



National Supplier Diversity

Doing Business With Us

Presentation

American Water + New Jersey Office of Diversity & Inclusion Webinar
Thursday, February 25, 2021 2:00 PM – 3:00 PM EST

Welcome to the Webinar!



Join us for this webinar that provides an overview of the National Supplier Diversity Strategy. The webinar is designed to help potential suppliers gain an in-depth understanding of how the supplier diversity fits into the state procurement process.

- A Prime/ Tier 1 supplier is a company (diverse or not) awarded a contract for work directly from American Water Works Service Company, Inc., its subsidiary and affiliated companies.
- A Tier 2 supplier is a company (diverse or not) who is awarded a contract by a Prime/ Tier 1 suppliers who is under contract with American Water.

American Water Works Service Company, Inc., its subsidiary and affiliated companies help provide vital opportunities for a growing number of business owned by woman, minority, veteran, service-disabled veteran, disabled, small disadvantaged business, and lesbian, gay, bisexual and/or transgender individuals, collectively known as diverse suppliers.

Meet the Presenters



Lawrence Bentley Wooten
Sr Manager National Supplier
Diversity • Supply Chain
Diversity



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Sr. Diversity Program Lead
National Supplier Diversity
• Supply Chain Diversity



Robin D Robinson-Still
Buyer • State Procurement -
East & Mid-Atlantic

Presentation Outline

Safety Message

- Overview of American Water
- Overview of American Water's National Supplier Diversity Strategy
- Overview of American Water's Prime/Tier 1 Strategy
- Overview of American Water's Sub/Supplier/Tier 2 Strategy
- Information on Doing Business with New Jersey American Water
- Review of Sourcing Opportunities with New Jersey American Water
- Frequently Asked Questions
- Q&A



SAFETY LEADERSHIP TALKS

5 Tips to Avoid Complacency

At its core, complacency is an inaccurate perception of risk. The more you do something and nothing bad happens, the more you feel you can continue doing it without consequence.

Here are a few tips to avoid complacency:

- **Never let your guard down.** We maintain our safety by keeping focus, wearing our PPE and following safe work practices.
- **Ask yourself, “how could I get hurt today and what I am doing to prevent an injury?”**
- Before the start of each shift, or whenever a significant change occurs during a shift, **perform a pre-job safety briefing.** Identify relevant hazards and safeguards.
- **If you see something, do something.** Use your Stop Work Authority and correct the potentially unsafe situation.
- **Report near misses and unsafe conditions.** Reporting allows for potential issues to be corrected and shared across the business. This makes for a safer workplace.



About Us

American Water Works Service Company, Inc., its subsidiary and affiliated companies

100-Plus Years and Following



Founded in 1886, American Water has served customers and communities for more than 130 years. And as the country's largest publicly-traded water and wastewater utility company, we cover a lot ground. Our size and scale greatly differentiate us from our competitors in terms of the type of solutions we are able to offer our communities. Here are a few of the numbers that we're proud to share.

1 BILLION

Gallons of water treated and delivered every day

6,800

Employees serving communities nationwide

25+

Years receiving awards for quality

Who We Are



We are the largest and most geographically diverse publicly traded water and wastewater service provider in the United States.

- We serve a broad national footprint and a strong local presence.
- We provide services to approximately 15 million people in 46 states.
- We employ 6,800 dedicated and active employees and support ongoing community support and corporate responsibility.
- We treat and deliver more than one billion gallons of water daily.



