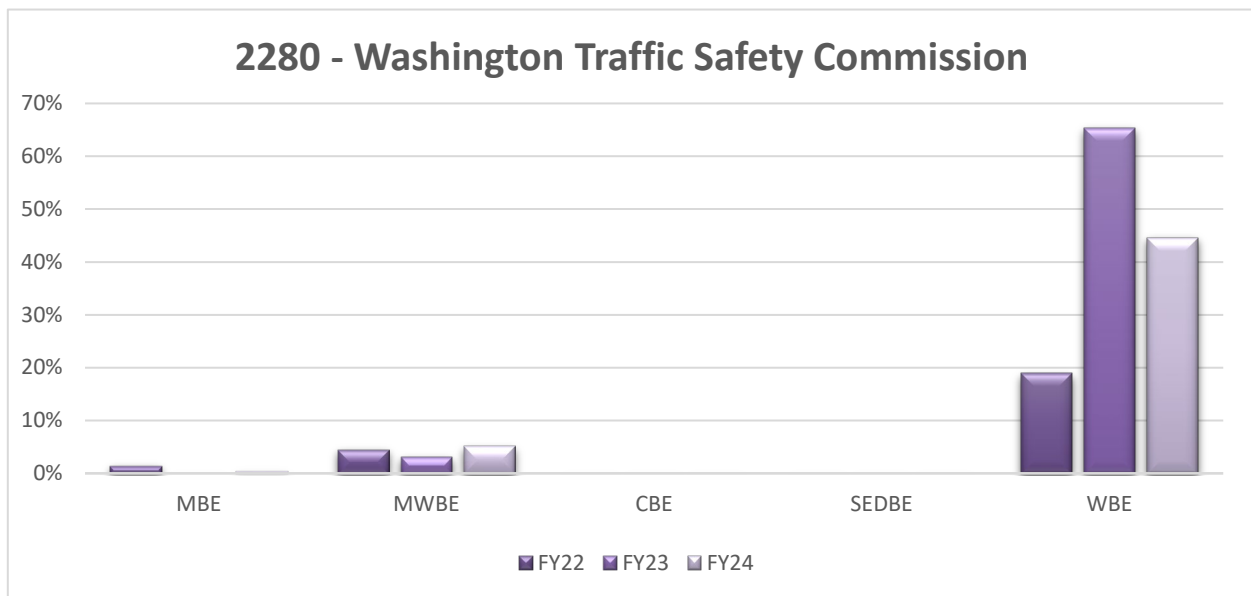


FY25 Business Diversity Spending Goal Plan – Washington Traffic Safety Commission

[Governor's Supplier Diversity Subcabinet approved best practices](#)

(Agency graph showing spend comparison from FY23 and FY24)



FY 2023 – No spending goal established

FY 2023 – 68.31%

FY24 Spending Goal – 13.78%

FY24 Actual Spend – 49.57%

FY25 Spending Goal: 10.00%

Summary Statement:

WTSC's effort for the new fiscal year is to intentionally look for opportunities to engage with certified businesses like small, minority, women-owned, and disadvantaged companies. This includes posting procurement opportunities on OMWBE's Bids & Contracting Opportunities website. In addition, we are committed to ensuring equitable access to contract opportunities through strategic outreach and transparent bidding processes. We support their growth and the opportunity to bring new ideas to the agency.

Steps your agency has completed to prepare for forecasting and steps remaining:

Steps completed:

- Worked with DES to establish a convenience contract with a focus on communication services in the following three categories:
 - Full-service media
 - News and social media outreach and public relations
 - Campaign and creative asset development, testing, and production

Steps remaining:

- Improve our internal system to track forecast efforts better.
- Ongoing efforts include evaluating requirements to determine which are required versus “nice-to-have.”

How are supplier diversity efforts managed within your agency:

As a small agency, several of our staff have a role in supplier diversity efforts. These efforts include staff working closely with the Deputy Director to ensure alignment with our diversity goals. The Deputy Director plays a crucial role in coordinating procurement efforts, overseeing outreach initiatives, and ensuring compliance with our policies on equitable contracting. This also includes awareness of our agency’s goal to increase participation from small, minority, women-owned, and disadvantaged businesses.

As part of their work, staff will lead procurement efforts, and implement and monitor contract agreements and performance. We also often utilize OMWBE resources to provide training, information, and support for certified businesses seeking to become certified.

In addition, we frequently utilize DES’s Small Agency Procurement Support Team with procurement efforts. DES provides the agency with expert-level assistance in contract guiding principles. WTSC also follows DES’s Supplier Diversity Virtual Handbook. Through this coordinated approach, we aim to ensure that supplier diversity is integrated into every stage of our procurement process.

Is your agency currently using the Outreach Module in Access Equity for marketing and connecting with Diverse Businesses?

