



WMBE Inclusion Plan Instructions (SMC CH. 20.42)

General

Complete and submit this WMBE Inclusion Plan within your submittal. The City will score and evaluate the Plan during selection. The Plan must reflect responsible and sincere good faith efforts for successful inclusion of WMBE firms. The City may clarify or request information during evaluation. The City may work with the highest ranked Consultant to improve the Plan. The agreed-upon Plan becomes material to the contract.

WMBE firms are State certified or may be self-identified firms in accordance to City ordinance (at least 51% woman or minority owned per SMC 20.42). A WMBE shall self-register before submittal:

<http://www2.ci.seattle.wa.us/vendorregistration/default.asp>.

Scoring Criteria

Scoring awards points based on strategies that are considered successful, good faith and responsible. The following are examples:

- A robust Plan shows inclusion and utilization commitments and reflect responsible, sincere good faith efforts.
- A robust Plan demonstrates past performance at including WMBE firms on previous work, evidencing likelihood of future success on this project.
- A robust Plan shows a meaningful integration of the WMBE roles and responsibilities within on the Consultant's team.
- Effective WMBE mentoring, training, or capacity-building programs evidences good faith.
- Phased consultant services, such as planning and Architectural or Engineering design, will show the strategies that assure WMBE utilization through all potential phases.

Plan Administration

The City will require monthly WMBE subconsultant spend reports. If amendments change the scope or phases, the WMBE firm and/or City will consider changes to the WMBE Inclusion Plan as part of the amendment.

Plan Instructions

The Consultant may include additional pages or documents.

1. Proposers must complete and submit this form with their submittal. Projects with Federal funds are unlikely to require this form.
2. The City may discuss the Plan with the Successful Proposer before incorporating into the contract, and may amend the Plan by mutual consent.
3. The awarded firm shall provide monthly reports and documents requested by the City. Invoice payment may be withheld for late reporting.
4. The City will evaluate Consultant's WMBE performance at project close-out. If in City opinion, utilization fails substantially below the Inclusion Plan, the City may issue a deficient rating. Deficient rates are used by the City when considering Consultant responsibility for future projects. To avoid a deficient rating, Proposer's work during the contract needs to demonstrate:
 - a. Attainment of the aspirational goal shows a good faith effort to set a reasonable and attainable aspirational goal. Failure to attain the aspirational may indicate a failure to have used good faith in developing the goal.
 - b. Submittal of required and requested reports to City Purchasing & Contracting Services in a timely way;
5. Work performed by any WMBE must be commercially useful; the WMBE must be responsible for a distinct element of work and perform, manage and supervise the work. The Consultant shall ensure a commercially useful function.

Aspirational WMBE Goals (Page 1)

6. The Total Aspirational Goal is a serious commitment the Consultant can reasonably and realistically achieve given good faith efforts in determining and pursuing the goal.
7. Failure to achieve the Total Aspirational Goal is not a material breach; substantial variance below the Total Aspirational Goal volunteered by the Consultant may indicate failure to conduct a good faith effort in developing the Aspirational Goal or in strategies to fulfill the Goal.
8. The Total Aspirational WMBE Goal represents the percentage of the total contract including all phases identified in the scope of work that the Proposer intends to perform with WMBE firms and applies to the entire contract. If a contract addendum merits modification to the Goals, the City and Consultant will discuss whether a greater or lesser goal is appropriate and amend the Plan.
9. Discretionary self-performed work by a WMBE Consultant can be tabulated by the Consultant as part of their Aspirational Goal and may also be listed in the WMBE Guarantees.
10. Enter a Total WMBE Aspirational Goal on page 1. If the Proposer does not indicate a separate WBE and MBE goal and only gives a total, the City may seek the two separate percentages after evaluation and rely upon the total. If the Consultants provide a WBE and MBE goal, but not a total, the City will calculate the total.

WMBE Expert

11. A WMBE Expert is required for projects with a cost estimate (including all phases) at or above \$2,000,000. The intended WMBE Expert must be named on the form.
12. The Proposer must have agreement with the WMBE Expert when the Inclusion Plan is submitted to the City.
13. The Proposer can name a person in their firm who specializes in such work, or list a person on the City WMBE Expert list, or others. The WMBE Expert must know the capabilities and capacities of WMBE firms, has experience recruiting and working with WMBE firms, understanding of the City Inclusion Plan, and must be free from conflicts of interest with the likely WMBE subconsultant for the team.
14. WMBE Experts have different approaches, strategies and compensation rates. Proposer's should interview experts and check references to select the Expert.
15. A resource list of WMBE Experts is at seattle.gov/purchasing/wmbe.htm. The Proposer is to seek advice from the WMBE Expert to prepare the Inclusion Plan before bid and utilize the WMBE Expert during construction to ensure goals and guarantees are met.
16. Experts shall receive no compensation from any subcontractor likely to receive work, to avoid conflicts of interest. A WMBE Expert is subject to being removed from the Expert Roster by the City should a conflict occur, and will be subject to the City debarment code (SMC 20.70)
17. WMBE Expert responsibilities typically include but are not limited to:
 - Ensure outreach to qualified WMBE firms, both initially and whenever there is anticipated new, phased, or on-call contract work;
 - Help ensure the consultant team considers opportunities for WMBE mentoring and growth in new and/or expanded business areas, both initially and whenever there is anticipated new, phased, or on-call contract work;
 - Help ensure the team considers other creative ways to ensure meaningful WMBE inclusion in contract work;
 - Ensure WMBE firms receive ongoing, helpful feedback that allows them to grow and be successful;
 - When requested by the City, work with the City to refine the Inclusion Plan before contract execution;
 - Submit and discuss WMBE inclusion updates on a regular basis with the City Contract Manager;
 - Lead the team's efforts to improve WMBE inclusion if the team lags behind its Inclusion Plan commitments; and
 - Ensure outreach to qualified WMBE firms if replacement subconsultants are required during the contract.

18. Past Performance

In detail, describe past success and performance at WMBE teaming and subcontracting. Provide examples that demonstrate likelihood of successful WMBE inclusion on the proposed contract. Examples need not to be limited to City contracts or contracts with WMBE requirements. Indicate the final utilization rates for the project, as a percentage of total dollars spent.

19. Inclusion Strategies

Consultants are expected to select and include their subconsultants using any strategy that will provide successful WMBE inclusion and help consultants meet their Inclusion Plan goals.

A. Integrated Team.

Describe how you intend to use the WMBE partners on your team in a meaningful way.

B. Team Selection Strategy

Describe the strategies and selection process you used to identify the WMBE team members listed above. Indicate whether you looked for opportunities to integrate WMBE subconsultants into the team (and if so, your specific approach) as well as how you identified any discrete portions of work that WMBE subconsultants will take the lead in performing. Describe the intended strategies for continuing to achieve meaningful WMBE utilization throughout the duration of this contract, including whenever there is a change in the contract scope of work or a contract amendment.

C. Mentoring and Capacity Building Strategy

If the WMBE inclusion strategy includes a mentoring or WMBE capacity building component, provide a description of the program or approach. Examples of more robust WMBE mentoring plans include (1) specific efforts to help WMBE firms build additional capacity in their areas of expertise, grow into new areas of expertise, and/or improve business skills, and (2) specific efforts to increase WMBE capacity in Seattle.