



City of Austin – Minority Participation Comparison of MBE/WBE Programs vs. other Cities And resulting MBE/WBE spend since the 2015 Disparity Study

Jan 31st 2021

Position on Minority Participation

 Both the US Hispanic Contractor's Association and the Greater Austin Hispanic Chamber of Commerce have identified "Increasing Minority Participation" for our members as a key initiative for 2019/2020 and will work diligently to advocate on our members behalf ensuring we put forth our best efforts to increase the percentage of contracts awarded to minority/women-owned businesses

Approximate membership		
Greater Austin Hispanic Cham	600	
U.S. Hispanic Contractors Asso	1,200	
Subtotal		1,800

 Collectively, we support approximately 1,800 local business members in the Greater Austin area, the majority whom are small minority/women-owned businesses.

The City of Austin's Aspirational Goals

- The City of Austin has some of the most ambitious goals in the state when it comes to Minority participation....second only to San Antonio.

Minority Participation Goals					
		Fort		San	
	Dallas	Worth	Houston	Antonio	Austin
Construction	25.0%	25.0%	34.0%	44.0%	41.2%
Professional Services	36.3%	15.0%	24.0%	40.0%	47.4%
Architectural/Engineering	25.7%	15.0%	n/a	31.0%	n/a
	10.00/	0= 00/	44.00/	10.00/	10.00/
Goods/Commodities	18.0%	25.0%	11.0%	42.0%	13.2%
Other Services	23.8%	n/a	n/a	55.0%	43.2%
Highest					
2nd Highest					
Source: City Code 2-9A-19					

- The Question is whether the structural elements of the program allow MBEs/WBEs to succeed vs. these aspirational goals.
- Let's see what the data says.....

2015 Disparity Study

2015 COA Disparity Study Key Findings

Before we dive into the data...let's understand what was recommended previously by the previous Disparity studies...

Executive Summary – Section F – Paragraph 1. Minorities and Women

Chapter III demonstrates that current M/WBE availability levels in the City of Austin's market area, as measured in Chapter II, are substantially lower in most instances than those that we would expect to observe if commercial markets operated in a race- and gender-neutral manner and that these levels are statistically significant. In other words, minorities and women are substantially and significantly less likely to own their own businesses as the result of discrimination than would be expected based upon their observable characteristics, including age, education, geographic location and industry. We find that these groups also suffer:

- substantial and significant earnings disadvantages relative to comparable nonminority males,
- whether they work as employees or entrepreneurs.

The 2015 City of Austin's Disparity Study identified that we have an issue that has existed for a significant period of time that required action and changes in policy.

2015 COA Disparity Study – Key Recommendations

The 3rd party (i.e. Consultant) recommendations in the 2015 Disparity study were extensive....these are a few of the key recommendations that we thought as having the potential for significant change if executed properly....

Race and Gender Neutral Recommendations

Increase Efforts to Ensure Prompt Payment on City of Austin Contracts

Race- and Gender-Conscious Remedies

- Adopt a Renewed M/WBE Ordinance and Accompanying Program Regulations
- Tailor the MWBE Ordinance to the Specific Type of Procurement
- Review firm size standards
- Consider reciprocal certification opportunities

M/WBE Goal Setting

Adopt annual aspirational M/WBE goals

Changes since last Disparity Study

 Both of these organizations, and all of the associations supporting these recommendations, are not aware of any significant changes, aside from setting aspirational goals, to the MBE/WBE/DBE programs and associated ordinances since the last disparity study.

The Results (2015 to 2019) Spending and MBE/WBE

Because after all – the results should speak for themselves

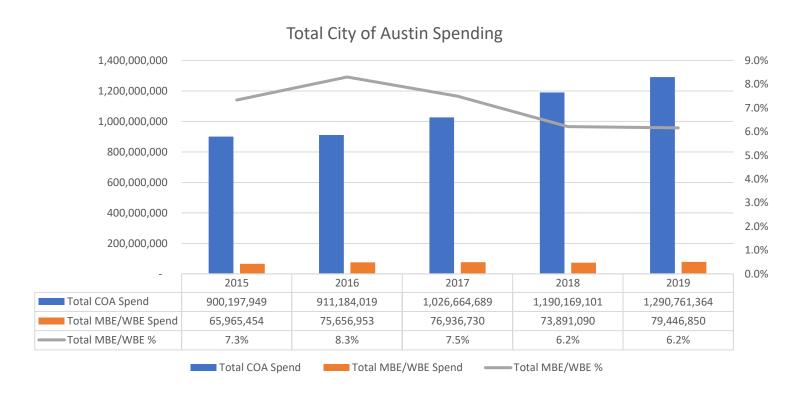
A Diverse Community is a strong community

Posted on 11/06/2018 by Beverly Kerr Vice President, Research at Greater Austin Chamber of Commerce

- Startups account for a larger share of businesses in Austin than in nearly all major U.S. metros in 2016.
- Women-owned firms represent 22.8% of Austin businesses with paid employees and the number of women-owned firms increased 11.5% in the last year.
- Minority entrepreneurs make up 18.2% and veteran entrepreneurs represent 6.6% of Austin area employer firms.

