

February 18, 2020

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Subject: Technical Assistance Services Extension 1<sup>st</sup> Quarterly Report 2021

Miguel,

It is a pleasure to submit to you our 1<sup>st</sup> Quarterly Report in extension of Technical Assistance Services Agreement No FAS 2019-001. This report communicates all efforts toward recruitment and subsequent activities performed on behalf of served firms during the month of November.

The Technical Assistance Services (TAS) program extension continues to help firms seeking to learn and understand the process of doing business with the City of Seattle. The general scope of TAS is to enroll and provide support to 26 firms wanting to conduct business with the City of Seattle. The TAS program will provide 520 hours of consultation and support. This support comes in the form of consultation, outreach, group sessions, one-on-one sessions, phone inquiries and other services that create a tailored curriculum based approach to equip firms with information necessary to engage in business with the City of Seattle. NWMMSDC has partnered with the University of Washington's Foster School of Business, Craft3 and Trio Group, in order to accomplish this task.

During the 1<sup>st</sup> quarter of FAS 2019-001 extension, 22 firms were enrolled into the Technical Assistance Services program. The TAS program has reached 85% of its goal to enroll 26 firms.

Below is a tracking of actual activities conducted from November 2020 through January 2021 in support of the recruitment and instruction of small, minority and women owned business enterprises into the City of Seattle Technical Assistance Services program. The last row highlighted denotes 89.5 hours of TAS instruction and introduction to 126 individuals and firms. Currently, the TAS program has reached 17 % of its 520 hours of consultation and support goal.

	Council Action	Council Activities	Council Purpose	Committed Hours	Date
1.	Opportunities Search Session	Host Opportunity Search Session	Increase Firms' Ability to Find City Solicitations. 1 Firm in attendance	1 Hour Council Participation	November 2, 2020
2.	One Minute What's-Up	Attend Thurston County's One Minute What's-Up	Introduce Businesses to Technical Assistance Services. 11 Businesses in Attendance.	1 Hour Council Participation	November 3, 2020
3.	First Friday	Attend First Friday	Introduce Attendees to Technical Assistance Service Program. 9 Businesses in Attendance.	1.5 Hours Council Participation	November 6, 2020
4.	Opportunities Search Session	Host Opportunity Search Session	Increase Firms' Ability to Find City Solicitations. 0 Firms in Attendance	2 Hour Council Participation	November 11, 2020
5.	One Minute What's-Up	Attend Thurston County's One Minute What's-Up	Introduce Businesses to Technical Assistance Services. 6 business in attendance.	1 Hour Council Participation	November 24, 2020
6.	Introduction to TAS	Moore Security	Introduce Moore Security to Technical Assistance Services.	1 Hours Council Participation	December 1, 2020
7.	One Minute What's-Up	Attend Thurston County's One Minute What's-Up	Introduce Businesses to Technical Assistance Services. 12 Businesses in Attendance.	1 Hour Council Participation	December 1, 2020
8.	Introduction to TAS	Meeting with USArchive & Imaging	Introduce USArchive & Imaging to Technical Assistance Services	.5 Hour Council Participation	December 3, 2020
9.	Introduction to TAS	Meet with Contacto Consulting,	Introduce Contacto Consulting to	1 hour Council participation	December 3, 2020

	Council Action	Council Activities	Council Purpose	Committed Hours	Date
		introduction to TAS services, Q and A.	Technical Assistance Services.		
10.	Consulting	Call with Robert Can	Status update and next steps	.5 hour Council participation	December 4, 2020
11.	Introduction to TAS	Meet with Countervail Engineering,	Introduce Countervail Engineering to Technical Assistance Services.	1 Hours Council Participation	December 4, 2020
12.	One-on-one Training	Meeting with Product Service Finders Co	Increase firms ability to find Opportunities.	1 Hours Council Participation	December 4, 2020
13.	Introduction to TAS	Call With American Bio Services	Introduce American Bio Services to Technical Assistance Services	.5 hour Council participation	December 7, 2020
14.	Introduction to TAS	Meeting With Demarche Consulting Group	Introduce Demarche Consulting Group to Technical Assistance Services	.5 hour Council participation	December 7, 2020
15.	Introduction to TAS	Meeting With Destiny's Designs	Introduce Destiny's Designs to Technical Assistance Services	.5 hour Council participation	December 7, 2020
16.	Consulting	Call with Transportation Group	Status update and next steps	.5 hour Council participation	December 7, 2020
17.	One-on-one Training	Meeting with USArchive & Imaging	Discuss and implement Next Steps for USArchive & Imaging	.5 Hour Council Participation	December 8, 2020
18.	One Minute What's-Up	Attend Thurston County's One Minute What's-Up	Introduce Businesses to Technical Assistance Services. 16 business in attendance.	1 Hour Council Participation	December 8, 2020
19.	Introduction to TAS	Meeting With Chameleon Tech Inc	Introduce Chameleon Tech Inc to Technical Assistance Services	1 hour Council participation	December 8, 2020
20.	Opportunity Search Session	Host Opportunity Search Session	Increase firms ability to find Opportunities. 2 Firms in attendance	2 hour Council participation	December 9, 2020

