Office of Housing
2013 WMBE Outreach Plan

Introduction

Seattle's Office of Housing funds affordable workforce housing, rental and ownership, as well as supportive housing that helps vulnerable people achieve stability and move along a path toward self-sufficiency. Office of Housing initiatives also help stimulate housing development, allowing families to thrive and neighborhoods to provide a full range of housing choice and opportunity. The mission of the Seattle Office of Housing is to build strong healthy communities and increase opportunities for people of all income levels to live in our city.

In accordance with Ordinance 119603, Executive Order 2010-05, and Seattle Municipal Code Chapter 20.42, the City of Seattle encourages all of its departments to be inclusive of under-represented business communities, and strives to use all legal means to ensure that minority-owned and women-owned businesses do not face unfair barriers in their competition for City contracts and in their successful performance of those contracts.

Any voluntary targets established in a department outreach plan shall be reasonably achievable; however, no utilization requirements shall be a condition of contracting, except as may be allowed under RCW 49.60.400.

2013 Strategies and Efforts in WMBE Outreach:

Department Representative

Dan Baer, Finance Manager, is the Office of Housing's representative for managing department WMBE initiatives. He is a member of the Contracting Equity Interdepartmental Team.

Staff Expectations and Education on WMBE Participation

- The OH Finance Manager and Finance Unit staff provides regular updates and reminders at staff meetings and in specific procurement consultations of the City's mission and laws, and the importance of addressing fair access to contracting opportunities in Office of Housing business practices. The Finance Manager provides regular training to Finance Unit staff of solutions and practices discussed at the Contracting Equity IDT meetings or as otherwise provided to City departments by FAS and SOCR.
- Internal procurement request forms require OH employees to describe efforts to identify and consider WMBE firms for goods and services.
- The OH Finance Unit reviews and reports to the Director monthly WMBE utilization. Additionally, the Finance Manager regularly reviews department purchases of goods and services to identify potentially missed opportunities and educate OH staff.

2013 Goals

Purchases of Goods and Basic Services

OH General Opportunities and Challenges:
The Office of Housing's discretionary purchases of goods and basic services is somewhat limited. OH uses City blanket contracts to purchase office supplies and IT equipment and peripherals, which make up a significant portion of discretionary operating expenditures. OH requires the use of a WMBE vendor for office supplies as the best choice for general departmental notes. Similarly, the information technology buyer for OH discusses all IT-related purchases with the Finance Manager, who approves all such expenditures. Additionally, the Finance Unit identifies other blanket contracts available (e.g., printing services, property maintenance services) to help OH employees make proactive and informed choices on vendor selection. Certain purchases, such as HomeWise Program energy audit equipment and tools, are specialized items with few available vendors.

2013 Goal for WMBE Utilization for Procurement of Goods and Services:
The Office of Housing ended fiscal year 2012 with 47.4% WMBE utilization for procurement of goods and services.

The Office of Housing has determined that an appropriate 2013 WMBE utilization goal for procurement of goods and basic services is **26.5%**, an increase by 6% over the 2012 utilization goal.

Consultant Contracts

OH General Opportunities and Challenges:
The Office of Housing has a limited regular consultant services budget and generally enters into few consultant contracts in a given year. Generally, OH consultant contracts do not exceed the competitive bid threshold, and due to their size and scope they generally do not include opportunities for using subcontractors for portions of the work. In selecting consultants for contracts under the competitive threshold or through the Consultant Roster Program, OH will review opportunities to use WMBE firms.

2013 Goal for WMBE Utilization on Consultant Contracts:
Due to OH's limited consultant contracting budget, OH has not in the past realized many opportunities for WMBE firms to compete for consultant contracts. The HUD Challenge Grant created new opportunities for WMBE utilization in consultant contracts. The Office of Housing achieved a 2012 WMBE utilization rate of 33.81% for Consultant Contracts primarily due to one-time HUD Challenge Grant expenditures. Returning to pre-HUD grant expenditure patterns, the Office of Housing's 2013 consultant contracts are not expected to exceed the competitive bid threshold, and due to their size and scope they generally do not include opportunities for using subcontractors for portions of the work.

The Office of Housing has determined that an appropriate 2013 WMBE utilization goal for consultant contracts is **20%.**

Aspirational WMBE Goals in Multi-Family Affordable Housing Loan Agreements

Over the past 20 years, OH has invested in the development of more than 10,000 units affordable housing units in more than 250 projects. This housing serves low-income families, seniors, and low-income working people, people with disabilities, and individuals and families transitioning out of homelessness. Annually, OH awards approximately $18 million to primarily nonprofit developers to support the development of affordable housing units.

