



City of Seattle

Women- and Minority-Owned Business 2024 Annual Report

DEPARTMENT OF FINANCE
AND ADMINISTRATIVE SERVICES
PURCHASING AND CONTRACTING DIVISION



INTRODUCTION

One of the City of Seattle's core commitments to economic empowerment and generational wealth creation is improving access for businesses—particularly women- and minority-owned businesses (WMBEs)—to work with the City of Seattle. Through equity-centered policies, intentional outreach and collaboration with the business community, including guidance from the Citywide WMBE Advisory Committee, we strive to create opportunities for WMBE firms. This year's report offers a detailed snapshot of the City's spending with WMBE businesses, including breakdowns by race and by business sector. The report also includes inspiring stories from some of the hundreds of WMBE partners who make invaluable contributions to the City's projects and services.

2024 HIGHLIGHTS

CONSULTANT



32%

\$78.6M went to WMBEs,
exceeding the 27% goal

PURCHASING



25%

\$128.6M went to WMBEs,
passing our goal of 23%

CONSTRUCTION



15%

\$59.6M was spent with
WMBE firms

In total, the City spent \$267,106,692 with WMBEs.

These results reflect the City's shared dedication to creating meaningful opportunities and pushing toward greater equity in procurement. Since its inception, the WMBE Program—managed by the Department of Finance and Administrative Services (FAS)—has consistently demonstrated progress, tripling Citywide WMBE spending over the past decade.

Guided by Mayor Bruce Harrell's "One Seattle" vision and Executive Order 2023-07, contracting equity remains a top priority. Together, we are driving meaningful policy changes and strengthening measures to support WMBE firms, especially Black- and minority-owned businesses that have historically faced systemic barriers in public contracting.

I am proud of the progress we achieved together in 2024. I remain confident that we will continue to expand the boundaries of what is possible in fostering inclusivity and opportunity. I look forward to working with all of you in 2025 as we continue to expand access and equity for WMBE firms across Seattle.



