

Port of Seattle®

# DIVERSITY IN CONTRACTING

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## 2021 ANNUAL REPORT

# TABLE OF CONTENTS

- Executive Summary . . . . . 3**
  - 2021 WMBE Results . . . . . 4
  - 2021 Ethnicity Results . . . . . 6
  - 2021 Division Goals Non-Construction . . . . . 7
  - 2021 Outreach and Training Plan . . . . . 8
- Policy Overview . . . . . 10**
- Planning and analytics . . . . . 12**
  - Inclusion Plans and WMBE Aspirational Goal Development (2021) . . . . . 13
  - Diversity in Contracting Inclusion Plans . . . . . 13
  - Disadvantaged Business Enterprise Program . . . . . 15
  - 2021 WMBE Results . . . . . 17
  - 2021 Ethnicity Baseline Results . . . . . 19
  - 2022 Division Goals . . . . . 21
- 2021 OUTREACH AND TRAINING AND 2022 PLANS. . . . . 23**
  - Community Engagement and Internal WMBE Campaign . . . . . 25
  - Community Engagement Goals . . . . . 26
- Appendices. . . . . 29**



The Port of Seattle exists on Indigenous land.

We acknowledge the ancestral homelands of those who walked here before us and those who still walk here, keeping in mind the integrity of this territory where Native peoples identify as the Duwamish, Suquamish, Snoqualmie, and Puyallup, as well as the tribes of the Muckleshoot, Tulalip, other Coast Salish peoples, and their descendants.

We are grateful to respectfully live and work as guests on these lands with the Coast Salish and Native people who call this home. This land acknowledgment is one small act in the ongoing process of working to be in good relationship with the land and the people of the land.

*Welcome Figure at The Smith Cove Cruise Terminal by Andrea Wilbur-Sigo of the Squaxin Island Tribe*



# DIVERSITY IN CONTRACTING

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# 2021 ANNUAL REPORT

## EXECUTIVE SUMMARY

On January 9, 2018, Port Commissioners adopted a new Diversity in Contracting (DC) policy, Resolution 3737, that drives equity in Port contracting. The policy addresses historical disparities in women and minority business enterprise (WMBE) participation in Port contracting.

### **The Resolution requires:**

- Annual Division/Department goal-setting that feeds into annual Diversity in Contracting plan
- Key Employee Diversity in Contracting Performance goals
- Annual report to Commission
- Inclusion Plans/Planning
- Outreach/Technical Assistance
- Dedicated WMBE liaison for each division

### **Goals and Five Year Benchmarks:**

- Triple the number of WMBE firms doing business with the Port
- Increase to 15% the amount of spend on WMBE contracts within five years

# 2021 WMBE RESULTS

The Port of Seattle’s Annual Divisional Goals are established using “Non-Public Works” projects. The tables below provide Port-wide WMBE utilization percentages for public works and non-public works projects, WMBE utilization per ethnicity breakdown, and the number of firms utilized per ethnicity.

**Figure 1: Public Works / Non-Public Works (Port-wide)**

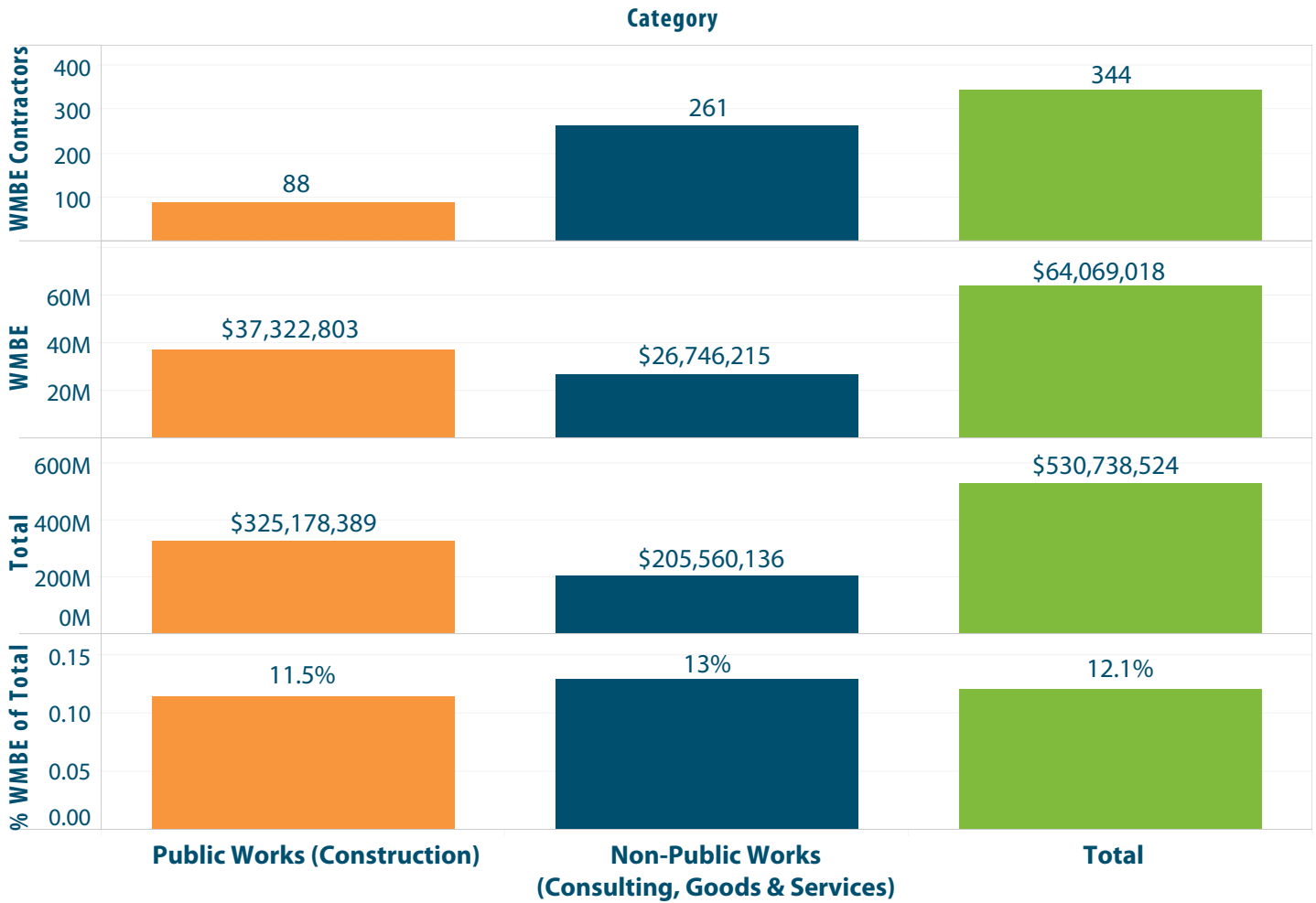
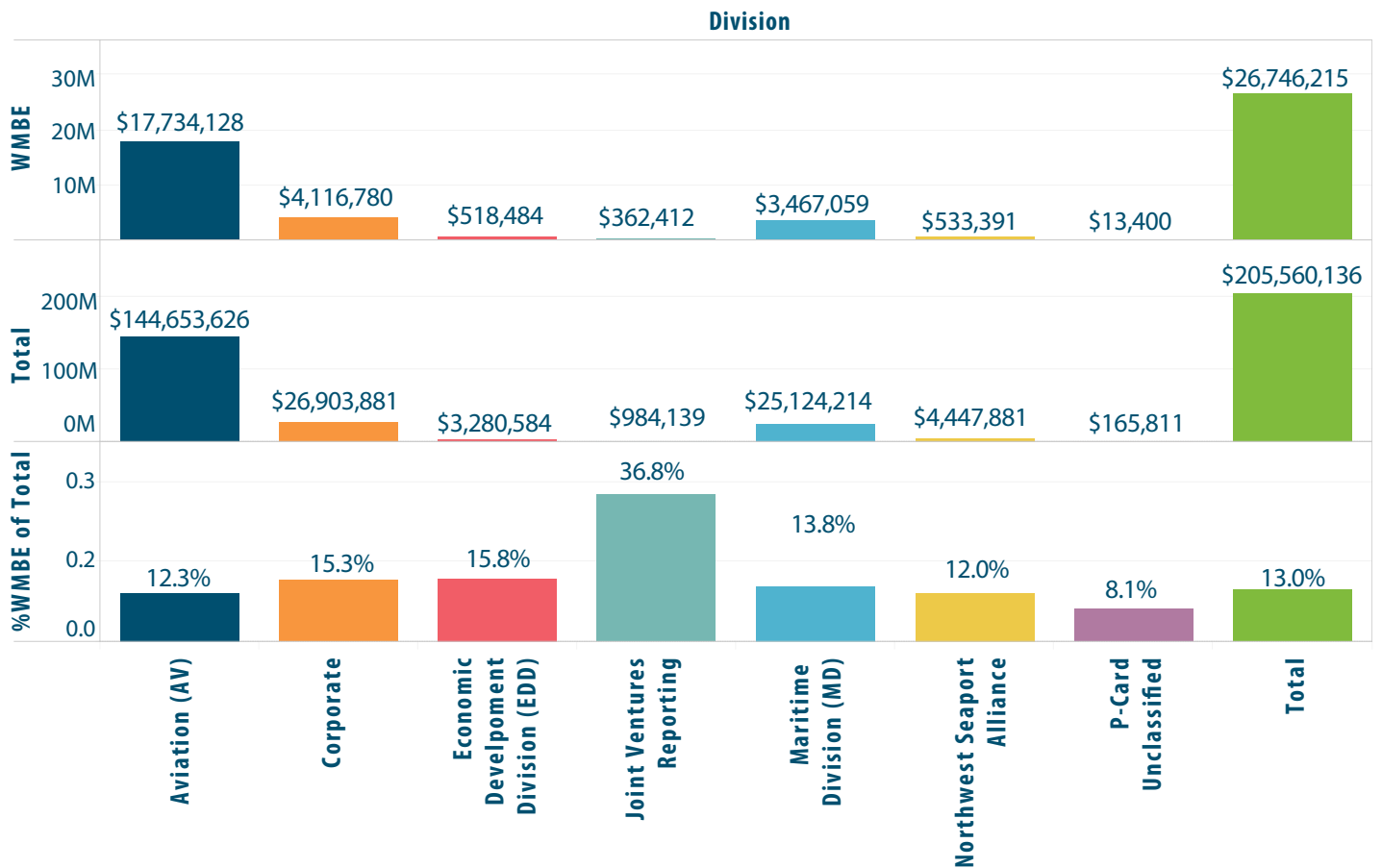




