City of Seattle

Ethics & Elections Commission

2013 Outreach Plan for Women and Minority Business Enterprises

EXECUTIVE SUMMARY

Legislative Requirement

This plan is provided pursuant to SMC 20.42.060, which requires that "[e]ach Contract awarding authority shall adopt a plan, developed in consultation with the Director, to afford Women and Minority Businesses the maximum practicable opportunity to directly and meaningfully participate on City Contracts." The Seattle Ethics and Elections Commission is an independent agency, not subject to the Mayor's Executive Orders.

Mission

The SEEC encourages and promotes equal opportunities for Women and Minority Business Enterprises (WMBE). The following Outreach plan details the SEEC's ongoing efforts to foster diversity among the agency's consultants and vendors.

ACTION PLAN

I. Nature of the SEEC's Purchases

Nearly 87 percent of the SEEC's 2013 budget is allocated for Personnel Services, leaving approximately $118,000 for other services. Table 1 details the 2013 budget for office supplies, as well as those other services for which the agency's budget exceeds $1,000.

Table 1: Budget for Other Services

Description	Budget
Voters' Pamphlet	$ 112,057
Services – Consultants, Professional and Technical	$ 1,200
Rentals – Data Processing Equipment	$ 2,440
Office Supplies	$ 600

Items A through D detail the SEEC's spending, and include a brief analysis of where there may be an opportunity for outreach to WMBE firms.

A. Voters' Pamphlet

Almost 95 percent of the SEEC's non-personnel services budget is allocated to the production, printing, and distribution of Voters' Pamphlets. English and Chinese language voters' pamphlets are produced, printed and distributed through an Interagency Agreement with King County. That interagency agreement does not provide the SEEC authority to decide vendors for printing and distribution of the English and Chinese language pamphlets.

Seattle Municipal Code 2.14.080 provides that the SEEC shall prepare and distribute a copy of the voters' pamphlet in Spanish. Historically, translation, production and distribution of the Spanish

language pamphlet is an opportunity for outreach to minority and women owned businesses, and for the last several years the work has been performed by a Hispanic woman.

B. Consultant Services- Professional, and Technical Services

The SEEC does not use the services of consultants on a regular basis. If a need for these services presents itself, staff will continue use the City's vendor resource tools, and will solicit participation from WMBE vendors.

C. Rentals – Date Processing Equipment

The SEEC has a long-term contract with IKON under which the agency rents its photocopier. There is no opportunity to solicit WMBE bids for this service.

D. Office Supplies

The SEEC uses the blanket contracts to purchase office supplies. Current vendors include Keeney's, Complete Office Solutions, Evergreen Computer Products, and Office Depot. The SEEC views these purchases as an opportunity for outreach to minority and women owned businesses, and virtually all of the SEEC's office supplies are purchased through Keeney's. The SEEC will work to ensure that approximately 20 percent of our office supplies are purchased through WMBE contractors.

III. Types of Contracts

As detailed above, the bulk of the non-personnel expenses for the SEEC are allocated to production of the Voters' Pamphlets, which are produced, printed and distributed through an Interagency Agreement. The SEEC utilizes current City of Seattle blanket contracts for procurement of goods and services.

IV. Goals

The SEEC will continue to use the City's vendor and contractor resource tools to identify potential vendors, and will continue to encourage and promote equal opportunities for women and minority business enterprises.

V. Staff Development/General Outreach

Staff development will include participation in citywide training and any other informational exchanges that provide SEEC staff with the tools to make more informed purchasing and contracting decisions. Staff will develop relationships with WMBE firms and provide feedback to the WMBE firms the agency utilizes.

General outreach will consist of identifying workshops, vendor fairs, events, forums, and any other event that provides opportunities for the SEEC to engage with WMBE vendors. Staff will be focused on attending events that provide SEEC with optimum exposure and opportunities to meet the objectives of the Outreach Plan.

