



City of Seattle

## REQUEST FOR APPLICATIONS

### Experts in Construction WMBE Recruitment Services

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It is important to use the correct address for the delivery method you chose.

### 1. Purpose and Background.

The application process remains open continuously.

The City of Seattle has created a new Consultant Roster for “Expert Construction WMBE Recruitment Services”. The City is seeking candidates that are qualified to provide these services. This application does not create a contract, but creates a list of experts that can provide services to Prime Contractors or to City departments that may also seek these same services.

The City has a strong commitment to ensure meaningful recruitment and outreach to woman and minority owned (“WMBE”) firms for City contracting opportunities. This commitment is institutionalized in the City Seattle Municipal Code, SMC 20.42. Mayor McGinn has also indicated his expectation to City departments, in Executive Order 2010-5. The City has established aspirational goals that help measure whether Prime contractors are achieving fair and equitable inclusion of WMBE firms, and that WMBE firms are succeeding in their participation at rates that would be expected given their skills and availability in the local market.

The City conducts three types of procurements. Each requires specific technical knowledge and expertise. These include Purchasing (Goods and Routine Services), Consultant (professional experts), and Public Works (Construction). This category of work is intended to focus narrowly on Construction/Public Works, but may also be utilized for pre-construction services on major projects

The City has long utilized outside expertise to assist the City in assuring meaningful outreach and recruitment of WMBE firms for City projects. Such WMBE firms are required to compete alongside all other firms as appropriate to the procurement. The focus of this work has been assuring WMBE awareness of opportunities, understanding of the requirements, their preparedness to bid, and ensuring primes are fairly and equitably including WMBE firms in their sub-bid competitions.

The City intends that Prime Contractors work closely with experienced experts to increase the Prime Contractor's responsibility, success and skill at making such good faith efforts when they prepare or win Public Works bids with the City of Seattle. The City has launched a requirement for Prime Contractors on City of Seattle bids, which would require the Prime to engage qualified individuals to assist them on larger construction contracts (above \$2,000,000 based on the engineer's estimate ) in the recruitment and utilization of WMBE firms. This application process will build a list of qualified experts that the City would intend Prime Contractors to use for such work.

Some City departments may also have a need for outside expertise as well. City departments would have an option to select qualified experts from this list for their department contract needs if the projected work is under \$260,000.

There is no estimate of the work that may be anticipated from this application process as a result of being placed onto the Consultant Roster. There is no history or experience to guide our expectations. However, the City seeks a robust list of qualified individuals and firms.

This solicitation seeks firms that have at least some of the following skills and expertise:

- Experience with the general availability of qualified WMBE construction subcontractors and their skills, to be able to build a skilled set of recruitment plans and utilization goals for a project;
- Commitment to increased utilization of woman and minority owned businesses in construction contracting, expressed through work and projects on these initiatives in the local community or for other local public agencies;.
- Expertise in construction qualifications and requirements, such as prevailing wages, apprenticeship requirements, Project Labor Agreements, Community Work Force Agreements, bonding requirements, licensing requirements and similar;
- Knowledge and/or implementation assistance of mentoring programs and other strategies that a Prime Contractor can successfully use to provide opportunities, development and capacity for local woman and minority-owned businesses;
- Experience planning and providing event support for "Meet and Greets" and similar forums that provide recruitment and outreach to local WMBE firms;
- Ability to assist Prime Contractors in solving issues and barriers for particular WMBE firms in achieving their proper performance on a construction contract, such as resolving disputes, assisting with licensing or bonding issues, etc.; and
- Assist Prime Contractors during contract performance, such as helping replace WMBE firms with other WMBE firms if required due to project changes, and assisting the Prime with solutions if WMBE participation is less than the contractual commitments.

## **2. Outcomes.**

The City expects to achieve the following outcomes through this Roster category:

1. Identify highly qualified individuals with experience performing expert outreach and recruitment, to match Prime Contractors with qualified WMBE subcontractors for construction projects projects.
2. Develop a list of highly qualified and dependable experts that Prime Contractors can readily rely upon to help Prime Contractors meet City expectations for good faith efforts at WMBE outreach and recruitment.
3. Ensure Primes have access to well qualified experts that understand the public construction environment.
4. Increase the potential for successful utilization of women and minority owned firms on City construction projects, by ensuring expertise is available to the Prime Contractor.

## **3. Qualifications.**

Applicants must have training or experience to reasonably perform the anticipated work.

Training may be available in the future to individuals that are interested but have less experience, as a way of developing the perspectives and strategies that will make the individual successful at planning and performing this type of work. The City will assist in announcing such training events when they become available.

