



How Tough Leaf Helped PULLMAN Win Seattle's McGraw Street Bridge Retrofit Project

\$3.34M project. 11% MWBE requirement.

200 qualified firms identified.

PULLMAN's first win as a prime
with the City of Seattle.

SOURCING CERTIFIED SUBS:

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The project, managed by the Seattle Department of Transportation (SDOT), carried an 11% MWBE participation requirement. Meeting that threshold wasn't just a compliance checkbox — it was a condition of winning, and winning meant opening the door to future municipal work.

PULLMAN partnered with Tough Leaf to make it happen.

Background: The Project

When PULLMAN bid on Seattle's \$3.34 million McGraw Street Bridge seismic retrofit project, the stakes were unusually high. This wasn't just another infrastructure job — it was PULLMAN's opportunity to establish themselves as a prime contractor with the City of Seattle for the first time.

Challenges: A Stringent Goal, A Critical Moment

Sourcing MWBE-certified subcontractors sounds straightforward until you're actually doing it. Public certification databases exist, but they don't vet firms, confirm availability, or secure bids. Someone still has to make the calls.

As Blaine Sanchez, Business Development Manager at PULLMAN, described it: "You can search a database for registered MWBEs, but you still have to call over 200 candidates one-by-one. That process would require our team members to dedicate 100% of their time over multiple weeks."

For a contractor focused on winning and delivering complex infrastructure work, that kind of resource drain isn't sustainable. And with this project representing PULLMAN's first shot at prime contractor status with the City, there was no margin for error on the compliance side.

Solution: Reviewed Thousands, Delivered The Right 200

PULLMAN provided the project details, and Tough Leaf's AI-powered matching platform got to work. Tough Leaf reviewed over 2,000 certified diverse firms in the Seattle area — narrowing the field to 200 subcontractors that genuinely met the project's scope and requirements.

From there, Tough Leaf's outreach platform contacted those 200 firms directly, confirmed qualifications and intent to bid, and secured competitive bids across all 10 scopes of work.

PULLMAN received a curated, verified set of bids — not a raw list to sort through, but a ready-to-use package that satisfied the City's 11% MWBE participation requirement and gave their estimating team time back to focus on the technical work.

Results:

First Win With The City, More to Come

PULLMAN achieved their project diversity goal, met the City's strict 11% MWBE participation requirements, and won the McGraw Street Bridge project — marking their first successful bid as a prime contractor with the City of Seattle.

The win demonstrated to SDOT that PULLMAN is a capable and compliant partner for future infrastructure projects, positioning them for a longer-term relationship with the City.

Results Snapshot

- **\$3.34M** — Project value
- **11%** — MWBE participation requirement met
- **10** — Scopes of work covered
- **2,000+** — Certified diverse firms reviewed
- **200** — Qualified firms identified and contacted
- **1st** — PULLMAN's first win as a prime contractor with the City of Seattle



Tough Leaf delivered great results, allowing us to focus on what we do best."

— B. Sanchez, PULLMAN



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— Blaine Sanchez, Business Development Manager, PULLMAN

How it Worked

1. **PULLMAN** provided the project details and requirements
2. **Tough Leaf's AI-powered platform** reviewed 2,000+ certified diverse firms in the area
3. **Tough Leaf identified 200 firms** that met project requirements
4. **Tough Leaf's outreach platform** contacted firms, confirmed qualifications, and secured competitive bids
5. **PULLMAN received ready-to-use bids** and achieved their diversity goal

Growing The Partnership

PULLMAN's ability to meet Seattle's MWBE requirements — and win their first prime contract with the City — proved to SDOT that they are a valuable partner for building and maintaining infrastructure while advancing economic inclusion.

With Tough Leaf handling the compliance sourcing, PULLMAN could do what they do best: deliver quality infrastructure work. As municipal projects grow more competitive and participation requirements more closely scrutinized, having a reliable sourcing partner is increasingly the difference between winning and not.