	Council Action	Council Activities	Council Purpose	Committed Hours	Date
21.	One-on-one Training	Call with Demarche Consulting Group	Discuss and implement Next Steps for Demarche Consulting Group	1 hour Council participation	December 11, 2020
22.	One-on-one Training	Meeting with American Bio Services	Discuss and implement Next Steps for American Bio Services	1.5 hour Council participation	December 11, 2020
23.	Introduction to TAS	Meeting With Jones and Associates	Introduce Jones and Associates to Technical Assistance Services	1 hour Council participation	December 11, 2020
24.	One-on-one Training	Call with Product Service Finders Co	Discuss and implement Next Steps for Product Service Finders Co	.5 hour Council participation	December 14, 2020
25.	One-on-one Training	Call with The Maximizer	Discuss and implement Next Steps for The Maximizer	1 hour Council participation	December 14, 2020
26.	One-on-one Training	Call with Chameleon Tech Inc	Discuss and implement Next Steps for Chameleon Tech Inc.	1 hour Council participation	December 14, 2020
27.	One-on-one Training	Call with Contacto Consulting	Discuss and implement Next Steps for Contacto Consulting	1 hour Council participation	December 15, 2020
28.	One-on-one Training	Call with Destiny's Designs	Discuss and implement Next Steps for Destiny's Designs	1 hour Council participation	December 15, 2020
29.	One-on-one Training	Call with Product Service Finders Co	Discuss and implement Next Steps for Product Service Finders Co	.5 hour Council participation	December 17, 2020
30.	Doing Business With the City of Seattle	Introduce TAS to attendees	Inform attendees of available TAS services. 6 businesses in attendance	1 Hour Council Participation	January 1, 2021
31.	One-on-One Training	Meet with Mer Joyce	Status update and next steps	1 Hour Council Participation	January 5, 2021

	Council Action	Council Activities	Council Purpose	Committed Hours	Date
32.	Opportunity Search Session	Host Opportunity Search Session	Increase firms' ability to find Opportunities. 3 firms in attendance	2 Hours Council Participation	January 6, 2021
33.	Consulting	Meet Darrell Bryant	Status update and next steps	1 hour Council participation	January 7, 2021
34.	Introduction to TAS	Call with Richard Day	Introduce Richard Day to Technical Assistance Services	1 hour Council participation	January 7, 2021
35.	TAS Course Review	Meet with Trio Group	Program Update	1 Hours Council Participation	January 11, 2021
36.	Introduction to TAS	Meeting Bao Le	Introduce Bao Le to Technical Assistance Services	1 Hour Council Participation	January 15, 2021
37.	Consulting	Call with Hapte Kassaye	Status update and next steps	1 Hour Council Participation	January 15, 2021
38.	Interstate Bridge Replacement	Attend Interstate Bridge Replacement	Introduce attendees to TAS program. 12 businesses in attendance	1 Hour Council Participation	January 20, 2021
39.	Opportunity Search Session	Host Opportunity Search Session	Increase firms' ability to find Opportunities. 1 firm in attendance	2 Hours Council Participation	January 20, 2021
40.	ECCC GSBA Event	Present at ECCC GSBA Event	Introduce Attendees to TAS program and services. 6 businesses in attendance	1 hour Council participation	January 21, 2021
41.	One-on-One Training	Call with Blue jay Consulting	Discuss and implement Next Steps for Product Service Finders Co	1 hour Council participation	January 21, 2021
42.	One-on-One Training	Meet with American Bio Services	Discuss and implement Next Steps for Product Service Finders Co	1 Hour Council Participation	January 25, 2021
43.	Selecting and responding to City solicitations	Host Selecting and responding to City solicitations	Instruct firms on how to effectively respond to City solicitations. 4 firms in attendance	2 Hours Council Participation	January 26, 2021
44.	One-on-One Training	Meet with Project Corpse	Discuss and implement Next	1 hour Council participation	January 28, 2021

