time is now to begin positioning our enterprise alongside external partners and stakeholders, to remain consistent and innovative in executing on recognized best practices that will enhance and ensure sustainability of program components.

It is our **intent** to maximize and uplift our vision to become a best in class Supplier Diversity Program, that not only reaches spend goals, but securely embraces the advantages and benefits it will bring to the diverse suppliers and active supporting professional communities. And while doing so, we will remain diligent and successful in meeting the overarching foundation of our Corporate Responsibilities to provide delivery of clean, safe, reliable water and dependable power to all customers in the communities served.



Golden State  
Water Company  
A Subsidiary of American States Water Company

# Corporate Commitment to Supplier Diversity

Golden State Water Company remains committed to supporting continued enhancement and development of best and innovative Supplier Diversity practices to assist in the execution and achievement of our primary **Mission:**

*To deliver high quality, reliable and safe drinking water to all customers in the communities served.*

It is our **Vision** that the Golden State Water Company Supplier Diversity Program will reflect the integrity and ethics necessary to ensure that internal procurement practices as well as external collaboration with diverse organizations, provides equal and equitable platforms to include diverse business enterprises, as appropriate, in opportunities to compete for and potentially win, contract awards.

Further, Golden State Water Company places high **Value** on efficiency and efficacy in execution of Supplier Diversity Program approaches to introduce, support and develop diverse business enterprises that will enrich our current Supply Chain with increased bid competition, innovation and creation of new and sustainable business partnerships.

Our **Mission, Vision** and **Value** Statements combine to ensure that Golden State Water Company remains committed to its Supplier Diversity Program goals and objectives. We will continue to encourage and afford opportunities to diverse suppliers in all defined categories as identified in CPUC General Order 156 guidelines. Lastly, this combination will inform and confirm to all interested parties that the Golden State Water Company Supplier Diversity Program is

*Intentional!*



# Golden State Water Company 2020 Annual WMDVLGBTBE Report

Since the initial beginnings of the **Memorandum of Intent** for Utility Supplier Diversity Programs, Golden State Water Company (GSWC) has been present and, in the forefront, championing and supporting Supplier Diversity initiatives internally and externally. GSWC was the initial representative for all Class A Water Utilities until each of the remaining six Class A Water Utilities developed their Supplier Diversity Programs.

Following established Supplier Diversity Program components and creating administrative dials and tasks to support them, GSWC remains a solid advocate and partner for diverse suppliers, Joint Utilities and the diverse supplier community at large.

Our constant commitment and support from then until now has not waived. The happenings of 2020, has caused us to be reminded of a statement attributed to the Greek philosopher Heraclitus: “The only constant in life is change.” Change is not only a constant but requires actions such as review, revise, create and execute.

GSWC’s Supplier Diversity Program has taken the shifts in “normal” program work such as in-person outreach events, visible Community Based Organization partnerships and trainings, service area community sponsorships and has successfully pivoted to virtual platforms with all Supplier Diversity partners.

As the messages resulting from COVID-19 identification and precautions, social/racial unrest, lack of inclusion or focused exclusion of communities of color, across all industries and walks of life unfolded during 2020; new and existing issues specifically impacting diverse suppliers, to wit African American suppliers, were uncovered and became more visual.

GSWC found it imperative to review and implement program changes where necessary. Upon further examination of the issues affecting diverse communities at large, African American diverse suppliers within those communities and of course, more specifically the impact and meaning of those messages to our Supplier Diversity Program.

While we continued our outreach and support of all things Supplier Diversity, our 2020 highlights will show a pivot towards addressing and actively creating and providing outreach specific to African American business owners. GSWC completed necessary and immediate pivots to our former, very robust and in-person outreach activities.

We maintained our visibility within the Supplier Diversity Community and provided assurance that we are continuing to be advocates and supporters in this very new and yet historical landscape. These updates included a swift introduction and learning of available virtual platforms and delivery methods to effectively contribute and continue our Supplier Diversity discussion. We believe that we were successful in this new virtual outreach approach.

Our highlights will show that GSWC was not in this effort alone. GSWC gratefully stood alongside and learned with several organizations and Joint Utility partners to initiate Supplier Diversity Program directional change and continue the move towards a more inclusive platform in this new landscape. We are Intentional in this continued development. Please see our highlights on the following pages.

# Sec. 9.1.1 Description of WMDVLGBTBE Program Activities External

## 2020 Highlights - External

- Collaborated with USDP Committee members to successfully deliver three virtual outreach events.



### National Association of Minority Contractors - Southern California (NAMCSC)

Having formed a new partnership with NAMCSC, this event kicked off the year, with an intimate, interactive, in-person introduction to 14 suppliers of NAMSC. From this event, one supplier, Global Electric, was invited to and participates in the

2020 CWA USDP W.A.T.E.R. Cohort. We look forward to nurturing this relationship and watching it grow!

Sharon Coleman, President  
 Ellen Love - Administrator  
 Contact: admin@namcsc.net

### 2020 CWA USDP Meet The Primes

This annual CWA USDP event was delivered virtually in 2020. Designed and facilitated by Summer Sepulveda, diverse business owner of The Joy Experience, was an absolute success. Attracting over 150 diverse suppliers across a variety of potential water industry partners, GSWC internal Business Leaders actively participated in the virtual match-making sessions. The diverse supplier exposure to seven different Class A Water utilities over the course of this 2 day event captured 53 diverse supplier Capability Presentations. Exceptional!

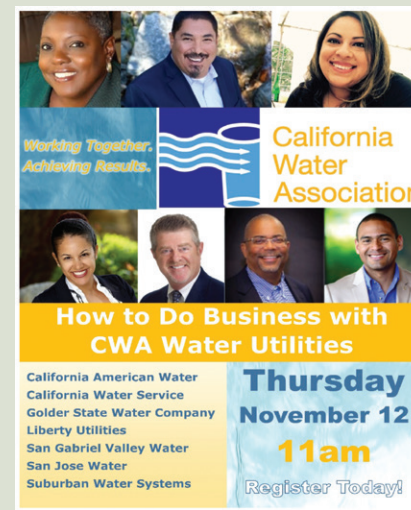
The Joy Experience  
 Summer Sepulveda - CEO  
 Contact: www.joyexperience.com



### California African American Chamber

This event with the newly formed California African American Chamber was the initial introduction to Chamber governance, new Chamber members and of course, representatives from all Class A Water utilities. This is a continuing relationship with a 2021 focus to provide advocacy and support to inform, educate, and empower while addressing pain points and searching for solutions to challenges and barriers seen in this community of diverse suppliers.

California African American Chamber of Commerce  
 Contact: Edwin A. Lombard, President and CEO  
 Contact: www.calaacc.org





# Sec. 9.1.1 Description of WMDVLGBTBE Program Activities External

## 2020 Highlights - External

- Collaborated/Participated with Joint Utility partners and a Community Based Organization to develop and deliver virtual outreach events focused on African American owned Disadvantaged Business Enterprises.

