



# ACCESS EQUITY

Your Business Diversity Management System

## Open House Phase 1 Agencies July 28, 2022

# OPEN HOUSE WELCOME

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We encourage you to ask questions and we commit that we will do our best to answer as many as possible.

## Logistics:

- Keep yourself on mute when not speaking.
- Please type your questions into the chat.
- Headphones are recommended (vs. audio from computer speakers).
- If you experience delays, check your internet connection or turn off your video to reduce the amount of bandwidth being used.
- This session will be recorded.

# TODAY'S Discussion

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- Introduction & Overview
- Background
- Current Status
- Live Demonstration
- Next Steps
- Q&A





# SUPPORTING THE GOVERNOR'S FOCUS ON EQUITY

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Putting agencies on a path to dismantle inequities in our systems and institutions.

Successful small and diverse businesses help make our economy and our families more resilient.

Strengthening our communities and improving the quality of life for all Washingtonians.

# PROMOTING EQUITY IN PUBLIC SPENDING

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- **The Governor's Subcabinet for Business Diversity** released a statewide disparity study in 2019.
- **Access Equity is our response to the #1 recommendation** of the 2019 Disparity Study to improve collection of spending data including subcontractor spending which represents a large portion of diverse spending with M/WBEs.



# WHAT IS CHANGING?

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## The Access Equity System will:

- ▶ **Modernize and standardize** enterprise data collection and reporting.
- ▶ **Streamline the reporting process** for capturing diversity spending, including subcontractor spending.
- ▶ **Improve agency ability to locate certified vendors** and perform outreach to share bidding opportunities.

# SYSTEM IMPLEMENTATION

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- OMWBE is working with B2Gnow to implement the Access Equity System.
- Department of Enterprise Services (DES) Public Works and WSDOT are currently using the same system.
- Phase 1 Agencies will implement Access Equity:
  - Contract Compliance Module
  - Outreach Module





# BENEFITS OF ACCESS EQUITY

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**Automated data collection and reporting**



**Data standardization and error reduction**



**Improved business outreach**



**Real-time access to diverse spending reports**



# OVERVIEW OF KEY ROLES

## Agency Admin

Responsible for onboarding and offboarding users within Access Equity.

## Contract Agent

Enters the contract and vendor information into the system.

## Secondary Contract Agent

Provides a separation of duties through quality assurance and quality control of contract records.

## Outreach Manager

Manages Vendor Lists, Outreach Campaigns, and Events

OMWBE will provide training for Agency Administrators to assist them with managing user access.

# AGENCY READINESS

## CONTRACT COMPLIANCE

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- OMWBE will work with Agencies to input any contracts with subcontractors that started on or after **July 1, 2022 - (FY 2023)**
- Entering subcontractor data:
  - OMWBE encourages agencies to allow primes and subcontractors to enter their own data into Access Equity, if this is specified in their contracts.
  - Agencies do have the option to enter prime and subcontractor data themselves.
- Training: OMWBE is partnering with B2GNow to provide training.

# WHAT IS A SUBCONTRACTOR?

“Subcontractor” means one not in the employment of the Contractor (or Prime Contractor), who is performing all or part of those services under a given contract or under a separate contract with the Contractor. The terms “Subcontractor’ and ‘Subcontractors” mean Subcontractor(s) in any tier.

# LIVE DEMONSTRATION

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- 1 **Nikoel Stevens:**  
**Contract Compliance Module**
- 2 **Doug Mora:**  
**Outreach Module**

# DEMO CONTRACT COMPLIANCE



## Contract Payments (For Credit) Summarized by Department, Type, Category, Goal Type, Vendor Type, Ethnicity, Gender

[Show Description & Instructions](#)

Start Date  End Date

of 4
 

 Find | Next

### For Credit Contract Payments By Department, Type, Category, Goal Type, Vendor Type, Ethnicity & Gender

For credit and paid primes and subcontractors between 6/1/2022 and 6/30/2022

Report run 7/25/2022

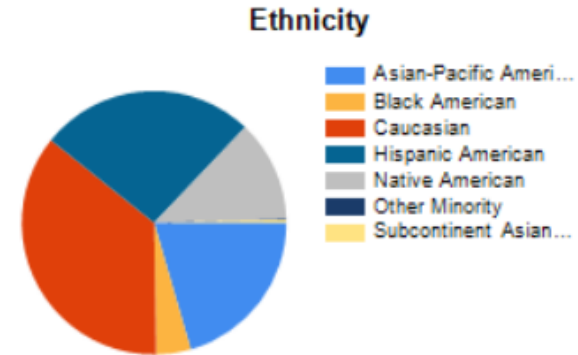
Data is provided in raw format for further manipulation external to the system.