	Council Action	Council Activities	Council Purpose	Committed Hours	Date
			Steps for Product Service Finders Co		
45.	Prep for City Contracting	Meet with cohost for event prep	Ensure event quality	1 hour Council participation	January 28, 2021
	45 Total Actions	45 Activities	Activities contributed to the Introduction or Instruction of 126 Firms	89.5 Hours of TAS Instruction	

Table 1. Numbers in final highlighted row are adjusted to disallow the count of City staff and other individuals/firms that do not meet TAS eligibility.

**Metric Summary**

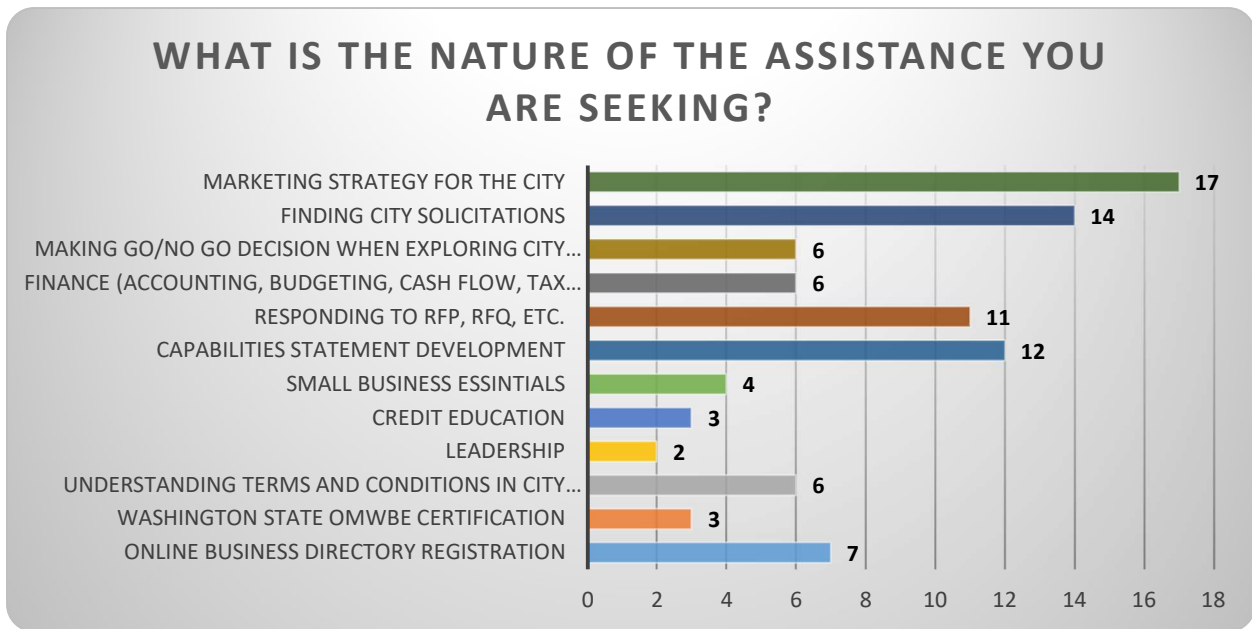


Table 2. Firm seek to locate opportunities and communicate business capabilities either through a marketing strategy or Capabilities statement.

