City of Seattle

Department of Information Technology
Erin Devoto, Director and Chief Technology Officer

Date: January 25, 2013

To: Forrest Gillette, Senior Advisor for Contract Equity
Department of Finance and Administrative Services

From: Erin Devoto, Chief Technology Officer

Subject: DoIT 2013 Annual WMBE Plan

This memorandum responds to the information requested in Nancy Locke's memorandum of November 8, 2012. If you have any questions, please contact Ann Kelson, IT Contracting Manager, at 206-684-0539.

1. **Department Representative**: On page 1 of your Plan, name your department WMBE representative who will guide implementation of your department WMBE initiatives;
   - Attend Contracting Equity Interdepartmental Team (IDT) meetings;
   - Attend appropriate trade show events.

   Ann Kelson, DoIT Contracting Manager, will act in this capacity.

2. **Traditional 2013 Goals**: On page 1 of your Plan, prominently state your department:
   - Purchasing goal (percentage)
   - Consultant goal (percentage)

   Do not inflate these goals to anticipate WMBE subconsultant ("second tier") spend. Consider all department purchases and consultant payments, whether for large projects or traditional expenditures. You can establish goals using any method appropriate to your department, such as a formulaic improvement upon 2012 or detailed analysis of budget, existing contracts, and/or industry composition.

   Purchasing Goal = 7.5%
   Consulting Goal= 7.7%

3. **Optional 2013 Project-Specific Goals**: On page 1 of your Plan, prominently state these optional goals *if you chose to have them*. Some capital departments have large, unique projects of such magnitude and complexity that they merit stand-alone goals and/or subconsultant spend goals. If you chose to establish project-specific subconsultant goals, you can expect an FAS on-line tracking system that will receive and track project-specific consultant subcontracting expenditures.
   - (optional) *project-specific* goal(s) (including consultant primes and subconsultant)

   DoIT will require WMBE subcontracting inclusion plans from Consultant Primes as appropriate pursuant to the City's/FAS Standard Operating Procedures. DoIT will require Consultant Primes to track subcontracting payments using the new City system. Subconsultant spend goals are not established.

Outreach Events: Identify any plans to sponsor, support and/or participate in outreach events with WMBE community associations, vendors and industry organizations.

DoIT will support and participate in "no-cost" outreach events and will attend and support "low-cost" events when funds are available. The specific events DoIT plans to attend are:

City Meet and Greets
Regional Contracting Forum
City Purchasing Trade Show
Northwest Minority Business Council Conference
Native American and Veteran's Business Conference

4. **Plans and Strategies**: Identify any department-specific commitments, planning or strategies that department intends for 2013. If you anticipate training, department activities and policy work, or other activities designed to forward your WMBE Inclusion program

   a) *DoIT will continue its commitment to the WMBE community. Every year we challenge ourselves not only to meet the percentage goals, but also to give more WMBE vendors opportunities to do business with the City. As of December 2012, we contracted with a total of 36 WMBE vendors. For 2013, we challenge ourselves to contract with 40 WMBE vendors.*

   b) *The CTO will continue an aggressive WMBE Outreach Program. The directive is when items are available through WMBE businesses, DoIT staff will outreach and provide these vendors with opportunities to meaningfully participate in City business.*

   c) *DoIT executives and staff will continue to outreach to the WMBE community by meeting individually with WMBE vendors. These vendors may or may not hold mandatory-use Blanket contracts with the City. The purpose of the meetings is to provide the vendors with information about doing business with the City, and to explore whether their product offerings would fill particular DoIT business needs.*

   d) *DoIT will continue to search for WMBE firms that are available in the industries used to support the City's data center and communications networks (data, telephone, radio and wireless). We will ask FAS for assistance in this effort.*

   e) *Using the RSJI Toolkit and FAS's Inclusion Plan guidelines, DoIT will examine projects that will allow a prime contractor to provide meaningful subcontracting or employment opportunities. DoIT will structure projects to encourage such participation. DoIT will require an Inclusion Plan as a material submittal whenever subcontracting is considered to be a feasible and commercial useful component of the work.*

   f) *DoIT will conduct training for its employees:*

      i) Training by FAS: Annually DoIT will invite FAS Senior Advisor for Contracting Equity to train Directors, Managers and Supervisors on the history and practices of the City-wide WMBE Program.

      ii) Training by DoIT Contracting Manager: At least annually, Ann Kelson will present information on the department's WMBE program to Directors, Managers and Supervisors. She will provide specific information on how to find a WMBE vendor using the City's VCR system and how to direct potential vendors to register. She will also discuss the value of one-on-one meetings with WMBE vendors.

      iii) Training of Line Staff: Ann Kelson will continue to provide training to DoIT line-staff involved in purchasing and contracting. Representatives from FAS and SOCR will be invited to assist in this effort.