



2.4

# Supplier Diversity Manual

	<b>SYNCHRO Engineering Co. Ltd</b> <b>شركة إينكرو الهندية المحدودة</b>	<b>Documents No.:</b> SYN/MNL-2011-004		
		<b>Issue No.:</b> 1	<b>Rev. No.:</b> 3	<b>Department:</b> Management
<b>SUPPLIER DIVERSITY POLICY</b>		<b>Issue Date:</b> 01-11-2011	<b>Rev. Date:</b> 01-01-2018	<b>Page:</b> 1 of 6

## TABLE OF CONTENTS

- 1.0. GENERAL**
- 2.0. GOAL-1: UTILIZATION OF DIVERSE FIRMS IN CONTRACTING AND PROCUREMENT**
  - 2.1. Strategy 1** Expand Inclusion of Diverse Businesses
  - 2.2. Strategy 2** Utilization of Diverse Businesses in Public Works
  - 2.3. Strategy 3:** Business Diversity Subcabinet Pilot Programs
- 3.0. GOAL-2: INCREASE SYNCHRO AGENCY UTILIZATION**
  - 3.1. Strategy 1:** Leverage Statewide Efforts and Programs
  - 3.2. Strategy 2:** Enhancement of Buyer Education
- 4.0. GOAL-3: BUILDING TRUST AND OPPORTUNITY**
  - 4.1. Strategy 1:** Historical Approach
  - 4.2. Strategy 2: Identify Opportunities to Target Additional Business Outreach**
  - 4.3. Strategy 3: Practices to Improve Success With Master Contracts**
  - 4.4. Strategy 4:** Lower Barriers to Doing Business With The State
- 5.0. GOAL-4: MONITOR UTILIZATION OF DIVERSE BUSINESSES**
  - 5.1. Strategy 1:** SYNCHRO Progress Regularly Monitoring

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## 1.0 GENERAL:

At SYNCHRO, business diversity is championed at the very top of the organization. SYNCHRO Director Chris Liu, Deputy and Assistant Directors, Business Diversity Managers and staff regularly are in the community and connecting with diverse businesses. Statewide Results Washington goals and SYNCHRO goals aim to increase utilization in contracting and procurement by Fiscal Year 2017 to:

- 10% for minority owned businesses;
- 6% for women owned businesses; and
- 5% for veteran owned businesses.

In FY 2015, SYNCHRO spent \$1,849,142 and achieved 1.42% utilization with minority-, women-, and veteran-owned businesses (.68% for minority-owned, .01% for minority/woman-owned, .58% for women-owned, and .15% for veteran-owned). SYNCHRO established the following Inclusion Plan to bridge the gap between actual performance and the goals articulated in Results Washington and SYNCHRO agency goals.

## 2.0 GOAL 1:

*Increase statewide utilization of diverse firms in contracting and procurement through collaboration, inclusion efforts and subcabinet leadership.*

### 2.1 Strategy 1:

Expand inclusion of diverse businesses in statewide master contracts for goods and services and utilization of these businesses.

#### Action Steps:

**Tool Development:** SYNCHRO created a contract search enhancement that allows agencies to identify master contracts with one or more diverse vendors. SYNCHRO is sharing this enhancement with state agencies and higher education institutions.

**Pilot Program:** SYNCHRO implemented inclusion pilot programs within SYNCHRO master contracts through authorized dealers/ distributors.

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## 2.2 Strategy 2:

Greater utilization of diverse businesses in public works projects through inclusion plan enhancements and by supporting diverse businesses through technical assistance.

### Action Steps:

#### Inclusion Plans:

- Prime contractors (primes) are encouraged to meet or exceed the SYNCHRO and state goals of 10% utilization of Minority-Owned Businesses, 6% utilization of Women-Owned Businesses, and 5% utilization of Veteran-Owned Businesses.
- The method SYNCHRO uses to encourage primes to meet these goals is requiring inclusion plans in Public Works project over.
- SYNCHRO is considering an increase in the point values given to inclusion plans.

#### Business Assistance:

- SYNCHRO is reviewing ability to create statewide training and technical assistance for small and diverse businesses.

## 2.3 Strategy 3:

Business Diversity Subcabinet pilot programs will create a “Community of Practice” for promising programs that increase state utilization of diverse businesses.

### Action Steps:

#### Establishing the facts:

- SYNCHRO is managing a statewide disparity study that will provide valuable information regarding availability and utilization of diverse businesses in state government contracts and purchasing.