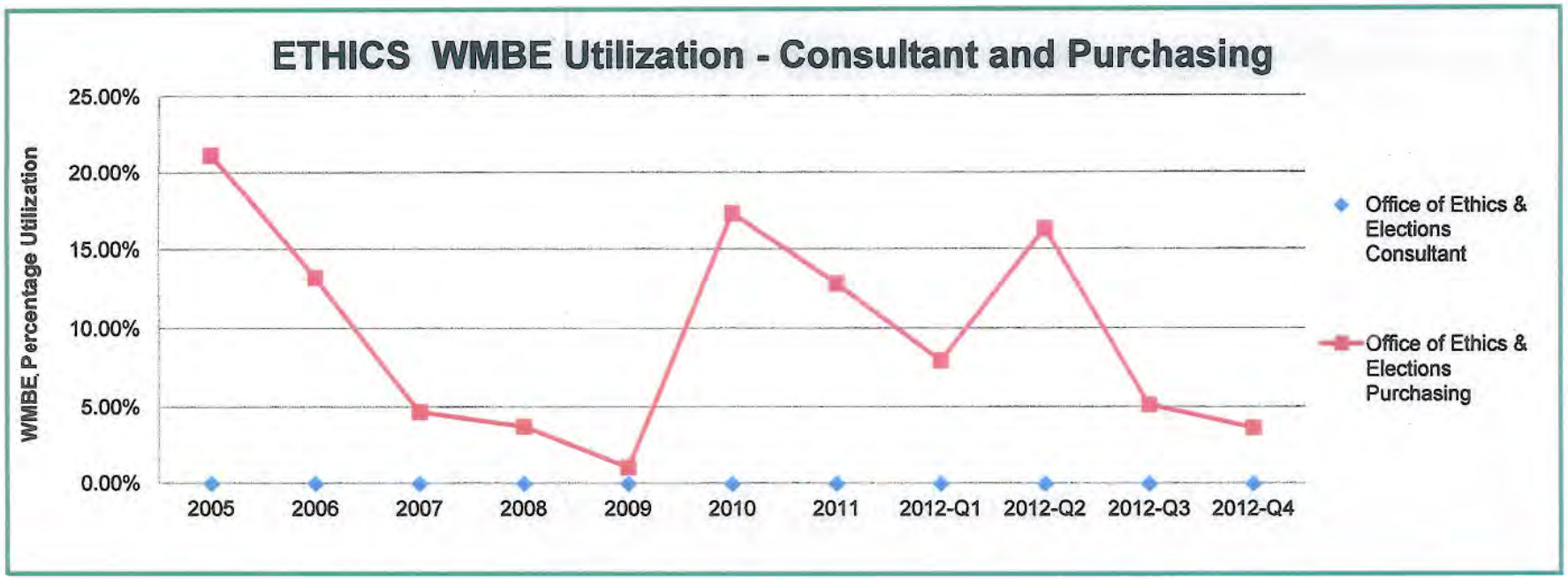
VI. Tracking and Monitoring

WMBE utilization will be monitored by the Executive Director.

VII. Communication Strategy

The Executive Director will communicate to staff the agency's commitment to this Outreach Plan, and will work to raise awareness and reaffirm the SEEC's commitment to this Outreach Plan on an ongoing basis.

Office of Ethics & Elections						
Year	Consultant			Purchasing		
	Total	Percent	WMBE	Total	Percent	WMBE
2005	$ -	0.00%	$ -	$ 5,550	21%	$ 1,174
2006	$ -	0.00%	$ -	$ 12,196	13%	$ 1,610
2007	$ -	0.00%	$ -	$ 32,255	5%	$ 1,509
2008	$ -	0.00%	$ -	$ 7,498	4%	$ 279
2009	$ -	0.00%	$ -	$ 11,694	1%	$ 123
2010	$ -	0.00%	$ -	$ 3,743	17%	$ 648
2011	$ 219	0.00%	$ -	$ 19,172	13%	$ 2,456
2012-Q1	$ -	0.00%	$ -	$ 696	8%	$ 55
2012-Q2	$ -	0.00%	$ -	$ 1,860	16%	$ 303
2012-Q3	$ -	0.00%	$ -	$ 7,639	5%	$ 392
2012-Q4	$ -	0.00%	$ -	$ 12,015	4%	$ 438



1) 2012 year to date spend through 12/31/12
2) Produced by PCSD/FAS on 1/2/2013
3) Source: Standard Summit Reports