

MOUNTAINS RECREATION AND CONSERVATION AUTHORITY
OUTREACH AND ADVERTISING POLICY

SECTION 1: GENERAL

- 1.0 The Mountains Recreation and Conservation Authority (MRCA) is a joint exercise of powers agency established pursuant to Government Code Section 6500 *et seq.* The member entities of the MRCA are the Santa Monica Mountains Conservancy, the Rancho Simi Recreation and Park District and the Conejo Recreation and Park District. The MRCA operates pursuant to the manner of the Conejo Recreation and Park District.
- 1.1 The MRCA's Purchasing and Contracting Procedures constitute the procedures, including bidding procedures, as required by Government Code Section 54201 *et seq.* and as governed by Public Contract Code Section 20815 *et seq.*, and the procedures herein are in addition to those requirements.
- 1.2 Diversity, inclusion, equity, and relevancy are essential to MRCA's ability to achieve protection of Southern California's open space and recreation resources. All MRCA officers and staff have a responsibility to support diversity and inclusion in their day-to-day work. The MRCA recognizes that there is a fundamental right of all people to equitably access Southern California's rich environmental resources and participate in decisions that affect these resources.

The historic pattern of environmental burdens borne disproportionately by disadvantaged communities can be altered through deliberate practices that increase inclusion and participation. A commitment to diversity in employment means valuing employees in all occupations, at all levels, and providing opportunities to work at full potential. MRCA's purchasing power can be used to promote environmental equity, diversity, and inclusion in all forms.

- 1.3 The procedures herein are intended to increase the number of disadvantaged businesses and individuals benefiting from MRCA contracts and employment opportunities.

SECTION 2: DISADVANTAGED BUSINESS PARTICIPATION TARGET

- 2.0 The Governing Board shall establish, on an annual basis, a target for contract participation by disadvantaged businesses, community-based organizations, non-profits, and public sector partners.
- 2.1 An annual report will be made to the Board detailing the participation by total contracts and dollar value, annually at the end of the fiscal year.

- 2.2 Successful bidders/proposers will be required to complete a statistical information form including the ethnicity and gender makeup of ownership and employees, and any disadvantaged business certifications. This information will be used to prepare the annual report.

SECTION 3: OUTREACH

- 3.0 Notification of Requests for Proposals, Qualifications, and/or Bids (RFP/RFQ/RFB) shall be sent to public and private certification programs for disadvantaged businesses, industry-specific professional trade groups and subgroups supporting disadvantaged categories, chambers of commerce, local community-based organizations, local elected official offices, employment and job fair departments, relevant environmental non-profit organizations, and any individuals and groups that have requested such notifications.
- 3.1 An detailed distribution plan for outreach shall be prepared for RFP/RFQ/RFBs. The distribution plan shall note advertising/publishing costs.
- 3.2 RFP/RFQ/RFBs shall contain a provision allowing MRCA to review proposed subcontractors for participation of disadvantaged businesses.
- 3.3 A comprehensive Request for Qualifications for various professional service disciplines shall be conducted, on a bi-annual basis, to maintain a current list of qualified consultants. This RFQ shall be widely distributed with the goal of reaching more disadvantaged businesses.
- 3.4 Notification of Job Opportunity Bulletins shall be sent to local community-based organizations, employment and job fair departments, chambers of commerce, local elected official offices, relevant environmental non-profit organizations, and any individuals and groups that have requested such notifications.
- 3.5 Projects which are funded in whole or in part by the federal, state or local government shall, if required by the funding source, be administered according to requirements of the respective federal, state or local outreach programs.

SECTION 4: ADVERTISING

- 4.0 Notice inviting bids for contracts for which competitive bidding is required shall be published at least one time in a newspaper of general circulation in the MRCA's jurisdiction at least one week before the time specified for receiving bids.
- 4.1 Requests for Proposal and Requests for Bid (RFP/RFB) advertisements shall be translated into Spanish and other languages as applicable, and distributed to foreign-language outlets. RFPs/RFBs shall be advertised via local media serving the project area where applicable, such as weekly newspapers and social media.

This may be in addition to advertisement in a generally-circulated newspaper in the manner required by Public Contract Code.

- 4.2 Job Opportunity Bulletins shall be translated into Spanish and other languages as applicable, and advertised via local media serving the job site area, including foreign-language outlets. Job Opportunity Bulletins shall not require advanced education that exceeds a position's needs, and shall include sufficient options for meeting the required qualifications to allow for more varied backgrounds of applicants.
- 4.3 An detailed distribution plan for outreach shall be prepared for Job Opportunity Bulletins. The distribution plan shall note advertising costs.

MOUNTAINS RECREATION AND CONSERVATION AUTHORITY

February 1, 2017 — Agenda Item IX

Resolution No. 17-27

**RESOLUTION OF THE GOVERNING BOARD OF THE MOUNTAINS RECREATION
AND CONSERVATION AUTHORITY ADOPTING AN OUTREACH AND
ADVERTISING POLICY FOR CONTRACTS AND ESTABLISHING A
TARGET PARTICIPATION RATE FOR DISADVANTAGED
BUSINESS ENTERPRISES**

Resolved, That the Governing Board of the Mountains Recreation and Conservation Authority (MRCA) hereby:

1. FINDS that the use of MRCA's purchasing power to promote environmental equity, diversity and inclusion will provide significant public benefits.
2. FINDS that the proposed action is categorically exempt from the provisions of the California Environmental Quality Act.
3. ADOPTS the staff report and recommendations dated February 1, 2017.
4. ADOPTS the Outreach and Advertising Policy.
5. AUTHORIZES staff to make minor, non-substantive changes to the policy as needed from time to time.
6. ESTABLISHES the 2016-17 target participation rate for Disadvantaged Business Enterprises to be 20%.
7. AUTHORIZES any budget amendments as necessary.
8. AUTHORIZES the Executive Officer or his designee to do any and all acts necessary to carry out this resolution and any recommendations made by the Governing Board.



Chair

AYES: Peterson, Hasenauer, Daniel, Lange

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NOS: none

ABSTAIN: none

ABSENT: none

I HEREBY CERTIFY that the foregoing resolution was adopted at a regular meeting of the governing board of the Mountains Recreation and Conservation Authority, duly noticed and held according to law, on the 1st day of February, 2017.

Date: 2/1/17



Executive Officer