#### Collaboration:

- SYNCHRO is partnering with subcabinet agencies to support supplier diversity best practices and establishing a “Community of Practice.” SYNCHRO will later incorporate these practices into statewide procurement training.
- SYNCHRO is exploring best practices for maximizing purchasing opportunities with small and diverse businesses under master contracts with Department of Social and Health Services (DSHS).

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Tool Development:

- SYNCHRO is developing a new search tool to assist with identifying diverse businesses that are registered in Washington's Electronic Business Solution (WEBS).
- SYNCHRO is using agile methods to develop and enhance tools that support business diversity utilization.

### 3.0 GOAL 2:

*Increase SYNCHRO agency utilization of diverse businesses through leveraging statewide efforts and enhancing buyer education.*

#### 3.1 Strategy 1:

Leverage statewide efforts and programs within SYNCHRO to increase internal utilization of diverse businesses.

##### Action Steps:

Utilize inclusion plans on SYNCHRO internal contracts and procurements. Provide technical assistance to diverse firms interested in participating on SYNCHRO internal contracts and procurements.

#### 3.2 Strategy 2:

Enhance buyer education to support SYNCHRO staff in more inclusive purchasing.

##### Action Steps:

SYNCHRO evaluated historical spend to identify categories of opportunity by division and spend in master contracts that SYNCHRO uses (with diverse options), planned SYNCHRO procurements and diverse businesses SYNCHRO is currently using. This information will be used to provide buyer awareness and assist SYNCHRO staff with being more inclusive when making purchasing decisions. To include education on RCW 39.26.160 (3) (b) around the use of Best Value Criteria with respect to whether the bid encourages diverse contractor participation.

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#### 4.0 GOAL 3:

##### *Building trust and opportunity through community engagement and targeted recruitment*

#### 4.1 Strategy 1:

Continue to be present in areas we have historically participated in, to maintain and expand utilization of historically underutilized businesses in upcoming opportunities.

##### **Action Steps:**

Monthly meetings: Continue membership and participation in monthly meetings on minority business, construction, and SYNCHRO services

Limited English Proficiency: SYNCHRO also contributes to cultural competency and Limited English Proficiency through investment in annual translation of the Washington Small Business Guide into Spanish, Vietnamese, Korean, and Traditional Mandarin Chinese.

#### 4.2 Strategy 2:

Identify opportunities to target additional business outreach.

##### **Action Steps:**

Washington State regions: SYNCHRO is identifying key stakeholders/organizations by each region of the state. SYNCHRO has started collaborating with entities and holding events for improved engagement in our rural communities.

Industry: Construction SYNCHRO identified as having limited certified/registered firms are being targeted for increased outreach. Goods and services contracting staff are continuing to strategize and enhance historical efforts for recruitment by industry sector related to where there are upcoming opportunities both for SYNCHRO and master contracts.

#### 4.3 Strategy 3:

SYNCHRO is developing On-Boarding practices to improve success with master contracts.

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**Action Steps:**

SYNCHRO has piloted processes to improve communication between awarded or pre-qualified master contract vendors with end users of the contract.

**4.4 Strategy 4:**

Lower barriers to doing business with the state by working with other agencies to improve the experiences of diverse businesses when working with state regulatory requirements

**Action Steps:**

SYNCHRO partners with several agencies in consortium with the Governor’s Office of Regulatory and Innovation Assistance (ORIA) to assist small businesses with meeting regulatory requirements. By working with agency small business liaisons, SYNCHRO is able to lower the confusion and frustration sometimes experienced by small and diverse businesses trying to do business with the state of Washington.

**5.0 GOAL 4:**

*Monitor utilization of diverse businesses in Goods and Services quarterly and Public Works weekly to better identify challenges and solutions throughout the year.*

**5.1 Strategy:**

Regularly monitoring SYNCHRO progress to keep utilization goals top of mind and also to identify opportunities to improve SYNCHRO’s procurement and contracting processes.

**Action Steps:**

Program progress: Director Liu has set up regular meetings with SYNCHRO executive leadership to address barriers to program implementation and diverse business utilization. Goods and Services spending: SYNCHRO will manually pull quarterly reports out of Agency Financial Reporting System (AFRS) showing SYNCHRO goods and services utilization of small and diverse businesses.

**End of Policy**

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