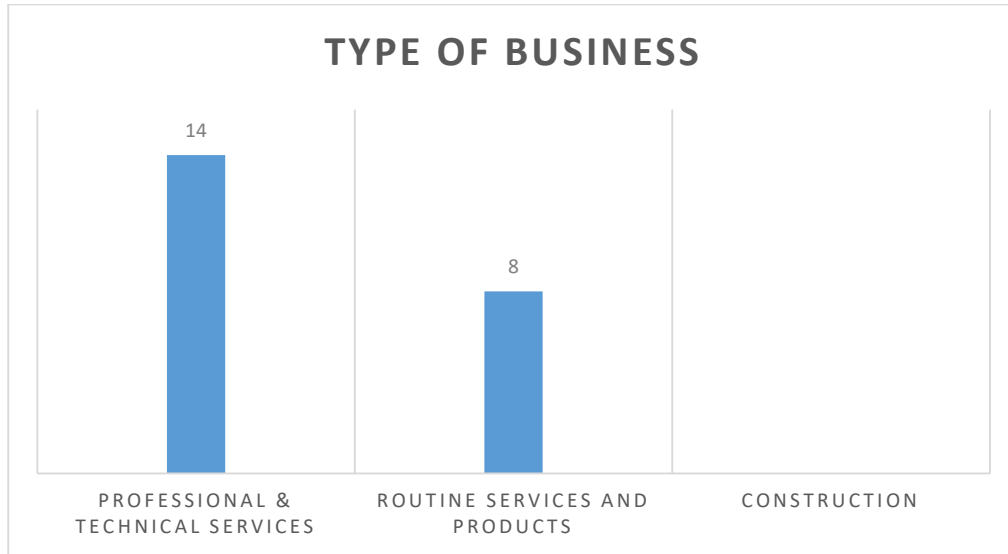


Table 3. There were no enrollments of construction firms during this 1<sup>st</sup> quarter. Professional and Technical services continue to be the largest business type enrolled in the TAS program.

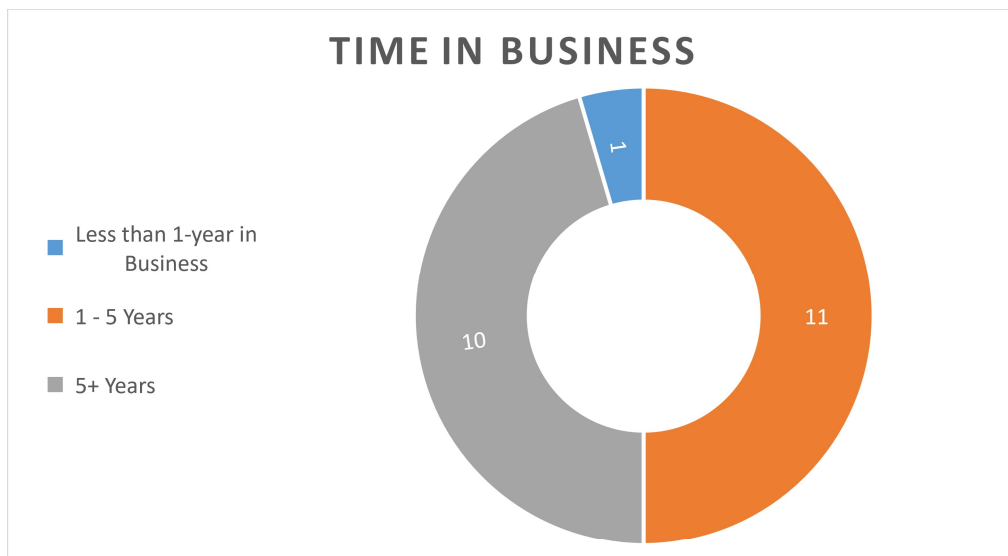


Table 5. Enrollees largely stem from one of two maturity levels. This illustration captures a split in experience which is typical in the TAS program. Our training addresses these two major groups.

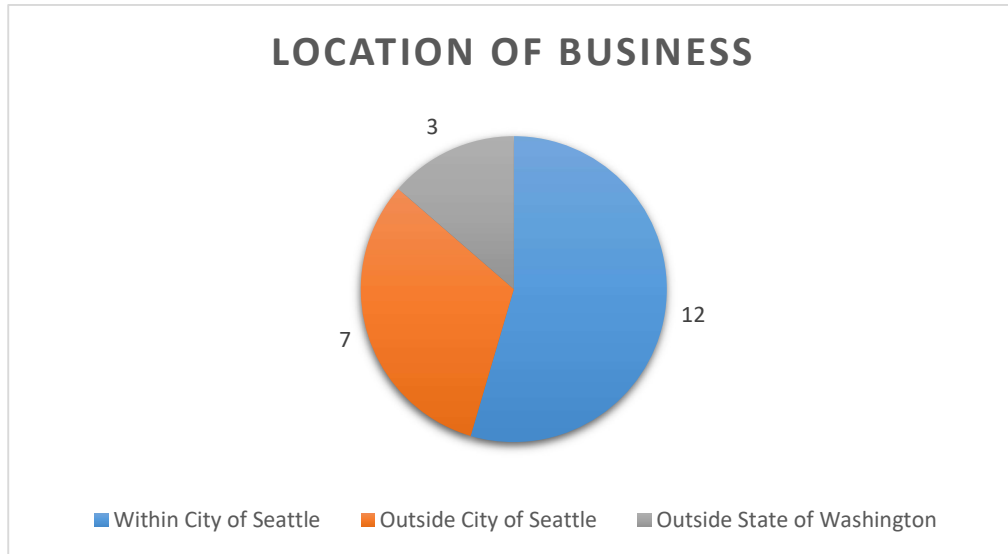


Table 6. The majority of firms enrolled are located of seattle .

