



STRATEGIC PLAN

DES Procurement Inclusion and Equity Program

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Pursuant to RCW 39.26.005, RCW 39.26.090 6, 39.26.125 3, RCW43.19.725 RCW 39.26.160 3 the Procurement Inclusion and Equity Program has established this 2020 strategic plan that will result in a sustainable increase in the procurement of goods and service from small, minority, women and veteran owned businesses.

Elevator Speech

For people outside of DES

I work for the Department of Enterprise Services's (DES). My job is with the Procurement Inclusion and Equity Program whose mission is to lead the State's effort to create a sustainable increase in the procurement of goods and services from small, diverse, and veteran owned businesses (small and diverse).

DES manages around 200 Master Contracts that state agencies must use and political subdivisions, Tribes, and nonprofits may use. Under the Master Contracts purchasers spend over ONE AND A HALF BILLION DOLLARS on goods and services every year from around 1500 businesses?

DES also makes internal purchases for its operational needs.

DES also sets the enterprise policies for how state agencies must procure their goods and services.

Studies show that distributing tax dollars more evenly is beneficial for everyone. Small and diverse businesses are the backbone of a strong and resilient economy. They're robust and have deep ties to our communities. They're the last to lay-off employees when times are hard and bounce back faster from recessions, and a government contract can create a sustainable foundation for a small business.

These small and diverse businesses aren't getting a big enough slice of the pie, so we work to reduce legal, political, and cultural barriers that make it harder for them to win state contracts.

Visit our website to learn more about how all businesses can succeed, get certified, or give us feedback.

For people inside DES

We are the Procurement Inclusion and Equity (PIE) Program in DES's Contracts and Procurement Division. We are leading the state's effort to purchase more goods and services from small and diverse businesses. This means making sure we have a robust number of these businesses who are ready and able to compete for the state's business; this also means we need to make sure that there are no barriers to their participation. With our dedicated team, and the knowledge from subject matter experts, like yourselves, we will implement new ideas, then test them, to see if they increase the use small and diverse businesses in state contracting.

A robust and diverse small business environment not only contributes to our communities, but also helps a community quickly recover from a recession because they are the last to layoff their employees during an economic downturn. Small businesses really are the backbone of a strong and resilient economy and a government contract can create a sustainable foundation for a small business.

Vision of the Procurement Inclusion and Equity Program

Our vision is that by 2028, every small and diverse businesses will win their fair & equal share of the Washington State contracts.

Mission of the Procurement Inclusion and Equity Program

Our mission is to lead the State's effort to create a sustainable increase in the procurement of goods and services from small and diverse businesses.

Strategic goals of the Procurement Inclusion and Equity Program:

The PIE Program will work across all State agencies to create a systemic cultural change by ensuring every purchasing agent for the state understands the importance of including small and diverse businesses in their spending and makes a good faith effort to do so. We will also work with small and diverse businesses to identify and develop a robust pipeline of small and diverse businesses who can compete for the State's business.

The program's strategic goals:

1. Create a culture of procurement Inclusion and equity by eliminating barriers and creating opportunities to the maximum extent possible for small, diverse, and veteran owned businesses in State contracting.
2. Create a pipeline of diverse owned businesses who bid on state solicitations by strategically targeting outreach, training, and technical assistance toward small and diverse businesses who sell in the area that the state purchases.
3. Measure the results of whether these efforts create actualized opportunities for small, diverse, and veteran owned businesses in State contracting.

Staffing

The program's FTEs are:

- Procurement Inclusion and Equity Program Manager
- Business Diversity Outreach Specialist
- Research and Outreach Program Specialist

GOALS

Goal Area	2 Year Goal	4 Year Goal	8 Year Goal
<p>1.</p> <p>Creating a Culture of Procurement Inclusion and Equity</p>			<p>All state contracts have a fair share of representation of small, diverse and veteran owned businesses as set by OMWBE.</p>
<p>2.</p>	<p>Establish and implement targeted outreach program</p>	<p>Increase in targeted outreach effort by 15%.</p>	<p>All state contracts have a fair share of representation of</p>

Goal Area	2 Year Goal	4 Year Goal	8 Year Goal
<p>Create a pipeline of diverse owned businesses who bid on state solicitations</p>			<p>small, diverse and veteran owned businesses as set by OMWBE.</p>
<p>Measure the results of whether the above efforts create actualized opportunities for small, diverse, and veteran owned businesses in State contracting.</p>	<p>All agencies track direct buy purchases.</p> <p>outcomes and outputs for actions in Goals 1 and 2, so that DES can continually check and adjust the process improvement efforts that are underway.</p>		