According to this study women-owned and minority-owned businesses represent 41% of firms in the Austin metro area.

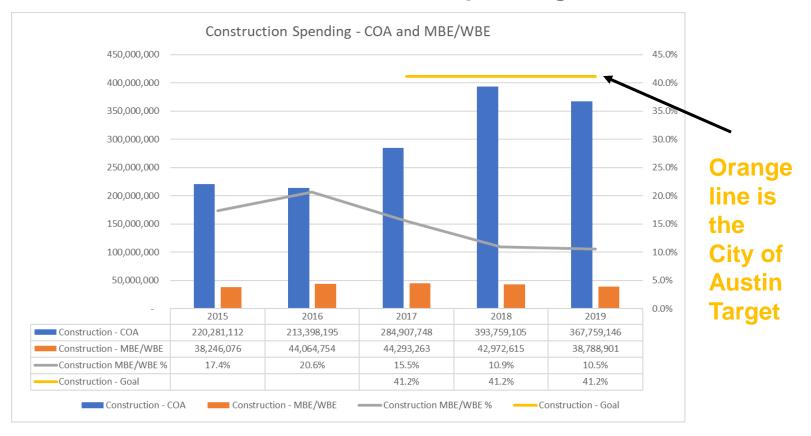
Total City of Austin Spending Data - Actuals



Despite highly aspirational goals, MBEs and WBEs continue to get less and less opportunity with the City of Austin with only 6.2% of City of Austin spend.

Since 2015, while City of Austin spend has gone up 43% in total, MBEs/WBE spend has grown by only 20%....less than half the growth rate

Construction Spending Data - Actuals

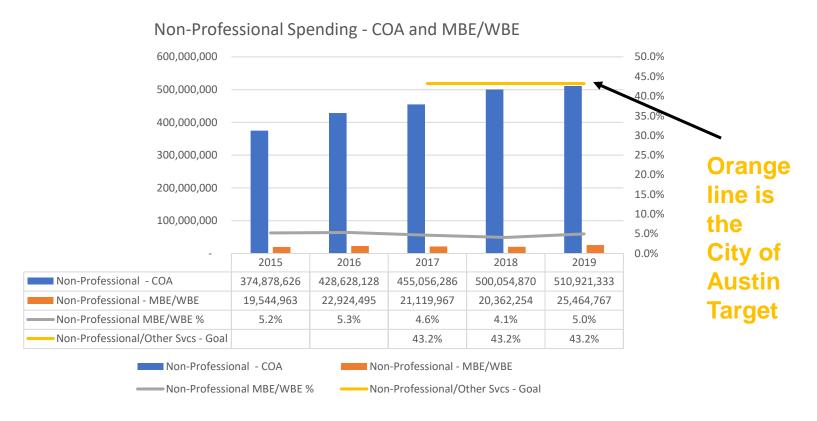


City of Austin spending in Construction up 67% in 5 years MBE/WBE spending only up 1% in 5 years!

Total MBE/WBE spending down from 17.4% to 10.5%

The City of Austin goal is 41%. Something is structurally wrong!

Non Professional Spending Data - Actuals

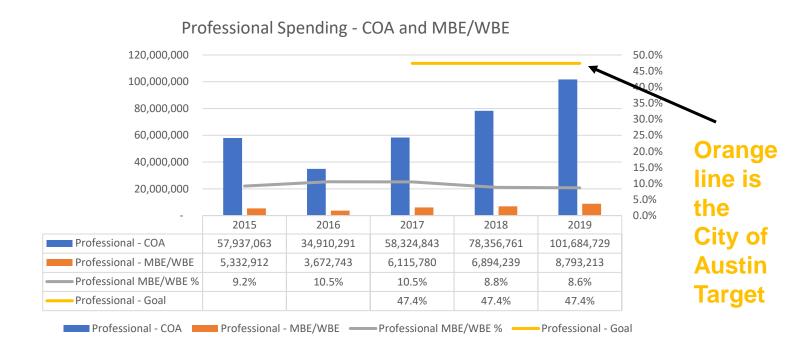


City of Austin Non Professional spending up 36% in 5 years MBE/WBE spending only up 30% in 5 years!

Total MBE/WBE spending down slightly from 5.2% to 5.0%

The City of Austin goal is 43%. No progress in this category.

Professional Spending Data - Actuals

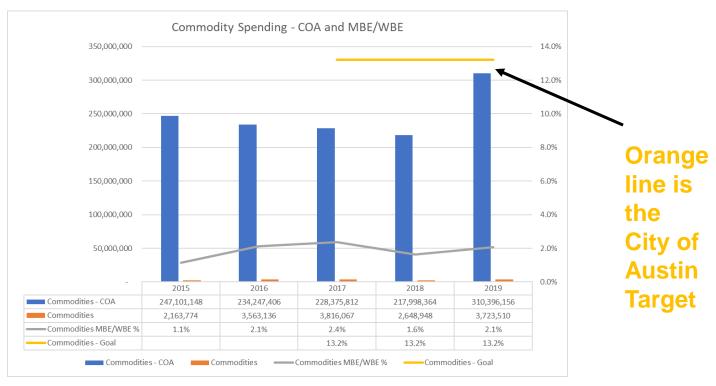


City of Austin Professional spending up 76% in 5 years MBE/WBE spending up 65% in 5 years.