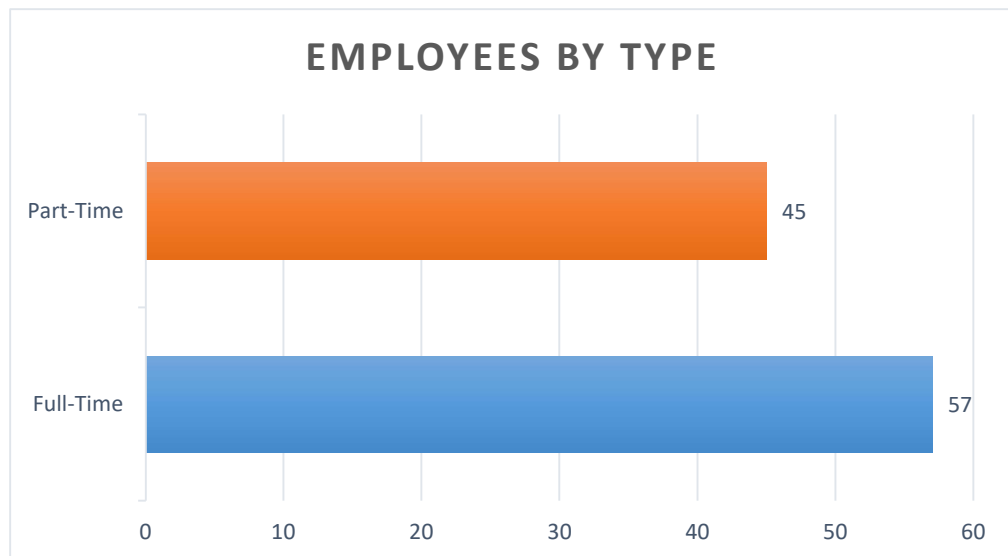


Table 7. The 22 firms enrolled employ over 100 employees.



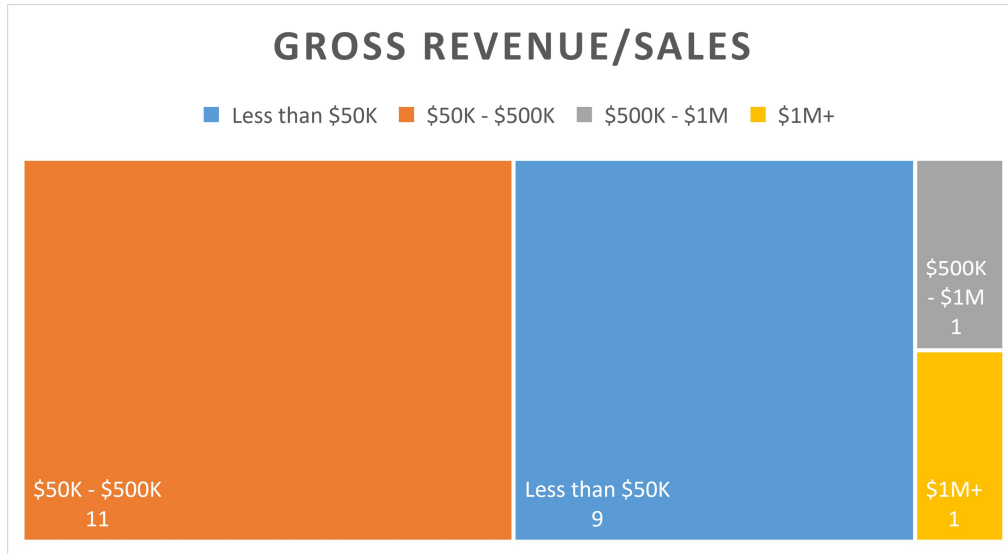


Table 8. 60% of firms enrolled earn over \$50K annually.