Payment Amount represents amount retained by prime/subcontractor after subtraction of lower tier subcontractor payments.

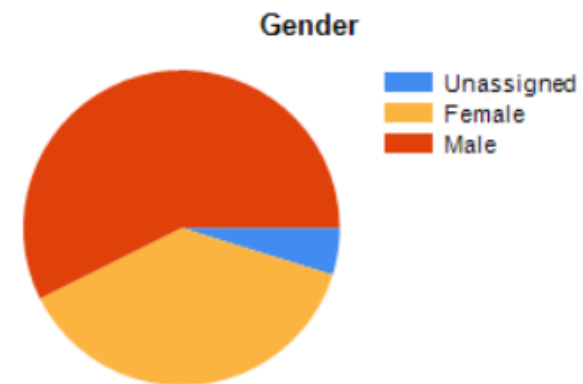
Department	Contract Type	Contract Category	Goal Type	Vendor Type	Ethnicity	Gender	Payment Amount	Vendor Count
Consultant Services	Unassigned	Unassigned	SSBE	Prime	Asian-Pacific American	Male	\$12,349	1
Consultant Services	Consultant-Architectural & Engineering	Consultant-Other	MBE	Prime	Asian-Pacific American	Male	\$6,412	1
Consultant Services	Consultant-Architectural & Engineering	Consultant-Other	SSBE	Prime	Asian-Pacific American	Male	\$20,582	1
Consultant Services	Consultant-Architectural & Engineering	Consultant-Other	WBE	Prime	Caucasian	Female	\$22,869	1
Consultant Services	Consultant-Professional	Consultant-Other	SSBE	Prime	Unassigned	Unassigned	\$16,702	2
Consultant Services	Consultant-Professional	Consultant-Other	DBE	Prime	Caucasian	Female	\$40,312	1
Consultant Services	Consultant-Professional	Consultant-Other	WBE	Prime	Caucasian	Female	\$7,058	2
Consultant Services	Consultant-Professional	Consultant-Other	SSBE	Prime	Caucasian	Male	\$1,405	1
Consultant Services	Consultant-Professional	Consultant-Other	MBE	Prime	Hispanic American	Female	\$33,516	1
Consultant Services	Consultant-Professional	Consultant-Other	SSBE	Prime	Hispanic American	Female	\$2,736	2

# DEMO CONTRACT COMPLIANCE

Ethnicity	Payments For Credit
Unassigned	\$631,504
Asian-Pacific American	\$2,843,741
Black American	\$588,194
Caucasian	\$4,989,894
Hispanic American	\$3,646,678
Native American	\$1,723,896
Other Minority	\$12,876
Subcontinent Asian American	\$51,762



Gender	Payments For Credit
Male	\$8,315,202
Unassigned	\$697,502
Female	\$5,475,840



# DEMO OUTREACH

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**Build Vendor Lists**

**Send Info about Procurement Opportunities – Outreach Campaigns**

**Manage Info Sessions (including Pre-bid Conferences) – Events**

# OUTREACH: **VENDOR LISTS**



## Outreach: Create Vendor List

\*required entry

Vendor List Parameters	
VENDOR LIST TITLE*	<input type="text" value="Training Vendors"/>
DESCRIPTION	<input type="text" value="Potential businesses that develop and deliver training across platforms"/>
VENDOR LIST EDITING*	<input type="radio"/> Vendor list can be edited by anyone in your organization. <input checked="" type="radio"/> Vendor list can be edited only by a designated user (currently you).
VENDOR LIST ACCESS*	<input checked="" type="radio"/> Vendor list can be viewed and used by anyone in your organization. <input type="radio"/> Vendor list can be viewed and used only by a designated user (currently you).

