

SMBR's Online Certification Preview



NOVEMBER 5, 2019

Outreach Plan

1. Overall goals/Objectives

- ▶ Create an online portal that is comprehensive and easy to use
- ▶ Promote the online portal
- ▶ Educate business owners on the use of online portal
- ▶ Decrease Certification application processing time
- ▶ Provide a seamless transition for new firms seeking certification and for certified firms seeking certification renewal

2. Audience

- ▶ Minority- and Women-Owned businesses
- ▶ Stakeholders
- ▶ Race and gender neutral businesses

Outreach Plan - Continued

3. Strategies/Tactics/Activities

- ▶ Email certified firms, stakeholders and Minority Trade Alliance
- ▶ Post information on Social Media platforms (Twitter, LinkedIn & Facebook) and on website
- ▶ Post information on ATXN Channel 6 and send press releases

4. Evaluation

- ▶ SMBR will develop a User Experience Survey

5. Training

- ▶ Online module for web-based training (available several times a month), online help system, online video help, user quick guides, detailed user manuals, phone based support, and email support.

6. Materials/Resources

- ▶ Social Media, Website, Email,
- ▶ Getting Started handout – will outline user required documents
- ▶ Computers & scanners available at SMBR
- ▶ Certification Division will also provide support upon request (appointment)

Outreach Plan - Continued

7. Industry

- ▶ Software is utilized by Travis County , Austin Community College, Austin ISD, and partner Texas Unified Certifying Agencies (TxDOT and other partners around the state)

8. Timetable and task list

- ▶ Presentation to MBE/WBE Advisory Committee (11/5)
- ▶ Presentation to Minority Trade Alliance (11/13)
- ▶ Email to certified firms (12/2??)
- ▶ Post on website (12/2)
- ▶ “Go Live” January 1, 2020

Benefits of Online Management

1. Reduction in paper as a part of City's Zero Waste Initiative
2. Online access to application 24/7 for users
3. Certification Management
 - ▶ Improved communication with certified firms and prime contractors
 - ▶ Real-time integration with certification records
 - ▶ Enhanced monitoring of staff workload to increase productivity and processing time
 - ▶ Ability of applicant to monitor progress of their application online
4. Several basic Ad Hoc Reporting features:
 - ▶ Easy to generate accurate reports
 - ▶ Streamline certification reporting processes
 - ▶ Ability to exchange data with other systems (TxDOT, TUCP) resulting in reduction of cost and effort for staff, vendors and suppliers. Or reduction in staff time and costs.

SMBR's Certification and Compliance System

[Log In](#)

Portal: Home Screen

About the System

Learn more about this system and how it works today

Information for Vendors

System Training

Learn how to fully utilize our system with a live trainer

Training

Vendor Certification

Search and/or join our database of certified vendors

Search Certified Directory

Apply for / Renew Certification

Upcoming Events

View our upcoming events

Events

Account Access

Lookup Vendor accounts or reset user passwords

Account Lookup

Forgot Password

Outreach and Program Notices

Opportunities for vendor involvement

View Outreach Opportunities

Portal: Online Certification Application

Apply for Certification

You are about to complete the online certification process for the City of Austin and/or the Texas Unified Certification Program (TUCP).

Firms applying for certification must meet the following minimum requirements:

- The minority or female business owner must possess at least 51% ownership, management and control of the business enterprise.
- The minority, female or small business owner must have the training and expertise to perform the work, and where required.
- The business must be for profit, independent and viable with resources to perform in areas of specialty.
- The business must meet the [Small Business Administration size standards](#) for its industry classification(s).
- Applicants must meet personal net worth (PNW) requirement limits. The PNW limit excludes value of primary home and ownership interest in the business seeking certification.

SMBR provides workshops to assist applicants interested in applying for certification; please visit our website for additional information: www.austintexas.gov/smbr.

If you have any questions or need help while completing the application, please contact the Small and Minority Business Resources Department at 512.974.7645. For technical support please click [here](#).

To continue, please select one option below:

Need Help?

- [Download the user manual](#)
- [Sign up for a Training Class](#)

Portal: New Certification or Renewal

New Certification

My firm is not currently certified with the City of Austin and I don't have an account.

[Create Account](#)

I Forgot My Username & Password

[Lookup Account](#)