Table 1: By Division (non-public works spend only)

Division	WMBE	Total	%WMBE of Total
Aviation (AV)	\$17,734,128	\$144,653,626	12.3%
Corporate	\$4,116,780	\$26,903,881	15.3%
Economic Dev. (EDD)	\$297,036	\$3,597,330	8.3%
Joint Ventures Reporting	\$362,412	\$984,139	36.8%
Maritime (MD)	\$3,467,059	\$25,124,214	13.8%
NWSA	\$533,951	\$4,447,881	12.0%
P-Card Unclassified	\$13,400	\$165,811	8.1%
<b>Total</b>	<b>\$26,746,215</b>	<b>\$205,560,136</b>	<b>13.0%</b>

Figure 2: By Division (non-public works spend only)



## 2021 ETHNICITY RESULTS

A key metric in our five-year goal is to increase the number of WMBE Businesses doing work with the Port of Seattle. In addition, an important element of the program is to ensure all ethnic minority owned businesses are being considered for Port work. Since our baseline year of 2016, the number of minority ethnicity firms that the Port contracts with has gone from 118 firms to 344 firms in 2021.

**Table 2: 2021 Ethnicity Results**

WMBE Type	WMBE Spend	Percent of Port Spend	Companies
WMBE	\$64,069,017.70		344
Minority Men	\$39,220,338.34	7.4%	139
Minority Women	\$3,447,151.62	0.6%	47
<i>Minority Men and Women</i>	<i>\$42,667,489.96</i>	<i>8.0%</i>	<i>186</i>
Caucasian women	\$21,401,527.74	4.0%	158

Ethnicity Break Down			
Ethnicity	Ethnicity Spend	Ethnicity percent	Ethnicity Companies
Asian	\$10,683,311.43	2.0%	53
Black or African American	\$10,020,271.15	1.5%	30
Hispanic	\$11,451,899.83	2.2%	29
Multi-Racial	\$3,986,285.16	0.8%	3
Native American	\$7,852,249.71	1.5%	14
Other Minority	\$188,692.73	0.0%	3
Minority Ethnicity Total	\$44,182,710.01	8.3%	132

\* Includes P-Card purchases which are not broken down by ethnicity.

\*\* Ethnicity & WMBE are tracked separately & will not 100% align

# 2021 DIVISION GOALS NON-CONSTRUCTION

The Diversity in Contracting (DC) Policy Directive required department and division directors to develop WMBE aspirational goals and conduct affirmative efforts to achieve the set goals as part of their annual performance evaluation.

WMBE aspirational goals for construction are not included within the table stated below. However, WMBE aspirational goals are set for construction, on a contract-by-contract basis, with the exception of small works. The table below illustrates the 2021 Port-wide WMBE attainment and 2022 aspirational goals for individual divisions and departments.

Table 3: 2021 Division Goals Non-Construction

Division	2021 WMBE Goal %	2021 WMBE Attainment %	2022 WMBE Goal %	2022 Projected Overall Spend *	2022 Projected WMBE Spend*
Aviation	15%	12.3%	15%	\$133,865,506	\$20,079,826
Corporate	18%	14.5%	14%	\$33,966,564	\$4,755,319
Economic Development	14%	15.6%	14%	\$5,259,683	\$736,356
Maritime	16%	16%	16%	\$6,613,343	\$1,058,135
<b>Total</b>	<b>16%</b>	<b>14.6%</b>	<b>15%</b>	<b>\$179,705,097</b>	<b>\$26,629,635</b>

*\* The dollar figures are forecasted values, actual spending for the upcoming may differ*





# 2021 OUTREACH AND TRAINING PLAN

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The Diversity in Contracting (DC) Department provides the following resources to assist departments and divisions in attaining their aspirational goals.

## **Port of Seattle's Small Business Generator Program (PortGen)**

The PortGen program will continue to provide basic and advanced workshops, outreach communication to WMBE firms tailored to department/division opportunities, prime contractor-to-WMBE meet and greet sessions, and access to a growing number of WMBE businesses within Vendor Connect.

## **External Training Video Library for Prime Contractors and WMBE Firms**

In 2021 Diversity in Contracting (DC) started publishing videos on the Bid Opportunities section of the Port of Seattle website. These videos educate businesses on how to do business with the Port as it relates to Construction, Consulting, and Goods and Services. Diversity in Contracting will continue to produce training videos to guide businesses through the contracting process in 2022 and beyond.