Total MBE/WBE spending down slightly from 9.2% to 8.6%

The City of Austin goal is 47%. No progress in this category either.

Commodity Spending Data - Actuals



City of Austin Commodity spending up 26% in 5 years

MBE/WBE spending up 72% in 5 years. Only category to grow faster.

Total MBE/WBE spending increasing from 1.1% to 2.1%.

The City of Austin goal is 13%. No significant progress in this category as well.

City of Austin Spending Data - Actuals

	2015	2016	2017	2018	2019	Goal
Total Category Spend						
Construction - COA	220,281,112	213,398,195	284,907,748	393,759,105	367,759,146	
Commodities - COA	247,101,148	234,247,406	228,375,812	217,998,364	310,396,156	
Non-Professional - COA	374,878,626	428,628,128	455,056,286	500,054,870	510,921,333	
Professional - COA	57,937,063	34,910,291	58,324,843	78,356,761	101,684,729	
Total COA Spend	900,197,949	911,184,019	1,026,664,689	1,190,169,101	1,290,761,364	
City Certified MBE Spend						
Construction	32,886,051	36,922,607	38,862,604	35,484,100	36,725,468	
Commodities	2,163,774	3,563,136	3,816,067	2,648,948	3,723,510	
Non-Professional	11,893,501	13,742,043	12,722,285	11,490,132	15,199,106	
Professional	2,407,374	1,504,581	3,055,597	2,650,081	3,804,879	
Total	49,350,700	55,772,066	58,456,553	52,273,261	59,452,963	
City Certified WBE Spend						
Construction	5,360,025	7,142,147	5,430,659	7,488,515	2,063,433	
Commodities	677,728	1,392,127	1,591,653	934,032	2,676,459	
Non-Professional	7,651,462	9,182,452	8,397,682	8,872,122	10,265,660	
Professional	2,925,539	2,168,162	3,060,183	4,244,158	4,988,334	
Total	16,614,754	19,884,887	18,480,177	21,617,829	19,993,887	
Subtotal MBE/WBE Spend						
Construction - MBE/WBE	38,246,076	44,064,754	44,293,263	42,972,615	38,788,901	
Commodities - MBE/WBE	2,841,502	4,955,263	5,407,720	3,582,980	6,399,969	
Non-Professional - MBE/WBE	19,544,963	22,924,495	21,119,967	20,362,254	25,464,767	
Professional - MBE/WBE	5,332,912	3,672,743	6,115,780	6,894,239	8,793,213	
Total MBE/WBE Spend	65,965,454	75,656,953	76,936,730	73,891,090	79,446,850	
Certified MBE/WBE % of total sp	end					
Construction MBE/WBE %	17.4%	20.6%	15.5%	10.9%	10.5%	41.29
Commodities MBE/WBE %	1.1%	2.1%	2.4%	1.6%	2.1%	13.29
Non-Professional MBE/WBE %	5.2%	5.3%	4.6%	4.1%	5.0%	43.29
Professional MBE/WBE %	9.2%	10.5%	10.5%	8.8%	8.6%	47.49
Total MBE/WBE %	7.3%	8.3%	7.5%	6.2%	6.2%	

MBE/WBE Comparison – by City

		Fort		San	
	Dallas	Worth	Houston	Antonio	Austin
MBE/WBE Certification available	Yes	Yes	Yes	Yes	Yes
SBE Certification available	Yes	Yes	Yes	Yes	Yes
MBE/WBE Constraints					
Accepts MBE/WBE certificates from other regional organizations	Yes	Yes	Yes	Yes	No
North Texas Regional Certification Agency (NCTRCA)	Yes	Yes	-	-	No
DFW Minority Supplier Business Council	Yes	Yes	-	-	No
Womens Business Council - Southwest	Yes	Yes	-	-	No
SCTRCA - South Central Texas Regional Certifying Agency	-	-	-	Yes	No
HSMDC - Houston Minority Supplier Business Council	-	-	Yes	-	No
Houston Women's Business Enterprise Alliance (WBEA)	-	-	Yes	-	No
SMSDC - Southwest Minority Supplier Development Council (pert	inent to Cit	y of Austin	firms)		No
Limits to MBE/WBE firm size	No	No	Yes	No	Yes
			per industry		SBA Guideline
			classification		
Personal Net Worth Limit for MBE/WBE Owners	No	No	No	No	Yes
					\$1.5M
Personal Net Worth Limit for DBE Owners	Yes	Yes	Yes	Yes	Yes
	\$1.32M	\$1.32M	\$1.32M	\$1.32M	\$1.32M

- The city of Austin is the only municipality that does not reciprocate with other regional certification agencies to increase it's minority business pool...especially important for SMSDC and State HUB. Many of our members have their regional MBEs and state HUBs but no COA MBE.
- Lastly, the City of Austin limits MBE/WBE firm size
- The City of Austin imposes a Personal Net worth Cap that limits the pool of qualified minority businesses unlike every other City in Texas.

Why the lack of success?