Renew or Update Your Certification

I Know My Username & Password

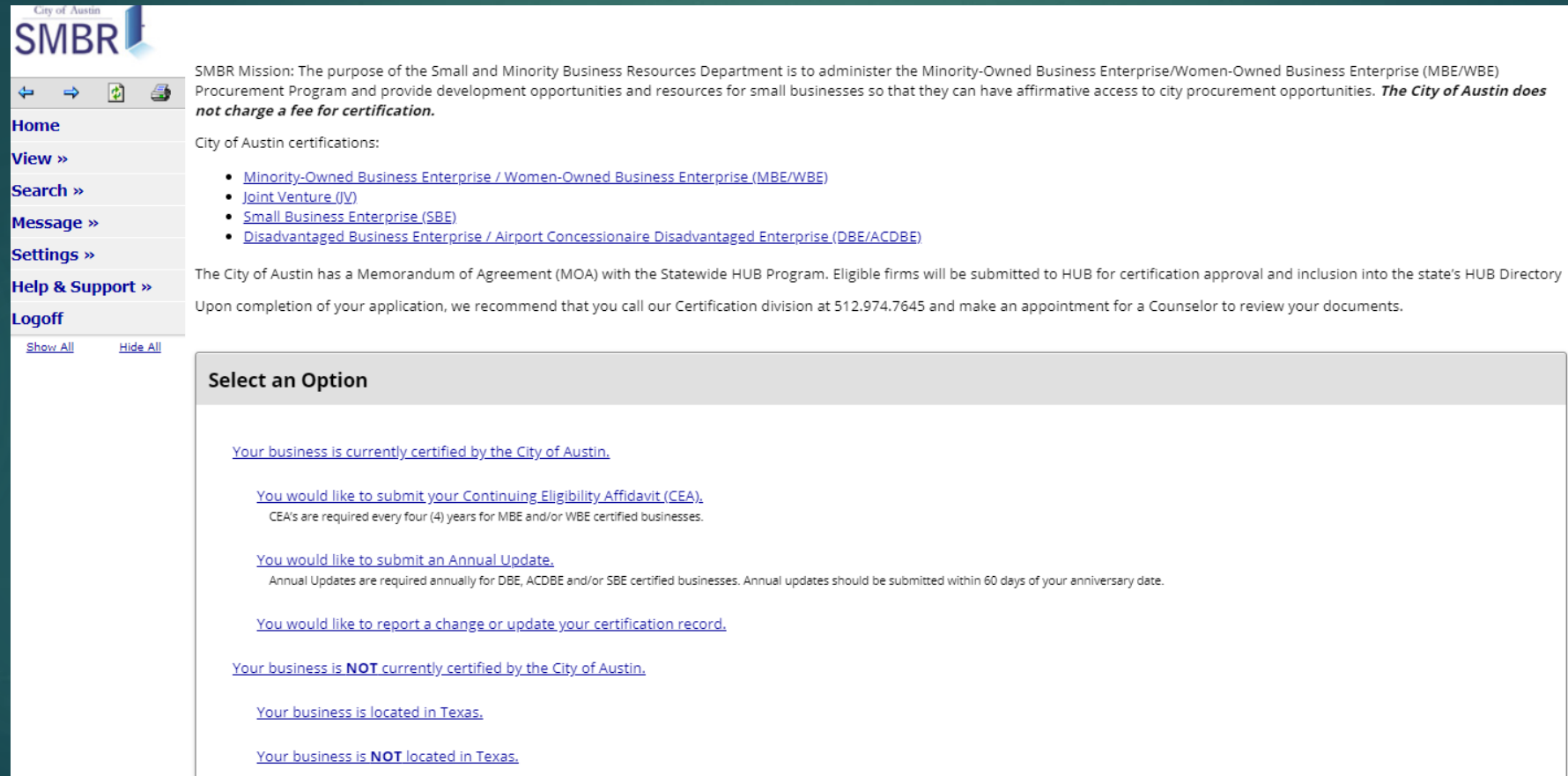
[Login](#)

I Forgot My Username & Password

[Lookup Account](#)

After logging in to your account, you will be directed to the application form. You can also click the Apply for Certification link on the right side of the "Dashboard." If you require technical assistance while completing the application, please use our [online support form](#).

Portal: Types of Certifications



City of Austin
SMBR

City of Austin certifications:

- [Minority-Owned Business Enterprise / Women-Owned Business Enterprise \(MBE/WBE\)](#)
- [Joint Venture \(JV\)](#)
- [Small Business Enterprise \(SBE\)](#)
- [Disadvantaged Business Enterprise / Airport Concessionaire Disadvantaged Enterprise \(DBE/ACDBE\)](#)

The City of Austin has a Memorandum of Agreement (MOA) with the Statewide HUB Program. Eligible firms will be submitted to HUB for certification approval and inclusion into the state's HUB Directory. Upon completion of your application, we recommend that you call our Certification division at 512.974.7645 and make an appointment for a Counselor to review your documents.

Select an Option

[Your business is currently certified by the City of Austin.](#)

[You would like to submit your Continuing Eligibility Affidavit \(CEA\).](#)
CEAs are required every four (4) years for MBE and/or WBE certified businesses.

[You would like to submit an Annual Update.](#)
Annual Updates are required annually for DBE, ACDBE and/or SBE certified businesses. Annual updates should be submitted within 60 days of your anniversary date.

[You would like to report a change or update your certification record.](#)

[Your business is **NOT** currently certified by the City of Austin.](#)

[Your business is located in Texas.](#)

[Your business is **NOT** located in Texas.](#)

Questions or Comments