KIERSTEN GROVE

Director, Department of Finance and Administrative Services | City of Seattle

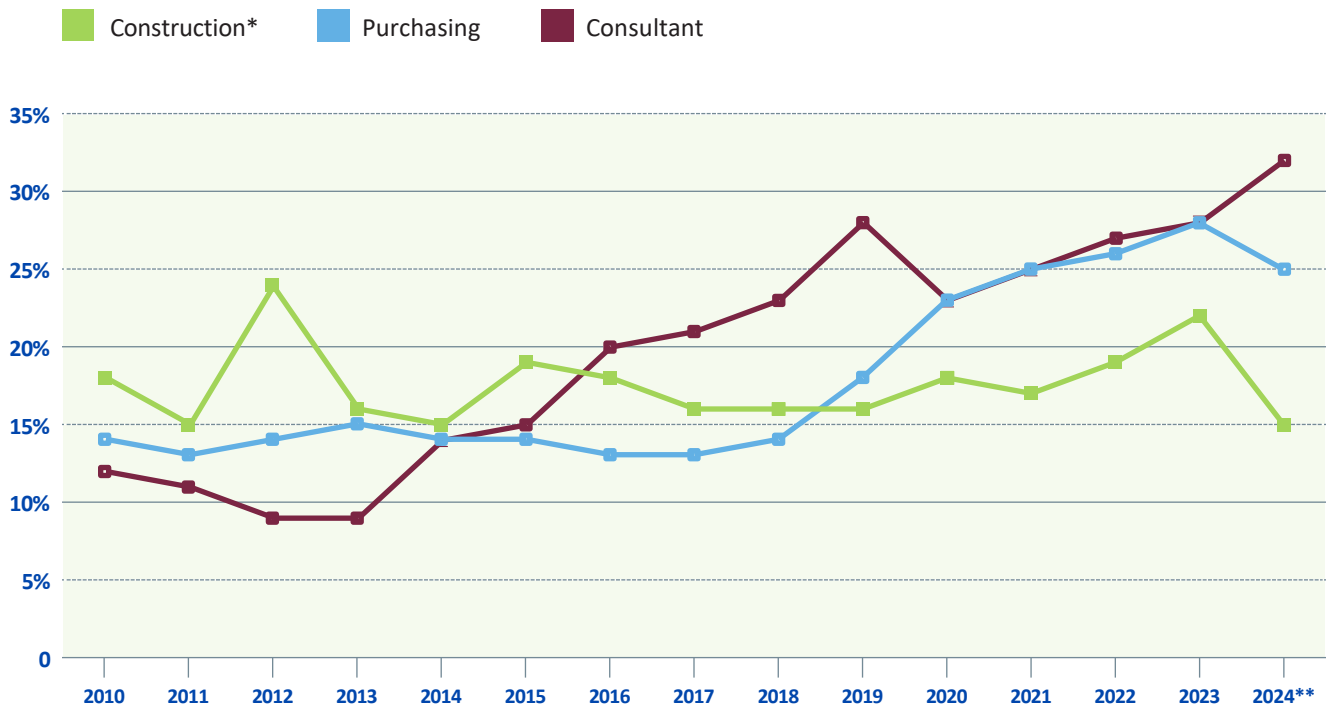
2024 WMBE PERFORMANCE

Met or exceeds goal

Did not meet goal

Office/Department	Purchasing Goal	Purchasing Actual	Consultant Goal	Consultant Actual
City Attorney's Office	30%	43%	25%	100%
City Budget Office	40%	52%	25%	55%
City Finance	28%	21%	13%	16%
Community Assisted Response and Engagement (CARE)	40%	13%	45%	90%
Department of Education and Early Learning	75%	89%	45%	53%
Department of Finance and Administrative Services	21%	27%	27%	30%
Department of Neighborhoods	66%	41%	78%	64%
Ethics and Elections Commission	N/A	88%	N/A	0%
Legislative Department	N/A	9%	N/A	25%
Mayor's Office	N/A	67%	N/A	0%
Office of Arts and Culture	46%	9%	N/A	24%
Office of City Auditor	N/A	0%	N/A	0%
Office of Economic Development	N/A	13%	N/A	22%
Office of Immigrant and Refugee Affairs	N/A	9%	N/A	7%
Office of Intergovernmental Relations	100%	6%	78%	74%
Office of Labor Standards	46%	25%	12%	24%
Office of Planning and Community Development	20%	28%	30%	16%
Office of Sustainability and Environment	5%	2%	30%	34%
Office of the Waterfront	3%	15%	18%	0%
Seattle Center	25%	21%	32%	24%
Seattle City Employees' Retirement System	14%	2%	6%	16%
Seattle City Light	22%	20%	19%	21%
Seattle Department of Construction and Inspections	29%	45%	48%	78%
Seattle Department of Human Resources	3%	3%	20%	18%
Seattle Department of Transportation	20%	17%	24%	28%
Seattle Fire Department	24%	20%	12%	39%
Seattle Human Services Department	50%	57%	75%	85%
Seattle Information Technology	40%	53%	34%	56%
Seattle Municipal Court	20%	33%	18%	30%
Seattle Office of Civil Rights	25%	32%	2%	3%
Seattle Office of Emergency Management	N/A	78%	N/A	91%
Seattle Office of Housing	50%	36%	10%	63%
Seattle Parks and Recreation	25%	29%	35%	49%
Seattle Police Department	10%	9%	25%	18%
Seattle Public Library	20%	14%	15%	24%
Seattle Public Utilities	23%	29%	27%	23%
Citywide	23%	25%	27%	32%

CITYWIDE CONSTRUCTION, PURCHASING AND CONSULTANT SPENDING



PAYMENT BY RACE/ETHNICITY (Construction + Purchasing + Consultant)

Race/Ethnicity	Total Contractor Payment	% of City Contract Payment
White Female	\$ 95,694,628	8.36%
Asian American	\$ 85,622,995	7.48%
Black or African-American	\$ 32,723,883	2.86%
Native American	\$ 25,204,265	2.20%
Hispanic or Latino	\$ 24,026,317	2.10%
Other Minority	\$ 3,834,603	0.34%
White Male	\$ 877,163,367	76.66%

