

Initiative 200, which passed in 1998, banned the preferential treatment of Minority and Women's Business Enterprises in public contracting and procurement. Initiative 200 did not eliminate affirmative action or prohibit the outreach and recruitment efforts required to utilize Minority and Women's Business Enterprises. Moreover, Governor Locke's 98-01 and Governor Gregoire's July 2006 Directive require outreach and technical assistance to Minority and Women's Business Enterprises in public contracting and procurement,. In addition, Governor Inslee recently committed the State to increasing contracting opportunities for Veteran owned businesses.

In an effort to increase M/WBE & Veterans utilization by the Washington State Department of Transportation (WSDOT) Prime Consultants are required to submit M/WBE & Veterans Participation Plans with all state funded agreements.

All WSDOT projects with a voluntary M/WBE & Veterans goal are required to submit an M/WBE & Veterans Participation Plan on each Agreement/Task Order prior to work commencing. Once your firm has completed the MWBE & Veterans Participation Plan, please submit it to WSDOT Consultant Services Office so it can be transmitted to the Office of Equal Opportunity.

Following are some questions and statements to assist your firm in developing an effective M/WBE & Veterans Participation Plan:

1. What is the Agreement Number and Title;
2. What is the statement of commitment from the owner? (i.e. To ensure that our company establishes and implements business practices and procedures to foster and grow small businesses. Include the owner/designee signature.)
3. What is the mission statement of your companies' M/WBE & Veterans plan? (i.e. To ensure M/WBEs & Veterans are given the maximum opportunity to participate in WSDOT consulting projects. This will be accomplished by normal business practices, outreach, mentoring and by sub-consulting our normally self-performed work items.)
4. Who will have the authority and responsibility to implement and monitor the plan? Examples shown below:
 - a. Executive(s)
 - Job title(s)
 - Duties and obligations per the plan
 - b. EEO Affirmative Action Officer(s)
 - Duties and obligations per the plan
 - c. Marketing/Sales Coordinator(s)
 - Duties and obligations per the plan
 - d. Outreach/training: Who will assist M/WBEs & Veterans in negotiations process if not done by persons otherwise identified?
 - Job title
 - Duties and obligations per the plan

5. What strategic approaches and methodology will your firm take to ensure maximum participation by M/WBEs & Veterans? Following are suggestions, which have proven to be effective:
 - a. Personally invite M/WBEs & Veterans to attend pre-solicitation meetings in which your firm is going to attend and/or submit a Statement of Qualification (SOQ.)
 - b. Send requests for sub-consultants to M/WBEs & Veterans using the Directory of Certified Firms available at www.omwbe.wa.gov and The Department of Veterans Affairs. If you are having difficulty using the directory to find M/WBEs & Veterans, contact OMWBE at toll free (866) 208-1064 or WSDOT at (360) 705-7090.
 - c. Broaden your firm's base of sub-consultants by:
 - Hosting targeted outreach events for M/WBEs & Veterans;
 - Identify Sub-consulting opportunities which your firm would normally self-perform;
 - Create small sub-consultable items of work which allows for maximum participation amongst M/WBEs & Veterans; and
 - Posting opportunities (i.e. requests for sub-consultants) in ethnic newspapers.
 - d. Call, mail, and fax M/WBEs & Veterans and ask them to participate on consulting projects, giving the firms adequate time (5 – 7 days business days) and information to respond.
 - e. Request OMWBE the Department of Veterans Affairs to post sub-consulting opportunities on their web site.
 - f. If sub-consultants you work with seem eligible for M/WBE & Veteran certification (51% legitimately owned and controlled by a minority or woman or a Veteran) recommend the firm become certified;
 - g. Solicit interest from as many M/WBEs & Veterans as possible. If firms are repeatedly non-responsive and/or non-competitive, provide the names of the M/WBEs & Veterans to WSDOT, Office of Equal Opportunity (360) 705-7090) for follow-up and assistance.
 - h. Publish and distribute project management personnel contact information.
 - i. Provide information / assistance meetings with M/WBEs & Veterans.
 - j. Provide adequate staff to administer the M/WBE & Veterans Participation Plan.
6. Staff Training:
 - a. Identify who will communicate the policy and procedures to all relevant staff.
 - b. Identify if training is necessary, who may need this training and on what topics. WSDOT, Office of Equal Opportunity may be able to provide assistance with these training.
7. What will your firm's process be for monitoring and ensuring prompt payment to all sub-consultants? Who will be responsible for ensuring prompt payment?
8. How will your firm handle disputes? Who will be in charge of handling the disputes?
9. How will your firm change its sub-consultant qualification forms and similar documents to allow for the maximum number of M/WBE & Veterans participants?

- a. Determine if it is necessary to require “length of time firm / principals have been in business” or is “time of work in field” sufficient?
- b. Eliminate unnecessary information from the sub-consultant information form.
- c. Consider having more than one individual review sub-consultant qualification responses.

10. How will your firm monitor its progress and adjust its strategy as necessary?

11. What other measurable steps will your organization take to increase M/WBE & Veterans utilization? Identify who will be responsible for these measures.

Note: Throughout the plan, list only the title of individuals, except for the owner.