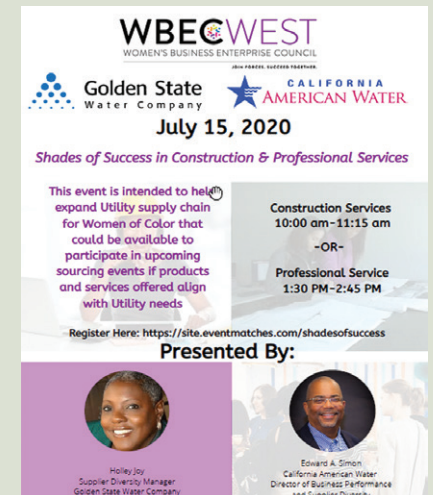
### African American Utility Educational Series

GSWC was invited for a seat at this table by Joint Utility partners to bring line of sight to pain points and discuss opportunities and seek solutions. This four-part series kicked off in April 2020 and attracted well over 150 participants at each session. Attendance was open to all diverse suppliers, with an intended focus on African American business owners. Utilities presented on high spend category opportunities and had real conversation about issues and barriers faced. We have committed to resume this forum for 2021. Please stay informed.



### Shades Of Success

GSWC led this event and collaborated with California American Water to specifically focus on African American Women business owners that were members of WBEC West. Vice President Jaymee Lomax facilitated this event and encouraged open and transparent conversation. We were intentional, given our experience and metrics, that this event would need to have a specific focus to address the wide disparity in utilization of African American Women business owners. This single-day, two-session event was designed to attract an audience that could meet and hold discussions to allow specific business offerings of products /services for Construction and Engineering or those that offered experience in providing Professional Services. We estimate 90 suppliers joined virtually for introduction, information and broad discussion that will hopefully help in their pursuit of utility/supplier partnership.



WBEC West -

Women's Business Enterprise Council - West

Contact: <https://wbec-west.com/>

Providing Services to Women Business Owners located in: Arizona • California • Colorado • Guam • Hawaii • Nevada • Utah • Wyoming

# Sec. 9.1.1 Description of WMDVLGBTBE Program Activities External

## 2020 Highlights - External

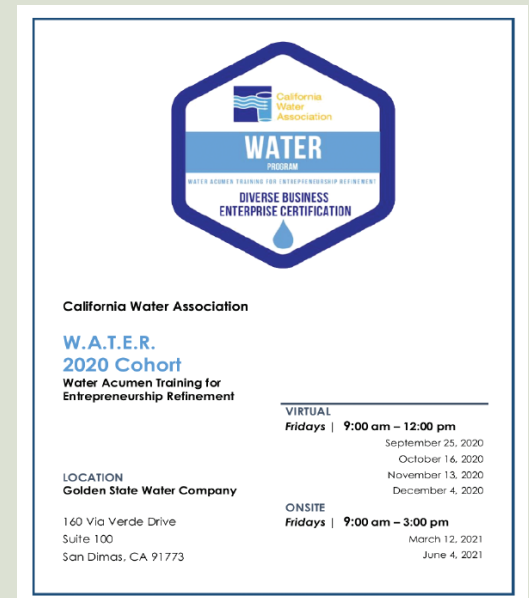
- **Continued active participation of 2020 CWA USDP W.A.T.E.R. program.**

Currently in its second year, Water Acumen Training for Entrepreneurial Refinement (W.A.T.E.R.) is designed as a four-course, interactive diverse supplier development forum to inform, educate and introduce diverse suppliers to all seven California Class A Water utilities. Diverse suppliers from industries that could potentially support and provide services utilized by the Utilities are invited to join this cohort. Participants learn about water delivery methods, rate making processes in compliance with Regulatory Agency guidelines and independent variations to these topics from each Utility. In addition, a customized experience is provided to participants to understand the similarities and differences to each Utility relative to Procurement Practices, access to opportunities and relationship building with Supplier Diversity Managers as advocates to help them navigate through Utility processes.

This development project participation does not guarantee contract award, rather gives insight and further knowledge share to diverse suppliers seeking to initiate or expand on already existing partnerships with the Water utilities. This forum successfully pivoted from an in-person delivery to a virtual experience with no lapse in content, enthusiasm and interactive discussion. The 2020 cohort consists of 18 participants with items of note such as:

- GSWC invited and supports four diverse suppliers in this effort: Amtech, Global Electric, KJD Group and Termicon, Inc.
- Two of the four suppliers are currently in business relationships with GSWC and were invited to create additional exposure to Water Utilities and increase the potential for additional partnerships.
- One W.A.T.E.R. cohort, Triumph Technologies, provided cyber security toolkits to inform and support necessary pivots due to COVID-19. Items in the toolkits provided personal and professional safety tips and tools to GSWC employees and the enterprise.

The momentum to design and customize events with all community-based organizations and diverse suppliers is very full and robust. 2021 will bring greater innovation and efforts as the COVID-19 pivot continues. Stay encouraged!





# Sec. 9.1.1 Description of WMDVLGBTBE Program Activities Internal

## 2020 Highlights – Internal

- **Surpassed CPUC General Order 156 Diverse Spend Goals achieving 27.72% spend. We are progressing in spend goals set for suppliers identified as LGBT Enterprises.**
- **Enhanced engagement of Internal Partners via the Supplier Diversity Council.**

This Council is comprised of GSWC Business Unit Leaders that can effectively address and provide visibility to current practices relative to introduction of new diverse suppliers, growth and development of existing diverse suppliers, and strengthen knowledge share of GSWC Supplier Diversity Goals and Objectives with existing Non-Diverse Supplier Partners.
- **Created a digitized Supplier Diversity Registration Portal – Launched January 2021**

Intended to provide a more accessible and metric capable line of sight to interested and capable diverse suppliers seeking to do business with Golden State Water Company
- **Updated GSWC website**

Provides greater visibility of Commitment for Supplier Diversity and Enterprise Opportunities
- **Introduced 11 New Diverse Suppliers to GSWC Supply Chain**
- **Increased captured Second Tier Spend by 57% as compared to 2019**
- **Increased reported number of subcontracting diverse supplier utilization by Non-Diverse Prime Supplier Partners 300% as compared to 2019**
- **Initiated Supplier Diversity Program creation for Bear Valley Electric Services, Inc.**

Effective July 1, 2020, Bear Valley Electric Services, a former subsidiary of Golden State Water Company, became Bear Valley Electric Services, Inc. This utility is eligible for participation in the CPUC General Order 156 Supplier Diversity Program and will follow and abide by all related definitions and measures of General Order 156 compliance. Bear Valley Electric Services, Inc will file its own report for the 2021 reporting year.
- **Obtained National Diversity Council Designation – Certified Professional of Supplier Diversity (CPSD) EXTERNAL**
- **Re-established and managed (co-managed) relationships with Community Based Organizations for both GSWC and CWA USDP:**
  - a. Southern California Minority Supplier Development Council – SCMSDC
  - b. National Association of Minority Contractors – NAMC SC
  - c. Women Business Enterprise Council West – WBEC West
  - d. American Indian California Chamber of Commerce – AICCOG – Advisory Board Member
  - e. Asian Business Association of Los Angeles, ABALA – Advisory Board Member
    - Co-Chair Supplier Development Subcommittee
    - Created Supplier Development application for participation
  - f. Greater Los Angeles African American Chamber – GLAAAC
  - g. Black Business Association – BBA
  - h. Los Angeles Gay/Lesbian Chamber of Commerce – LAGLCC

# Sec. 9.1.1 Description of WMDVLGBTBE Program Activities External

## Community Involvement

Our partnership with Community-Based Organizations such as churches, Boys and Girls Clubs, Shelter etc., within Golden State Water Company and Bear Valley Electric Services, Inc. service areas remains strong. In addition, we collaborated with County Supervisors, Assembly, Senate and Congressional members that serve overlapping territories with us in each region.