## **Community Organization and Government Partnerships**

Diversity in Contracting (DC) staff have an ongoing partnership with community organizations and outside government agencies to promote and expand the WMBE pools for our agencies to utilize. These strategic partnerships allow for business development and growth.

## **PortGen Accelerator**

The Port of Seattle's Business Accelerator Program helps select and engage businesses in environmental, travel, and airport-related industries (especially those owned by women and people who are ethnic minorities) to assist the Port in its mission to protect the environmental lands in and around SEA Airport and support sustainability, all while staying committed to the economic vitality of the Puget Sound region. The second annual Accelerator program is slated to begin by the fourth quarter of 2022.

## **Internal and Community Engagement**

In 2021, the COVID-19 pandemic impacted engagement efforts by necessitating a switch to virtual events. Community engagement and partnerships with WMBE businesses and organizations proved even more paramount to the success of the Diversity in Contracting Program. To stay connected with WMBE businesses and organizations, the Diversity in Contracting (DC) Department developed a Community Engagement Plan to let the WMBE community know the Port is using more WMBEs on Port contracts and to encourages all WMBE businesses to connect with the Port by identifying themselves as WMBEs as they sign up on the Port's VendorConnect database to receive future solicitations.

A key component of our community engagement work in 2021 was COVID-19 relief opportunities. We held informational workshops that provided extensive information about relief programs available and application processes.

# DIVERSITY IN CONTRACTING

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## 2021 ANNUAL REPORT

# POLICY OVERVIEW

The Diversity in Contracting (DC) Program has made, and continues to make, great strides in its ongoing efforts to increase WMBE hiring on Port of Seattle contracts and within Port departments. As the following Annual Report shows, the Diversity in Contracting Policy, Resolution 3737, is a success. It drives the program's actions to promote equity and address historical disparities in women and minority business enterprise (WMBE) participation in Port contracting.

The Resolution requires the Executive Director to develop a Diversity in Contracting (DC) Program that identifies affirmative efforts to offer women and minority businesses the maximum practicable opportunity to meaningfully participate on Port contracts and to achieve the Port-wide goals. This policy directs of the following to be established:

- Executive- level accountability that drives performance across the Port
- Port-wide goal setting and reporting processes, requiring Divisions/Departments to establish annual WMBE Plans that set aspirational goals and performance targets
- Clear lines of responsibility and accountability for implementation with designated WMBE liaisons for each division
- Enhanced compliance and tracking of key performance objectives and incorporation of WMBE goals into the Port's Long-Range Plan
- Categories of contracts where inclusion plans and other tools will be used
- Procedures to ensure prompt payment and change order processes
- Expanded technical assistance for WMBE firms, coordination with external partners, and support for internal training to Port staff





The Port Commission also established utilization goals for both the amount of contracting dollars paid to WMBE firms as well as the number of WMBE firms under contract to the Port.

## Five Year Goals

1. Triple the number of WMBE firms that contract with the Port from 118 to 354
2. Increase the percentage of total dollars spent on WMBE contracts from 5.3% in 2016 to 15% by 2023
3. Furthermore, the Century Agenda goals to increase WMBE utilization in all Port contracts dictate the following actions:
  - a. Incorporate these WMBE goals into the Port's Long-Range Plan to the fullest extent reasonable, including incorporation into Long Range Plan scorecards, reports, and Long-Range Plan updates. Further, the Executive Director shall prepare and publish an annual report each year titled Diversity in Contracting Annual Report;
  - b. Improve inclusion and outreach to sustain and improve WMBE participation and to reduce disparity in Port contracting;
  - c. Take affirmative efforts to ensure equality of contracting opportunity through the development and application of Inclusion Plans or other tools as necessary; and
  - d. Expand opportunities for WMBE firms across Port functions, wherever practicable.



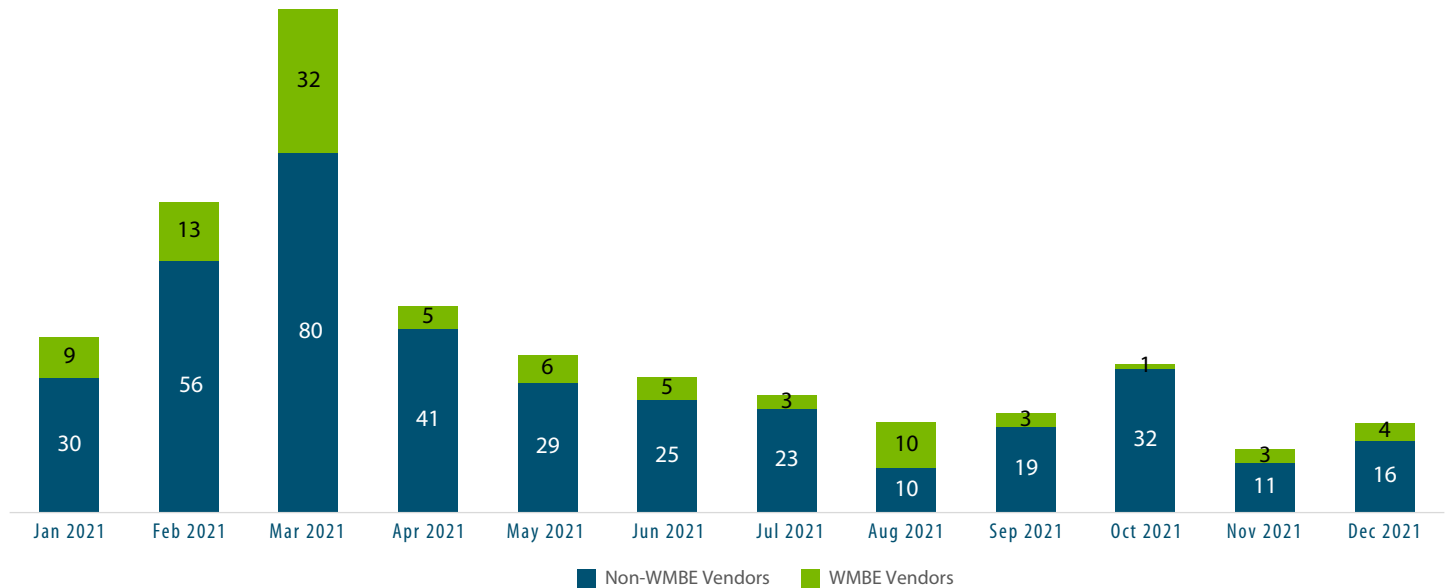
# PLANNING AND ANALYTICS

As the Diversity in Contracting (DC) program matures, leveraging data will remain at the forefront of decision-making. The Port's Planning & Analytics team continues to improve both the accuracy and literacy of WMBE data. This includes new monthly reports distributed to division leaders providing valuable information on how their contracts are performing against their contract goals.

The Port's supplier database (Vendor Connect), launched in September 2019, has made contracting with the Port more accessible to small/WMBE businesses. Finding businesses in the database has never been easier. In addition to the traditional NAICS codes that users can use to search for firms, users can also search for firms by their business certification, work type tag, or even zip code. These new features provide Port employees with greater visibility of the WMBE firms that want to do business with the Port.