Create Vendor List

Cancel



# OUTREACH: **VENDOR LISTS**



## Search Parameters

BUSINESS NAME/DBA

Search any  Search beginning

CONTACT PERSON

CITY

STATE/PROVINCE

ZIP CODE/POSTAL CODE

DISTANCE SEARCH Within  of zipcode  *(this new parameter is currently in beta test)*

PHONE AREA CODE

COMMODITY CODES

**Search Commodity Codes**  
Enter a search term and click **Search**. If multiple codesets are available, you can change the selected codeset in the drop down list under the search box. Click **Browse Codes** to view the code set list. When finished, click **Finish** to close this panel.

BUSINESS DESCRIPTION

If one of more certification options are selected below, search of above location parameters will be based on certification data; otherwise vendor profile data will be used.

# OUTREACH: VENDOR LISTS



Community of Prac... BDMS Training - Washing... OMWBE Intranet | Linked

**training2.gob2g.com says**

Selected vendors will be added to your vendor list. Do you want to proceed?

OK Cancel

Articulate

Search: Vendors

To add all vendors click **Add ALL Vendors**, or select specific vendors and click **Add Selected Vendors**.

To resort click column title. To filter

Business Name	Location	Phone Number	Select
MOLLY GIBBS & ASSOCIATES DBA JOYFUL LIVING	OLYMPIA, WA	360-412-1519	<input checked="" type="checkbox"/>
MONARCH COACHING & TRAINING	YELM, WA	360-561-6688	<input checked="" type="checkbox"/>
NANI JACKINS PARK DBA EQUITY WORKS NORTHWEST	LACEY, WA	206-715-3688	<input checked="" type="checkbox"/>
NNAMBI GROUP, LLC DBA NNAMBI GROUP	OLYMPIA, WA	360-264-4765	<input checked="" type="checkbox"/>
NORTHWIND ANIMAL SERVICES INC DBA NORTHWIND PET CARE CENTER	OLYMPIA, WA	360-561-5920	<input type="checkbox"/>
OYATE	YELM, WA	360-239-2281	<input type="checkbox"/>
PHICORE HEALTH SERVICES, LLC	OLYMPIA, WA	253-537-8544	<input checked="" type="checkbox"/>
RAFAEL ANGEL COLON DBA VOICES INTERNACIONAL	OLYMPIA, WA	360-459-7228	<input checked="" type="checkbox"/>
REED SOLUTIONS GROUP DBA LOGAN REED COACHING	OLYMPIA, WA	360-529-1848	<input checked="" type="checkbox"/>
RUTH I JOHNSON DBA RUTH I JOHNSON CONSULTANT	CENTRALIA, WA	360-388-5669	<input type="checkbox"/>
SITE RESPONSE INC. DBA SITE RESPONSE	OLYMPIA, WA	360-338-2091	<input checked="" type="checkbox"/>
SKOOKUM ENGINEERING	OLYMPIA, WA	206-747-1566	<input type="checkbox"/>
SOUL ON FIRE CONSULTING LLC DBA SOUL ON FIRE	OLYMPIA, WA	360-481-3808	<input type="checkbox"/>
STENSTROM GROUP, INC.	OLYMPIA, WA	360-754-2122	<input type="checkbox"/>
STRESS RELIEF SOLUTIONS DBA MASSAGE BOAT	OLYMPIA, WA	360-763-9439	<input type="checkbox"/>
TECHNICALLY CORRECT WRITING SERVICES DBA TCWS	OLYMPIA, WA	509-392-9423	<input type="checkbox"/>
THE LENEKER TEAM, LLC	TUMWATER, WA	360-529-0290	<input checked="" type="checkbox"/>
TRANSFORMATIONAL MINISTRIES INC. DBA TRANSFORM TACOMA	TACOMA, WA	253-777-6762	<input type="checkbox"/>
VIANNA L. MOODY	OLYMPIA, WA	360-561-7338	<input type="checkbox"/>
VICKI M JAMES DBA PROFESSIONAL PROJECT SERVICES	OLYMPIA, WA	360-951-1873	<input type="checkbox"/>

21 - 40 of 42\* records displayed: [Previous Page](#) < Page 2 > [Next Page](#)

Search Again Add Selected Vendors to Vendor List Add ALL Vendors to Vendor List Cancel/Return