Developers who receive City funding for multi-family housing development manage their construction and professional services contracting directly, in accordance with the requirements of our loan agreements. While OH does not enter directly into these construction-related contracts, our loan agreements include a 14% voluntary goal for construction and consultant services funded through OH. The 14% aspirational goal on all affordable rental housing projects funded by the Office of Housing is a requirement codified in the 2009 – 2012 City of Seattle Consolidated Plan, as is the contractors' adherence to the City's Fair Contracting Practices Ordinance. OH tracks this construction-related spending as part of our loan agreement monitoring.

HomeWise Weatherization Program—Small Contractor Opportunities

The Office of Housing manages public works contracts through the HomeWise Program, which provides residential weatherization improvements to low-income homeowners and for multi-family rental units that are reserved for low-income tenants. These projects are relatively small dollar contracts, making them ideal opportunities for small construction contractors who may not have the operational and financial capacity to compete for larger City public works contracts. Several contractors regularly compete for projects; of these, approximately half are believed to be minority-owned contracting firms.

Because of their small size, these construction projects do not have significant subcontracting opportunities, and the Office of Housing has not established aspirational goals in this program.

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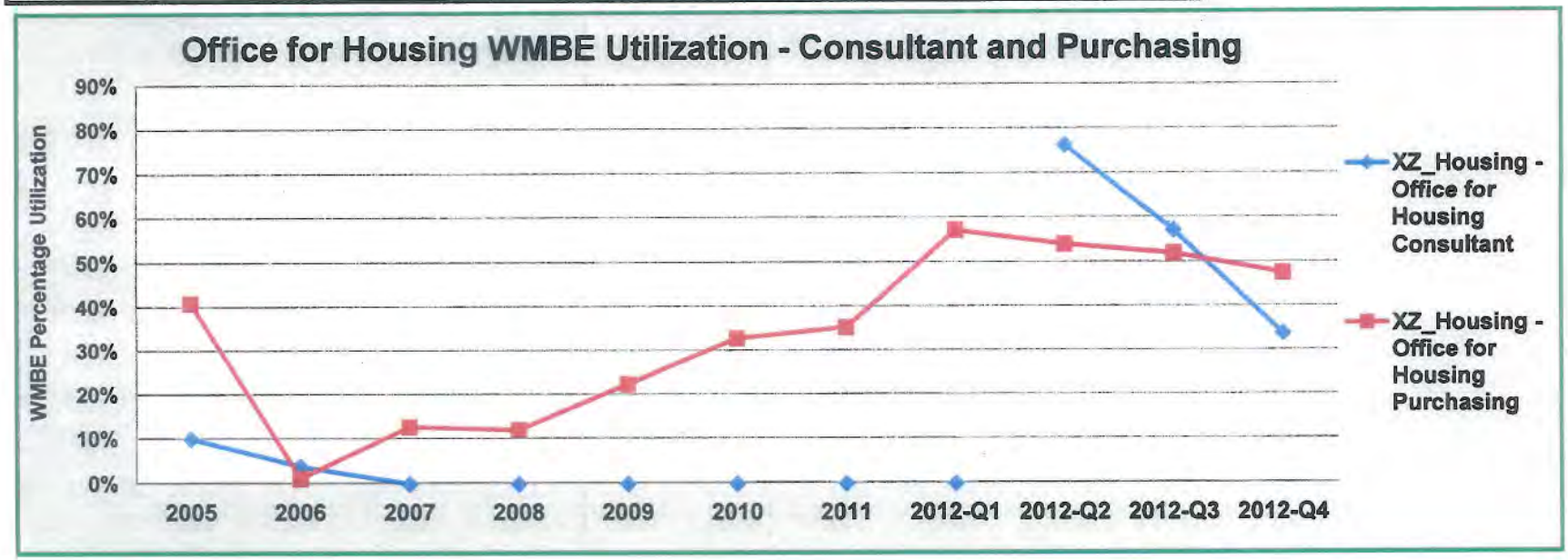
Year	Consultant			Purchasing		
	Total	Percent	WMBE	Total	Percent	WMBE
2005	$ 26,983	10%	$ 2,716	$ 361,311	41%	$ 147,910
2006	$ 13,829	4%	$ 543	$ 2,609,275	1%	$ 31,754
2007	-	0%	-	$ 271,017	13%	$ 34,460
2008	-	0%	$	$ 782,296	12%	$ 94,291
2009	$ 16,855	0%	-	$ 260,535	22%	$ 58,361
2010	$ 4,848	0%	$	$ 102,266	33%	$ 33,484
2011	$ 39,035	0%	$ -	$ 68,888	35%	$ 24,279
2012-Q1	-	0%	$ -	$ 22,411	57%	$ 12,793
2012-Q2	$ 29,751	76%	$ 22,707	$ 47,264	54%	$ 25,496
2012-Q3	$ 57,562	57%	$ 32,852	$ 58,198	52%	$ 30,178
2012-Q4	$ 112,706	34%	$ 38,102	$ 77,190	47%	$ 36,642



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