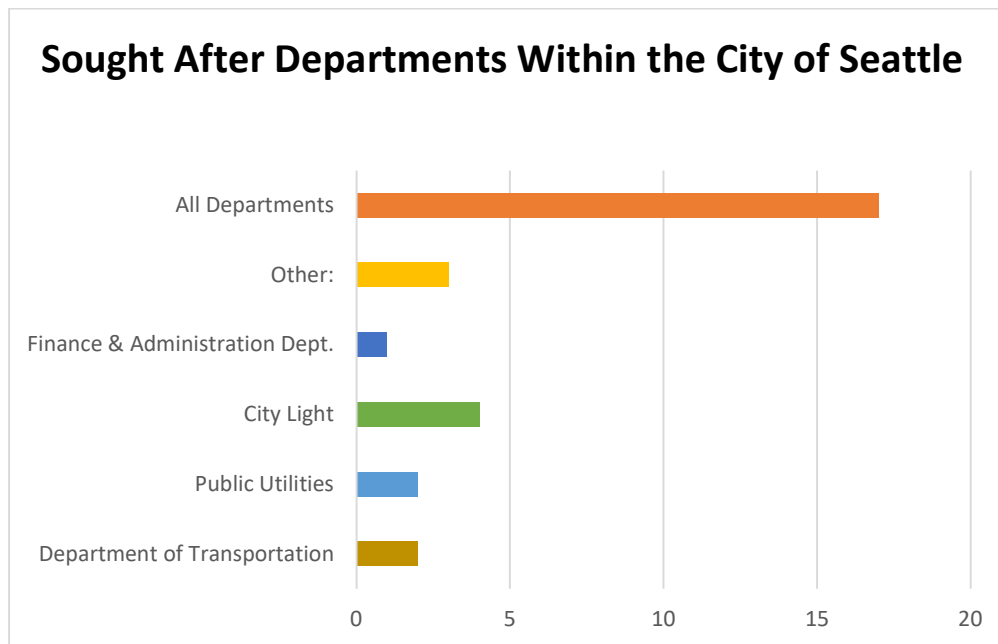


Table 9. The other departments sought after are Budgeting Office, Office of Planning and Building and Arts and Culture.

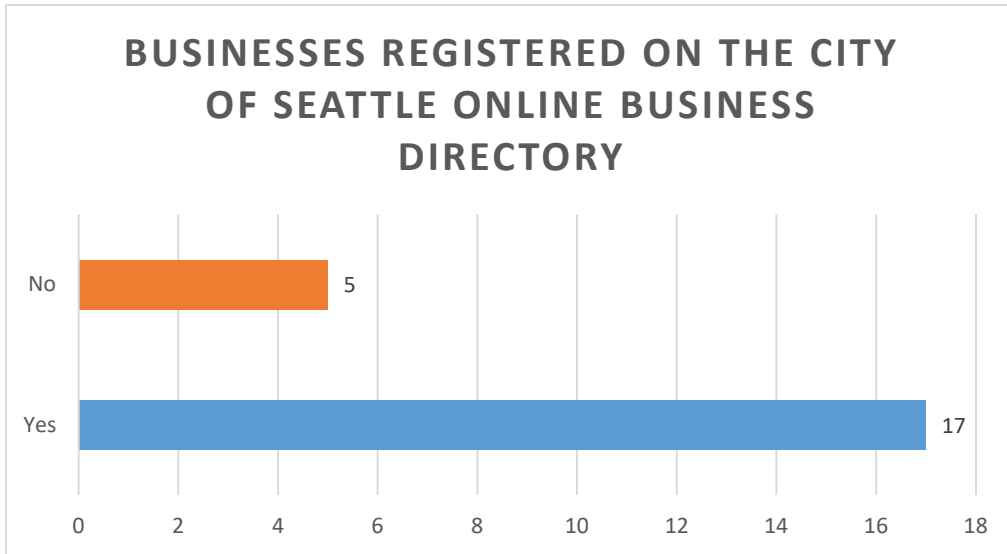


Table 10. Firms registered in the online business directory make up 77% of enrollees.