# OUTREACH CAMPAIGN



\* required entry

Outreach Campaign Parameters	
OUTREACH CAMPAIGN TITLE *	<input type="text" value="Procurement #234-5678"/>
OUTREACH CONTROL *	<input checked="" type="radio"/> Outreach campaign can be viewed and edited by anyone in your organization. <input type="radio"/> Outreach campaign can be viewed by anyone BUT edited only by a designated user (currently you) or an administrator.
OUTREACH PUBLICITY *	<input type="radio"/> The outreach campaign can be viewed ONLY by selected vendors. <input checked="" type="radio"/> Viewable by all system vendors PLUS posted on the Public Outreach Bulletin Board for viewing by the public. <input type="radio"/> Posted only on the Public Outreach Bulletin Board for viewing by the public.
ALLOW RESPONSES? *	<input checked="" type="radio"/> No <input type="radio"/> Yes - allow responses to this campaign

Once all parts of the outreach campaign have been completed, you must Release the outreach campaign to trigger the send out of notifications and posting on the bulletin board, if applicable. A copy of the outreach notice will be sent to you when the notices go out.

Create Outreach Campaign

Cancel

# OUTREACH CAMPAIGN



## Outreach Campaign Information

OUTREACH CAMPAIGN TITLE \*

Procurement #234-5678

COMMENTS

» Enter optional comments to describe the purpose of this outreach campaign. This information is not displayed to vendors.

## Outreach Campaign Message Settings

MESSAGE SUBJECT \*

[Copy Title](#)

FROM NAME \*

This will be the "from name" on the email.

Douglas Mora [Washington State Office of Minority & Women's Business Enterprises]

FROM EMAIL

OMWBE@diversitycompliance.com

To comply with spam laws, this verified email address cannot be changed.

REPLY-TO EMAIL \*

This will be the email to which replies are routed.

douglasm@omwbe.wa.gov

## Outreach Campaign Settings

OUTREACH OWNERSHIP \*

Anyone in your organization

OUTREACH PUBLICITY \*

- The outreach campaign can be viewed ONLY by selected vendors.
- Viewable by all system vendors PLUS posted on the Public Outreach Bulletin Board for viewing by the public.
- Posted only on the Public Outreach Bulletin Board for viewing by the public.

NOTIFICATION TYPES \*

- Notify vendors only by EMAIL. Assigned vendors without a valid email will not be notified.
- Do not notify vendors. Assigned vendors will view their notices only within the system or on the Bulletin Board.

ALLOW RESPONSES? \*

- No
- Yes

Instructions to responders must be included on the **Content** tab.

Response Due Date

mm/dd/yyyy

Document Submission Required

# OUTREACH CAMPAIGN



Main Settings **Content**

New Air Conditioning for HQ

Outreach incomplete

To attach files to your campaign, click **Attach Files** and upload all files needed (note that once the campaign is sent to recipients, attached files cannot be deleted). To add/embed images into your campaign content, click **Add Images** and follow the instructions displayed.

Save Draft Save & Return Attach Files Add Images Cancel

Rich text editor toolbar with icons for Bold, Italic, Underline, Strikethrough, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Link, Unlink, Table, Table of Contents, Undo, Redo, Source, Print, and other editing functions.

# OUTREACH: EVENTS

## Event Management: Add Event

Help & Tools 

Add information about your event and adjust the default settings as needed. This event can be edited only by the listed Event Coordinator.

\* required entry

Event Information	
EVENT TITLE *	<input type="text" value="Procurement #234-5678 Pre-bid Conference"/>
EVENT INFORMATION *	<p>Enter information describing the purpose of the event. This information is displayed to all users.</p> <input agency="" and="" implementation="" initiative.\""="" it="" software="" type="text" value="This event is intended to share information to potential bidders and subcontractors for procurement #234-5678, \"/>
EVENT INSTRUCTIONS	<p>Enter optional instructions for the event (directions, etc.). This information is displayed to all users.</p> <input type="text" value="The event will be held in person and via Zoom (location and conference ID number will be provided upon registration for the conference)."/>
EVENT INSTRUCTIONS IN CONFIRMATION	<p>Enter optional restricted instructions for the event (special directions, login information, etc.). This information is displayed after RSVP and in the confirmation email.</p> <input type="text" value="The pre-bid conference will be held in person in the Mt. St. Helens room of the agency HQ at 123 Plum St SE, Olympia, 98501."/> <p>To connect by Zoom: Conference ID: 987-6543-210 Password: 5#234\$9@</p>
ATTACH FILE(S) - FOR ALL VIEWERS	<input type="button" value="Attach File"/>
ATTACH FILE(S) - ONLY AFTER RSVP	<input type="button" value="Attach File"/>