### Operation GOBBLE

*“Due to the pandemic, the 2020 Operation Gobble program had to be re-tooled, going from a frozen turkey distribution to a no-contact gift card and monetary donation distribution. The transition of the program kept employees safe and yet, the spirit of the program remained intact. We successfully provided approximately 9,500 Thanksgiving meals to families with limited resources. The program has been a community success every year, for the last 30 years.”*

*— Ronald Moore, Manager, Regulatory Affairs/Operation GOBBLE Program Manager*



# Sec. 9.1.2 WMDVLGBTBE Annual Results by Ethnicity

Golden State Water Company accomplished 2020 diverse spend of 27.72% exceeding the CPUC GO 156 stated spend goal of 21.5% with women, minority, disabled veteran and lesbian, gay, bisexual and transgender business enterprises.

Golden State Water		2020 WMDVLGBTBE Annual Results by Ethnicity		G.O. #156 Sec. 9.1.2	
		2020			
		Direct	Sub	Total \$	%
Minority Male	Asian Pacific American	\$1,199,351	\$0	\$1,199,351	0.81%
	African American	\$101,013	\$6,750	\$107,763	0.07%
	Hispanic American	\$19,505,366	\$38,712	\$19,544,078	13.18%
	Native American	\$3,259,966	\$0	\$3,259,966	2.20%
	<b>Total Minority Male</b>	<b>\$24,065,696</b>	<b>\$45,462</b>	<b>\$24,111,158</b>	<b>16.26%</b>
Minority Female	Asian Pacific American	\$1,207,133	\$0	\$1,207,133	0.81%
	African American	\$6,200	\$0	\$6,200	0.00%
	Hispanic American	\$1,012,315	\$94,837	\$1,107,152	0.75%
	Native American	\$0	\$0	\$0	0.00%
	<b>Total Minority Female</b>	<b>\$2,225,648</b>	<b>\$94,837</b>	<b>\$2,320,485</b>	<b>1.56%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>\$26,291,344</b>	<b>\$140,299</b>	<b>\$26,431,643</b>	<b>17.82%</b>
Women Business Enterprise (WBE)		\$13,061,677	\$474,056	\$13,535,733	9.13%
Lesbian, Gay Bisexual, Transgender Business Enterprise (LGBTBE)		\$324,919	\$0	\$324,919	0.22%
Disabled Veteran Business Enterprise (DVBE)		\$582,140	\$235,236	\$817,377	0.55%
Other 8(a)*		\$0	\$0	\$0	0.00%
<b>TOTAL WMDVLGBTBE</b>		<b>\$40,260,080</b>	<b>\$849,592</b>	<b>\$41,109,672</b>	<b>27.72%</b>
<b>Gross Procurement</b>	<b>\$242,699,237</b>				
<b>Exclusions</b>	<b>\$94,377,497</b>				
<b>Net Procurement**</b>	<b>\$148,321,740</b>				

Line detail percentages may not sum to Total percentages due to rounding.

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



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

Golden State Water Company introduced and utilized 11 new diverse suppliers via direct spend. Total diverse supplier utilization is on an upward trend.

Golden State Water			2020		G.O. #156 Sec. 9.1.2			
WMDVLGBTBE Direct Procurement by Product and Service Categories								
			Products		Services		Total	
			\$	%	\$	%	\$	%
Minority Male	Asian Pacific American	Direct	\$8,720	0.01%	\$1,190,631	0.80%	\$1,199,351	0.81%
	African American	Direct	\$26,777	0.02%	\$74,236	0.05%	\$101,013	0.07%
	Hispanic American	Direct	\$0	0.00%	\$19,505,366	13.15%	\$19,505,366	13.15%
	Native American	Direct	\$0	0.00%	\$3,259,966	2.20%	\$3,259,966	2.20%
	<b>Total Minority Male</b>	<b>Direct</b>	<b>\$35,497</b>	<b>0.02%</b>	<b>\$24,030,199</b>	<b>16.20%</b>	<b>\$24,065,696</b>	<b>16.23%</b>
Minority Female	Asian Pacific American	Direct	\$668,637	0.45%	\$538,496	0.36%	\$1,207,133	0.81%
	African American	Direct	\$0	0.00%	\$6,200	0.00%	\$6,200	0.00%
	Hispanic American	Direct	\$0	0.00%	\$1,012,315	0.68%	\$1,012,315	0.68%
	Native American	Direct	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Female</b>	<b>Direct</b>	<b>\$668,637</b>	<b>0.45%</b>	<b>\$1,557,011</b>	<b>1.05%</b>	<b>\$2,225,648</b>	<b>1.50%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>Direct</b>	<b>\$704,134</b>	<b>0.47%</b>	<b>\$25,587,210</b>	<b>17.25%</b>	<b>\$26,291,344</b>	<b>17.73%</b>
Women Business Enterprise (WBE)		Direct	\$266,914	0.18%	\$12,794,762	8.63%	\$13,061,677	8.81%
Lesbian, Gay Bisexual, Transgender Business Enterprise (LGBTBE)		Direct	\$0	0.00%	\$324,919	0.22%	\$324,919	0.22%
Disabled Veteran Business Enterprise (DVBE)		Direct	\$0	0.00%	\$582,140	0.39%	\$582,140	0.39%
Other 8(a)*		Direct	\$0	0.00%	\$0	0.00%	\$0	0.00%
<b>TOTAL WMDVLGBTBE</b>		<b>Direct</b>	<b>\$971,049</b>	<b>0.65%</b>	<b>\$39,289,032</b>	<b>26.49%</b>	<b>\$40,260,080</b>	<b>27.14%</b>
<b>Total Product Procurement</b>			<b>\$1,549,420</b>					
<b>Total Service Procurement</b>			<b>\$39,560,252</b>					
<b>Net Procurement***</b>			<b>\$148,321,740</b>					
<b>Total Number of WMDVLGBTBEs that Received Direct Spend</b>			<b>74</b>					

Line detail percentages may not sum to Total percentages due to rounding.

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

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

Golden State Water Company increased subcontractor utilization and spend in 2020. Utilization of 13 diverse subcontractors, resulted in a 57% increase to second tier reported spend as compared to 2019 data. This is a 2021 focus area for continued engagement, growth and development with GSWC Prime Suppliers.

**Golden State Water  
WMDVLGBTBE Subcontractor Procurement by Product and Service Categories**

			2020		G.O. #156 Sec. 9.1.2			
			Products		Services		Total	
			\$	%	\$	%	\$	%
Minority Male	Asian Pacific American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	African American	Sub	\$0	0.00%	\$6,750	0.00%	\$6,750	0.00%
	Hispanic American	Sub	\$25,240	0.02%	\$13,472	0.01%	\$38,712	0.03%
	Native American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Male</b>	<b>Sub</b>	<b>\$25,240</b>	<b>0.02%</b>	<b>\$20,222</b>	<b>0.01%</b>	<b>\$45,462</b>	<b>0.03%</b>
Minority Female	Asian Pacific American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	African American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	Hispanic American	Sub	\$14,837	0.01%	\$80,000	0.05%	\$94,837	0.06%
	Native American	Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
	<b>Total Minority Female</b>	<b>Sub</b>	<b>\$14,837</b>	<b>0.01%</b>	<b>\$80,000</b>	<b>0.05%</b>	<b>\$94,837</b>	<b>0.06%</b>
<b>Total Minority Business Enterprise (MBE)</b>		<b>Sub</b>	<b>\$40,077</b>	<b>0.03%</b>	<b>\$100,222</b>	<b>0.07%</b>	<b>\$140,299</b>	<b>0.09%</b>
Women Business Enterprise (WBE)		Sub	\$335,558	0.23%	\$138,498	0.09%	\$474,056	0.32%
Lesbian, Gay Bisexual, Transgender Business Enterprise (LGBTBE)		Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
Disabled Veteran Business Enterprise (DVBE)		Sub	\$202,736	0.14%	\$32,500	0.02%	\$235,236	0.16%
Other 8(a)*		Sub	\$0	0.00%	\$0	0.00%	\$0	0.00%
<b>TOTAL WMDVLGBTBE</b>		<b>Sub</b>	<b>\$578,372</b>	<b>0.39%</b>	<b>\$271,220</b>	<b>0.18%</b>	<b>\$849,592</b>	<b>0.57%</b>
<b>Total Product Procurement</b>			<b>\$1,549,420</b>					
<b>Total Service Procurement</b>			<b>\$39,560,252</b>					
<b>Net Procurement***</b>			<b>\$148,321,740</b>					

Line detail percentages may not sum to Total percentages due to rounding.