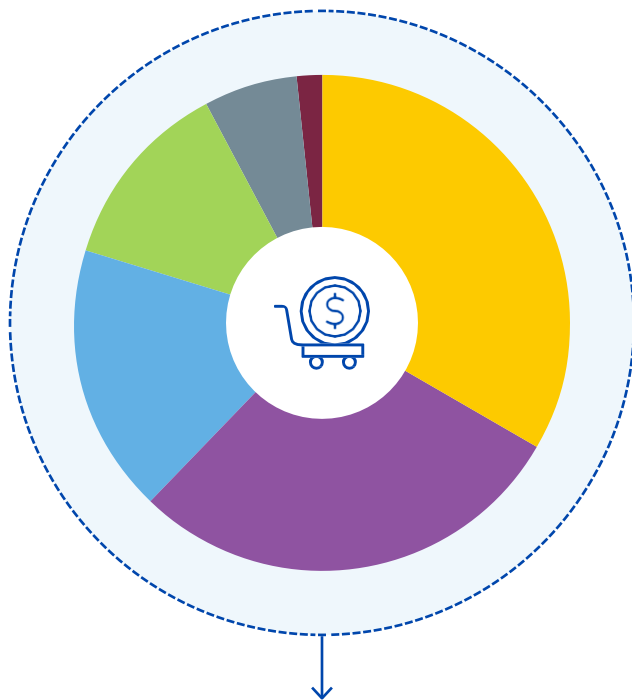


Pulled from Ethnicity Spend 2024 Q4

*Numbers and percentages in report may not add up exactly due to rounding

**2024 is the first year the City switched from using the utilization rate for all construction projects completed to using the rate for all payments for the year, regardless of project completion.

PURCHASING WMBE DEMOGRAPHICS

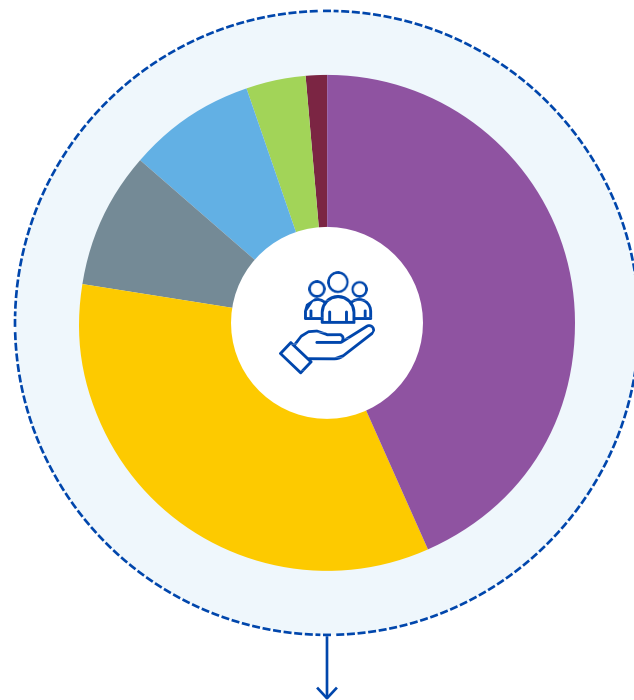


Purchasing WMBE Total
\$128,570,120

Asian American	33.5%	\$ 43,077,846
White Female	28.9%	\$ 37,111,206
Black or African-American	17.6%	\$ 22,663,769
Native American	12.3%	\$ 15,819,634
Hispanic or Latino	6.1%	\$ 7,903,801
Other WMBE	1.6%	\$ 1,993,863

Purchasing is buying goods and “regular” services, like furniture, technology equipment or window washing services. In 2024, the City spent 25% of purchasing dollars (\$128.6 million) with WMBEs.

CONSULTANT WMBE DEMOGRAPHICS

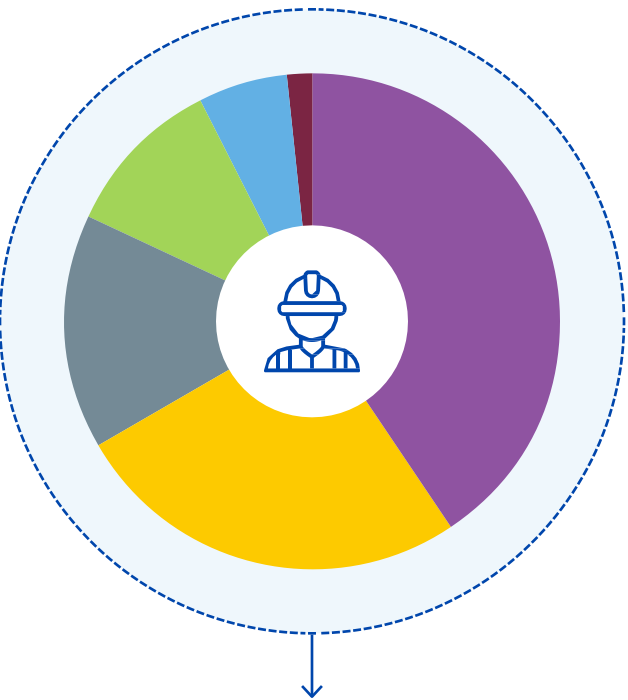


Consultant WMBE Total
\$78,558,973

White Female	43.6%	\$ 34,216,136
Asian American	34.2%	\$ 26,881,459
Hispanic or Latino	8.7%	\$ 6,868,221
Black or African-American	8.4%	\$ 6,560,063
Native American	3.9%	\$ 3,065,864
Other WMBE	1.2%	\$ 967,231

Consultant is specialized professional services, like an accountant, a graphic designer or a community engagement specialist. Each department manages their own consultant contracts. FAS’ role is to develop Citywide guidelines, policies and standard forms and templates. In 2024, consultant WMBE spending was 32% of Consultant dollars (\$78.6 million). The sum of prime contracting plus subcontracting creates the total WMBE spend in the consultant category.

