



STATE OF CALIFORNIA

SAN JOAQUIN RIVER CONSERVANCY

ECONOMIC EQUITY FIRST ACTION PLAN

APPROVED BY THE GOVERNING BOARD

MARCH 2026

Background

AB2019, Small business enterprises, was authored by Assemblymember Petrie-Norris (D) and approved by Governor Newsom on September 29, 2022. Existing law requires each state agency that significantly regulates or impacts small business to designate at least one person to serve as a small business liaison for the agency. Existing law requires the small business liaison to be responsible for, among other things, receiving and responding to complaints received by the agency from small businesses and assisting in ensuring that the procurement and contracting processes of the entity are administered in order to meet or exceed the goal of 25% small business participation.

The bill requires each small business liaison to develop an “economic equity first” action plan (herein referred to as the “action plan”) and policy for the agency to provide, among other things, direction, recommendations, and strategies as to how to ensure that small businesses, as specified, are effectively involved and benefiting from the agency’s procurement process. The bill requires the Action Plan and policy to be adopted by January 1, 2024. The bill also requires the action plan to include, as part of a general outreach effort to all small businesses, education, outreach, and stakeholder engagement with representative business organizations and business enterprises owned by women, minorities, and members of the LGBTQ community.

Additionally, the bill requires CalOSBA’s annual report to include details regarding the office’s activities to support procurement participation by small businesses, microbusinesses, disabled veteran business enterprises, and businesses owned by women, minorities, or members of the LGBTQ community that also qualify as a small business, microbusiness, or disabled veteran business enterprise, as well as compliance and implementation of specified action plans and policies by state agency liaisons and advocates. The bill requires agency Director’s to establish a minimum goal of 25% procurement participation for small businesses, including microbusinesses.

Definitions

“*Advocate*” means the Small Business Advocate who is also the Director of the Office of Small Business Advocate.

“*Director*” means the Director of the Office of Small Business Advocate.

“Office” means the Office of Small Business Advocate.

“GO-Biz” means the Governor’s Office of Business and Economic Development.

“Small business liaison” means the state agency’s assigned small business liaison.

“SBE” means a small business enterprise.

“MBE” means a minority-owned business enterprise.

“SB/DVBE” means small business and disabled veteran business enterprises.

“PMT” means Prompt Payment Terms.

“Demographics” means voluntary/optional reporting of the following groups:

- LGTBQ+
- Minority/POC
- Asian
- Other Pacific Islander
- Native American
- African-American/Black
- Hispanic or Latino
- Women
- Veteran
- Rural
- Disaster
- Disabled

Part 1: Department Assessment & Outreach

Department Information

- **Size:** Small agency with fewer than 10 employees.
- **Procurement Team:**
 - 1 Small Business Liaison (primary)
 - 2 additional purchasers supporting procurement

Department Assessment

- **Annual Procurement Budget:** < \$300,000
- **Small Business Goal:** Minimum 25% of procurement spend directed to certified SB/DVBE vendors.

- **Current Barriers:**
 - Limited staff capacity for outreach
 - Small vendor pool for specialized goods/services
 - Technology limitations (no dedicated procurement portal beyond Cal eProcure)
- **Vendor Feedback:** Plan to implement an **anonymous survey** to gather feedback on bid access and payment processes.
- **Payment Terms:** Comply with **Prompt Payment Act**

Accountability Metrics

- Track:
 - % of contracts awarded to SB/DVBE
 - **of new SB/DVBE vendors engaged**
 - Outreach events attended
- **Goal for FY 2025:** Increase SB/DVBE participation by 10% over previous year.

Outreach Plan

- **Actions:**
 - Attend at least **3 regional small business events** (CalOSBA, Chambers of Commerce).
 - Host **1 virtual “How to Do Business with the San Joaquin River Conservancy” session.**
 - Share bid opportunities via **agency website and social media.**
- **Target Groups:** Women-owned, minority-owned, LGBTQ+, rural, and DVBE businesses.

Part Two: Collaboration, Training, Technology & Processes

Collaboration

- Partner with:
 - **CalOSBA** and **DGS Supplier Diversity Program** for technical assistance.



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- Local **Chambers of Commerce** and **Small Business Development Centers (SBDCs)**.
- **Goal:** Establish at least **2 new partnerships** with community-based organizations.

Internal Training

- Conduct **annual procurement equity training** for all purchasing staff.
- Attend **CalOSBA liaison convenings** and **DGS best practices webinars**.

Technology Tools

- Enhance agency website:
 - Add **“Doing Business with Us”** page with SB/DVBE resources.
 - Post **current solicitations** and **liaison contact info**.
- Use **plain language** in solicitations and enable **Google Translate** for accessibility.
- Implement **email outreach campaigns** for upcoming bids.

Procurement Process Improvements

- **Strategies:**
 - Use **SB/DVBE Option** for all applicable solicitations.
 - Break down large contracts into smaller packages to allow SB participation.
 - Reduce experience and inventory requirements for SB bidders.
 - Advertise all solicitations on **Cal eProcure**.
- **Goal:** Increase pool of certified SB vendors by **15%** through proactive outreach and unbundling.

Next Steps

- Review progress quarterly; update metrics annually.