Not only does Vendor Connect allow the Port to find new WMBE firms, it makes doing business with them easier by integrating new outreach tools that allow Diversity in Contracting to more easily promote upcoming Port events and business opportunities. The Vendor Connect database also allows external vendors and public agencies to access to the Port's entire listing of registered firms. This provides additional opportunities for vendors to promote their businesses. In 2021, there were 372 new registered vendors, of which 96 identified as WMBE. The chart below displays the number of new Vendor Registrations for each month in 2021.

**Figure 3: Vendor Registrations by Month**



# INCLUSION PLANS AND WMBE ASPIRATIONAL GOAL DEVELOPMENT (2021)

In 2021, the Port began its fourth year of establishing WMBE aspirational goals on Service Agreements and Construction contracts. Aspirational goals are a tool to ensure that efforts are made to include WMBE firms on our contracts.

The WMBE contract goal- setting process begins during the “pre-procurement” phase wherein the Diversity in Contracting (DC) Department reviews the project’s scope of work and researches the availability of WMBE firms to determine the appropriate WMBE aspirational goal for that project. Once a goal has been established, each contract type takes its own path to evaluate efforts for the selection of the prime contractor. Once a contract is executed, WMBE Goals are monitored to ensure the WMBE aspirational goal is met.

## DIVERSITY IN CONTRACTING INCLUSION PLANS

### Service Agreements

Service Agreements continue to leverage Inclusion Plans as a tool to increase utilization of WMBE firms on our Personal and Professional Service Solicitations. In 2022, the Port spent approximately \$58 million on Personal and Professional Services with \$10.8 million or 18% of the spend going to WMBE firms.

In 2021, the Port executed 79 Category III (above \$299k) contracts, 41 of which had WMBE Goals. Contracts that didn’t have goals were either grants or had little to no subcontracting due to the size and scope of the project. In 2021, we re-evaluated our terms and conditions for services in support of the South King County Economic Recovery and Environmental programs. We reduced the number of unnecessary terms and incorporated easier-to-read language. We added additional day and evening technical support meetings to provide guidance during the solicitation.

For professional services, the Port implemented a process allowing WMBE subconsultants to request a determination of the solicitation’s insurance requirements based on the scope of work that their firm would perform. This allows for a WMBE –scope-specific insurance contractual requirement versus an insurance requirement based narrowly on scope of work and risk. The table below highlights a few Service Agreements executed in 2021.

**Table 4: Major Service Agreement Contracts Executed in 2021**

Major Service Agreement Contracts Executed in 2021	Contract Value	Estimated Contract Length	WMBE Goal	Anticipated WMBE Dollars
C1 Building Expansion: Program Management and Construction Management	\$29,000,000	5 years	20%	\$5.8 million
North Main Terminal Redevelopment Program - Consultant Support Services	\$16,500,000	4 years	21%	\$3.4 million



## Construction

The Port continues to focus on construction contracting as an integral part of the WMBE program. In 2021 we saw modest increases across the board on our WMBE participation in construction projects from 8.5% in 2020 to 11.5% in 2022. Some highlights of our efforts include leveraging our small works program, updating our contract specifications to increase understanding of our program, and partnering with the Associated General Contractors of America (AGC) to continue making impactful changes.

Small Works contracts offer opportunities for WMBE firms to grow in capacity and serve as prime contractors on smaller and less complex projects. 11 of the 26 small works contractors were WMBE Firms. Small Works Spend in 2021 amounted to over \$2.3 Million, approximately 32% (\$755,000) went to WMBE firms. While Major Construction WMBE utilization was \$36.2 million. Below are a few major projects executed in 2021 and their associated goals.

Major Construction contracting continues to be a primary driver of WMBE Utilization. In 2021, the Port spent over \$325 million on Construction projects, of which \$37 million or 11.5% went to WMBE firms. The table below highlights a few Major Construction projects executed in 2021 that we are anticipating contributions to WMBE spend for 2022.

**Table 5: Major Construction Contracts Executed in 2021**

Major Construction Contracts Executed in 2021	Estimated Contract Value	Estimated Contract Length	WMBE Commitment %
Air Cargo Rd / S 170th St Improvements	\$13,800,000	2 years	13%
Parking Garage Elevator Modernization	\$8,500,000	3 years	17%
Parking Revenue Infrastructure	\$7,300,000	1 year	8%

### Purchasing: Direct Buy Purchases (P-Card)

Port staff recognizes that small-dollar value contracts offer a great opportunity to directly encourage the use of WMBE firms. Use of the P-Card as a tool to maximize WMBE participation in Port purchasing opportunities is now a fundamental piece of the Port's required training for all new P-Card holders. As such, the Port encourages staff to provide opportunities to WMBE firms when soliciting quotes for goods and services under \$199,999. In 2021, the Port spent an estimated \$9.5 million on P-card purchases, of which approximately \$600,000 was spent with WMBE firms which is about 6% of that spend.

## Purchasing: Goods and Services Procurements

In 2021, the Port spent over \$120 million on Goods and Services, of which \$ 14.9 million or 12% went to WMBE firms. In 2021 the Port executed three custodial services contracts each with 20% WMBE utilization goals, and three contracts for temporary agency services each with 15% WMBE utilization goals. We continued our security services partnership with a 20% WMBE utilization goal. We also continued our partnership with consolidated customer support services with a 10% WMBE utilization. The chart shows a contract executed in 2021 and the WMBE spend we can expect from it in 2022.

**Table 6: Goods and Services Contracts Executed in 2021**

<b>Goods and Services Contracts Executed in 2021</b>	<b>Contract Value</b>	<b>Contract Length</b>	<b>WMBE Commitment %</b>
SEA Custodial Services Zone 2	\$20,000,000	3 years	20%

## DISADVANTAGED BUSINESS ENTERPRISE PROGRAM

The Diversity in Contracting (DC) Department has two distinct programs: The Women and Minority Business Enterprise (W/MBE) Program and the Disadvantaged Business Enterprise (DBE) Program. The DBE Program is a federal program which was established in accordance with the United States Department of Transportation (DOT) regulations 49 CFR Part 26. The Federal Aviation Administration (FAA) falls under the USDOT; thereby FAA funds are received and allocated for specific Port projects, unlike WMBE projects which do not receive federal funds.

### What Is a Disadvantaged Business Enterprise (DBE)?

To qualify as a Disadvantaged Business Enterprise (DBE), an individual must be socially and economically disadvantaged with at least a 51% interest in a business in which they have control of management and the daily business operations. Also, the individual/majority owner must have a personal net worth less than \$1.32 million.

Individuals must be of the following ethnicities: African American, Hispanic, Native American, Asian-Pacific Islander, or Subcontinent Asian American. Women (overall) are presumed to be socially and economically disadvantaged.

It is the policy of the Port of Seattle to ensure that DBEs, as defined in 49 CFR Part 26, have an equal opportunity to compete for contracts, subcontracts, and agreements in the award, participation, and administration of USDOT–assisted contracts.

