The Seattle Public Library

MEMORANDUM

February 12, 2013

To: Forrest Gillette, Senior Advisor for Contract Equity
Forrest Longman, City Budget Office Library Analyst

From: Marcellus Turner, City Librarian
Marilynne Gardner, Chief Financial and Administrative Officer
Eve Sternberg, Library Levy Administrator

Subject: **The Seattle Public Library's 2013 WMBE Plan**

This memo outlines The Seattle Public Library's 2013 WMBE plan. It reflects the Library's continued commitment to increase participation of women and minority owned businesses in Library contracts.

Department Representative:

The Library's 2013 WMBE plan representative will be Jay Donahue, Capital Planning, Strategic Initiatives and Partnerships Manager. Jay has recently been hired and will join the Library team on February 21, 2013. In the interim, please contact Eve Sternberg at 386-1119 with any questions.

2012 Accomplishments:

The Library's 2012 goal for discretionary purchasing was 11%. We were able to achieve 12% WMBE expenditures. The 2012 goal for consulting was 15%. We are pleased to report we were able to allocate 41% of consulting expenditures to WMBE consultants.

In addition, the Library's Capital Improvement Program has been and continues to be among the most active users of the City's job order contract, which directs a major proportion of work to WMBE subcontractors. In 2012 the Library spent approximately $453,000 with the JOC.

2013 Goals:

2013 discretionary purchasing goal: 12%
It is difficult to predict the Library's 2013 discretionary purchasing expenditures, but we anticipate they will be at least equivalent to the 2012 level of $4.6 million. Thus the goal is designed to result in approximately $552,000 in WMBE purchases.

2013 consultant contract goal: 20%
The Library's use of consultants is particularly variable, so predictions of expenditures are somewhat speculative. In 2013 the Library spent approximately $74,000 on

consultants. If this level of activity continues in 2013, the consultant contract goal will result in approximately $14,800 in WMBE consultant activity.

Given that a portion of the 2012 WMBE purchases and consultant contracts were for one-time goods and services, we believe that these represent realistic but appropriately ambitious goals for 2013.

In addition, the Library expects to be able to allocate approximately $1 million in business to the JOC in 2013.

Department Training:
The Library's business office has reviewed 2012 expenditures with Library managers and will assist managers in identifying WMBE options for all types of purchases (blanket contract, direct voucher, consultant contracts, and construction contracts).

Outreach:
The Library will directly solicit bid responses from known WMBE firms. The Library plans to provide information to vendor fair participants about the opportunities for participation in upcoming projects and meeting material supply needs of the Library. The Library is interested in participating in WMBE trade shows and events.

The Library currently posts construction bid plan information to the city's E-Bid site and advertises in the Daily Journal of Commerce. The Library includes information on forthcoming purchasing, consultant and construction work projects on the Library internet website with links to the City of Seattle internet site.

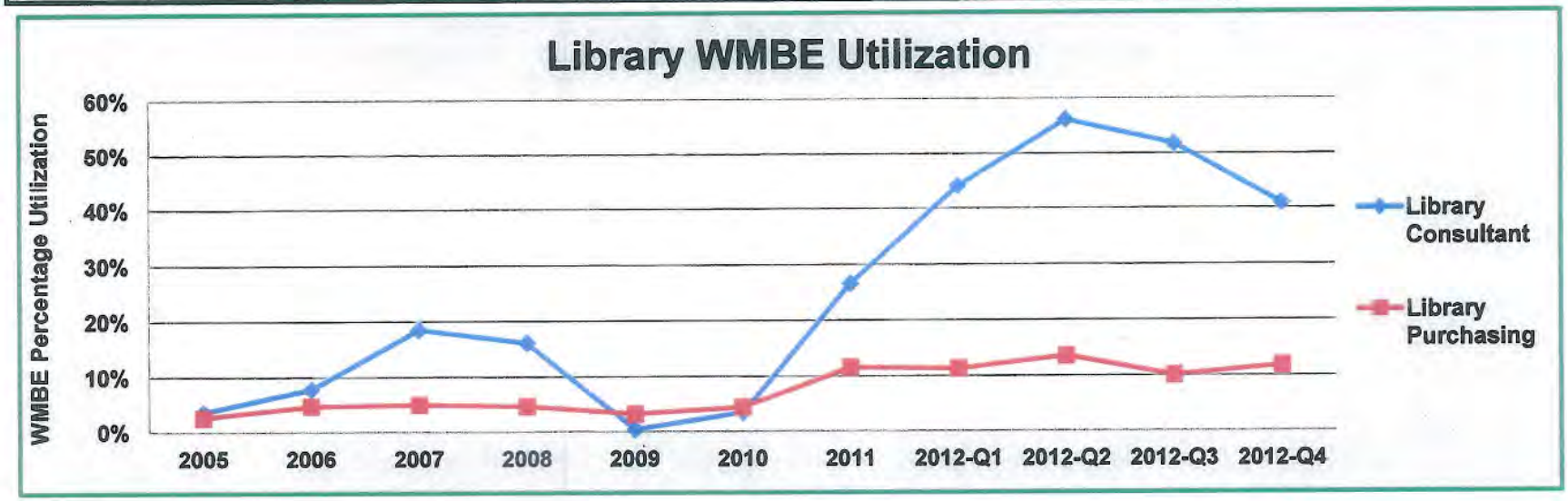
Outreach Plans:
With the completion of the Libraries for All capital program, all of the library facilities are relatively new or newly refurbished. The size and scope of future projects is now smaller, focusing on ongoing major maintenance and routine maintenance/repairs.

Project-specific Aspirational Opportunities:

No specific projects have been identified.

Library Resources for Small Businesses:
Local WMBE firms are encouraged to take advantage of the wealth of business resources available from The Seattle Public Library. In addition to accessing a collection of general small business management books, the Library provides many trade and industry association magazines through online databases. Librarians can help businesses compile customer contacts lists through the library's business directories. For new businesses and established businesses, we help entrepreneurs track emerging trends in their product and service lines through online databases, a small in-print market research collection and through Internet research. Clients of Community Capital Development and the Small Business Administration utilize Library resources and Library staff assistance on their initial business plans, using the Census, trade magazines and market statistics identified over the internet. Finally, the library works to help entrepreneurs find the right government agencies that train and help entrepreneurs with the government bidding process and in locating contracts for bid.

Library						
Year	Consultant				Purchasing	
	Total	Percent	WMBE	Total	Percent	WMBE
2005	$ 831,189	4%	$ 30,849	$ 9,660,588	3%	$ 256,950
2006	$ 680,882	8%	$ 53,935	$ 11,582,541	5%	$ 548,241
2007	$ 186,003	19%	$ 34,650	$ 11,150,935	5%	$ 558,398
2008	$ 205,872	16%	$ 33,414	$ 13,327,588	5%	$ 623,593
2009	$ 182,220	1%	$ 1,000	$ 11,164,856	3%	$ 366,809
2010	$ 148,543	4%	$ 5,260	$ 7,443,764	4%	$ 332,506
2011	$ 185,548	27%	$ 49,619	$ 4,595,688	12%	$ 534,686
2012-Q1	$ 22,639	44%	$ 10,000	$ 982,833	11%	$ 111,737
2012-Q2	$ 41,139	56%	$ 23,129	$ 1,786,029	14%	$ 244,094
2012-Q3	$ 49,421	52%	$ 25,633	$ 3,364,054	10%	$ 342,773
2012-Q4	$ 74,118	41%	$ 30,390	$ 4,646,290	12%	$ 552,391



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