- Very few of the recommendations from years of disparity studies have lead to change. Every single recommendation we now support was actually recommended by the 3rd party consultant in the various disparity studies but no visible action was taken since the study was done.
- The pool of minority businesses registered is too small. It seems the City of Austin is overlooking many successful minority businesses, that have the resources to handle City of Austin contracts, because they no longer qualify as an M/WBE with the COA due to the city's current W/MBE ordinances. Personal Net Worth Cap eliminates many firms, whether large, medium or small.
- Lack of reciprocity. Every other City in state of Texas accepts minority certificates from regional minority certifying agencies, with the exception of Austin. There are many City of Austin businesses that have State HUBs and are registered MBEs with various agencies but unfortunately not with the City of Austin limiting the pool.
- Additional work needs to be done to continue to improve payment process. If MBE/WBE firms lack funding, then waiting 3-4 months for payment (sometimes) for work performed does not incent participation.
- With the current W/MBE structure and ordinance constraints, it seems the City of Austin will continue to struggle to attain their W/MBE goals.
- Lastly, the city loses the procurement leverage and expertise from M/WBE firms which compounds affordability issues in the City.

Recommendation

- Our minority and women-owned businesses are not asking for handouts.
 They just want a fair shot at opportunity.
- First, we ask that you support eliminating the Personal Net Worth Cap for MBE certified firms and support immediate State HUB reciprocity for City of Austin MBE/WBE projects, while firms recertify. Expand the pool immediately, prior to the Disparity study, and then revise the program once the Disparity study is completed.
- Secondly, we ask that you support a request of City Council to drive accountability to increase MBE/WBE/DBE participation as part of a COVID-19 economic recovery plan.
 - Make the City Manager accountable for achieving MBE/WBE participation goals. These goals mean nothing if someone is not directly responsible for driving them.
 - Create aspirational goals for DBE firms as well as MBE/WBE.
 - Create quarterly reporting that is presented to City Council on MBE/WBE/DBE participation to drive accountability and improvement.
 - Appoint someone at SMBR to identify DBE Federal projects and recruit DBE firms that would meet project requirements and incorporate MBE/WBE/DBE requirements into any large City of Austin project (e.g. Project Connect). Add this initiative also to the City Manager's slate of goals.

Recommendation (continued)

- Lastly, we would like the City to revisit prompt payment performance on city projects to encourage MBE/WBEs and DBEs to compete and prosper.
 - Create reporting that shows the trend of payment performance to MBE, WBE and DBE firms on City of Austin projects
 - Present this reporting to City Council once per quarter
 - Challenge the City Manager and his/her staff to streamline payment processes to drive improvement in payments to disadvantaged firms over time. This may actually result in cost savings to the City of Austin.
- Once we expand the pool...we can work towards setting real targets for city projects that represent the diversity of our community.
- This is not just a Hispanic issue. This is a Minority and a Women's owned business issue.

One last note about the Personal Net Worth Cap

- Please realize that we are not asking for the City to change their firm size limits at this time, although we would welcome eliminating all size limits for legitimate Austin-based MBEs/WBEs/DBEs.
 - Dallas, Fort Worth and San Antonio do not limit firm size and it appears that they in fact are more progressive than the City of Austin
- The Net worth cap is not tied to any federal regulation. It is unique to Austin and while it excludes the value of your primary home and the business it requires the inclusion of commercial property and other personal assets.
- Many firms are asset rich and cash poor and lose their MBE/WBE as a result of the commercial property appreciation in Austin.
- This request is not designed to pick winners/losers out of MBE/WBE firms. The significant miss in MBE/WBE spend requires structural change to create more opportunity for all.

Associations supporting these recommendations

- US Hispanic Contractor's Association
- Greater Austin Hispanic Chamber of Commerce
- Associated General Contractors Austin Chapter
- Austin LGBT Chamber of Commerce
- Austin Minority and Women Alliance
- Greater Austin Asian Chamber of Commerce
- Greater Austin Black Chamber of Commerce
- Hispanic Advocates Business Leaders of Austin
- The Association of Women and Minority Contractors (pending review with their President)



















