



City Council Audit & Finance Committee

MARCH 31, 2021

Agenda

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Introductions



Compliance Division



Certification Division



Strategic Initiatives

Compliance Division

Tamela Saldana, Compliance Officer

Disparity Study Project Milestones

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Contract Validation by Prime/Subs

- ✓ 96% Response Rate

Department Executive Staff Sessions

- ✓ 8 Departments

Stakeholder/Public Introduction Meetings

- ✓ 312 Participants

COA Internal Input Sessions

- ✓ 117 Participants

Public Engagement Sessions

- ✓ 185 Participants

M/WBE Advisory Committee

- ✓ 7 out of 8 Members

SMBR Session

- ✓ 27 Participants

Anticipated Project Timeline

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City Council Resolution No. 20200326-053

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- ▶ March 26, 2020 - Inclusive Procurement Working Group (IPWG)
 - City staff: SMBR, Financial Services, Equity Office, and Law
 - MBE/WBE Stakeholders: Minority Trade Alliance, Minority Chambers, Prime and subcontractors, and MBE/WBE and Small Business Enterprise Procurement Advisory Committee
- ▶ Purpose: Review and consider the recommendations from Disparity Study
 - Four major areas: Certification, Best Practices, Communication & Transparency, and Resources to MBEs and WBEs
- ▶ Memo to Mayor & City Council – November 4, 2020
 - Outlined all members of the IPWG
 - Proposed a Tentative Schedule and Action Plan to accomplish identified tasks
 - Tentative first meeting of the IPWG in August 2021

Certification Division

Elton Price, Division Manager

Certification Requirements

Small Business Size Standard

- Set by Small Business Administration (SBA)
- Based on Annual Receipts or Number of Employees (Determined by Industry)

Social Disadvantage

- African American
- Asian American
- Native American
- Hispanic
- Women

Economic Disadvantage

- Personal Net Worth (PNW)
 - \$1.583 (MBE/WBE)
 - \$1.320 (DBE/ACDBE)

Ownership, Management, & Control

- At Least 51% by Minority/Women
- Owner Manages and Controls Daily Operations

Experience

- Knowledge, Skills, Abilities
- Resume, Site Audits, Contracts, References, Company Documentation

Certification Online Application Portal Update

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Online Process Launched
January 2020

Online Portal Usage to Date
900 Firms

City Approved Certifications through CCS to Date*	
MBE	241
WBE	197
SBE	28
DBE/ACDBE**	661
Total	1127

Next Steps: Data Sharing between Austin Finance Online and B2GNow

*Data as of 3-22-2021

**May also be MBE/WBE certified

Paper vs Portal

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Applications Received	Paper Process (2019)	Online Process (2020)
New Applications	188	433
Continued Eligibility	57	188
DBE/ACDBE Annuals	442	565
DBE/ACDBE Interstate	5	10
Code Expansions	89	6

Application Decisions		
Approved	458	940
Decertified	53	71
Denials	19	31

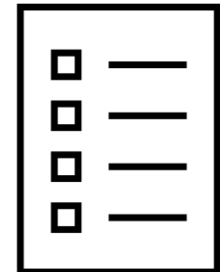
Strategic Initiatives



Compliance Module

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- Compliance Module Implementation Underway
 - Online Submissions of Subcontractor Participation Forms
 - Online Submissions of Requests for Change
 - Online submission of Contract Close-Outs



*Next Steps: Data Sharing from eCAPRIS and Compliance module

Supportive Services Partnership

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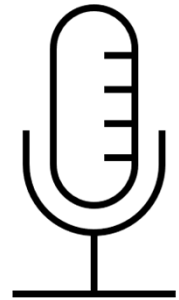
- Online Education Portal for City-Certified Firms
- Tailored to M/W/DBE Firms
- Government Procurement Trainings
- Benefits to Our Customers
 - Guides Them on Next Steps After Certification
 - Educates on Local City of Austin Procurement Process
 - Expands Their Opportunities



Voice of the Customer Program

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- Best Practice Approach to Customer Engagement
- Establishes a Feedback Loop with our Customers
- Series of Customer Surveys and Action Plans
- Customer Surveys:
 - Retention
 - Satisfaction
 - System Experience
 - Customer Service
- Collects on Potential KPIs:
 - Customer Satisfaction Rate
 - Customer Net Promoter Score (NPS)
 - Certification Retention Rate



SMBR

MISSION:

To promote access and equity on City of Austin contracts, providing economic opportunity to small, minority-owned, women-owned, and disadvantaged businesses.

Thank You