# OUTREACH: EVENTS

## Event Settings

EVENT TYPE \*

-- Select event type --

Education

Pre-Bid Conference

Training

Vendor Fair

EVENT START \*

Pre-Bid Conference

10/20/2022 at 10 : 00 am Pacific time

EVENT END \*

10/20/2022 at 12 : 00 pm

ATTENDANCE LIMIT \*

200

No additional RSVPs will be accepted after the limit is reached.  
An email alert will be sent to event coordinator(s) when the limit is reached.

USER TYPES \*

Vendor Users and Public

Event will only be viewable by the selected user types.

REQUIRE RSVP \*

Yes

RSVP CUT-OFF DATE \*

10/18/2022

EVENT COORDINATOR \*

Douglas Mora

SECONDARY EVENT COORDINATOR

Nikoel Stevens

Secondary event coordinator can help edit settings and log attendance

MOBILE CHECK-IN ACCESS \*

Check in attendees using a phone/tablet friendly tool:

Active

Enter a PIN between 4 and 8 numbers. Save the event to view access instructions.

Not Active

## Notifications

SEND CONFIRMATION NOTICE AFTER RSVP \*

Yes

SEND FIRST REMINDER NOTICE \*

Yes - 7 days before event

SEND SECOND REMINDER NOTICE \*

Yes - 1 days before event

SEND THIRD REMINDER NOTICE \*

Yes - Same day of event

SEND THANK YOU NOTICE AFTER EVENT \*

Yes

# OUTREACH REPORTING

## Outreach Campaign List

Displaying outreach campaigns between 1/1/2021 and 6/6/2022

Total Campaigns	<b>8</b>
Total Contacts	<b>16</b>
Total Views	<b>79</b>

Title	Created
OMWBE Bid Opportunity - Organizational Change Management Services	7/20/2021
test campaign	6/9/2021
test campaign	9/17/2021
grgr	9/17/2021
OMWBE PM Test Outreach 1	3/30/2022
Test	4/20/2022
testing 2	5/19/2022
testing 2	5/19/2022



# OUTREACH: REPORTS



View Report

## Outreach Campaign List

Show Description & Instructions

Start Date   End Date

of 1
 






 Find | Next

## Outreach Campaign List

Displaying outreach campaigns between 1/1/2021 and 6/6/2022

Total Campaigns **8**  
 Total Contacts **16**  
 Total Views **79**

Title	Created	Release Date	Notice Date	First Reminder	Second Reminder	Third Reminder	Owner	Public Posting	Notification Type	Settings Complete	Content Complete	Contacts Assigned	Released	Contacts	Views
ONMWBE Bid Opportunity - Organizational Change Management Services	7/20/2021	7/20/2021	7/20/2021				Sarah Erdmann		Email	Yes	Yes	Yes	Yes	13	66
test campaign	6/9/2021	7/21/2021	7/21/2021				Ashley Bazarro		Email	Yes	Yes	Yes	Yes	1	8
test campaign	9/17/2021	9/17/2021	9/17/2021	9/19/2021			Ashley Bazarro		Email	Yes	Yes	Yes	Yes	1	4
grgr	9/17/2021						Ashley Bazarro		Email					0	0
ONMWBE PM Test Outreach 1	3/30/2022	3/30/2022	3/30/2022				Candice Leonard		Email	Yes	Yes	Yes	Yes	1	1
Test	4/20/2022						Prabhjot Kaur		Email					0	0
testing 2	5/19/2022						Nikol Stevens		Email					0	0
testing 2	5/19/2022						Nikol Stevens		Email					0	0

Generated from the B2Gnow System

# OUTREACH: GETTING STARTED

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## Build Vendor Lists

Create and save a vendor list. Don't worry! It will not send anything out or be visible outside the app and your agency.

Now

## Create an Outreach Campaign

When you have a procurement opportunity, enter the information and connect it to a vendor list.

