



Targeted Solicitation Outreach Plans

Goal

The goal is to inform and engage small, diverse, and veteran-owned businesses (Historically Underutilized Businesses) of the upcoming solicitation in which you are working.

Steps

Pre-work

- Determine the need.
 Work with your customers to clearly define their needs. It does not always mean specifying a product. Generally, it means to define the good or service (the Commodity).
- [NIGP Commodity Codes Search](#) and NAICS codes.
 After determining the commodity, specify which commodity codes and NAICS codes best fit. If you are unsure which NAICS appropriately fit, you can search the [NAICS website](#) based on key word (e.g., Tire Retreading – NAICS 326212). If your key word search did not produce results, you can also drill down into the commodity categories (e.g., 32-Manufacturing, 326 - Plastics and Rubber Products Manufacturing, ...).

Where to look

<i>Name of the Entity</i>	<i>Database*</i>
Office of Minority Women Business Enterprises (OMWBE)	Certified Business Directory
City of Seattle	Online Business Directory
King County	Small Contractors & Suppliers Directory
Washington Electronic Business Solution (WEBS) Active list	WEBS for Government Customers

How to do your search

1. Start with OMWBE. Search the Certified Business Directory.
 - a. You can search using the NAICS codes and by Business Description. You can use more than one Business Description to generate more results. Consider shortening your key word or moving up a category if you are not finding results (i.e., “facilitate” instead of “facilitation” or “facilitator”; or business consulting instead of facilitation).
 - b. Download the results. Make sure to select the **Download to Excel** Option.
2. Create an Excel workbook. Name it with the name of the contract and the contract number and save it in the procurement file.
3. Repeat Step 1 with the other databases.
4. Create a new tab for each search; labeling each tab with name of database searched and the Description or NAICS code use.

NOTE: If these databases do not help you locate any small, diverse, or veteran businesses, notify OMWBE that no businesses were found under your commodity codes and NAICS.

You want to find the maximum number of small, diverse, and veteran-owned businesses that match the scope. At a minimum, if you are purchasing a Service, you should find at least 20 businesses to contact. If you are purchasing goods, then your goal will be to find ten.

If this is a direct buy, the goal is to find a small, diverse, or veteran-own business from whom you can buy your good or service.

How to contact the businesses

1. Create Email #1 Template to potential Vendors.docx from template email, filling in an explanation of the commodity being purchased.



Email #1 Template to
Potential Vendors 02C

2. At least 30 days prior to posting the solicitation, send email #1 to all identified businesses.



OUTREACH

3. Follow up with calls to at least 10 of the businesses, starting with businesses **not registered** in WEBS and then move to those **certified by OMWBE**. Suggestion; develop a script, quick reference guide, or FAQ.
4. If time allows, follow up your conversation with an email using Email #2 template.



Email #2 Vendors
after you speak with t

5. If emails bounce back, search the internet to find whether the businesses are still in operation. Then call the business to obtain the current contact information. If the business is no longer in operation, cross out businesses on the excel spreadsheet (using the strikethrough function rather than deleting from the spreadsheet).
6. Prior to posting, create an email using Email #3 template.



Email # 3 after
solicitation is posted C

7. After the bid is posted, send email #3, with the one-page advertisement that you create.
8. To advertise beyond WEBS send to the following:

Office of Minority and Women's Business Enterprises (OMWBE)	OMWBEWebAdmin@omwbe.wa.gov
Washington State Department of Veterans Affairs (WDVA)	https://www.dva.wa.gov/about-wdva/contact-us
Washington State Commission on African- American Affairs (CAA)	https://caaa.wa.gov/who-we-are/commission-staff
Washington State on Commission Hispanic Affairs (CHA)	https://www.cha.wa.gov/contact
Washington State Commission on Asian Pacific American Affairs (CAPAA)	http://capaa.wa.gov/



Governor's Office of Indian Affairs (GOIA)	https://goia.wa.gov/about-us/contact-us
Governor's Committee on Disability Issues and Employment (GCDE)	gcde@esd.wa.gov
Procurement Technical Assistance Center (PTAC)	info@washingtonptac.org

Tracking your outreach efforts

- Track how many businesses are on your email and phone outreach list.
- Track how many businesses attended the Prebid conference.
- Track how many businesses download the solicitation.
- Track how many businesses bid on the solicitation and win the contract.

Wrap it up

After the contract is awarded:

1. Identify the small, diverse, and veteran-owned businesses who downloaded the solicitation but **did not bid** on the solicitation.
2. Call them to find out why they did not bid on the solicitation.

Questions?

For questions about conducting outreach during a solicitation or this procedure, contact the [DES Procurement Inclusion and Equity Program \(PIE\)](#).