## DBE Program Updates

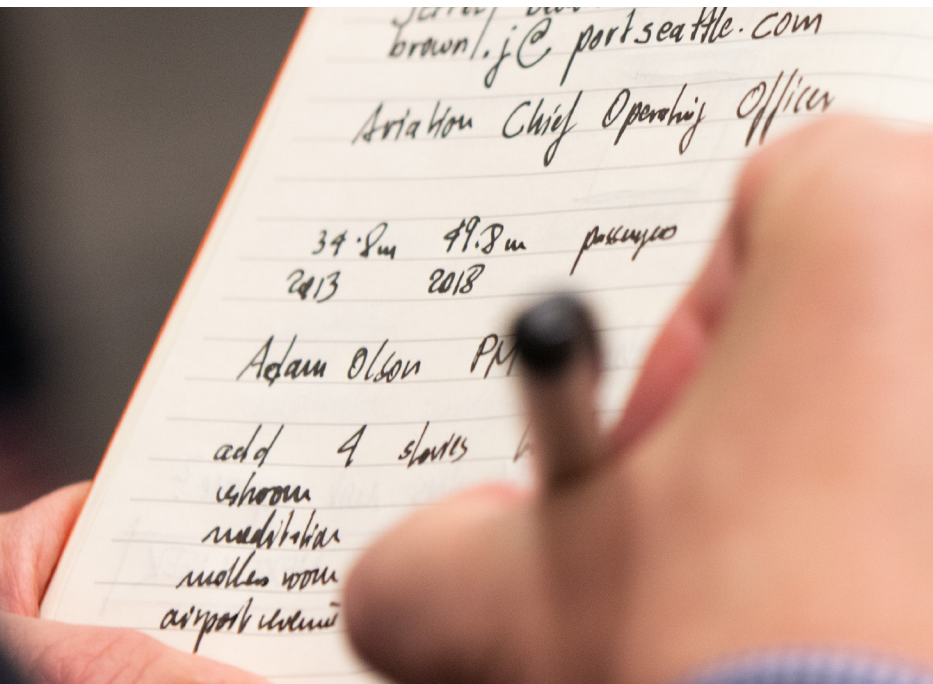
In 2021, The Port continued to conduct internal and external DBE trainings. To comply with state and local guidelines and protect the health and safety of our Port staff, event participants, and the surrounding community, DBE trainings were conducted virtually. While this required considerable changes to the format of our training, virtual events allowed more individuals to participate. The PortGen workshops geared toward DBE subcontractors/firms were met with great interest, with over 150 individuals attending. The workshops included Getting Certified (as a DBE), DBE Compliance Training (Do's and Don'ts), Good Faith Efforts, and Prime Contractor Responsibilities.

For the Federal Fiscal Year (FFY) 2021, DBE firms were paid over \$2.8 million dollars for work performed on FAA- funded Port projects.

## Upcoming for 2022

The focus of the DBE Program will be the following:

1. Increase DBE Participation on FAA-funded Port projects
2. Conduct informational sessions for upcoming DBE projects
3. Collaborate with state and local transportation agencies to increase technical assistance training for DBEs
4. "Get certified" events with OMWBE





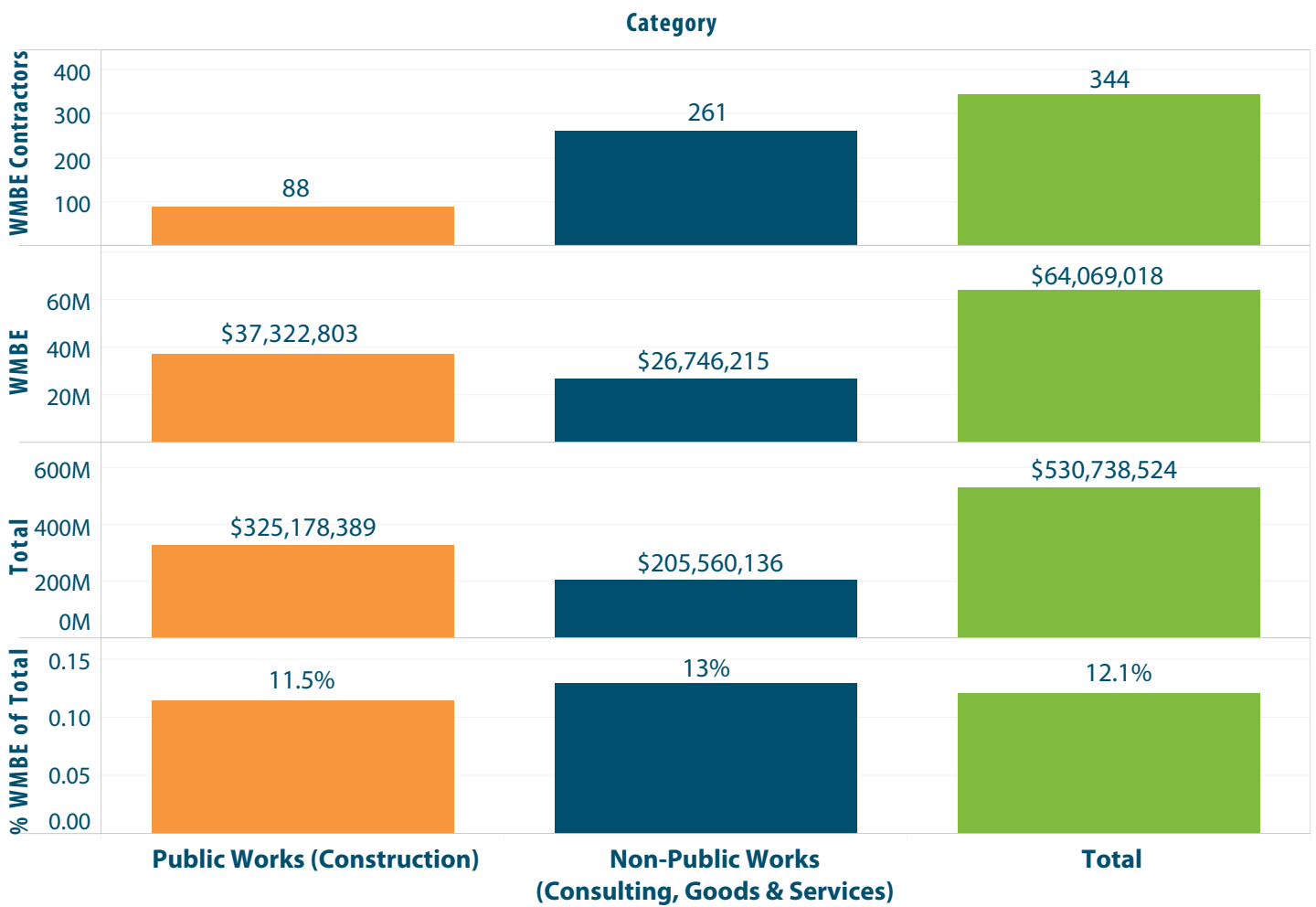
# 2021 WMBE RESULTS

The tables below provide Port-wide WMBE utilization percentages for public works and non-public works projects, WMBE utilization per ethnicity breakdown, and the number of firms utilized per ethnicity.

