

<b>Policy No:</b> TBA	<b>Subject:</b> Procurement Outreach Program Guidelines		
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## **PROGRAM GOAL**

The goal of the Authority's outreach program is to promote and foster business diversity and inclusiveness when providing open, competitive procurement and contracting opportunities within the Antelope Valley. It is the policy of the Authority to assure that opportunities are made available for all business types, including local, emerging, Disadvantaged and Small Business Enterprises. Staff strives to maintain a diverse pool of qualified vendors by reaching out to the community through various activities, methods and media.

## **OUTREACH EFFORTS**

- Participate at various business community functions, such as business association luncheons, yearly business-to-business conferences, vendor fairs and trade shows.
- Provide educational opportunities to the community on how to do business with the Authority (vendor fairs) through joint agency outreach efforts with jurisdictional partners, LA Metro, Caltrans and others, as well as one-on-one guidance when requested.
- Distribute printed media at various locations throughout the area.
- Maintain a web-based presence with download capability to help increase awareness for bid and contract opportunities, including an updated listing of procurement opportunities and online vendor registration tools.
- Maintain and update a database of local businesses for mailing new solicitations.
- Advertise procurements in local newspapers and trade publications.
- Send procurement notifications to local business groups, such as Chambers of Commerce, AV Board of Trade, etc. Contact is made via email, fax, mail or phone.
- Pending planned acquisition of procurement and contracting software packages, outreach efforts will be enhanced. These enhancements will allow vendors the ability to select multiple categories of goods and services they are capable of providing, which will allow for more electronic notifications upon release of a new procurement.

The success of the Authority's outreach efforts is measured by its vendor participation in sponsored activities and procurements, which builds relationships and strengthens the Authority's standing in the business community.