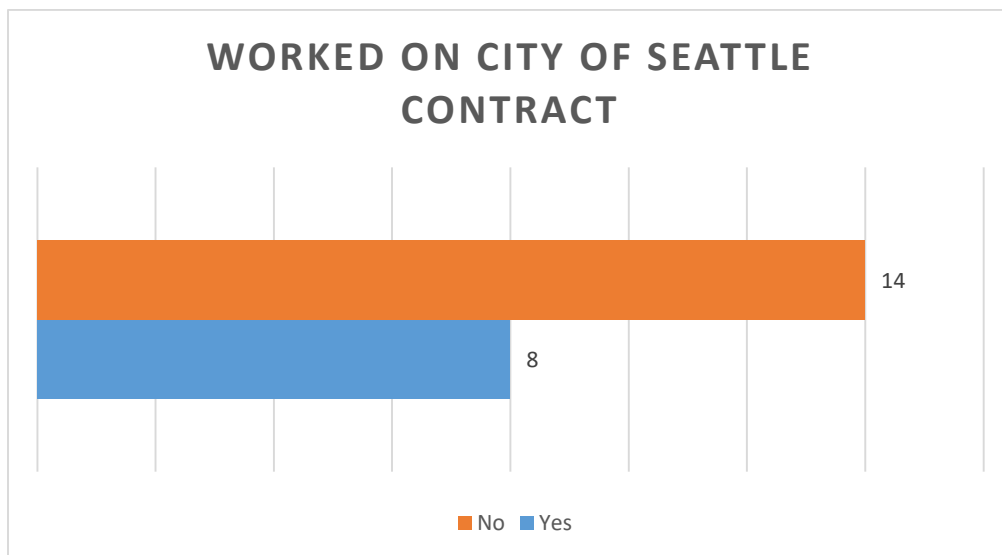


Table 11. Sixty three percent of firms enrolled into the TAS program have previously worked on a city of Seattle account.

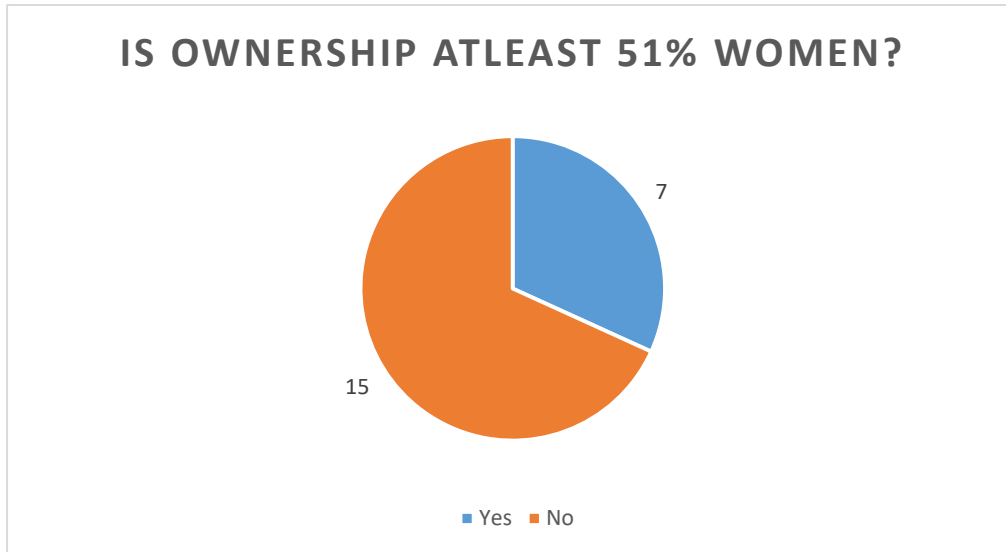


Table 12. Women owned firms make up 32% of TAS enrollees.