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

# Sec. 9.1.2 WMDVLGBTBE Procurement by Standard Industrial Categories

Golden State Water

2020

G.O. #156 Sec. 9.1.2

## WMDVLGBTBE Procurement by Standard Industrial Categories

SIC Category		Asian Pacific American		African American		Hispanic American		Native American		Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	Other 8(a)**	Total WMDVLGBTBE	Total Dollars	
		Male	Female	Male	Female	Male	Female	Male	Female								
7	Agricultural Services	\$ -	-	-	-	-	-	-	-	-	2,070,652	-	-	-	2,070,652	2,070,652	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	1.40%	1.40%	
8	Forestry Services	\$ -	-	-	-	-	-	75,250	-	-	75,250	-	-	-	75,250	75,250	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%	0.05%	
16	Highways and Street Construction	\$ -	-	-	-	127,913	-	2,181,934	-	-	2,309,847	1,804,502	-	402,019	-	4,516,367	4,516,367
	%	0.00%	0.00%	0.00%	0.00%	0.09%	0.00%	1.48%	0.00%	1.57%	1.22%	0.00%	0.27%	0.00%	3.06%	3.06%	
17	Special Trade Contractor	\$ 355,941	-	26,777	-	12,142,531	951,902	1,013,740	-	-	14,490,891	8,612,544	-	184,622	-	23,288,057	55,659,346
	%	0.24%	0.00%	0.02%	0.00%	8.23%	0.65%	0.69%	0.00%	9.83%	5.84%	0.00%	0.13%	0.00%	15.79%	15.79%	
27	Printing and Publishing	\$ -	-	-	-	-	-	-	-	-	29,627	-	-	-	29,627	50,711	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.02%	0.02%	
28	Chemical & Allied Products	\$ 201,996	-	-	-	-	-	-	-	-	201,996	-	-	-	201,996	983,915	
	%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.14%	0.14%	
33	Steel Pipe and Tubes	\$ -	-	-	-	-	-	-	-	-	158,000	-	-	-	158,000	158,000	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.11%	0.11%	
34	Fluid Power Valves Hoses Fittings	\$ 8,720	-	-	-	-	-	-	-	-	8,720	-	-	-	8,720	8,720	
	%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.01%	0.01%	
35	Industrial Machinery & Computer Equip	\$ 134,320	-	-	-	-	-	-	-	-	134,320	-	-	28,000	162,320	2,085,229	
	%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.09%	0.00%	0.00%	0.02%	0.00%	0.11%	0.11%	
36	Electrical Boxes, Enclosures & Fittings	\$ -	-	-	-	-	-	-	-	-	-	-	188,500	-	188,500	188,500	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.13%	0.13%	
37	Misc Retail & Transportation Equipment	\$ -	-	-	-	-	-	-	-	-	17,404	-	-	-	17,404	17,404	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.01%	0.01%	
42	Local Trucking Without Storage	\$ -	-	6,750	-	-	-	80,000	-	-	86,750	-	-	-	86,750	86,750	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%	0.00%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.06%	0.06%	
48	Communication	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	-	261,472	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
49	Electric Services & Other Services Combined	\$ -	-	-	-	-	-	-	-	-	140,167	-	-	-	140,167	357,941	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.10%	0.10%	
50	Wholesale Trade – Durable Goods	\$ -	-	-	-	-	-	-	-	-	194,203	-	14,236	-	208,439	3,841,390	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.01%	0.00%	0.14%	0.14%	
55	Auto Dealerships & Gasoline Service Stations	\$ -	-	-	-	-	-	174	-	-	174	-	-	-	174	174	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
59	Miscellaneous Retail Stores NEC	\$ -	668,637	-	-	-	-	-	-	-	668,637	127,970	-	-	796,607	5,145,107	
	%	0.00%	0.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.45%	0.09%	0.00%	0.00%	0.00%	0.54%	0.54%	
65	Real Estate	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	-	1,604,333	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
73	Business Services NEC	\$ 53,412	478,406	46,716	-	6,856,324	-	-	-	-	7,434,858	51,731	309,219	-	7,795,809	42,842,764	
	%	0.04%	0.32%	0.03%	0.00%	4.65%	0.00%	0.00%	0.00%	5.04%	0.04%	0.21%	0.00%	0.00%	5.29%	5.29%	
76	Boiler Cleaning	\$ -	-	-	-	-	-	-	-	-	1,031	-	-	-	1,031	17,012	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
80	Health and Allied Services NEC	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	-	11,433	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
81	Legal Services	\$ -	-	-	-	-	-	-	-	-	120,089	-	-	-	120,089	1,902,490	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.08%	0.08%	
86	Membership Organization NEC	\$ -	-	-	-	-	-	-	-	-	-	-	-	-	-	20,664	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
87	Engineering and Management Services	\$ 344,742	60,090	27,520	-	417,310	-	64,118	-	-	913,780	188,201	15,700	-	1,117,681	9,627,282	
	%	0.23%	0.04%	0.02%	0.00%	0.28%	0.00%	0.04%	0.00%	6.29%	0.13%	0.01%	0.00%	0.00%	0.76%	0.76%	
89	Services NEC	\$ -	-	-	6,200	-	-	-	-	-	6,200	19,613	-	-	25,813	16,688,612	
	%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.02%	0.02%	
95	Engineering Services NEC	\$ 100,220	-	-	-	-	-	-	-	-	100,220	-	-	-	100,220	100,220	
	%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.07%	0.07%	
<b>TOTAL</b>		\$ 1,199,351	1,207,133	107,763	6,200	19,544,078	1,107,152	3,259,966	-	26,431,643	13,535,733	324,919	817,377	-	41,109,672	148,321,740	
		% 0.81%	0.81%	0.07%	0.00%	13.18%	0.75%	2.20%	0.00%	17.82%	9.13%	0.22%	0.55%	0.00%	27.72%	100.00%	

Total Product Procurement	\$1,549,420
Total Service Procurement	\$39,560,252
Net Direct Procurement***	\$147,472,148
Net Sub Procurement	\$849,592
Net Procurement	\$148,321,740

Line detail percentages may not sum to Total percentages due to rounding.