The WTSC currently uses general outreach efforts to connect with small, minority, women-owned, and disadvantaged businesses.

From the Outreach Module in Access Equity for marketing and connecting with Diverse Businesses, WTSC’s efforts include:

- Sharing business opportunities with partner organizations and the public.
- Conducting a pre-bid conference after the bid is posted to answer any questions.

- Expanding the advertisement of an RFP or RFQ beyond WEBS to attract a broader array of small and diverse businesses. This includes Target Zero Manager and Law Enforcement Liaison newsletters and notifications.
- Publishing the bid award and giving other bidders feedback to increase their chances of obtaining future contracts.
- Sharing OMWBE certification information with interested businesses, particularly bidders, so they may get certified before bidding on the contract.

In addition, WTSC has the following components in place to conduct effective outreach:

- Leadership commitment and buy-in
- Sharing point of contact and procurement materials on our agency website so the agency can be contacted directly
- Working and sharing information with DES, OMWBE, GOIA, CHA, and the Office of Equity
- Sharing other agencies' business opportunities with the public and asking agencies to share their opportunities in return

Are you using the Contract Compliance module in Access Equity to report your contract & purchase orders that include subcontractors (including statewide contracts)?

Yes. WTSC started using the Contract Compliance module in Access Equity to report our contract and purchase orders including subcontractors in December 2023. The agency was among the first to enter contracts into Access Equity and work with contractors to report their subcontractor information. WTSC provides vendors with support in answering questions and providing guidance in entering subcontractors and payment information.

How does your agency track efforts to notify businesses about purchasing and opportunities to bid on contracts?

While it is not tracked separately, it is part of the WTSC vendor contract procurement process to submit bid posts to OMWBE's website. Additional efforts include:

- Posting our contracting opportunities on our website.
- Sharing business opportunities with partner organizations via e-mail.
- Including procurement efforts in agency-related newsletters.

Your agency plan, according to EO 22-01, should already be implemented. How has your plan aided in your efforts to increase your agency plan from last year?

WTSC's plan, in alignment with EO 20-01 regarding Equity in Public Contracting, has contributed to our efforts to increase the agency's impact over the past year. By emphasizing equity and inclusion in contracting processes, WTSC's plan has supported our agency's initiatives in the following ways:

- **Capacity Building:** WTSC's efforts included initiatives to support small and disadvantaged businesses in navigating the public contracting process. This specifically includes the following efforts:
 - Connecting small and disadvantaged businesses working with WTSC to OMWBE in an effort to get certified, providing assistance through the certification process, and advocating on their behalf.
 - Providing real-time support in the transition to Access Equity reporting. Feedback from vendors includes the fact that the new reporting system and requirements are complex and burdensome to small and disadvantaged businesses.
- **Enhanced Accountability:** The focus on equity in contracting has encouraged us to adopt more consistent, transparent, and inclusive procurement practices, which in turn have strengthened our accountability and ensured that our contracting opportunities are accessible, regardless of background or business size. Specific efforts include:
 - Adopting DES's competitive procurement tools and resources to ensure a consistent and fair procurement process.
 - Internal tracking of procurement opportunities.
 - Adhering to internally documented procurement processes.
- **Commitment to Unbiased Practices:** WTSC's adherence to EO 20-01 principles has reinforced a culture of fairness and impartiality in our contracting processes. WTSC evaluates potential contractors based on their qualifications and ability to meet the contract needs without bias related to race, gender, or other personal characteristics. We have upheld the highest standards of equity and integrity in our operations. Our process also includes strict adherence to confidentiality by all those involved in the procurement process.

Did your agency's spend decrease for FY24? If so, what was the reason(s)? What perceived barriers did you face?

WTSC's spending increased for FY24. This is primarily due to the agency's Communications Services contract, which is valued at up to \$6 million over three years. The services include:

- Purchased media planning, placement, and management
- News and social media outreach and public relations
- Campaign and creative asset development, testing and production
- Cultural norms and media research
- Multicultural Transcreation and Translation
- Integrated Marketing

What new efforts are you going to implement to try to increase your spending with small-minority and women-owned businesses?

New efforts include exploring the opportunity with DES to establish a convenience contract

specific to telematics data. The development of a convenience contract supported by other state agencies will help small-minority and women-owned businesses work with WTSC and other agencies that can perform telematics work for the proposed convenience contract. In addition, we remain fully committed to increasing our spending with small, minority, women-owned, and disadvantaged businesses.

We are also prepared to adapt as new tools or guidance becomes available. We will continue working closely with OWMBE to support these businesses and ensure they can access contract opportunities. This will be a priority within our agency. We will continue improving communication and enhancing outreach efforts with these businesses to drive growth and inclusion in our procurement processes.