CONSTRUCTION WMBE DEMOGRAPHICS



Construction WMBE Total

\$59,604,559

White Female	40.6%	\$ 24,367,286
Asian American	26.1%	\$ 15,663,690
Hispanic or Latino	15.4%	\$ 9,254,295
Native American	10.5%	\$ 6,318,767
Black or African-American	5.8%	\$ 3,500,050
Other WMBE	1.5%	\$ 873,510

Public works projects are a great opportunity for the City to contract with WMBEs or encourage their prime contractors to subcontract with WMBEs for part of the work. The City requires all prime contractors on contracts above \$300,000 to submit an “inclusion plan” that lays out good faith efforts for utilizing WMBEs. The sum of prime contracting plus subcontracting creates the total public works WMBE spend. In 2024, the City spent 15% of construction dollars (\$59.6 million) with WMBEs.





Women- and minority-owned businesses share some of their 2024 success stories in collaboration with the City of Seattle.



Dynamic and Innovative Research Solutions

As a community-centered utility, SPU's Contracts and Procurement Division partnered with Gillian Marshall, who owns **Dynamic and Innovative Research Solutions**. It's a Black, woman-owned business specializing in data research and community engagement. By conducting both qualitative and quantitative research, Marshall successfully facilitated listening sessions with local WMBE firms. Her research included program evaluations, surveys, and focus groups. These sessions are expected to help uncover barriers preventing women- and minority-owned businesses to accessing contracting opportunities with the city. Based on her findings and experience, Marshall, who earned her Doctor of Philosophy in Social Work, offered this observation:

"Black-owned businesses often feel invisible and unheard. This project gave them a platform to express what's working, what they appreciate about their engagement with the City, and what they want to see improved. Many survey participants emphasized their desire for a more equitable application process and expressed that seeing others who look like them succeed would strengthen their belief in the City's commitment to supporting WMBE firms. This work is crucial in guiding the transformation needed in the City's procurement and contracting processes."



Planet Mars Landscaping LLC

SPU's Drainage and Wastewater Logistics Division first partnered with **Planet Mars Landscaping** in December 2022, when the Duwamish River overtook its banks and flooded the community of South Park. The residents who were heavily impacted had 2 feet of river water left in their basements. With Planet Mars' help, SPU was able to successfully build a 1.3-mile-long sandbag wall in just 9 days to minimize flooding in the most affected areas of South Park, specifically around the Cambodian community.

"Planet Mars is all about the human element," says Dustin Weyer, a Senior Capital Projects Coordinator for SPU's DDW Logistics Division. "Along with helping us fortify South Park against flooding, they also assisted us in communicating directly with residents in Spanish and addressing people's concerns during that crisis. We've hired them for other jobs, and they continue to crush it! For instance, Planet Mars helped us construct another sandbag wall to protect neighboring homes from being affected by the Taylor Creek flooding event last year. Anthony, the owner of Planet Mars, is very reliable and the work he does is high quality. I've recommended Planet Mars to other City departments."



City of Seattle

The City of Seattle contracts with local organizations Tabor 100 and Business Impact Northwest (BINW) to provide technical assistance and business support to companies interested in doing business with the City.

The City is committed to equipping WMBEs and other small businesses with the knowledge and resources needed to succeed in government contracting. Both organizations offer on-demand technical assistance and business development training either in-person or remotely. The services are provided at no cost to the small business. You are welcome to contact one or both organizations to learn more about the services they provide.



BINW/APEX - Christine Buckley

christineb@businessimpactnw.org or (206) 324-4330 x119

<https://businessimpactnw.org/contracting-with-the-city-of-seattle/>

Tabor 100 - Darold Bivens

darold.bivens@tabor100.org, (425) 528-0110

<https://www.tabor100.org/hub-assistance/>.





City of Seattle



City of Seattle Purchasing and Contracting:

<https://www.seattle.gov/purchasing-and-contracting/social-equity/wmbe>