

Item No.	7a
Date of Meeting	March 26, 2019

Diversity in Contracting

2019 Annual Plan



Diversity in Contracting (DC) Policy

Advance equity and address contracting disparities by increasing the utilization of Women Minority Business Enterprises and other disadvantaged firms

Goals - 5 year Benchmarks:

- ❑ Triple the number of WMBE firms doing business with the Port (2016 Baseline: **118**)
- ❑ Increase to 15% the amount of spend on WMBE contracts within 5 years (2016 Baseline: **5.3%**)

Path to Implementation

June 2018
Commission briefing on proposed program parameters

October – February
Pilot WMBE Contracting and Procurement

November – December 2018
Divisions/ Departments establish goals

December 2018
Internal Education and External Engagement strategies developed

February 2019
Annual Plan Finalized

Creating Opportunity



Center Runway Reconstruction

- Port's Inclusion Plans requires:
 - The Bidder to either commit to the Aspirational Goal
 - OR commit to part of the Goal and identify the affirmative efforts it will use to include WMBE participation.

Service Agreement Pilot Update



LESSONS LEARNED

- ✓ Providing historical data usage and potential future projects helped proposers
- ✓ Discussions helped bring clarity
- ✓ Proposer's DC representative added value during discussions
- ✓ Port encouraged WMBE Primes to include a WMBE sub on team

RISKS/ CHALLENGES

- ✓ 2-day turnaround for receipt of revised plan may not be sufficient on future procurements
- ✓ Resource challenge to manage kick-off meeting with Consultant and subsequent compliance checks

Major Construction Pilot

Project: Aviation Restroom Phase 2
15% aspirational goal

Contractor	WMBE Commitment	Bid Amount
Optimus Construction	30%	\$4,244,000
Swinerton	70%	\$4,260,000
Western Ventures	22%	\$4,793,000
Osborn Construction	15%	\$5,296,506

Supplier Database Timeline



Supplier Database (Port Yellow Pages)



- Improved outreach and planning tools
 - Integration with Constant Contact
 - Global calendar showing upcoming Port events
 - More robust list of WMBE firms
 - Searchable by Port and community

Portwide WMBE Utilization

WMBE Utilization	2016	2017	2018
Percent	5.3%	8.8%	11.8%
Firms	118	200	258

Headed in the Right Direction

2018 WMBE Utilization

*Construction/Non-Public Works & By Division

Port-Wide

Category	WMBE	Total	% WMBE
Public Works	\$65,271,888	\$516,504,619	12.6%
Non-Public Works	\$15,558,976	\$166,257,078	9.4%
Total	\$80,830,864	\$682,761,697	11.8%

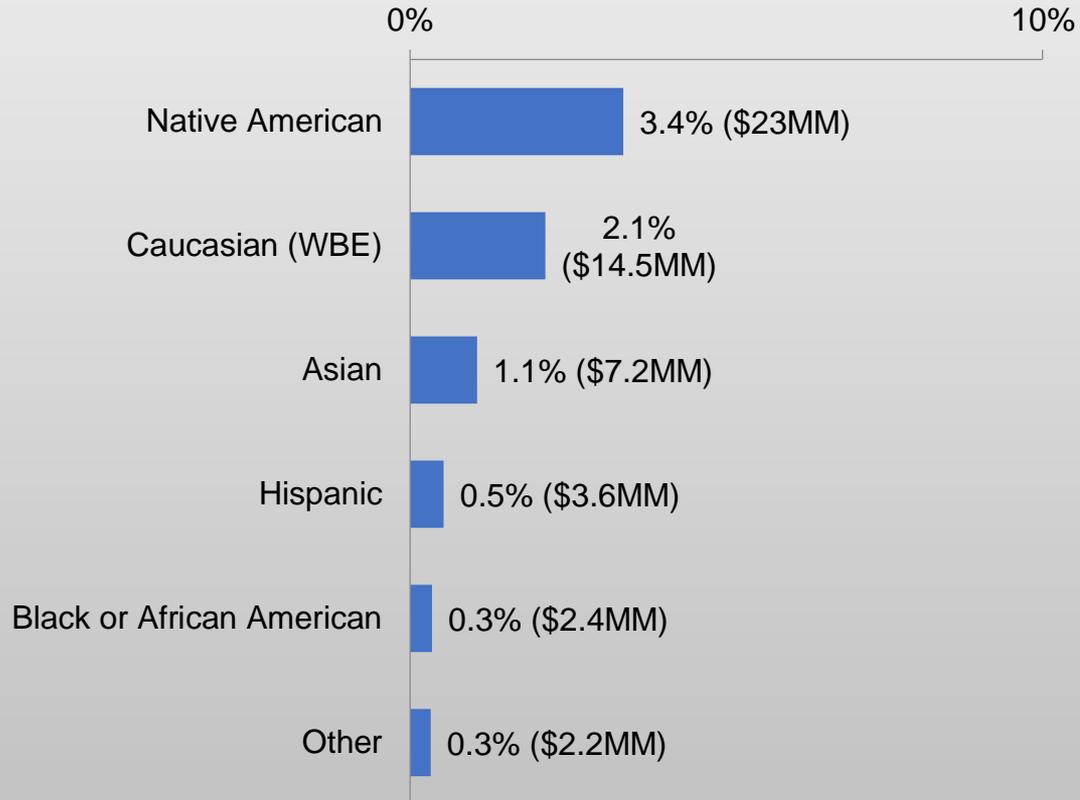
By Division (non-public works spend only)

Division	WMBE	Total	% WMBE
Aviation (AV)	\$5,584,823	\$58,421,047	9.6%
Corporate	\$7,419,467	\$90,467,613	8.2%
Economic Dev. (EDD)	\$297,036	\$3,597,330	8.3%
Maritime (MD)	\$1,285,382	\$9,086,471	14.1%
**NWSA	\$972,267	\$4,684,618	20.8%
Total	\$15,558,976	\$166,257,078	9.4%

*Does not include P-Card Data

**Northwest Seaport Alliance (NWSA) is part of a larger partnership with the Port of Tacoma. WMBE utilization results are only for those Port of Seattle controlled procurements.

