

Organization Name: Washington State Department of Transportation (WSDOT)

Project or Program Name: Diversity Roadmap

Goal that best reflects your Project or Program's achievements: Demonstrates that it has had a positive environmental and economic impact on historically disadvantaged communities

Launch date for the Project or Program

4/1/2019

How many months of proven experience is this submission based upon?

We introduced the Diversity Roadmap in April of 2019. It has proven its value for 26 months.

Is this Project or Program complete? If no, when will it be completed?

No. It will be completed when the utilization of disadvantaged businesses meet the program goals.

Briefly describe the Project or Program

The Diversity Roadmap is a simple and easy-to-understand diagram designed to define progress and show the steps and measurements that WSDOT will take to increase participation of Women, Minority, Veteran, and Small businesses in state contracting. The goals are 10 percent Minority Business Participation, 6 percent Women Business Participation, 5 percent Veterans Business Participation, and 5 percent Small Business Participation.

What objective(s) was the Project or Program designed to accomplish?

The objective was/is to increase participation of Women, Minority, Veteran, and Small businesses in state contracting.

How did the Project or Program accomplish the stated objectives?

The Program states the steps and measures the Agency will take to reach increased inclusion on state contracts. By clearly showing the process and the construction industry's disinclination of mandatory contract goals on state contracts, the result has been increased dialogue and participation between the small business community and the large business community.

What were the successful, demonstrable results of the Project or Program that positively affected the customer, agency and/or the community?

Demonstrable results include increased industry support for public/private partnerships. These include significant contractor participation in one of the roadmap's initial steps—creating a Capacity Building Mentorship Program.

- The Program is starting its fifth cohort this summer.
- The Program recently partnered with Sound Transit to expand the Capacity Building Mentorship Program to increase the number of participating firms.
- The Program has recently partnered with Business Impact Northwest, Verity Credit Union, Harborstone Credit Union, and BECU.
- There are currently 22 mentors matched with 25 protégés.
- Over the life of the Program, 68 mentors matched with 86 protégés.

- An Alumni program has been launched for the program graduates.
- Proteges have noted the Program has increased their firm's capacity. The majority of proteges surveyed have received a new contract or subcontract, and the proteges have reported an increase in annual revenue.

While the Capacity Building Mentorship Program has helped the individuals who have participated, it has not resulted in under-served firms receiving work proportional to their availability. So, WSDOT made the decision, based on the roadmap, that our construction program will be implementing an Enforceable Small & Veteran's Business Enterprise Program in the next few weeks. If, after a year, the Enforceable Small & Veteran's Business Enterprise Program is unsuccessful, WSDOT will follow the roadmap and move to an Enforceable Minority, Women & Veteran's Business Enterprises Program.

Is your Project or Program relevant and applicable to the overall toll industry? If so, how?

No

How did this Project or Program achieve or demonstrate excellence?

Often inclusion and diversity goals are viewed as adversarial to the construction. Creating a simple Diversity Roadmap with clear goals and the steps that would/will be taken to reach those goals has transformed the relationship between WSDOT, the diverse and small business community, and the construction industry.

Describe any innovative aspects of your Project or Program

The most innovative aspect of this Program was the level of transparency. The roadmap clearly defines expectations and steps to meet those goals if the voluntary actions are unsuccessful. This Program has enticed the construction industry to participate in the process of expanding inclusion in state contracting.

List individuals worthy of special recognition for this Project or Program

Roger Millar - WSDOT Secretary Of Transportation