City of Austin Spending Data – Actuals - continued

	2015	2016	2017	2018	2019
State Certified HUB Spend					
Construction	2,259,007	41,474	162,847	10,834,334	15,825,154
Commodities	16,304,591	10,080,141	7,929,098	27,938,227	56,646,278
Non-Professional	15,230,270	17,578,012	20,114,945	109,669,926	108,876,946
Professional	1,481,215	926,161	1,316,887	2,633,179	2,434,204
Total	35,275,083	28,625,787	29,523,777	151,075,665	183,782,582
State HUB % of total spend					
Construction	1.0%	0.0%	0.1%	2.8%	4.3%
Commodities	6.6%	4.3%	3.5%	12.8%	18.2%
Non-Professional	4.1%	4.1%	4.4%	21.9%	21.3%
Professional	2.6%	2.7%	2.3%	3.4%	2.4%
Total	3.9%	3.1%	2.9%	12.7%	14.2%
Self Identified MBE/WBE Spend	1				
Construction	13,124,516	8,942,491	9,455,057	37,336,733	3,053,807
Commodities	34,590,727	24,709,337	19,788,499	18,780,118	26,080,033
Non-Professional	25,500,440	33,289,673	40,248,336	56,872,036	34,262,060
Professional	2,883,739	2,161,799	2,843,307	8,139,623	4,075,762
Total	76,099,422	69,103,299	72,335,198	121,128,510	67,471,663
Self Identified MBE/WBE % of t	otal spend				
Construction	6.0%	4.2%	3.3%	9.5%	0.8%
Commodities	14.0%	10.5%	8.7%	8.6%	8.4%
Non-Professional	6.8%	7.8%	8.8%	11.4%	6.7%
Professional	5.0%	6.2%	4.9%	10.4%	4.0%
Total	8.5%	7.6%	7.0%	10.2%	5.2%
Total - Certified/State HUB and	Self ID - MBE/WBE				
Construction	53,629,600	53,088,417	53,911,167	91,143,682	57,667,862
Commodities	53,736,819	39,744,741	33,125,316	50,301,324	89,126,280
Non-Professional	60,275,673	73,792,179	81,483,248	186,904,216	168,603,772
Professional	9,697,867	6,760,704	10,275,973	17,667,040	15,303,179
Total	177,339,958	173,386,040	178,795,705	345,794,731	330,701,094
Total - Certified/State HUB and	Self ID - MRF/MRF				
Construction	24.3%	24.9%	18.9%	23.1%	15.7%
Commodities	21.7%	17.0%	14.5%	23.1%	28.7%
Non-Professional	16.1%	17.0%	17.9%	37.4%	33.0%
Professional	16.7%	19.4%	17.6%	22.5%	15.0%
Total	19.7%	19.0%	17.4%	29.1%	25.6%

MBE/WBE Requirements – Austin, TX

City of Austin MBE/WBE Qualifications

The City of Austin's Small & Minority Business Resources Department certifies qualified firms as Minority-Owned Business Enterprises (MBE), Women-Owned Business Enterprises (WBE), Disadvantaged Business Enterprises (DBE), Airport Concession Disadvantaged Business Enterprise (ACDBE), and Small Business Enterprises (SBE).

The Certification Division verifies that the minority and/or woman business applicant owns, manages, and controls the day-to-day operations of the for-profit business in compliance with the MBE/WBE Procurement Program Ordinance, Chapter(s) 2-9 (A)(B)(C) and (D) of the City Code.

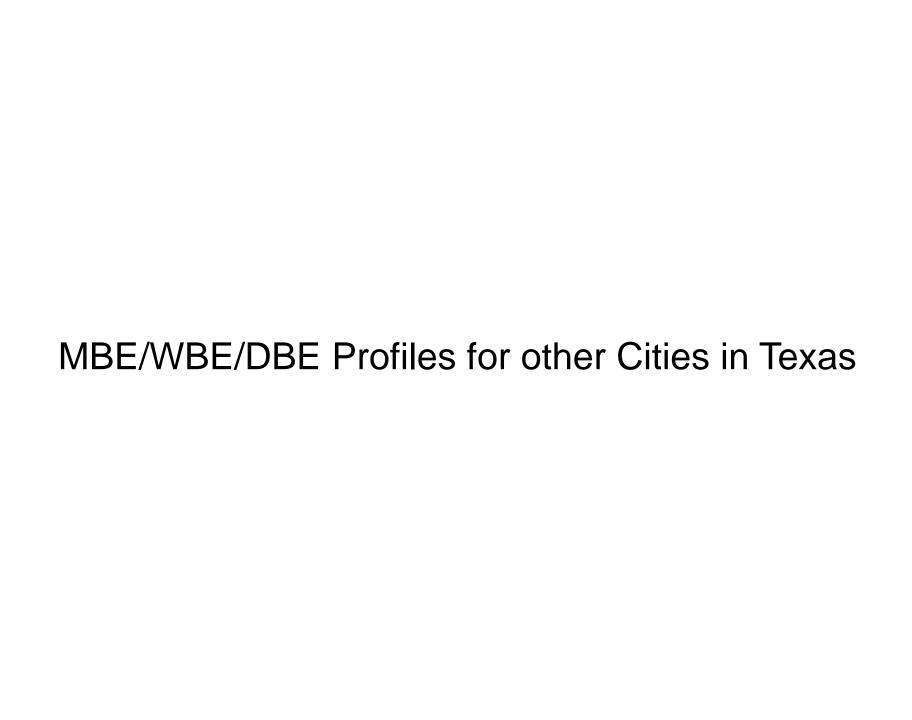
In general, the eligibility requirements are:

At least 51% of the company must be owned, managed, and controlled by a socially and economically disadvantaged individual from one of the presumed groups i.e. Asian-American, African-American, Native American, Hispanic or Women