- NOTE:
- \* Firms With Multi Minority Ownership Status
  - \*\* Firms Classified as 8(a) of Small Business Administration includes Non-WMDVLGBTBE
  - \*\*\* Net Procurement Includes Purchase Order, Non-Purchase Order, and Credit Card Dollars
- Total Dollars – Total Procurement Dollar Amount in the Specific SIC Category  
% – Percentage of Total Dollars



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

Golden State Water 2020 G.O. #156 Sec. 9.1.2 (D.11-05-019 & D.06-11-028)  
 Number of WMDVLGBTBE Suppliers and Revenue Reported to the Clearinghouse

Data on Number of Suppliers												
Gross Revenue							Utility-Specific 2020 Summary					
# WMDVLGBTBEs	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total
< \$1 Million	8	1		1		10	42	19	2	2		65
\$1 Million < \$2.5 Million	7	3	1			11	2	2				4
\$2.5 Million < \$5 Million	6					6	1	1				2
\$5 Million < \$10 Million	8	9				17	2	1				3
\$10 Million and Above	18	10	1	1		30						0
<b>TOTAL</b>	<b>47</b>	<b>23</b>	<b>2</b>	<b>2</b>		<b>74</b>	<b>47</b>	<b>23</b>	<b>2</b>	<b>2</b>		<b>74</b>

Revenue and Payment Data												
Average Revenue Reported to SCH							Utility-Specific 2020 Summary					
WMDVLGBTBE \$M	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total	MBE	WBE	LGBTBE	DVBE	Other 8(a)*	Grand Total
< \$1 Million	2,338,511	593,066				2,931,577	649,293			1,800		651,093
\$1 Million < \$2.5 Million	10,148,393	506,066	1,200,000			11,854,459	6,835,616	1,799,761	15,700			8,651,077
\$2.5 Million < \$5 Million	21,105,570					21,105,570	4,637,299					4,637,299
\$5 Million < \$10 Million	51,871,543	47,018,937				98,890,480	8,409,265	3,471,392				11,880,657
\$10 Million and Above	734,116,096	599,491,715	12,000,000	30,000,000		1,375,607,811	6,475,496	7,728,500	309,219	187,322		14,700,537
<b>TOTAL</b>	<b>819,580,113</b>	<b>647,609,784</b>	<b>13,200,000</b>	<b>30,000,000</b>		<b>1,510,389,897</b>	<b>27,006,969</b>	<b>12,999,653</b>	<b>324,919</b>	<b>189,122</b>		<b>40,520,663</b>

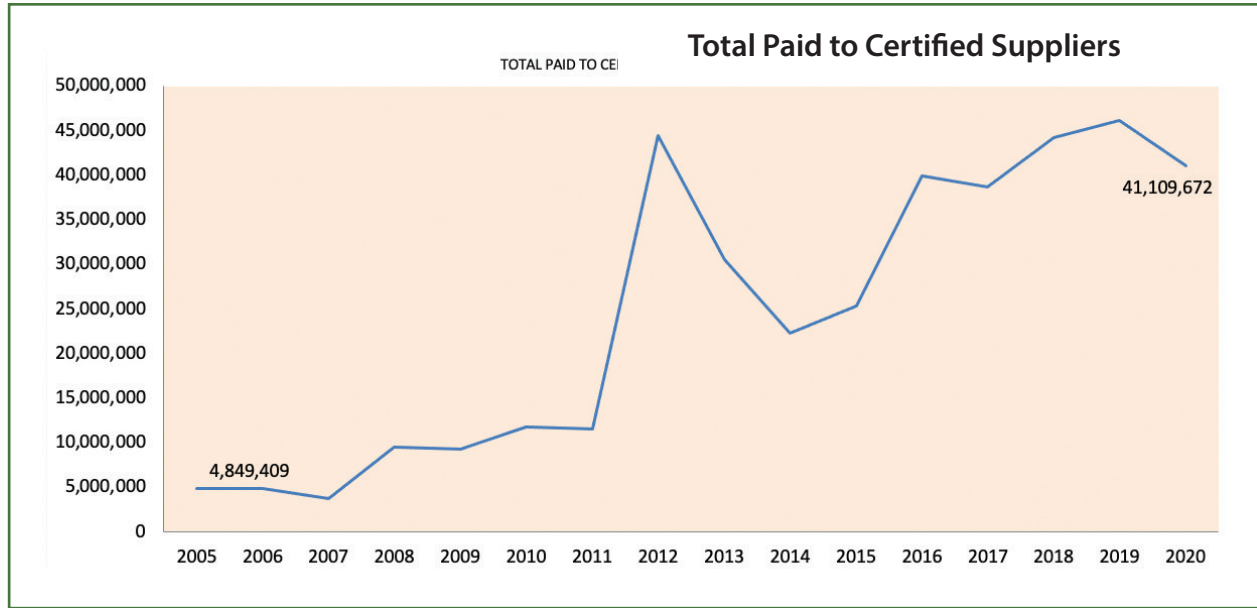
NOTE: \* Firms classified as 8(a) of Small Business Administration includes Non-WMDVLGBTBE  
 SCH – Supplier Clearinghouse

# Sec. 9.1.2 Description of WMDVLGBTBEs with CA Majority Workforce

Of the 74 diverse suppliers paid by GSWC in 2020, all have indicated that the majority of their workforce is located in California. This data is captured by the Supplier Clearinghouse as reported by certified diverse suppliers.



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



Golden State Water 2020 G.O. #156 Sec. 9.1.4  
WMDVLGBTBE Results and Goals

Category	2020 Results	2021 Goals
Minority Men	16.26%	12.00%
Minority Women	1.56%	3.00%
Minority Business Enterprise (MBE)	17.82%	15.00%
Women Business Enterprise (WBE)	9.13%	5.00%
Disabled Veteran Business Enterprise (DVBE)	0.55%	1.50%
Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	0.22%	0.50%
<b>TOTAL WMDVLGBTBE</b>	<b>27.72%</b>	<b>22.50%</b>

Line detail percentages may not sum to Total percentages due to rounding.

NOTE: % – Percentage of Net Procurement





## Sec. 9.1.6 List of WMDVLGBTBE Complaints

There were no complaints received relative to the execution of practices for the Golden State Water Company Supplier Diversity Program.



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

Our efforts to recruit WMDVLGBTBE suppliers in low utilization areas continues to be a priority. We recognize these low utilization areas to be professional services that include Legal, Investment Banking, Consulting and IT Services. However, all of these areas were impacted by the Pandemic requiring the need to prioritize structural, cyber and legal impacts affecting the GSWC workforce and enterprise operations. The events of 2020 inhibited our efforts to sufficiently introduce, assess and understand current state approaches and spend in the absence of ability to hold in person discussion and knowledge share to identify challenges and offer potential solutions to Business Leaders utilizing services such as these.





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

# 2021 Annual Plan





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

Golden State Water

2020

G.O. #156 Sec. 10.1.1

## WMDVLGBTBE Annual SHORT, MID, AND LONG-TERM Goals by Product Category

Products	Short-Term 2021					Mid-Term 2022					Long-Term 2023				
	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE
Agricultural Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Forestry Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Highways and Street Construction	0.01%	0.01%	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Special Trade Contractor	0.03%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Printing and Publishing	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chemical & Allied Products	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Steel Pipe and Tubes	0.00%	0.11%	0.00%	0.00%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fluid Power Valves Hoses Fittings	0.01%	0.00%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Industrial Machinery & Computer Equip	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Electrical Boxes, Enclosures and Fittings	0.00%	0.00%	0.00%	0.13%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Misc Retail & Transportation Equipment	0.00%	0.01%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Trucking Without Storage	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Communications	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Electric Services & Other Services Combined	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wholesale Trade – Durable Goods	0.00%	0.12%	0.00%	0.01%	0.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Auto Dealerships & Gasoline Service Stations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Miscellaneous Retail Stores NEC	0.45%	0.09%	0.00%	0.00%	0.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Real Estate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Business Services NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boiler Cleaning	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Health and Allied Services NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Legal Services	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Membership Organization NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Engineering and Management Services	0.00%	0.07%	0.00%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Services NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Engineering Services NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Subtotal</b>	<b>0.50%</b>	<b>0.41%</b>	<b>0.00%</b>	<b>0.14%</b>	<b>1.04%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

Line detail percentages may not sum to Total percentages due to rounding.