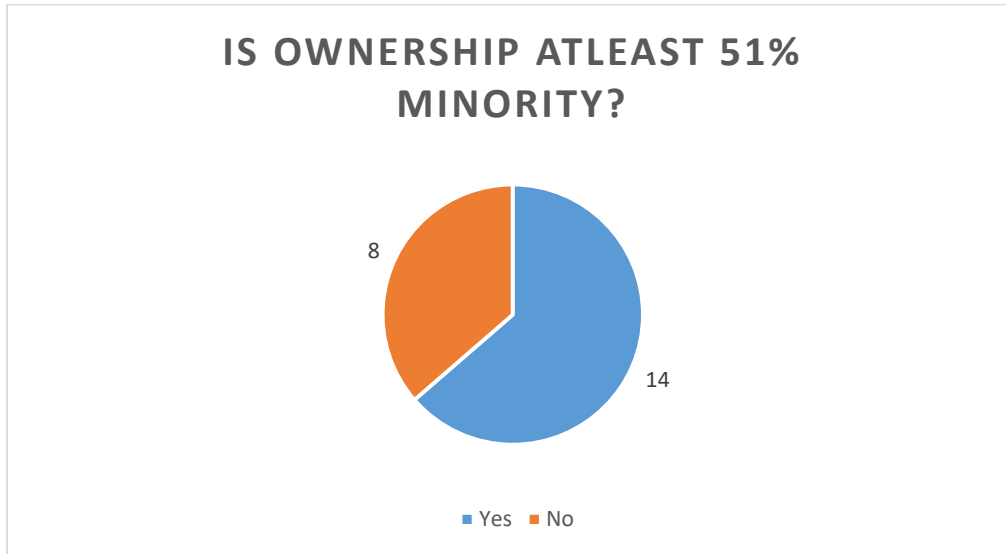


Table 13. Minority businesses make up 64% of all TAS Firms.

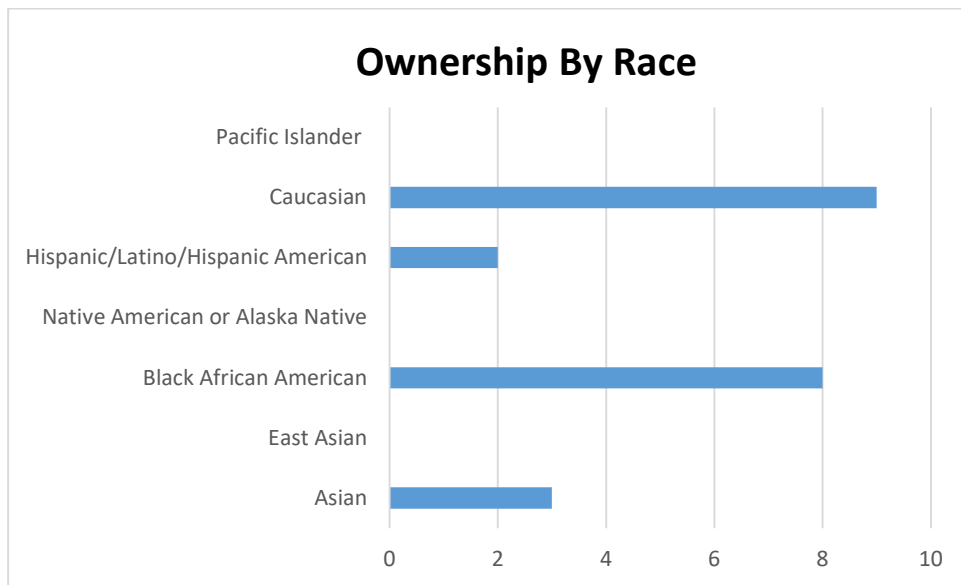


Table 14. Caucasians owned firms make up the largest racial group enrolled, followed closely by African American owned firms.

## **Training**

### **Opportunity Search Sessions**

Biweekly event which instructs small businesses on how to find past and current contracts as well as solicitations that fit within the business's realm of expertise. Firms learn how to use Seattle.gov tools including, but not limited to, contract search, Procurement and Consultant Connection. This training is provided as a direct response to TAS enrollee requests.

### **One-on-One Training**

One-on-one sessions allow for curriculum-based and non-curriculum based training to be shared outside of prescheduled training events. This gives those individuals that are unable to attend group sessions, the ability to receive the same training as would be provided in group sessions. The flexibility in delivery ensures that our firms have multiple training options.

### **Selecting and Responding to City solicitations**

On January 26<sup>th</sup> we began our Technical Assistance Services Workshop series. Selecting and responding to City solicitation solicitations was the first installment. This is a curriculum based training which instructs our firms on how to assess the value of the opportunity to the firm, understand the firm's ability to execute scope and how to respond to an RFX. Upon completion, firms will be able to properly select and respond to the opportunities that are appropriate for their business.

## **Challenges**

Throughout execution of agreement No FAS 2019-001, firm participation would wain from enrollment through training. In addition to decreased participation in developmental education there was also a decrease in survey participation, having a subsequent impact on data collection. Inefficiencies in program scheduling and linear training pathways, created a bottleneck and extended time to train.

## **Lessons Learned**

Firms enrolled in the TAS program are eager to start but were thwarted by an inefficient scheduling process and linear training model. A more efficient scheduling system was created and training has been opened up to allow for multiple pathways. This has resulted in reduction in the time it takes to get a business through their first training. Enrollees are now provided multiple pathways to education and training enabling firms to work on multiple portions of training at a time. This approach empowers the firm and decongests training flow. This have increased participation overall to include training and survey responses

Sincerely,

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