

To: Port Commission Audit Committee
FM: Elaine Ko, Director, Office of Social Responsibility
Date: 2/2/09
RE: Update on TKW Report – Small Business Recommendations

I would like to provide an update response to some of the questions raised at the **Dec, 2, 2008** Audit Committee meeting.

Commissioner Tarleton's suggestions/questions:

- *“Res. 3506 – include language that the Audit committee will review compliance of utilizing small businesses on a yearly basis. Also capture what worked and what has not worked.”*

A: We will include some language in the updated SB Resolution. In terms of what has worked or not worked, we are continually doing this via various methods – OSR surveys, evaluations of pilot projects, anecdotal information, continual contact with small firms, and CPO does an annual update of those firms who have bid to the Port every two years – we need to identify ways to survey them with more qualitative feedback.

- *“Newsletter – Include “FAQ” as well as information on a problem a small business has faced and how it was solved.”*

A: FAQs is excellent idea and we can incorporate this into our website and our next e-newsletter. OSR will be preparing a “SB Checklist” of all the minimum requirements necessary to do business with the Port which currently cannot be found in one place. We conduct a quarterly class on ‘How to do business with the Port’ with the Regional SB DP, and regular classes on our own, including one being planned at the airport next month. Additionally, we intend to completely repopulate/purge our SB Roster, SW Roster, and Consultant/e-Bid Roster. A future project will be to contact every small business who has bid to the Port to conduct a questionnaire. CPO has the address lists, however this requires significant resources for this type of follow-up.

- *“How do we create more visibility of our efforts in working with small businesses?”*

A: Increasing visibility of our efforts is not just the work of OSR, but all within the Port. We will be holding first annual SB Champion Awards on Feb. 11th, such efforts and accomplishments are included on Port website, internal website/e-newsletter. We continue participate in as many speaking opportunities as possible. Other leaders within the Port can and should do the same.

Commissioner Hara's comments:

- *“How do we receive adequate feedback from the community?”*

A: We will never stop working to improve efforts – we held two external stakeholder sessions in January and every public and major private agencies with supplier diversity programs attended and gave incredibly helpful input; OSR

will conduct a survey at Annual Open House on Feb. 11th; Port-wide internal survey is just being completed.

- *“How well have we delivered services to small businesses?”*
A: A final evaluation report will be completed this week on the Port’s two pilot projects – Aircraft Rescue and Fire Facility and Janitorial Services at airport. Contractor evaluation will be included in this report. This will be a small but important evaluation of a service delivery model that the Port has piloted.
- *“How do we make small businesses feel part of the system?”*
A: Small businesses do feel disenfranchised at times. The pilot technical assistance provided to the small firms broke down traditional barriers and many firms expressed appreciation for receiving attention and services on these two projects.
Small businesses know that they can call OSR and many do. We work hard to answer their questions or refer them to resources. We believe that Port staff are also more aware of OSR as a resource and do refer small businesses for assistance. Port staff also contact us. OSR has thought about an ‘ombuds line’ where firms may call in on or an email link on our website. We also have thought of an ‘end user’ focus group to provide experiences and feedback on the new Port procurement policies/procedures.
- *“To what extent are opportunities offered to the broader community?”*
Commissioner Hara doesn’t believe we are reaching “all” of the community.
A: There will also be segments of the community that are unaware of opportunities. However, all known internal and external avenues are being utilized: Port Rosters, Daily Journal of Commerce, OMWBE and NW Minority Business Council, Women’s Business Enterprise Network. The Port’s three rosters need updating. They will be updated using the Regional SBDP, OMWBE, and King County’s contractor data base.

Steve Miller’s question:

- *“How do you know if you’ve won?”*
A: OSR is developing a set of metrics. We are working closely with other supplier diversity programs to 1) ensure compatibility and consistency, and 2) gather best practices in the industry. Refining our metrics is a priority activity in OSR’s 2009 work plan.