Percentages are based on Direct Spend.

GSWC is unable to determine the specific percentages of Products and Services spend to support Mid and Long-Term goals.

Is a specific 2021 Area of Focus.

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

Golden State Water

2020

G.O. #156 Sec. 10.1.1

## WMDVLGBTBE Annual SHORT, MID, AND LONG-TERM Goals by Service Category

Services	Short-Term 2021					Mid-Term 2022					Long-Term 2023				
	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE	Minority Business Enterprise (MBE)	Women Business Enterprise (WBE)	Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)	Disabled Veterans Business Enterprise (DVBE)	WMDVLGBTBE
Agricultural Services	0.00%	1.40%	0.00%	0.00%	1.40%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Forestry Services	0.05%	0.00%	0.00%	0.00%	0.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Highways and Street Construction	1.55%	1.21%	0.00%	0.27%	3.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Special Trade Contractor	9.74%	5.81%	0.00%	0.12%	15.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Printing and Publishing	0.00%	0.02%	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Chemical & Allied Products	0.14%	0.00%	0.00%	0.00%	0.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Steel Pipe and Tubes	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Fluid Power Valves Hoses Fittings	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Industrial Machinery & Computer Equip	0.09%	0.00%	0.00%	0.02%	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Electrical Boxes, Enclosures and Fittings	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Misc Retail & Transportation Equipment	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Local Trucking Without Storage	0.06%	0.00%	0.00%	0.00%	0.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Communications	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Electric Services & Other Services Combined	0.00%	0.09%	0.00%	0.00%	0.09%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Wholesale Trade – Durable Goods	0.00%	0.01%	0.00%	0.00%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Auto Dealerships & Gasoline Service Stations	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Miscellaneous Retail Stores NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Real Estate	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Business Services NEC	5.01%	0.03%	0.21%	0.00%	5.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Boiler Cleaning	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Health and Allied Services NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Legal Services	0.00%	0.08%	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Membership Organization NEC	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Engineering and Management Services	0.62%	0.06%	0.01%	0.00%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Services NEC	0.00%	0.01%	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Engineering Services NEC	0.07%	0.00%	0.00%	0.00%	0.07%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Subtotal</b>	<b>17.32%</b>	<b>8.72%</b>	<b>0.22%</b>	<b>0.41%</b>	<b>26.67%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
<b>TOTAL</b>	<b>17.82%</b>	<b>9.13%</b>	<b>0.22%</b>	<b>0.55%</b>	<b>27.72%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

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Percentages are based on Direct Spend. GSWC is unable to determine the specific percentages of Products and Services spend for Mid and Long-Term goals. Is a specified 2021 Area of Focus.

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



It is our intent to enhance the mission, vision and value of Supplier Diversity through continued efforts to engage internal business units and ensure full knowledge share and understanding of their abilities and capacity to transact change that will move the program forward.

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

GSWC has utilized the changes brought by the challenges of 2020 to begin the process for identification of 2021-2022 plans. We have obtained Leadership support to direct energies into Second Tier Spend, Capture and Compliance.

It is our intent to approach this Supplier Diversity Program Component from a Project Management perspective:

- A) Assess and Understand Current State and align on Future State,
- B) Recommend Process Improvement Solutions,
- C) Execute on Approved Recommendations to reach desired Future State,
- D) Define and provide measureable metrics for success.

This approach will require active engagement and collaboration between Supplier Diversity Program management and Business Unit Leaders that have responsibility for Direct or Ancillary intersections to Supplier Diversity.

A deeper and detailed dive into administrative dials and associated processes will be conducted to ensure that the end to end process of associated activities is reflective of our Program commitment and is aligned with the goals and objectives sought for a successful and sustainable Supplier Diversity Program.

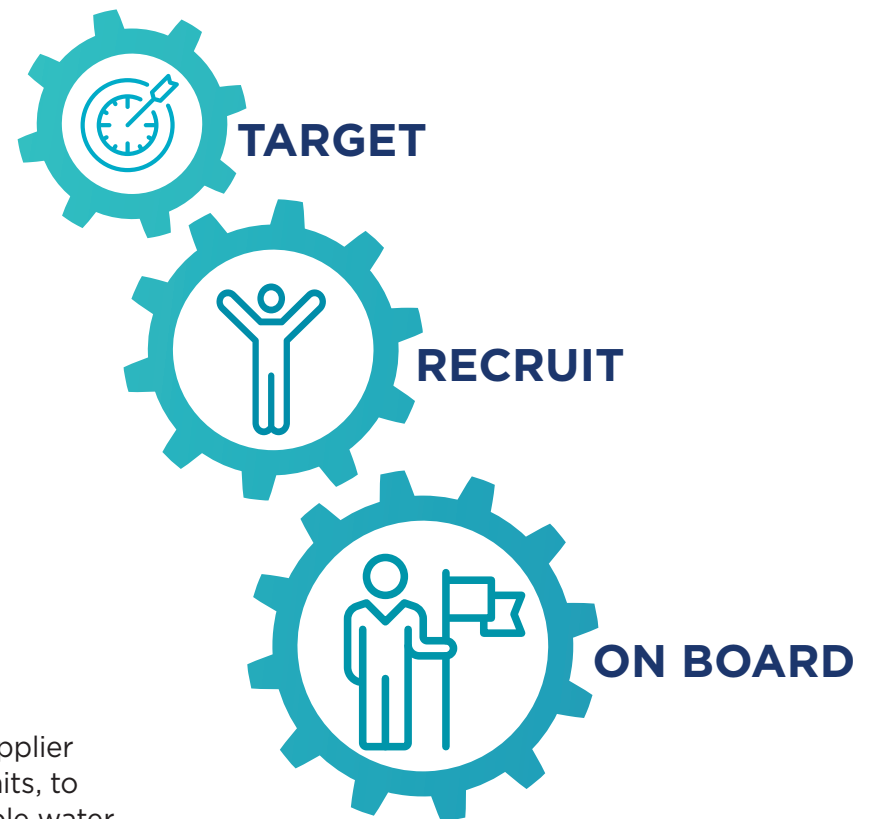
We will and must also consider the effects that potential major change will bring and have resources and tools to mitigate response to those changes.

## Sec. 10.1.3 Plans for Recruiting WMDVLGBTBE Suppliers in Low Utilization Areas

This is a continuous effort, search and collaboration to align diverse suppliers in low utilization areas with the needs of GSWC. We have maintained relationships with like agencies such as Metropolitan Water District, California Class A Water Utilities and other new and/or existing organizations as thought partners to assist in this area.

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

In 2021, GSWC Supplier Diversity will begin to assess availability of diverse suppliers by defined districts. We will determine diverse supplier marketplace, skills sets and alignment needed by the operational units, to successfully partner and perform to maintain safe, quality and reliable water delivery service.