Our Regulated Business

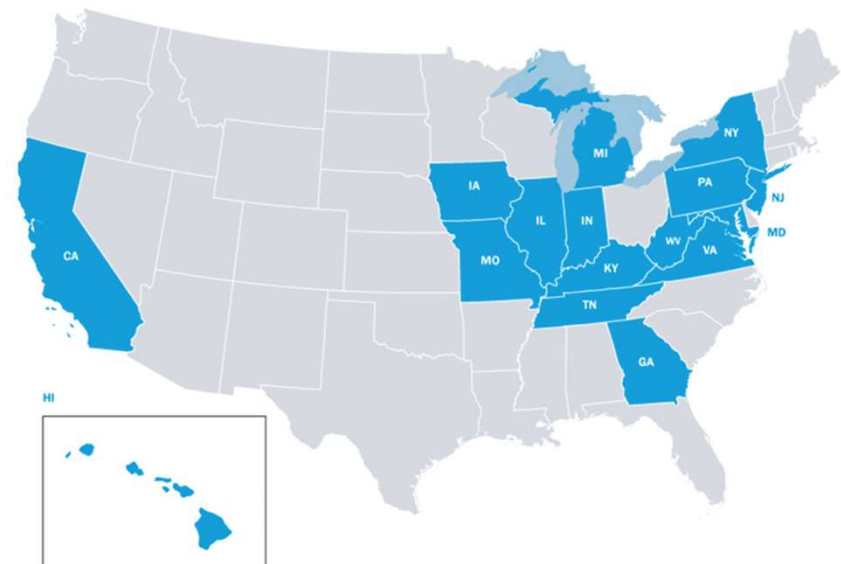


We manage more than 500 individual water and wastewater systems across the country.

Every day, we operate and manage:

- **52,500** miles of transmission, distribution and collection mains and pipes
- **80** surface water treatment plants
- **520** groundwater treatment plants
- **1,000** groundwater wells
- **140** wastewater treatment plants

American Water's Regulated Presence



Our Market-Based Business



Military Service Group

50-year contracts with the Department of Defense for the operation and maintenance of the water and wastewater systems on military bases

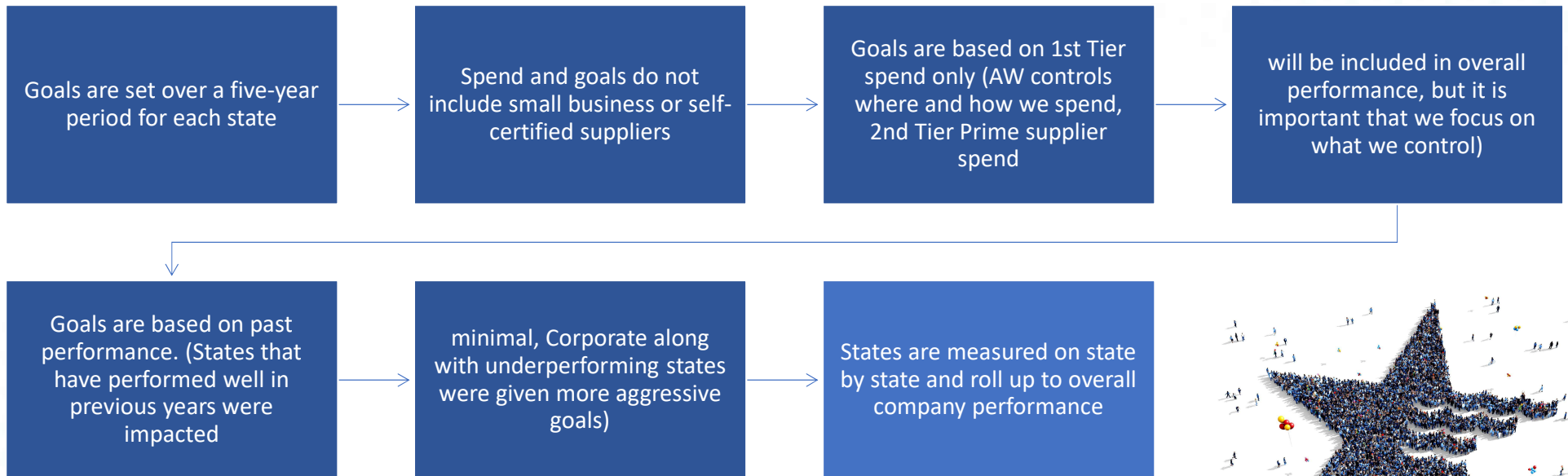


Homeowner Services Group

Provides services to homeowners and communities to protect against the cost of repairing broken or leaking water pipes or sewer pipes

