

ATTACHMENT



LOCAL BUSINESSES OUTREACH POLICY STATEMENT

A. PURPOSE

Local businesses are important to the growth and development of Antelope Valley and they make valuable contributions to our economy. The purpose of this policy statement is to establish a policy under which the Antelope Valley Transit Authority (AVTA) will seek to foster the growth and development of local businesses in the Antelope Valley.

B. POLICY AND RESPONSIBILITY

It is the policy of the AVTA to ensure that opportunities to compete for and receive a fair share of AVTA's procurement expenditures are provided to local businesses in the Antelope Valley. For purposes of this policy local businesses are defined as businesses that are based in the Antelope Valley Transit Authority area.

The AVTA's Contract's Administrator shall serve as the Agency's point of contact local businesses and overseeing the implementation of this policy.

C. OUTREACH ACTIVITIES

It is the policy of the AVTA to engage in meaningful outreach activities and programs to assist, counsel and advise local businesses on how to pursue contracting opportunities with AVTA.

AVTA shall continue to foster an environment where highly skilled suppliers/vendors may compete successfully for a fair share of AVTA's procurement on their own merits; and encourage large businesses to increase subcontracting opportunities for local businesses.

AVTA shall developed specific marketing materials and outreach activities to accomplish its mission. The following are examples of such activities:

➤ Marketing Publications

AVTA publishes and posts literature to assist local businesses in its marketing efforts. For example, AVTA will post (1) Forecast of Contract Opportunities, list procurement opportunities for upcoming contracting opportunities and (2) the web-based "Doing

Business with AVTA” will assist local businesses in marketing its service and products to AVTA.

➤ Vendor Outreach Sessions

The AVTA shall participate in sponsored Vendor Outreach Sessions by local trade associations and chambers of commerce. The purposes of AVTA’s participation in these outreach activities are to provide the local business community with the opportunity to meet with the AVTA staff to discuss their capabilities and to learn of potential procurement opportunities.

➤ Other Outreach Activities

Throughout the year AVTA presence is requested at various DBE, Small Business outreach activities throughout the region. In addition, the AVTA shall host annually a Vendor Networking event to expand and diversify its vendor base for local businesses.

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