

#### **TAS (Technical Assistance Services) Team Orientation**

January 23, 2020

### **Topics of Discussion**

- 1. Technical Assistance Why?
- 2. Strategic Alliance
- 3. Technical Assistance Process
  - a. Competency
- 4. Questions & Answers



# 1. Technical Assistance - Why?

"Improve the technical capabilities of a business beyond current state."

Fernando Martinez

"Provide information and technical assistance to WMBEs to increase their capacity ..." Seattle Municipal Code 20.42.030D

"Develop educational and outreach programs ... assist Women and Minority ..." Seattle Municipal Code 20.42.030E

Executive Order 2019-06: Economic Inclusion and Contracting Equity.

Jenny A. Durkan, Mayor, City of Seattle

## 2. Strategic Alliance

#### **Northwest Mountain MSDC**

- Outreach
- Recruitment
- Interview
- Intake
- Individual Technical Assistance
   Plan Development
- Assistance Navigating City of SEA Contracting Process
- Contracting Vehicle Education
- Back-end Administrative
   Education
- RFX Education
- Measure Growth
- Reporting

# TRIO Group NW (MBE)

- MarketingAssessment
- How to Market your Business
- Build your
   Capabilities
   Statement

# Univ. of WA, Foster School of Business, Consulting & Business Development Center

- Business Certificate
   Program (Finance, Strategy,
   Leadership,
   Marketing)
- Business Cohort Program
- Student Consulting Services

#### Craft3:

Community
Development
Financial
Institution
(CDFI)

- FinancialEducationClasses
- Access to Capital

#### **Business Information Group (B.I.G)**

- Full Business Assessment
- Full Report Out & Recommended Actions for Growth



### 3. Technical Assistance Process

# Phase 1 Outreach & Recruitment

#### Phase 2

Intake -Assessment

#### Phase 3

Strategic Partner Services

#### Phase 4

TAS Measurements

#### Phase 5

TAS Departmental Measurements

#### Phase 6

City of Seattle TAS Outcomes

Planned	Outreach
Events	

City of Seattle Referrals

Contractor Referrals

Northwest Mountain MSDC Referrals

Partner Agency Referrals

Communications

Interview. Measurement & Intake

Assessment

TAS Plan Development

Referrals to Strategic Partners

Enrollment in City of Seattle On-line **Business Directory** 

City of Seattle Information Sharing Competency Development

Classroom Learning @ Northwest Mountain MSDC

Classroom Learning @ Univ. of WAC & BDC

**Marketing Sessions** with TRIO Group

Learning Sessions @ Craft3 - Financial TA & Access to Capital

1-on-1 Development Sessions with B.I.G.

**Enrollment: Pipeline** Development

**Opportunity Pursuit** 

Opportunity to **Contract Conversion** Rate

Value of Pursuit vs. **Actual Contract** Value

**TAS Training Hours** 

Monthly & Quarterly Report to City of Seattle

Number of TAS **Participants** 

City of Seattle Actual Growth in HUB/WMBE Spend -ROI

WMBEs vs. Small Businesses

**Employment** Growth

Direct vs. Subcontracting **Business** 

Where are TAS participants contracting

Closeout Assessment Review, Measurement, & Update

Program **Participants Completion Rates** 

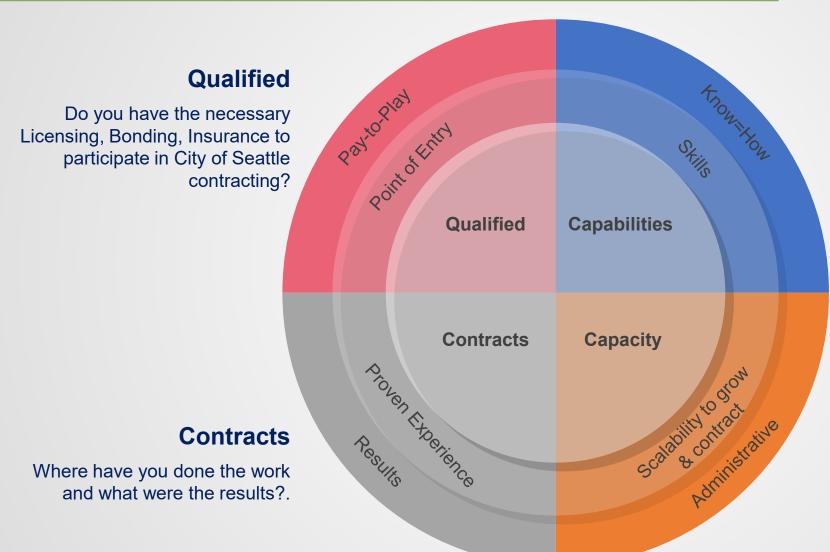
Measure Improved Understanding of City Requirements

Increase in Number of HUB/WMBEs doing business with City of Seattle

**TAS Participants** Program Feedback

Northwest Mountain MSDC On-time Reporting

# 3a. Competency = $Q + C^3$



#### Capable

Do you have the skills, product, and service knowledge know-how/expertise?

#### **Capacity**

Do you have the resources to perform all required tasks soup-to-nuts?

# 4. Questions & Answers