



CALIFORNIA DEPARTMENT OF INSURANCE
2015 INSURER SUPPLIER DIVERSITY SURVEY

Report Type: **Group**

Group / NAIC Code:

31

Group / Company Name: **GEICO Insurance Group**

Our company / group enters into contracts to procure goods or services in California.

1. Does your company / group have a supplier diversity policy statement?

YES

A supplier diversity policy statement is any language that refers to the company's / group's policies in regards to supplier diversity, with the goal of procuring goods and services from diverse businesses

If yes, provide the supplier diversity policy statement below:

GEICO is committed to being a low cost provider of automobile insurance. As part of this commitment, it is expected that we procure goods and services that provide the best value for the organization. We desire to provide entities designated as small business, minority-owned business, woman-owned businesses, and disabled veteran business enterprises equal access to sourcing opportunities. We not only strive to provide equal access but also fair, equal, and honest treatment throughout the business relationship. By using a diverse pool of suppliers, we seek to benefit from a broad spectrum of perspectives and solutions to our procurement needs. We believe the various experiences, resources, and innovative ideas from diverse sources will provide exposure to a variety of solutions. GEICO will implement this policy by seeking opportunities to communicate our receptiveness to solicitations from minority-owned business and educate interested firms on the process to participate in bidding opportunities for projects and services with the Company.

- Provide a list of all documents in which the statement can be found (i.e. website, co. / group report, board charter, etc.):

Purchasing Manual

- If the state is available online, provide link here:

If no, but will be creating one within the next 12 months, provide a timeline for when your co. / group expects the policy statement to be completed and any other details available at this time (i.e. policy language, policy creation team, etc.):

If no, please explain why:

2. Does your company / group have a supplier diversity program?

NO

A supplier diversity program is any formal plan and / or structure that has been setup specifically for the company / group to implement its supplier diversity policy statements.

If yes, provide an overview of the program:

If no, but will be creating one within the next 12 months, provide a timeline for when your company / group expects the program to begin and any other details available at this time (i.e. program plan, program director, etc.):

If no, please explain why:

GEICO does not have a formal program, but has made efforts to implement its diversity policy statement by taking the steps outlined in it, i. e., it has continued to seek opportunities to communicate receptiveness to solicitations from diverse businesses and educate interested firms on the process to participate in bidding opportunities for projects and services with the company.

3. Does your company / group conduct outreach specifically to diverse businesses? **YES**

If yes, respond to parts a, b, c, d, and e below.

a. Share all company / group outreach and communication strategies and practices that are conducted specifically to diverse businesses. Specify what outreach is conducted specifically to California diverse businesses:

• State of Maryland Governor’s Office of Minority Affairs (GOMA) MBE University 5th Anniversary Event, May 20, 2014 – Represented GEICO • Capital Region Minority Supplier Development Council (CRMSDC) Business Procurement Conference, June 16 2014 – Represented GEICO • The Power Conference sponsored by the Montgomery Department of Economic Development and the Montgomery County Women’s Business Owners (WBO), August 28, 2014 – Represented GEICO • State of Maryland Governor’s Office of Minority Affairs (GOMA) & Prince George’s County, Maryland MBE University Conference & Expo, November 12, 2014 – Sponsored, Exhibited & Conducted Matchmaking • 6th Greater Washington Hispanic Chamber of Commerce (GWCC) 6th Annual Business Expo, Washington, DC, - March 24, 2015- Represented GEICO • State of Maryland Governor’s Office of Minority Affairs (GOMA) Ready, Set, Grow! Event at the University of Maryland Shady Grove, May 21, 2015 - Represented GEICO • State of Maryland Governor’s Office of Minority Affairs (GOMA) Spring Procurement Matchmaking Event , May 27, 2015 - Represented GEICO and Conducted Matchmaking Additionally, GEICO has set up an electronic portal to receive and store communications from diverse companies when services are needed.

b. Share any outreach and communication strategies and practices about supplier diversity conducted internally to company / group employees:

c. Check below all outreach and communication practices in which your company / group engages:

EVENT – seminars, meet-and-greets, summits, etc.

- Host matchmaking
- Host supplier diversity events
- Internal Awards Program
- Participate in matchmaking
- Participate in supplier diversity events
- Sponsor matchmaking
- Sponsor supplier diversity events

Share the name of an event you attended / hosted that has best guided and / or influenced growth of your Supplier Diversity efforts:

State of Maryland Governor's Office of Minority Affairs (GOMA)

MEDIA – advertising, announcements, interviews, webinars, etc.

- Traditional media (newspaper, television commercial, etc.)
- Ethnic media outlets
- Social media; please specify: _____
- Trade publications

Share the name of a media group or outlet that has best guided and / or influenced growth of your Supplier Diversity efforts:

ORGANIZATIONS – membership, affiliation, sponsorship, etc.

- Member of a certification agency
- Member of ethnic chamber of commerce
- Member/affiliate of other organization, please specify:

Capitol Region Minority Supplier Diversity Council

Share the name of an organization that has best guided and / or influenced growth of your Supplier Diversity efforts:

GOMA (See above)

PROGRAMS – mentorship, training, locator, etc.

- Diverse supplier registration portal
- Manage and run a supplier diversity mentorship program (in-house)
- Participate in a supplier diversity mentorship program
- Subscriber to a supplier locator program (or 3rd party service that identifies diverse suppliers)
- Operate a website dedicated to a Supplier Diversity Program

- Technical assistance / training program for diverse suppliers

Share the name of a program that has best guided and / or influenced growth of your Supplier Diversity efforts:

d. Explain how, and to what extent, these strategies and practices have been successful in establishing relationships with diverse businesses:

Attended matchmaking and found suppliers who are participating in RFP's

4. Does your co. / group require and/or encourage its primary suppliers to subcontract with diverse businesses? **NO**

If yes:

a. Do you track procurement spend with Tier 2 diverse suppliers? **N/A**

b. Please explain:

5. Does your co. / group set internal targets or goals in regards to its supplier diversity statement and / or program? **NO**

If yes, please explain:

6. Describe in detail any updates, progress, and / or best practices established by your company / group in the two years since the 2013 Insurer Supplier Diversity Survey was administered; include any awards or recognition received for Supplier Diversity work:

Business portal as described above in #3

7. Additional Comments:

We have recommended that LGBT businesses be added to the policy statement and await action on the recommendation. However, we have and will continue to seek LGBT businesses as part of GEICO's diversity outreach.

8. Points of contact for the company's / group's supplier diversity operations for diverse business enterprises:

PRIMARY CONTACT

Contact Name: **Becky Hoffman**
 Title: **Purchasing Supervisor**
 Phone Number: **240-541-7167**
 Email Address: **BHoffman@geico.com**
 Mailing Address **2000 Tower Oaks Blvd., Rockville, MD 20852**

SECONDARY CONTACT

Contact Name: **Maria Siravo**
 Title: **Buyer, Purchasing**
 Phone Number: **240-541-7171**
 Email Address: **MSiravo@geico.com**
 Mailing Address

GENERAL CONTACT

Contact Name: **GEICO's purchasing contact portal**
 Title:
 Phone Number:
 Email Address: **corporatepurchasing@geico.com**
 Mailing Address

LIST OF COMPANIES INCLUDED IN THIS REPORT

Company Name	Company NAIC Number
Government Employees Insurance Company	22063
GEICO General Insurance Company	35882
GEICO Indemnity Company	22055
GEICO Casualty Company	41491