## Sec. 10.1.5 Plans for Encouraging Prime Contractors to Subcontract with WMDVLGBTBE Suppliers

As **Second Tier Spend, Capture and Compliance** is the area of focus for 2021, it will be most necessary to include Prime Contractors in our effort to enhance this component. As stated in our 2019 Annual Report and 2020 Plans outlined, we have begun the assessment of current state processes and have received Leadership Support to actively focus on tasks and collaborations needed to move this focus forward. Engagement of GSWC Prime Suppliers are integral components of this process. We recognize their partnership and look forward to a reciprocal relationship when shared Goals and Objectives for Second Tier Spend, Capture and Compliance is provided. It is our intent to hold a series of events, as available in the COVID-19 environment. These events could encompass, but is not limited to, creation of forums to share and introduce diverse subcontractors for potential Prime partnerships, facilitation of a Subcontractor-only forum for full discussion of capabilities, current and historical experiences with GSWC Business Units and Prime Suppliers, recognition of achievements of Prime and Subcontractor successes and partnerships, creation of a process for feedback from both Prime and Subcontractor suppliers that will be confidential, yet utilized to provide mentoring, align on solutions to mitigate differences to support for potential growth and development of each entity etc.



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

Golden State Water Company remains committed to upholding the integrity and validity of Supplier Diversity. We pledge to meet or exceed and comply with all requirements as stipulated under General Order 156.





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

# Appendix





# Table A - USDP Calendar of CWA Collective Activities - Virtual Events

GSWC attended numerous virtual events as partners of the Supplier Diversity community responded to the changes in Outreach delivery and delivery methods to remain and visible and stay informed about all topics affecting small, diverse business and major corporations affected by the COVID-19 pandemic. We learned a significant amount about various platforms to better maintain visibility and advocacy.

May	Hosted By	Date
Webinar - Keeping Your Business Relevant During COVID-19	Sacramento Black Chamber of Commerce	5/4
Webinar - Improving Business Opportunities for African Americans	CA Black Chamber of Commerce	5/6
Webcast - COVID-19 Stimulus Briefing	CA Black Chamber of Commerce	5/7
Virtual Mixer	LAGLCC	5/7
Webcast - Addressing Questions Regarding All Programs Enacted to Support Minority Businesses	NMSDC	5/7
Business as Unusual: Keeping the Water Flowing in the Age of Coronavirus	Smart Water Summit	5/8
May Make Contact: Hugs, Humor, and Hope	Golden Gate Business Association	5/12
Rainbow Cheers: Zoom Cocktail Hour	Rainbow Chamber Silicon Valley	5/13
LinkedIn: Ins	OC Hispanic Chamber of Commerce	5/14
LGBT Sip and Pitch Fridays	NGLCC	5/15
Professional Services Supplier Event	LAGLCC	5/19
WRMSDC Back to Business Builders Virtual Event	WRMSDC	5/20
Improving Business Opportunities for African Americans	CA Black Chamber of Commerce/NUDC	5/20
Fireside Chat with Lisa Price	MBDA and NMSDC	5/20
All Hands Virtual Meetings	U.S. Veteran Business Alliance	5/21
CHCC Virtual California Business Policy Summit	CA Hispanic Chamber of Commerce	5/27 - 5/29
June	Hosted By	Date
Webinar - Improving Business Opportunities for African Americans	CA Black Chamber of Commerce	6/3
NMSDC Leadership Awards	NMSDC	6/11
Contract Opportunities with Public Agencies	ABA	6/16
MBE Needs & Leads Virtual Social Hour	SCMSDC	6/18
Working Safely During COVID-19	Cal Am/Triumph	6/19
Supplier Diversity Reimagined	Diversity Information Resources	6/23
Navigating the Biases in Contracting Relationships	NAMC	6/23
Delivering Mission Essential Services During COVID-19	CA Capital FDC/SBA	6/23
Webinar - Improving Business Opportunities for African Americans	CA Black Chamber of Commerce	6/24
Working Safely During COVID-19	Cal Am/Triumph	6/24
Working with Utilities - Construction Services	LAGLCC	6/25
July	Hosted By	Date
CWA-CBO Summit	CWA	7/9
Virtual Black Business Expo	GLAAACC	7/9
Program Manager's Seminar	NMSDC	7/14 - 7/29
Webinar - A Tour of the Diversity Toolkit	NUDC	7/16
Supplier Diversity Programs: Catalyst for Change	-	7/28

# Table A - USDP Calendar of CWA Collective Activities - Virtual Events

August	Hosted By	Date
CrowdFunding Roadmap Survive and Thrive Summit	NMSDC	8/6
September	Hosted By	Date
The B3 Conference + Expo: Business Beyond Barriers	SCMSDC	9/17
Bias in Artificial Intelligence	NUDC	9/23
October	Hosted By	Date
National VIB Conference	VIB	10/12 - 10/13
2020 CHCC Virtual Statewide Convention	California Hispanic Chambers of Commerce	10/14 - 10/16
Emergency: The Role of Diverse Suppliers in Usual Emergencies and Unusual Emergencies	NUDC	10/14
Fireside Chat with The Honorable Willie L. Brown, Jr.	California Black Chamber of Commerce	10/29
2020 Conference & Business Opportunity Exchange	NMSDC	10/26 - 10/29
51st Annual Hybrid Conference & Hall of Fame Awards Ceremony	NAMC	10/29 - 10/30
November	Hosted By	Date
2020 NBIC Unity Week	WBENC	11/16 - 11/19
Virtual Panel: Diverse Suppliers in the Emergency Chain	NUDC	11/17
December	Hosted By	Date
CPUC Joint Utilities Virtual Small/Diverse Business Expo	CPUC	12/1 - 12/2
Outperforming Yet Undervalued: Women in Utilities	NUDC	12/2
17th Annual Strategic Procurement Opportunity Conference	WBEC WEST	12/7 - 12/9
How to Thrive in This Economy and Into the Future	USVBA	12/17

### Name of the Community Base Organizations (CBOs) with Acronyms

American Association of Blacks in Energy	AABE	Diversity Information Resources	DIR	National Asian American Coalition	NAAC	US Pan Asian American Chamber of Commerce	USPAACC
American Contract Compliance Association	ACCA	Edison Electric Institute	EI	National Gay & Lesbian Chamber of Commerce	NGLCC		
American Indian Chambers of Commerce	AICOC	Institute for Supply Management	ISM	Northern California Minority Supplier Development Council	Western Regional MSDC	U.S. Veterans Business Alliance	USVBA
Asian Business Association	ABA	Joint Utilities	JU	National Minority Supplier Development Council, Inc.	NMSDC	Veterans In Business Networking For Success	VIB Network
Black Business Association	BBA	Kern Minority Contractors Association	KMCA	National Utility Diversity Council	NUDC		
California Asian Pacific Chamber of Commerce	CAPCC	Latin Business Association	LBA	Regional Hispanic Chamber of Commerce	RHCC	Women Business Enterprise Council	WBEC-West
California Black Chamber of Commerce	CBCC	Lesbian, Gays, Bisexual & Transgender	LGBT	Reservation Economic Summit	RES	Women In Technology International	WITI
California Construction Expo	Cal Con	Los Angeles Latino Chamber of Commerce	LALCC	Sacramento Asian Pacific Chamber of Commerce	SAPCC		
California Disabled Veterans Business Alliance	DVBE Alliance	Los Angeles Unified School District	LAUSD	Smart Water Summit	SWS		
California Hispanic Chamber of Commerce	CAHCC	National Association Regulatory Utility Commissions	NARUC	Southern California Minority Supplier Development Council	SCMSDC		
California Utilities Diversity Council	CUDC	National Association of Minority Contractors	NAMC	The Elite SDVOB Network	Elite SDVOB		
California Water Association	CWA	National Association of Woman Business Owners	NAWBO	Utility Marketplace Access	UMA		
Chinese American Construction Professional	CACP	National Association for Black Veterans, Inc.	NABVETS	US Hispanic Chamber of Commerce	USHCC		