**Table 7: Public Works and Non-Public Works (Port-wide)**

Category	WMBE	Total	%WMBE
Public Works (Construction)	\$37,322,803	\$325,178,389	11.5%
Non-Public Works	\$8,500,000	3 years	17%
<b>Total</b>	<b>\$64,069,018</b>	<b>\$530,738,524</b>	<b>12.1%</b>

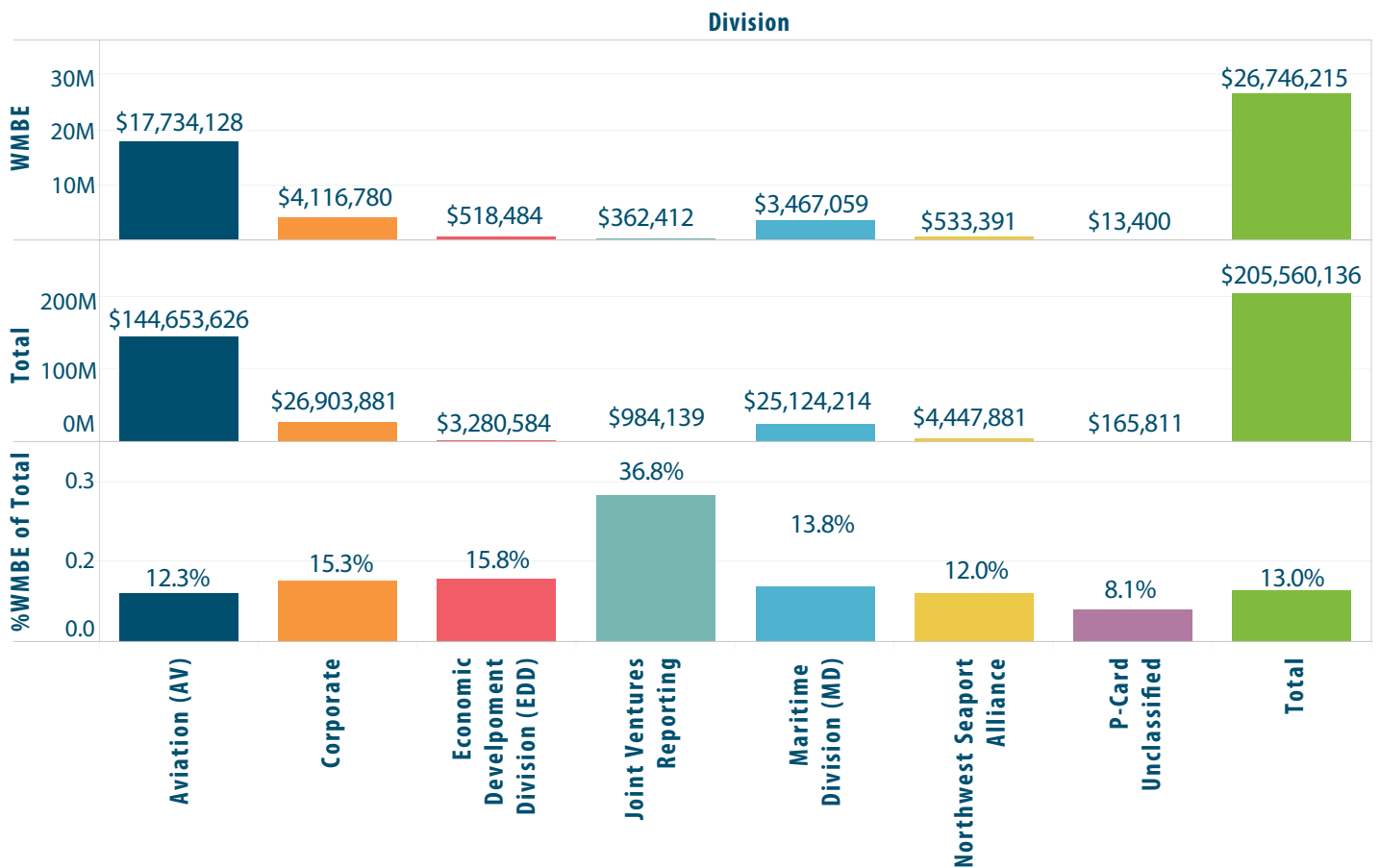
**Figure 4: 2021 WMBE Results Public Works and Non- Public Works (Port-Wide)**



**Table 8: 2021 WMBE Results by Division (non-public works spend only)**

Division	WMBE Dollars	Total	% WMBE of Total
Aviation	\$17,734,128	\$144,653,626	12.3%
Economic Development	\$4,116,780	\$26,903,881	15.3%
Joint Ventures Reporting	\$362,412	\$984,139	36.8%
Maritime	\$3,467,059	\$25,124,214	13.8%
NWSA	\$533,951	\$4,447,881	12.0%
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<b>Total</b>	<b>\$26,746,215</b>	<b>\$205,560,136</b>	<b>13.00%</b>

**Figure 5: 2021 WMBE Results by Division (non-public works spend only)**

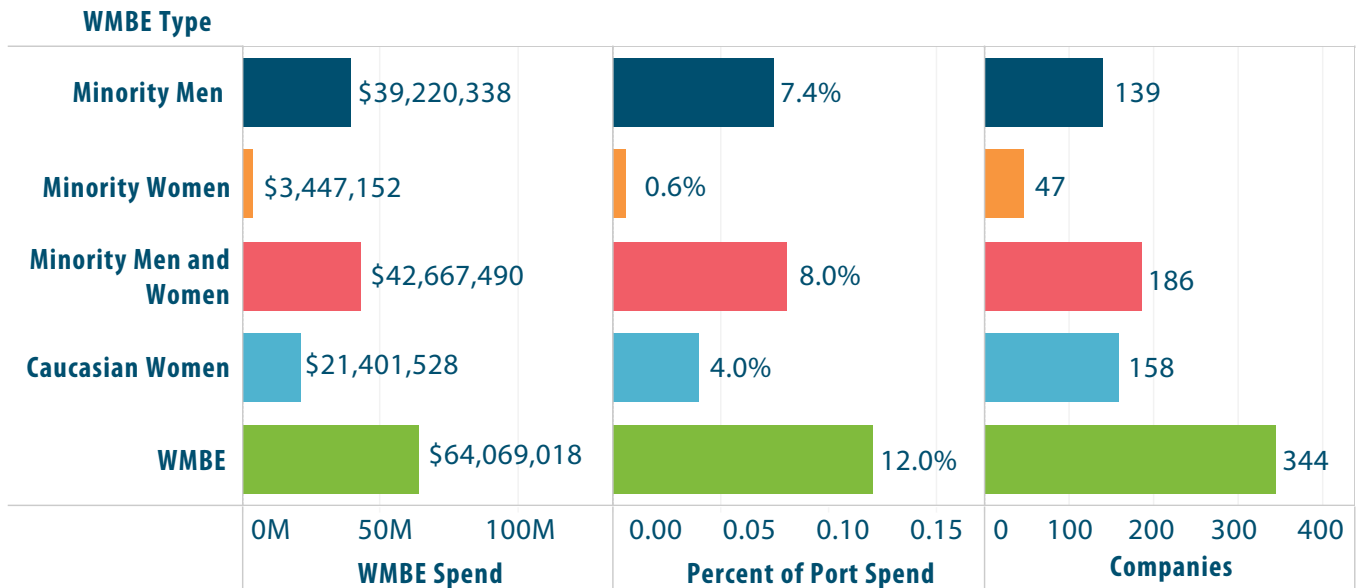


(Note: Northwest Seaport Alliance (NWSA) is a part of a larger partnership with the Port of Tacoma. WMBE utilizations results are only for Port of Seattle-controlled procurements.)

# 2021 ETHNICITY BASELINE RESULTS

A key metric in our five-year goal is to increase the number of WMBE Businesses doing work with the Port of Seattle. In addition, an important element of the program is to ensure all ethnicity owned businesses are being considered for Port work.

Figure 6: 2021 Ethnicity Baseline Results



\* Includes P-Card purchases which are not broken down by ethnicity.