Creating a Culture of Procurement Inclusion and Equity

Creating a Culture of Procurement Inclusion and Equity

- Until 2022 PIE Program will engage in each solicitation within the contracts and procurement division within DES as we develop and implement new tools and best practices.
- Until July 2021 Checking and improving on the implementation of Disparity Study recommendations: pre-bid conferences, sending out Bid tabs at ASB, posting winning bids, appropriate insurance requirements, lengthened solicitation times.
- Implement the Small Business Policy within.
- Disparity study recommendations working on
DES will create an external facing website in which to post DES forecasted purchases, contracts and winning bids.
100% of solicitations have a small and diverse business outreach strategy that is completed.
- Complete best practices document and integrate the best practices into procurement process.
- **Communication** - Develop and implement a communication plan to deliver educational material/article each month to state agencies about supplier diversity best practices, DES updates and how to support small an diverse business.
- Provide supplier diversity training to all procurement professionals who purchase goods and serices for the state.
- Focus supplier diversity coordination with top six agencies that have a highest spending amount but low inclusion numbers in terms of number of small/diverse firms utilized.
- 2022 work with ONE WA to create more state contracting transparency for businesses.

Create a pipeline of small, diverse, and veteran businesses who will bid and win state contracts

Create a pipeline of small, diverse, and veteran businesses who will bid and win state contracts	<ul style="list-style-type: none"> • Conduct targeted outreach to small and diverse businesses that are in areas that are not fully represented in state contracts. <ul style="list-style-type: none"> ○ BDAG and ○ other target market projects.
	<p>Communication -Develop and implement a communication plan so that DES can regularly communicate with small and diverse businesses about forecasted opportunities and other relevant updates at DES.</p>
	<ul style="list-style-type: none"> • Develop training for small and diverse businesses that will help them successfully bid on a solicitation and be a successful contractor to the state. <ul style="list-style-type: none"> ○ Post DES 101 and 102 on the web ○ Develop training how to see if the state is selling good in your area ○ Onboarding training for businesses
	<ul style="list-style-type: none"> • Identify ways to support small and diverse business' infrastructure as they grow to meet contractor requirements. (example, funding for ancillary support services (marketing/accounting/bid writing) for OMWBE certified businesses)
	<ul style="list-style-type: none"> • Develop and Implement networking strategies and or events each year where small and diverse businesses can meet agency purchasers.
	<ul style="list-style-type: none"> • 2022 start a voluntary mentor protégé program.

Measure the results of whether the above efforts create actualized opportunities for small, diverse, and veteran owned businesses in State contracting

Measure the results of whether the above efforts create actualized opportunities for small, diverse, and veteran owned businesses in State contracting	<ul style="list-style-type: none"> • All agencies can track direct buy purchases
	<ul style="list-style-type: none"> • That DES measurers through the KPIs and data in meaningful increments of time in order to accurately measure the outcomes and outputs for actions in Goals 1 and 2, so that DES can continually check and adjust the process improvement efforts that are underway.

Key Performance Indicators

The table lists the KPIs for each goal area.

Ref#	Goal Area	Key Performance Indicators
1	Master Contracts: Creating a culture of Procurement Inclusion and Equity	<p>Quarterly, on 15th of Feb, May, August and Nov., DES will establish baseline data, then collect and document the following for MCs and DES internal contracts, analyzing and reporting on quarterly improvement figures, so that we can evaluate whether our efforts are having meaningful impacts.</p> <ol style="list-style-type: none"> 1. Number of sollicitaions out of total sollicitations that have new PIE enhancements, including sollicitations that have outreach strategies. 2. Number of small and diverse businesses identified for each procurement, including number of them to which we reached out. 3. Number of small and diverse businesses that bid on each solicitation, and number of awards made to small and diverse businesses on each, including perecentage compared to total awarded. 4. Total number of Master Contracts (MCs), total number of businesses on those MCs, including number of small and diverse businesses, and percentages of each. 5. Total spending on MCs, and by agency, including total amount spent with small and diverse businesses, and percentages of each. 6. Total number of businesses in WEBS, including number of small, diverse, and veteran owned businesses in WEBS, and percentages of each. 7. Number of registered/certified businesses, including OMWBE certified businesses, Secretary of State registered, and with tax payer Identifications in the state, comparing quarterly increase numbers.
1	Internal DES Contracts: Creating a culture of Procurement Inclusion and Equity	<p>Quarterly, on 15th of Feb, May, August and Nov.</p> <ol style="list-style-type: none"> 1. Measure 1-6 above for each solicitation. 2. Number of awards made to small and diverse businesses. 3. The amount of DES spending with small and diverse businesses as a whole, but not broken out by MC or internal contracts.

Ref#	Goal Area	Key Performance Indicators
2	Create a pipeline of small, diverse, and veteran businesses who will bid and win state contracts	<ol style="list-style-type: none"> 1. Number of targeted events and people reached at each event. 2. Number of new small and diverse businesses in WEBs 3. Number of calls from vendors to the C&P customer service line. 4. Number of small and diverse businesses identified for each procurement, including number of them to which we reached out. 5. Number of small and diverse businesses that bid on each solicitation, and number of awards made to small and diverse businesses on each, including percentage compared to total awarded.
	Data	<ul style="list-style-type: none"> • Progress on agencies' ability to track its direct buy purchases.

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