## Table A - USDP Calendar of CWA Collective Activities - Standard Events and Program Level Meetings

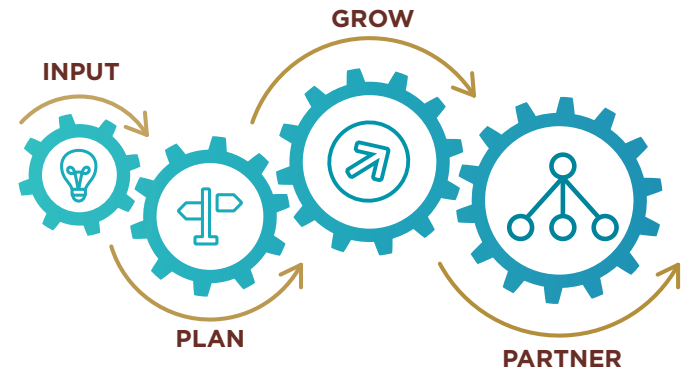
January	Date	Location
CWA Board of Directors Executive Committee Meeting	1/16	San Francisco, CA
USDP Monthly Meeting	1/21	Rosemead, CA
NAMC Event	1/22	TBD
ABA New Year's Kick Off Mixer	1/23	Los Angeles, CA
WRMSDC MBE Showcase & Road Tour	1/29	Las Vegas, NV
February	Date	Location
USDP Monthly Meeting	2/12	Teleconference
SCMSC Breakfast with Champions	2/12	Brea, CA
CWA Board of Directors Executive Committee Meeting	2/13	Downey, CA
UMA/NARUC Winter Meeting	2/9 - 2/12	Washington, DC
BBA Award Dinner Black History Month	2/27	Los Angeles, CA
March	Date	Location
Annual CPUC 2019 Diversity Reports Due to CPUC	3/1	Sacramento, CA
Reservation Economic Summit	3/1 - 3/5	Las Vegas, NV
USDP Meeting	3/10	Teleconference
CWA Board of Directors Executive Committee Meeting	3/12	Teleconference
WBENC Summit and Salute	Postponed	Postponed
LADWP/So Cal Edison Utilities Based Summit	Postponed	Postponed
BBA 2020 Salute to Black Women	Postponed	Postponed
Joint Utilities Quarterly Meeting	3/30	Teleconference
California Black Chamber of Commerce Forum and Reception	Postponed	Postponed
April	Date	Location
National Diversity and Leadership Conference	Postponed	Postponed
USDP Monthly Meeting	4/22	Teleconference
CWA Board of Directors Executive Committee Meeting	4/23	Teleconference
CPUC/Joint Utilities Business Expo	Cancelled	Cancelled
May	Date	Location
USDP Monthly Meeting	5/14	Teleconference

June	Date	Location
2020 Procurement Conference – Pacific Southwest MSDC	–	–
CWA Annual Spring Conference - The Sawyer Hotel	Cancelled	Sacramento, CA
Annual Native American Luncheon	6/4	Los Angeles, CA
USDP Monthly Meeting	6/11	Teleconference
CWA Board of Directors Executive Committee Meeting	6/24	Teleconference
CWA Meet The Primes	6/30	Online
Joint Utilities Quarterly Meeting	6/30	Teleconference
July	Date	Location
USDP Monthly Meeting	7/8	Teleconference
CWA CBO Summit	7/9	Virtual
CWA Board of Directors Annual Planning Meeting	7/12-7/14	Teleconference
September	Date	Location
USDP Monthly Meeting	9/9	Teleconference
CWA Board of Directors Executive Committee Meeting	9/17	Teleconference
October	Date	Location
CWA Board of Directors Executive Committee Meeting	10/15	Teleconference
USDP Monthly Meeting	10/21	Teleconference
JU and CBO LGBTBE Goal Public Comment Meeting	10/28	Teleconference
November	Date	Location
CWA 78th Annual Conference	11/14-11/16	Virtual
CWA Board of Directors Executive Committee Meeting	11/16	Teleconference
USDP Monthly Meeting	11/19	Teleconference
December	Date	Location
CWA -Water Certification Program #4	12/4	Virtual
CWA Executive Committee Meeting	Cancelled	Cancelled
Joint Utilities Quarterly Meeting	12/11	Teleconference
USDP Monthly Meeting & Retreat	12/16	Teleconference

# Table B – Affiliation as Corporate Sponsors in 2020

Golden State Water Company actively supports identified Community Based Organizations that seek to advance the message of supplier diversity. In addition, GSWC acts as a participant on the following Advisory Councils:

- Asian Business Association of Los Angeles
- American Indian Chamber of Commerce of California



# Table C – California Water Association USDP Representatives

## California American Water Company

Edward Simon  
Director  
Business Performance and Supplier Diversity



## Golden State Water Company

Holley Joy  
Supplier Diversity Manager



## San Gabriel Valley Water Company

Jeannette Diaz  
Manager of Supplier Diversity and  
Special Projects



California  
Water  
Association

## Suburban Water Systems

Lauren James  
Communications and Supplier Diversity

## California Water Service

Jose Espinoza  
Supplier Diversity Program Manager

## Liberty Utilities

Danny Rodriguez  
Purchasing Manager,  
Diversity Representative

## San Jose Water Company

Tim McLaughlin  
Director Supplier Diversity and  
Community Involvement

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

2-Digit SIC	SIC Description
07	Agricultural Service
08	Forestry Services
16	Highways and Street Construction
17	Special Trade Contractors
27	Printing and Publishing
28	Chemicals and Allied Products
33	Steel Pipe and Tubes
34	Fluid Power Valves Hoses Fittings
35	Industrial Machinery and Computer Equipment
36	Electrical Boxes, Enclosures and Fittings
37	Misc Retail and Transportation Equipment
42	Local Trucking Without Storage
48	Communications
49	Electric Services and Other Services Combined
50	Wholesale Trade - Durable Goods
55	Automotive Dealership and Gasoline Service Stations
59	Miscellaneous Retail Stores NEC
65	Real Estate
73	Business Services NEC
76	Boiler Cleaning
80	Health and Allied Services NEC
81	Legal Services
86	Membership Organizations NEC
87	Engineering and Management Services
89	Services NEC
95	Engineering Services NEC

# 2020 Annual Report 2021 Annual Plan

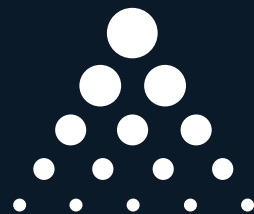
*Prepared and respectfully submitted by:*

**Holley Joy**

Supplier Diversity Manager

Holley.Joy@gswater.com

We are appreciative of the efforts of AD PRO  
in the creative design and production of this report.  
[www.adproweb.com](http://www.adproweb.com)



## Golden State

Water Company

A Subsidiary of American States Water Company