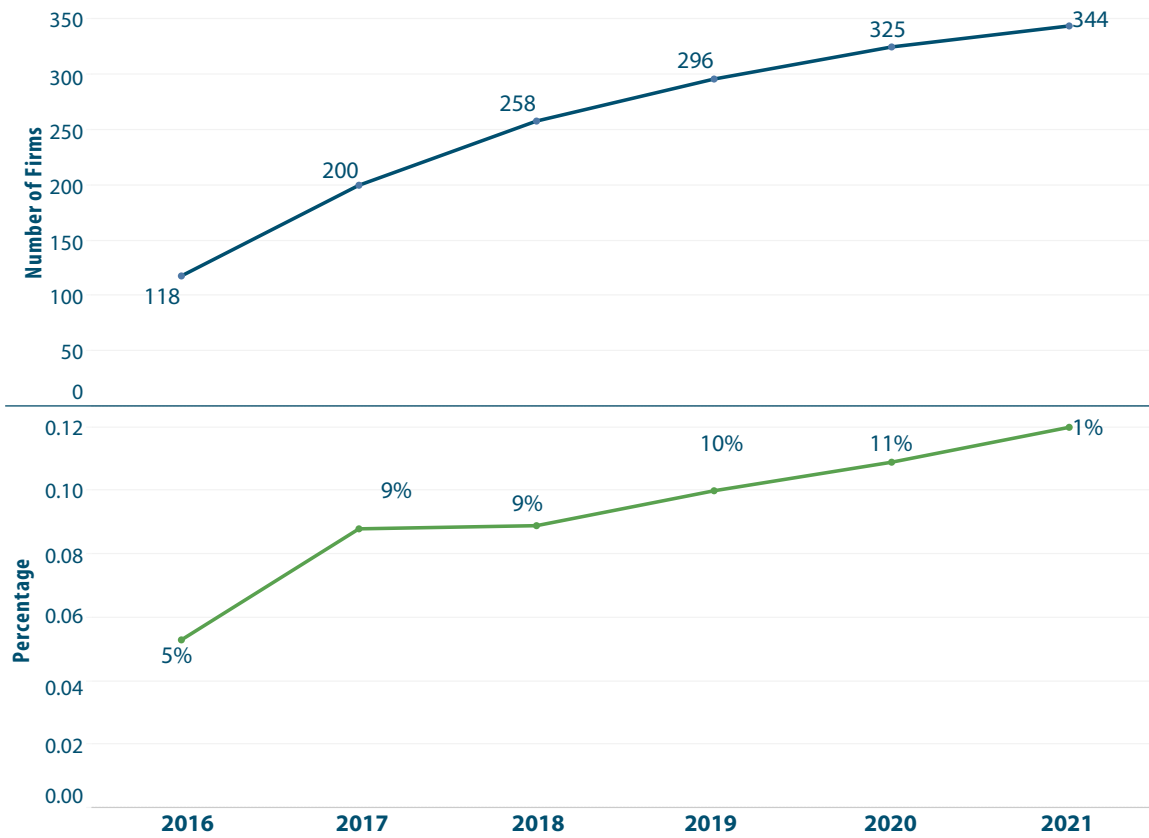
\*\* Ethnicity & WMBE are tracked separately & will not 100% align





Each year we track the number of WMBE businesses that work on Port contracts. In 2021, there were 344 WMBE firms that worked on Port contracts. Since our baseline year of 2016 the Port has gone from 118 to 344 firms in 2021. The table below shows the progression of overall WMBE Participation from 2016 to 2021.

**Figure 7: 2021 WMBE Participation from 2016 to 2021**





# 2022 DIVISION GOALS

## Non-Construction

The Diversity in Contracting (DC) Policy Directive requires department/division directors to develop WMBE aspirational goals, and to conduct affirmative efforts to achieve the set goals as part of their annual performance evaluation. The DC Department developed suggested procedures to help leaders set their annual goals based upon their non-public works procurements (consulting, and goods and services). These procedures required the department/division leaders to review the following year’s budget items and to identify all possible opportunities for WMBE utilization. The Port-wide 2022 WMBE aspirational goal for non-Construction is 15% of dollars spent.

## Diversity in Contracting Pilots

### Service Agreements

In 2018, the Port of Seattle conducted two (2) WMBE pilot procurements within the Service Agreement section following the Diversity in Contracting (DC) guidelines. The key milestones below are for each pilot:

### 2022 WMBE Goals by Division (non-public works spend only)

The table below illustrates the 2022 aspirational goals for individual divisions and departments.

**Table 9: 2022 WMBE Goals by Division (non-public works spend only)**

Division	2022 Projected Overall Spend*	2022 Projected WMBE Spend*	2022 WMBE Goal %	2021 WMBE Attainment %
Aviation	\$133,865,506	\$20,079,826	15%	12.3%
Economic Development	\$5,259,683	\$736,356	14%	15.8%
Maritime	\$6,613,343	\$1,058,135	16%	13.8%
Corporate	\$33,966,564.94	\$4,755,319	14%	14.5%
<b>Total</b>	<b>\$179,705,097</b>	<b>\$26,629,635</b>	<b>15%</b>	<b>13%</b>

\* The dollar figures are forecasted values, actual spending for the upcoming may differ

Note: WMBE aspirational goals for Public Works are not included within the stated goals above; however, WMBE aspirational goals are set project by project with the exception of small works in 2021.

## 2022 Corporate Department WMBE Goals

Table 10: 2022 Corporate Department WMBE Goals

Executive Leadership Department	Projected Outside Services Spend*	WMBE Department Goals
Chief Operating Office	\$255,499	2%
Commission Office	\$77,000	11%
Environmental Department	\$1,075,000	5%
Equity, Diversity, and Inclusion	\$3,869,869	9%
External Affairs	\$3,448,948	20%
Chief Financial Office	\$15,411,142	19%
Human Resources	\$964,119	22%
Internal Audit	\$297,089.96	3%
Labor Relations	\$5,000	25%
Legal Department	\$1,362,668	1%
Office of Strategic Initiatives	\$98,200	50%
Police Department	\$961,370	5%
<b>TOTAL</b>	<b>\$27,825,905</b>	<b>14%</b>

\* The dollar figures are forecasted values, actual spending for the upcoming may differ

## Construction

Per the Port of Seattle's Diversity in Contracting Policy Directive, the Port is establishing a port-wide construction WMBE goal. This initial goal was established by utilizing the 2021 construction WMBE results, plus one percent. The established port wide WMBE goal is 12.5%. The anticipated construction spend is over \$300 million dollars in 2022.

Table 11: 2021 WMBE Results (Construction)

Port-Wide	2021 Port Spend	WMBE Dollars	2021 WMBE Utilization	2022 Goal
Total	\$325,178,389	\$325,178,389	11.5%	12.5%

# 2021 OUTREACH AND TRAINING AND 2022 PLANS

## 2021 Port of Seattle Small Business Generator Program (PortGen)

The PortGen program provides workshops, training, and outreach communication to businesses looking to contract with the Port. More than 250 businesses participated in various PortGen activities in 2021. PortGens provide an excellent opportunity to meet representatives from the Diversity in Contracting Department, project and division-specific representatives, and decision-makers. Port staff share information about our programs, business opportunities, initiatives, contracting goals, and our contracting policies and procedures.

A key benefit to participating in PortGens is the opportunity it allows for WMBE firms to network. Whether that networking is with decision makers at the Port, Prime contractors looking for subcontractors to partner with on upcoming projects, the Port's business development partners, or other small businesses to learn from, the benefits are tangible.