#### **4. Scope of Work.**

The consultants that are successfully evaluated and accepted by the City for the Roster may receive requests from either Prime Contractors or City Departments to provide the following types of services:

- Applying extensive knowledge of the local woman-owned and minority-owned subcontractors for construction, to recruit well-qualified WMBE subcontractors that can bid on subcontracting work from Primes for a City construction project.
- Providing expertise to Primes on other social equity requirements that may merge with WMBE initiatives, such as Project Labor Agreements and Community Work Force Agreements;
- Assisting with implementation of mentoring programs and other strategies that a Prime Contractor can successfully use to provide opportunities, development and capacity for local woman and minority-owned businesses
- Planning and providing event support for “Meet and Greets”, and similar forums that providing recruitment and outreach for local WMBE firms.
- Solving issues and barriers for particular WMBE firms in their proper performance on a construction contract, such as resolving disputes, assisting with licensing or bonding issues, etc.
- Assisting Primes in post-bid performance, helping Primes replace WMBE firms with other WMBE firms if required due to project changes, providing the Prime solutions if the WMBE participation rates are less than the contractual commitments.

#### **5. Application Format.**

Submit your Application with the following format. Please note that your application materials may be distributed by the City to companies that are interested in the qualifications of experts.

1. **Cover Letter:** You are welcome to attach a cover letter.
2. **Proposal Response.** We expect a package that would be from 5 to 10 pages, although there is no page limit.
  - a. Provide basic introductory information - whether you are applying as a firm (consultant), or an individual (within a construction firm), or otherwise. Provide basic contact information (company or consultant firm name, your name, phone, e-mail, address).
  - b. Provide a narrative that introduces your experience in this particular specialty of WMBE work.
  - c. If you are applying on behalf of more than one individual, identify each person who would be available for this scope of work. Provide a resume for each person.
  - d. Provide an in-depth narrative of your approach to improving WMBE contracting for construction (public works) contracting. Identify the barriers, obstacles and opportunities, and how you address them with the WMBE firms with whom you work.
  - e. Provide a list of as many as 5 non-federal, public agency construction projects where you have worked to improve utilization on behalf of either an Owner or the Prime. Describe what you did and any challenges unique to those projects. Indicate the nature of the of construction project, the dollar value, the percentage of WMBE utilization that was established as a goal (if any), and the final utilization data. Indicate separately the utilization of woman firms, and the utilization of minority firms.

- f. Provide a list of 6 references with names and contact information. Include 3 Public Owners and 3 WMBE Subcontractors.

**6. Approval.**

The City will approve applications using the criteria specified below. Responses will be scored.

Experience	50
Strength of Resume(s)	25
WMBE Approach and Perspective	50
Success at WMBE utilization (both federal and non-federal)	25

**Once approved, you will be asked to submit your information into our Computer System, that will provide an additional resource for public access and viewing to your data.**

**7. Contract Form.**

Consultants who are approved to the Roster will be available for viewing in the public roster. The City intends to refer approved candidates to Primes that seek such services. Any resultant contracts between Primes and Roster candidates would be independent of the City.

The City may also select an approved Consultant from the Roster to perform services. Any contract entered into between the City and the Consultant will utilize the standard City terms and conditions; no negotiations of those terms will be invited.

**8. Additional Instructions, Procedures and Requirements.**

This section details the City instructions and requirements for your submittal. The City reserves the right in its sole discretion to reject the submittal of any Consultant that fails to comply with the instructions.

**Registration into City Registration System.**

If you have not previously completed a one-time registration into the City of Seattle Registration system, register at: <http://www2.seattle.gov/ConsultantRegistration/> . The City expects all firms to register. Women- and minority- owned firms are asked to self-identify as at least 51% owned by a woman or minority owner. For assistance, call 206-684-0444.

**Questions.**

Direct any questions to Mark Wheeler at 206-684-4525 ([mark.wheeler@seattle.gov](mailto:mark.wheeler@seattle.gov)) or Nancy Locke at 206-684-8903 ([nancy.locke@seattle.gov](mailto:nancy.locke@seattle.gov)).

**6.5 Receiving Addenda and/or Question and Answers.**

**Electronic Submittal.**

The City allows electronic submittal, in lieu of an official paper submittal. A paper submittal is also acceptable, if the Proposer prefers. Email your electronic submittal to [Mark.Wheeler@seattle.gov](mailto:Mark.Wheeler@seattle.gov) or [Nancy.Locke@seattle.gov](mailto:Nancy.Locke@seattle.gov). If you prefer a paper submittal, the address is provided on the front page..