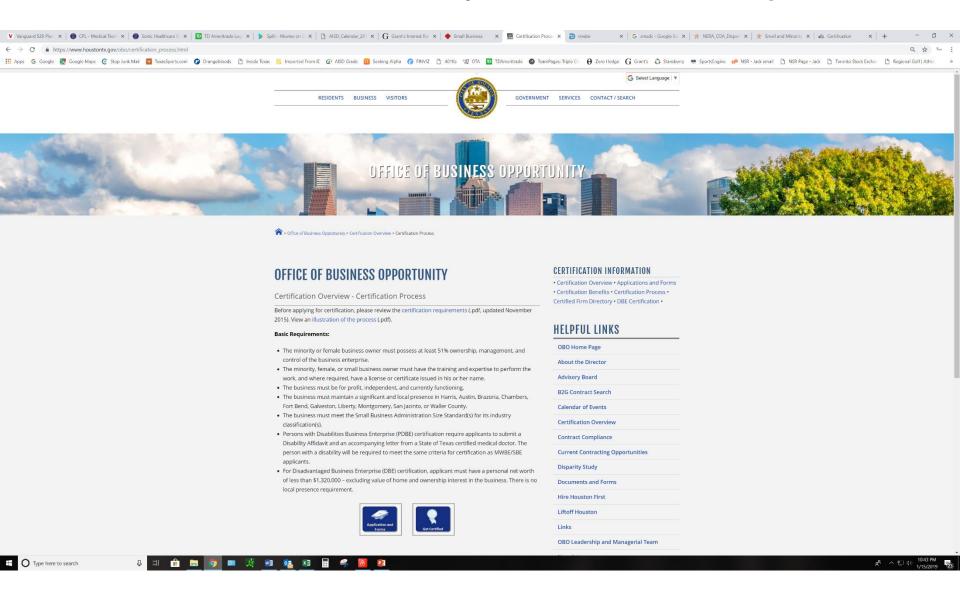
A small business as defined by the Small Business Administration's (SBA) Size Standard Guidelines

Personal Net Worth (PNW) must not exceed \$1,565,000 for MBE/WBE certification or \$1,320,000 for DBE/ACDBE certification

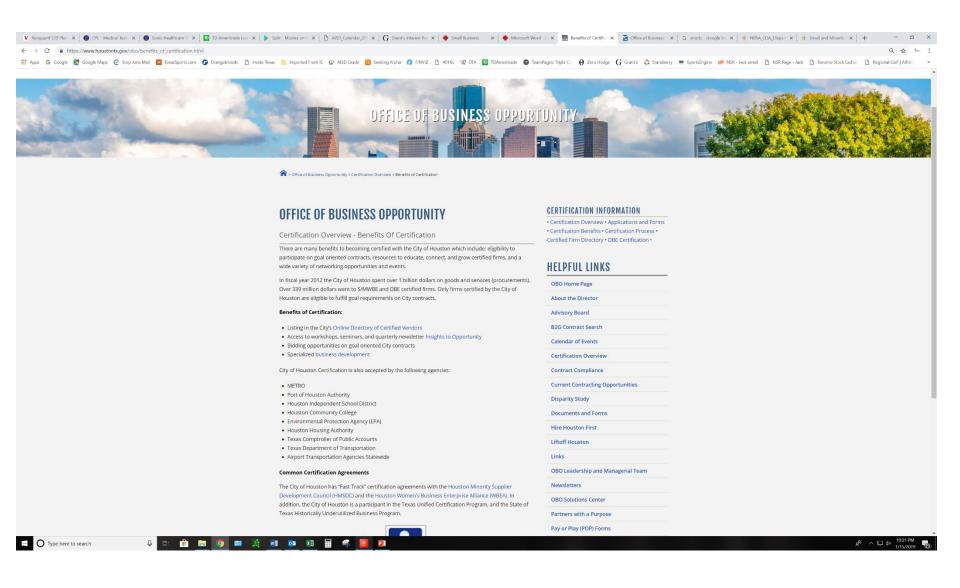
MBE/WBE applicant must have a facility located within the State of Texas for at least 90 days Must be a for-profit business