National Supplier Diversity Strategy

Supplier Diversity 5-Year Plan Highlights



Supplier Diversity Strategy Highlights



Diversity Inclusion Policies

- Have an established corporate policy.
- Have top corporate management support
- Developed a Corporate Supplier Diversity Strategic Plan
- Maintain comprehensive internal and external communications about the program
- Regularly identify opportunities for diverse suppliers in strategic sourcing and supply chain opportunities
- Established a comprehensive minority supplier development process
- Track, report and set goals
- Established a continuous improvement plan
- Have a Second Tier Program
- Recognize achievements of buyers and suppliers

Diverse Supplier Development

- Provides feedback/performance reviews on RFP submissions
- Delivers an Industry or Company specific education program (Internal University)
- Provides formal mentoring program
- Provides technical and/or quality program review and support
- Works with existing diverse suppliers to expand their utilization within the company (across disciplines or geographic regions)
- Conducts Supplier Recognition Awards
- Encourages joint ventures and strategic alliances with diverse suppliers
- Utilizes diverse suppliers in an area the company Tier 1-2 Level categories

Supplier Diversity Outreach



Decision-Making Criteria

The following is a non-prioritized list of expectations American Water requires of all vendors with whom we do business.

Decision-Making Criteria

SAFETY

COST/PRICE

**VENDOR TRACKING
RECORD**



**AVAILABILITY/
DELIVERY/
TURNAROUND TIME**

**VENDOR
CAPABILITIES &
RESOURCES**

**RESPONSE TIME TO
INQUIRES**

Prime/Tier I Strategy



These suppliers sell directly to American Water Works Service Company, Inc., its subsidiary or affiliated companies fulfilling their product or service orders — providing maximum diversity credit. We provide expertise in the form of partner vetting, executive support, mentoring and resource alignment support.

- Minority Business Enterprise (MBE)
- Women Business Enterprise (WBE)
- Veteran Business Enterprise (VBE)
- Service-Disabled Veteran Business Enterprise (SDVBE)
- Disabled Veteran Business Enterprise (DVBE)
- Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE)
- Disability Owned Business Enterprise (DOBE)
- Disadvantaged Business Enterprise (DBE)
- Historically Underutilized Business (HUB)

If a bidder holds a current diverse certification, the company is required to submit a copy of your certificate(s) or approval letter(s) with their bid submission. The document should include the certifying agency, certification #, and next expiration date (mm/dd/yyyy).

Sub/Supplier/Tier 2 Supplier Diversity Strategy



Bidders are strongly encouraged, and sometimes required, to attend these meetings and submit proposals by the due date in order to be considered for a contract.



In accordance with the Supplier Diversity Subcontracting Plan Questionnaire and the current fully executed contract on file, Prime/Tier I suppliers are required to submit quarterly Tier 2 diversity spend reporting is required through the Supplier Diversity Portal.

<https://www.amwater.com/corp/About-Us/Supplier-Diversity/supplier-diversity-strategy>

Sub/Supplier/Tier 2 Supplier Diversity Strategy



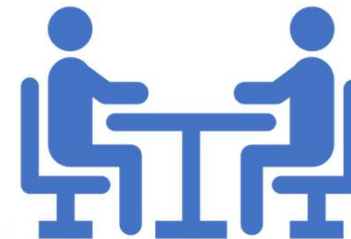
Tier 1 supplier: a company (diverse or not) awarded a contract for work directly from American Water Works Service Company, Inc., its subsidiary and affiliated companies. Certified tier 1 suppliers ARE NOT required to report tier 2 diversity spend.

Tier 2 supplier: a company (diverse or not) who is awarded a contract by a tier 1/prime supplier. Asking our tier 1 suppliers to source inclusively via tier 2 diverse suppliers offers non-diverse companies' opportunities to participate and amplifies the impact of the diversity program creating greater inclusion.