Next  
Procurement

## Manage Events

Any time you have an event, such as a pre-bid conference or with an attendance limit, use the event management feature.

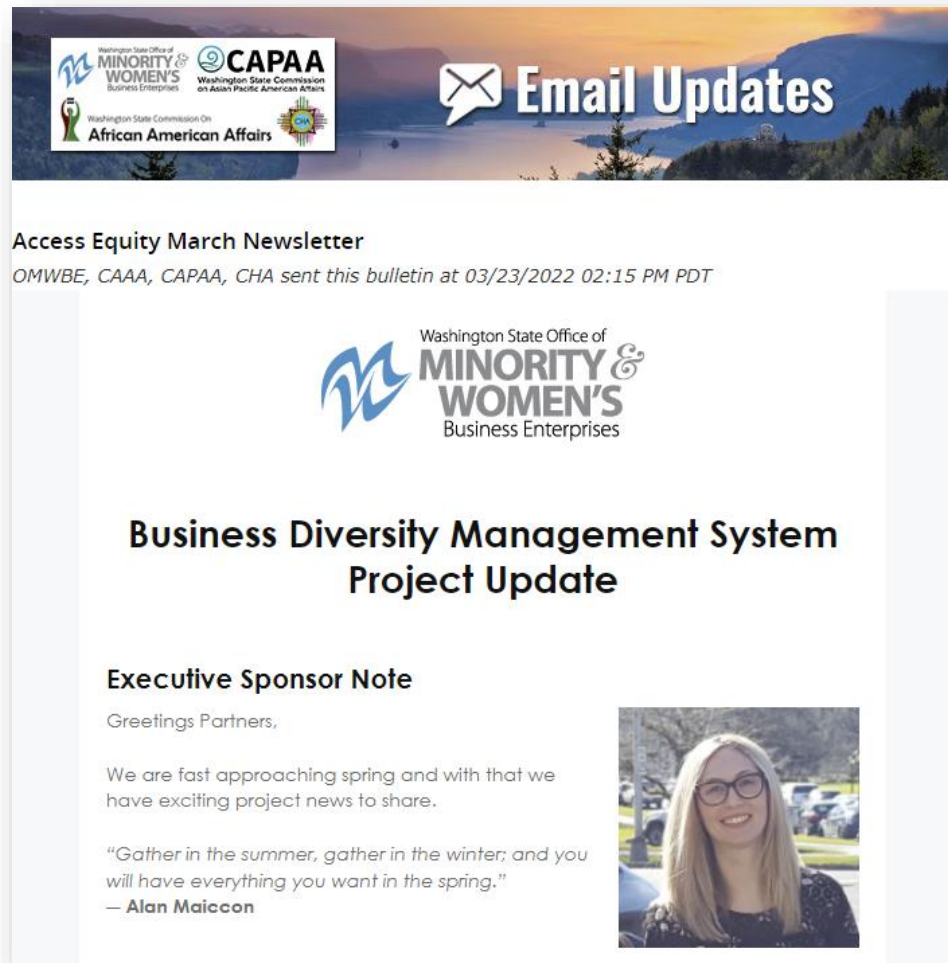
Next Invitation  
Event

# WHAT'S COMING NEXT?

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- Finalize system configuration & sign-off
- Set Go-live date and establish Go-live Plan
- Define post Go-live Support Model
- Kick off Change Agent Network
- Schedule and facilitate agency training
- Complete OCIO Go-live Review & sign-off
- Go live!!
- Implement post Go-live Support Model
- Collect Phase 1 lessons learned

# MONTHLY NEWSLETTER



Access Equity updates are now a part of the Supplier Diversity Newsletter!

## Subscribers Receive:

- Monthly lists of the newest OMWBE certified businesses
- Upcoming Toolkit Workshops
- Access Equity Updates
- Tips and tricks to help you meet your diverse spending goals

# ANY QUESTIONS?

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# Thank You!

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**CONTACT: Access Equity Project Team**  
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**Phone: (360) 644-9750**

**Office of Minority & Women's Business Enterprises**  
1110 Capitol Way S #150, Olympia, WA 98501  
Phone: (360) 664-9750 | [omwbe.wa.gov](http://omwbe.wa.gov)