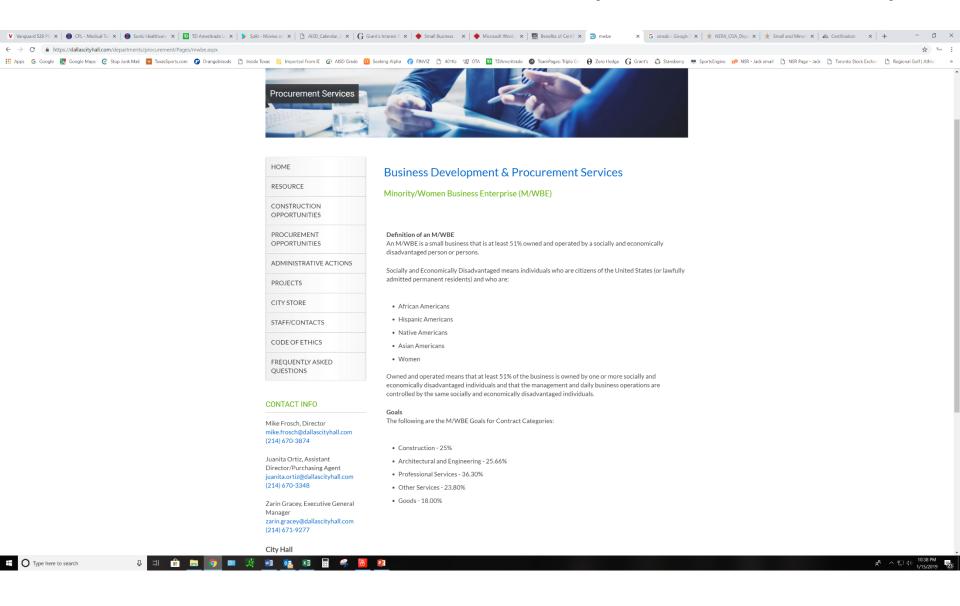
City of Houston – MBE Requirements



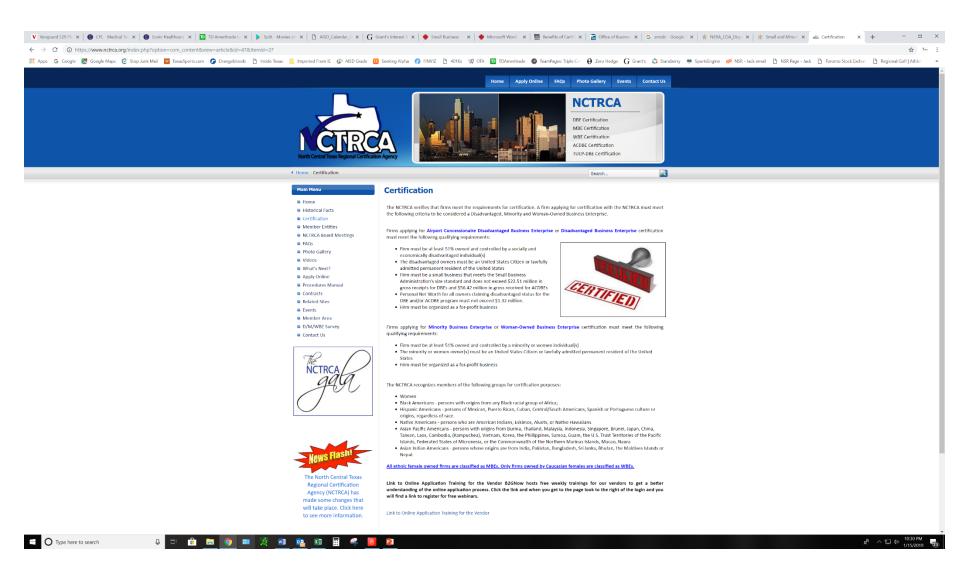
City of Houston – Certification Reciprocity