Tier 2 diverse suppliers – direct vs. indirect

Direct: payments made for subcontracting some or all of a purchase with a diverse supplier that can be traced to a specific PO

Indirect: payments made for subcontracting that cannot be tracked to a specific PO's (landscaping, cafeteria services, benefits, etc.)



Sourcing Opportunities with American Water Works Service Company, Inc., its subsidiary and affiliated companies

Sourcing Opportunities



Scope of Work:

Network Pipeline Installation, Maintenance & Repair Services

- 237110 Water and Sewer Line and Related Structures Construction
- 213112 Pipe Inspection
- 541370 Surveying and Mapping (except Geophysical) Services.
- 237310 Highway, Street, and Bridge Construction
- 237990 Other Heavy and Civil Engineering Construction
- 238220 Plumbing, Heating, and Air-Conditioning Contractors*
- 238910 Site Preparation Contractors
- 238990 All Other Specialty Trade Contractors
- 324121 Asphalt Paving Mixture and Block Manufacturing
- 541990 All Other Professional, Scientific, and Technical Services
- 561990 Flagging
- 561730 Landscaping Services
- 562991 Septic Tank and Related Services

Supplier Diversity Accepted:

- Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Veteran Business Enterprise (VBE), Service-Disabled Veteran Business Enterprise (SDVBE), Disabled Veteran Business Enterprise (DVBE), Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE), Disability Owned Business Enterprise (DOBE), Disadvantaged Business Enterprise (DBE), Historically Underutilized Business (HUB)

Geographic Market: National or Regional

Northeastern

- New Jersey American Water Company
- New York American Water Company
- Virginia American Water Company
- Maryland-American Water Company

Midwest

- Illinois American Water Company
- Missouri American Water Company
- Indiana American Water Company
- Iowa American Water Company
- Michigan American Water Company

Mid-Atlantic

- Pennsylvania American Water Company
- West Virginia American Water Company

Southeastern

- Kentucky American Water Company
- Tennessee American Water Company

Western

- California American Water Company
- Hawaii American Water Company

Doing Business with American Water

Doing Business with American Water



1

Know and understand the product and service offerings of American Water at amwater.com.

- **Understand the structure of our segments** and business units and our business trends by reading our most recent [Annual Report](#) & [Environment, Social & Governance \(ESG\) Report](#).
- **Understand [What We Buy](#)**

2

Know What We Look For: For purposes of the Program, we look for suppliers who have been certified Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Veteran Business Enterprise (VBE), Service-Disabled Veteran Business Enterprise (SDVBE), Disabled Veteran Business Enterprise (DVBE), Lesbian, Gay, Bisexual, Transgender Business Enterprise (LGBTBE), Disability Owned Business Enterprise (DOBE), Disadvantaged Business Enterprise (DBE) or Historically Underutilized Business (HUB). Refer to the list of recognized agencies in the FAQ section.

3

Determine Where You Fit In: Take a realistic look at your company's product and service offerings and determine whether you are most competitive at the local, regional, or national level.

Prepare the business solution and value-add that uniquely qualifies your organization to do business with us. **What does your company do or have that we can't live without?**

4

Get Started: When there is a need, our sourcing professionals utilize our [Supplier Portal](#) to identify new vendors.

Registration in the Supplier Registration & Supplier Diversity Reporting Portal does not mean that your company is an approved supplier. As you create your company profile on the [Supplier Portal](#), note that a detailed and current profile on the database will allow our sourcing professionals to find you easily.

Frequently Asked Questions



1. I Registered In Your Database, What's Next?
2. What Are The Participating American Water Locations?
3. Does American Water Guarantee Work For Diverse Suppliers?
4. Must A Diverse Supplier Be Certified To Do Business With American Water?
5. How Do I Become Certified?
6. What Is A Diverse Supplier?
7. What Certifications Does American Water Accept?
8. How Does The National Supplier Diversity Team Help Diverse Suppliers Potentially Do Business With The American Water?

Visit <https://www.amwater.com/corp/About-Us/Supplier-Diversity/faqs>

Questions?

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Thank you

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