The pandemic required Diversity in Contracting to move all trainings and workshops online, but the department was able to host more workshops and connect with more businesses in 2021 than in 2020. In addition to regular-scheduled training in the categories of Goods and Services, Consulting, and Major/ Small Works Construction, we offered many other opportunities for businesses development. This included a six-week advanced training workshop series for Construction firms and Architecture and Engineering firms. DC staff partnered with the United States Department of Transportation's Small Business Transportation Resource Center (SBTRC) to incorporate their bonding program and facilitate this training.

## 2021 PortGen Training and Activities

Diversity in Contracting (DC) held PortGen trainings and workshops on the following topics to support businesses looking to contract with the Port:

- Industry Day – North Main Terminal
- Planning IDIQ
- Diversity in Contracting WMBE Program Information Session
- Concourse C Temporary Air Handling Units
- Electric Ground Support Equipment (EGSE) Charging Stations Phase 2A Project Management Services IDIQ
- Airport Noise Program
- Delta Lounge
- Temporary Agency Staffing IDIQ
- Small Works Training

- Goods and Services 101
- The Importance of DBE Compliance and Reporting
- Advanced PortGen A&E Track with USDOT (six-week series)
- Advanced PortGen Goods & Services Track with USDOT (six-week series)

## **Planned 2022 PortGen Training Strategy and Activities**

A large number of PortGen workshops are in the works for 2022. Key topics include Major and Small Works Construction, Consulting, Architecture and Engineering, Concessions, Rental Car Facilities, DBE Certification, and Goods and Services. We will also be offering training that covers proposal writing, bonding/insurance, marketing, project labor agreements (PLA), and more! Below are a few workshops that are on the horizon, with many more to come.

- South Satellite Project
- North Main Terminal
- Widen Arrivals Approach Bridge
- Checkpoint Relocation 1
- Airline Realignment PM support services
- Let's Get Certified (OMWBE)
- C1 Building

## **2022 External Training Videos for Prime Contractors and WMBE firms**

Training support videos will continue to be developed to guide businesses on the Port of Seattle's Diversity in Contracting program and contracting process.

## **PortGen Accelerator**

The Port of Seattle's Business Accelerator Program will be used to select and engage businesses in the environmental, travel, and airport-related industries (especially those owned by women and people of minority ethnicities) to assist the Port in its mission to protect the environmental lands in and around SEA Airport and support sustainability all while staying committed to the economic vitality of the Puget Sound region. The second annual Accelerator program is slated to begin by the fourth quarter of 2022.

## **Community Organizations and Government Partnerships**

Diversity in Contracting Department staff is continuing to support and partner with community organizations and outside government agencies to foster WMBE growth and expanding the WMBE pools for our agencies to utilize.



# COMMUNITY ENGAGEMENT AND INTERNAL WMBE CAMPAIGN

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## External Community Engagement

The goal of Diversity in Contracting's Community Engagement plan is to inform WMBE firms of the program, grow the Port's supplier database, and increase diversity in Port contracting efforts.

The goals of the Diversity in Contracting program laid out in the approved Port of Seattle's Diversity in Contracting Policy Directive - Resolution #3737 are to:

- Triple the number of WMBE firms that contract with the Port
- Increase the percentage of dollars spent on WMBE contracts to 15% within five years of program implementation

## Audiences

The Community Engagement Plan is designed to be more focused, targeted, and strategic than previous plans. The target audiences for this outreach are:

**Primary:** WMBE firms in the Greater Puget Sound area

**Secondary:** Economic development experts and community advocates who work with underrepresented communities to expand economic opportunity and equity

**Tertiary:** General business owners in Washington State including primes contractors



# COMMUNITY ENGAGEMENT GOALS

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## Primary goal

Increase WMBE participation in the Port's Diversity in Contracting (DC) program. Participation includes signing up to receive notices through our VendorConnect, attending events such as PortGen workshops, actively pursuing business opportunities at the Port, signing up for mailing lists, and participating as a prime contractor or subcontractor contracts.

## Secondary goal

Enlist economic development experts and economic equity advocates from the Port of Seattle to help share the news of the new Diversity in Contracting efforts, encouraging more WMBE companies to consider the Port as a source of opportunity.

## Tactics

- Schedule speaking opportunities for Port experts to evangelize the Diversity in Contracting program
- Produce written content to appear on newsletters or websites — on the Port blog and Puget Sound community media blogs
  - Over 4,300 individuals read the DC Quarterly Newsletters in 2021
  - More than 630 people read a blog published by the DC Department in 2021
- Develop a robust ethnic and diversity media campaign
  - The DC Department continued publishing in numerous ethnic media publications/outlets in 2021. These publications are geared toward specific communities including but not limited to African American, Asian, and Hispanic communities
- Produce DC video clips on how to do business with the Port that will be housed on the Port's site
  - Added six new video recordings to our website





## Speaking Engagements

Port of Seattle staff will attend the following events to educate the community about the revamped program.

Event	Timing
MLK Day Celebration	January 2022
Alliance Northwest	March 2022
Federation of Philippine American Chambers' 2022 Intl Trade and Biz Dev Conference	August 18 - 20
Tabor 100 monthly meetings (last Saturday of every month)	Ongoing
Washington Association of Minority Contractors monthly meetings	Ongoing
The annual Regional Contracting Forum of Public Agencies	April 2022 Date TBD
Port of Seattle outreach events focused on aviation, maritime, economic development, and corporate services (PortGen)	Ongoing



This Internal Education and Training Plan is intended to create awareness among Port employees of the Diversity in Contracting policy as it relates to the Commission and Executive Leadership Team’s efforts to establish true affirmative efforts to increase WMBE utilization on Port procurements. The following is the internal engagement plan:

**Table 12: WMBE Utilization internal engagement plan**

<b>Category</b>	<b>Strategy</b>
<b>Target Audience</b>	<ul style="list-style-type: none"> <li>• Port of Seattle buyers and Port employees</li> <li>• Port Departments – Project Managers, and other Port employees at staff</li> <li>• Port of Seattle leadership that influences buying decisions</li> </ul>
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>• “Diversity in Contracting will help give underrepresented entrepreneurs an opportunity to build a successful business”</li> <li>• “One contract can be a gateway to growing a successful business for a small and diverse business owner”</li> <li>• “Working with diverse suppliers can inject competition, innovation, and efficiencies into the Port’s supply chain”</li> </ul>
<b>Content and Communication Channels</b>	<ul style="list-style-type: none"> <li>• Email to employees from leadership</li> <li>• Create one article in 2022 Q1 and create 8-9 articles in 2020 Q2-Q4               <ul style="list-style-type: none"> <li>• Articles posted on Compass homepage and social media</li> <li>• Articles posted on Portseattle.org/bid-opportunities, the Port’s external blog, and social media</li> </ul> </li> <li>• Training support videos will continue to be developed to guide future businesses on the Port of Seattle’s Diversity in Contracting program</li> <li>• Advertise articles in diverse publications regarding VendorConnect signup, contracting opportunities, PortGen Workshops, Industry Days, targeted projects and other training events</li> </ul>
<b>Service Plan</b>	<ul style="list-style-type: none"> <li>• Use required Port Procurement P-Card trainings to educate P-card holders</li> <li>• Port of Seattle Diversity in Contracting staff will be resources for Port buyers and leadership</li> </ul>



# APPENDICES

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## Diversity in Contracting Policy Document

For the full document please see our website at:

[www.portseattle.org/page/diversity-contracting-creating-opportunities](http://www.portseattle.org/page/diversity-contracting-creating-opportunities)



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