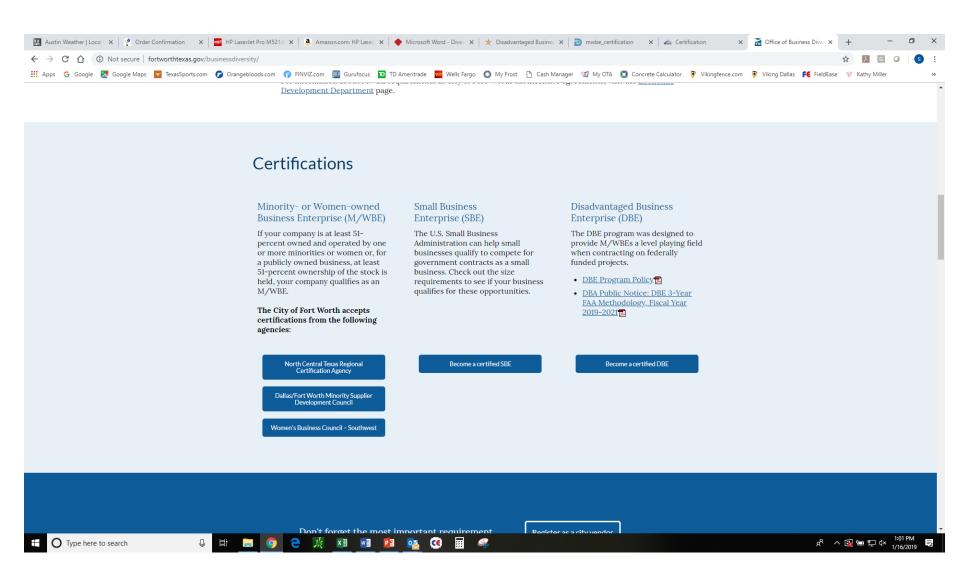
City of Dallas – MBE Policy



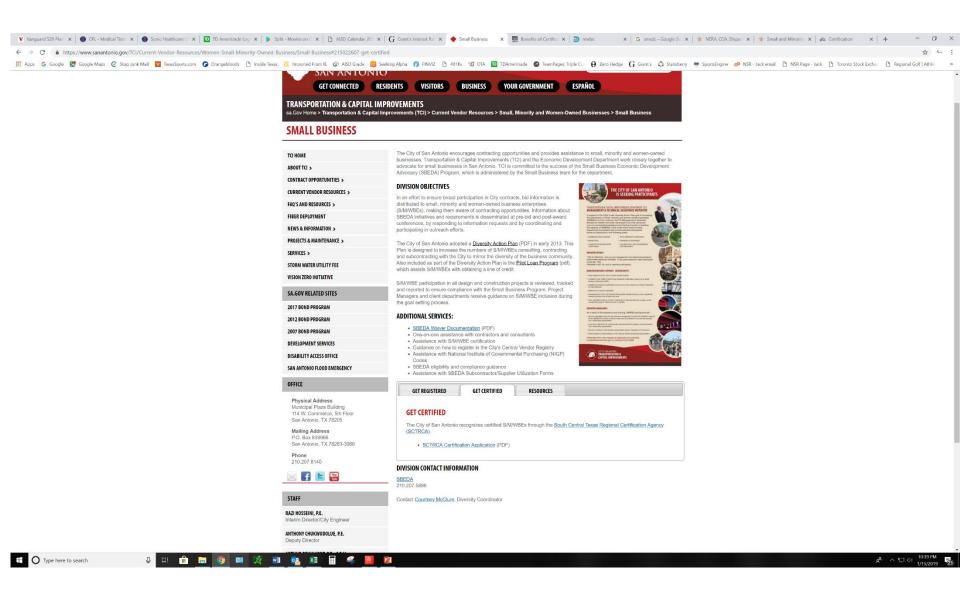
NCTRCA – Certification Details



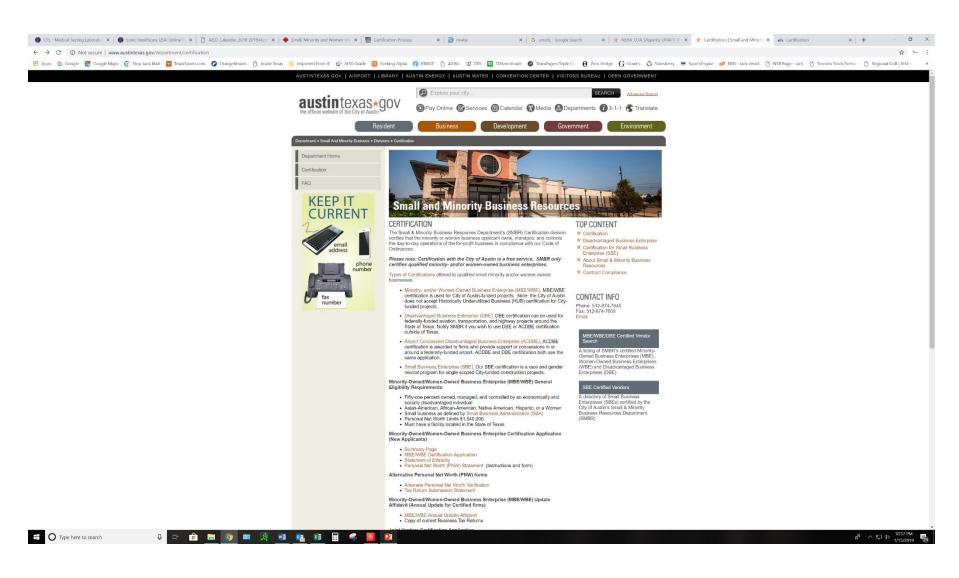
City of Fort Worth – MBE Policy



City of San Antonio - Certification Reciprocity



City of Austin – MBE Policies



BACKUP – COMPLETE 2015 DISPARITY STUDY RECOMMENDATIONS

2015 Disparity Study – complete recommendations (page 32)

K. Recommendations for Revised Contracting Policies and Procedures. Finally, in Chapter IX we present the following suggested recommendations for revised contracting policies and procedures, based upon the Study's results and findings and upon our views on best practices for contracting diversity programs.

- 1. Race- and Gender-Neutral Recommendations
- Increase Efforts to Ensure Prompt Payment on City of Austin Contracts
- Ensure Bidder Non-Discrimination
- Review Surety Bonding, Insurance and Experience Requirements
- Increase Contract Unbundling
- Provide Greater Access to Information for Upcoming Contract Opportunities
- Facilitate Increased Access to Capital
- Adopt a Mentor-Protégé Program
- Continue to Provide Supportive Services for Construction Firms and Expand Supportive Services for Non-Construction Firms
- Implement a Small Local Business Enterprise Program
- Initiate Recordkeeping for Third Party Contracts

2015 Disparity Study – complete recommendations (page 32) - continued

2. Race- and Gender-Conscious Remedies

- Adopt a Renewed M/WBE Ordinance and Accompanying Program Regulations
- Tailor the MWBE Ordinance to the Specific Type of Procurement
- Revise Certification Eligibility Standards
- Adopt a social disadvantage test
- Adopt an economic disadvantage test
- Review firm size standards
- Review the certification period
- Certification database and outreach
- Consider reciprocal certification opportunities
- Contract Award Policies and Procedures
- Standardize Good Faith Efforts waiver requirements and related policies
- Standardize M/WBE Program implementation across City departments
- Scrutinize Commercially Useful Function and increase contract monitoring
- M/WBE Goal-Setting
- Adopt annual aspirational M/WBE goals
- Revise the method for counting M/WBE prime participation towards meeting

M/WBE goals

- Count lower tier M/WBE participation towards meeting M/WBE goals
- Continue to set contract-specific goals
- Consider the effects of discrimination on current levels of availability when setting M/WBE goals

Clarify SMBR Authority

- Review Sanctions Policy
- Continue the M/WBE Program Sunset Review Process