

CITY OF LOS ANGELES  
Department of Recreation and Parks

July 16, 2020

TO: Board of Recreation and Park Commissioners

FROM: Michael A. Shull, General Manager 

SUBJECT: OUTREACH EFFORTS TO MINORITY BUSINESS ENTERPRISES AND  
WOMEN BUSINESS ENTERPRISES FOR PARTICIPATION IN RAP  
CONTRACTS

SUMMARY

This report provides a brief overview of RAP-related contracting and outreach efforts performed to Minority Owned Enterprises (MBE), Women Business Enterprises (WBE), Small Business Enterprises and other business enterprises for participation in various types of RAP contracts. Additionally, this report provides a summary of Mayor Eric Garcetti's recent Executive Directive No. 27 on Racial Equity in City Government, specifically as it relates to contracting.

Types of RAP-Related Contracting

RAP performs various types of contracting, including but not limited to the issuance of Request for Qualifications (RFQs) for the establishment of on-call, as-needed contractors utilized to support facility repair, maintenance and safety needs and the issuance of Request for Proposals (RFPs) for the establishment of concessions contracts and other professional services contracts to support RAP operations.

Larger capital improvement projects at parks, such as the construction or renovation of a recreation center or the development of a new park, are typically managed by the Public Works Bureau of Engineering (BOE) and awarded through the Board of Recreation and Parks Commissioners.

It should be noted that this report does not address commodities procurement contracts, for items such as supplies and equipment.

Outreach to Minority Business Enterprise and Women Business Enterprise

All City departments, including RAP and BOE, adhere to the contracting procedures established by the City Charter, city ordinances, and other related directives. As a means of streamlining City contracting and in an effort to expand opportunities for participation in City contracts, the Los Angeles Business Assistance Virtual Network (LABAVN) was established. LABAVN serves as an online platform which works to centralize City contracting and allow businesses to register in applicable service categories in order to be made aware of contracting opportunities that are

posted. LABAVN serves as one primary tool that RAP and other departments use for outreach on all RFPs and RFQs.

Additionally, based on Mayoral Directive 14, the Business Inclusion Program (BIP) was established in 2011. This program was implemented to widen the participation of minority, women, small and disabled veteran businesses in City contracts. BIP includes six (6) certification categories for (1) Minority Business Enterprise (MBE), (2) Women Business Enterprise (WBE), (3) Small Business Enterprise (SBE), (4) Emerging Business Enterprise (EBE) (5) Disabled Veteran Business Enterprise (DVBE), and (6) Other Business Enterprise (OBE). Under the BIP, bidders and respondents to City RFQs and RFPs must perform Good Faith Outreach to a sufficient number of sub-contractors in the above mentioned certification categories in an effort to increase the amount of business opportunity available to them. For large capital projects, BOE establishes anticipated levels of participation by subcontractors in these certification categories as part of each bid package.

While the BIP program assists in increasing sub-contracting opportunities for MBE, WBE, SBE and other business enterprises through this required outreach, BIP does not target outreach to a specific certification category nor does BIP assist City departments in expanding outreach to those business not registered on LABAVN.

However, both RAP and BOE do perform additional outreach for its contracting opportunities beyond the City's requirements, through advertisements in newspapers, professional association publications and online media platforms, and through in-person outreach events. For example, RAP and BOE participate in various outreach forums hosted by the Mayor's Office of Procurement and the Public Works Bureau of Contract Administration, such as the Build with LA construction contracting events and the Mayor's Small Business Summit, which work to help certify MBE, WBE and other business enterprises and expand the number of businesses registered in LABAVN to increase competition and participation in City contracts.

#### Mayoral Executive Directive No. 27

On June 19, 2020 Mayor Eric Garcetti issued Executive Directive No. 27 on Racial Equity in City Government, which directs each City department including RAP to designate a Racial Equity Officer and to develop Racial Equity Action Plans. As part of these efforts the directive also instructs City Departments to prepare for the potential approval by the California electorate of Proposition 16 on the November 3, 2020 general election ballot, which would repeal Proposition 209. This preparation includes the submission of contingency plans with recommendations for implementing affirmative action programs across all department functions, including contracting. RAP staff will therefore be developing recommendations on policies and practices to increase MBE/WBE and other business enterprise outreach and participation in RAP contracting opportunities, in collaboration with the Mayor's Office.