Ethnic Breakout of Port WMBE Spend



2019 WMBE Utilization Goals

Increase Overall Spend from **9.4%** to **12.4%**

Non-public works spend only

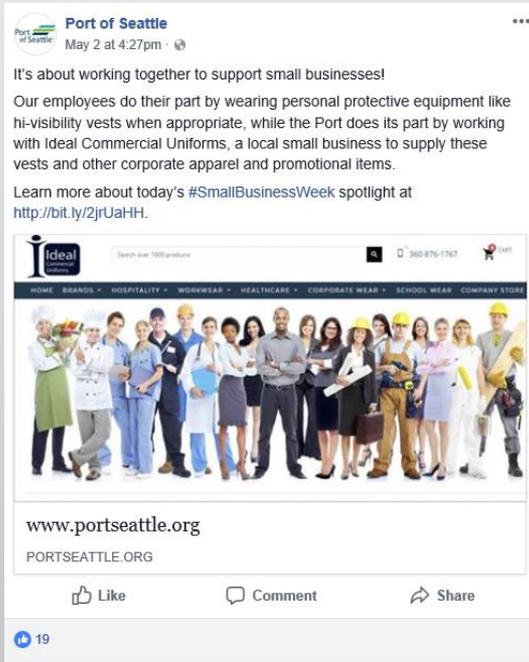
Division	Projected WMBE Spend	Projected 2019 Spend	% WMBE		%Change vs. 2018
			2018 Actual	2019 Goal	
Aviation (AV)	\$6,213,963	\$51,783,025	9.6%	12.0%	+2.4
Economic Dev. (EDD)	\$942,589	\$7,877,047	8.3%	12.0%	+3.7
Maritime (MD)	\$872,919	\$4,364,595	14.1%	20.0%	+5.9
Corporate	\$5,445,004	\$44,892,566	8.2%	12.1%	+3.9
Total	\$13,474,475	\$108,917,233	9.4%	12.4%	+3.0

- WMBE aspirational goals for Construction are not included within the stated goals above, however, WMBE aspirational goals are set contract by contract with the exception of small works.

Marketing, Outreach, & Technical Assistance - 2019 Plan

- Community Engagement
 - **Internal education and training**
- Refine and continue with PortGen workshops and training activities
 - Development of “advanced” PortGen training
 - Develop Mentor Protégé Program (A&E)
- On-line video training of new Diversity in Contracting efforts (construction and consulting)

Leveraging Social Media



Port of Seattle
May 2 at 4:27pm · 🌐

It's about working together to support small businesses!

Our employees do their part by wearing personal protective equipment like hi-visibility vests when appropriate, while the Port does its part by working with Ideal Commercial Uniforms, a local small business to supply these vests and other corporate apparel and promotional items.

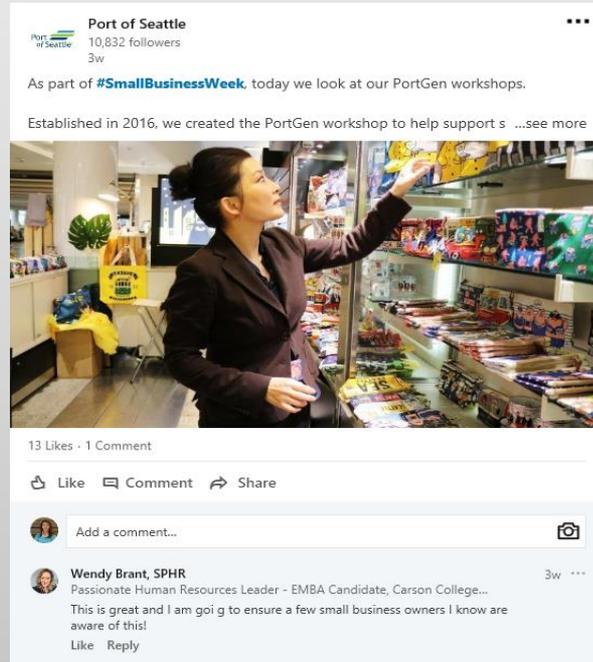
Learn more about today's #SmallBusinessWeek spotlight at <http://bit.ly/2jrUaHH>.



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Like Comment Share

19



Port of Seattle
10,832 followers
3w

As part of #SmallBusinessWeek, today we look at our PortGen workshops.

Established in 2016, we created the PortGen workshop to help support s ...see more



13 Likes · 1 Comment

Like Comment Share

Add a comment...

Wendy Brant, SPHR
Passionate Human Resources Leader - EMBA Candidate, Carson College...
3w

This is great and I am going to ensure a few small business owners I know are aware of this!
Like Reply

- Staff will accent outreach and engagement efforts using Social media
- Last year during “Small Business Week”, Our boosted posts reached more than 11,227 people on social media channels.

LinkedIn promotions

Supporting DC Work in the Trenches

1. Follow-up meetings with ELT members and other key Port directors/managers
 - Procurement planning, etc.
2. Internal education and training campaign via Compass and What's Happening
 - Why DC?
 - Promoting opportunity
 - How staff can move the needle
3. WMBE Tool Box
 - Development of a SharePoint Site
 - Tools and resources for goal setters
 - FAQ sheet(s)
 - Video library