



Chapter 380 Business Expansion Incentive Program

Scoring Rubric

2019

This Scoring Rubric outlines the Minimum Requirements and Community Benefits the City of Austin is looking for in Business Expansion projects that request an incentive. Businesses completing the Business Expansion Incentive Application should keep these priority items in mind. The more the project can clearly evidence, describe and/or commit the priority items below, the higher the project will score.

Minimum Requirements

Basic Requirements:

- “But-For” statement: a compelling statement that evidences the need for the incentive
- Federal, state and local law and authorities compliant
- City Code compliant, including environmental
- Minority- and/or Women-Owned Business Enterprise participation
- Anti-Harassment/Anti-Discrimination participation
- City of Austin Living Wage for all employees (including contract, & construction)
- Health Insurance provision, or provides access to Health Insurance
- Construction projects: provides Workers Compensation Insurance and OSHA 10 Training

Project Type Requirements:

- Existing Austin Businesses:
 - Registered and operational location within the City of Austin, minimum 12 months
 - Create at least five full-time jobs that employ Austin residents
- Businesses Hiring from Targeted Populations:
 - Create one or more apprenticeships, internships or full-time positions from the local population facing economic and socio-economic barriers to employment
 - Encourage and support the use of alternative transportation modes
- New Businesses Relocating Into Austin:
 - Does not currently have a significant presence (five or more employees) within the City of Austin or if there is already a significant presence, the project delivers a new division or operation
 - Creates at least 75 new full-time jobs that employ Austin residents

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Community Benefits

Talent Development:

Career ladder

Educational opportunities and training, such as upskilling and training workshops

Entry-level talent development programs, apprenticeships, paid internships, coop learning, work-study, etc.

Collaboration with local schools for talent pipeline development through recruitment, internships, apprenticeships and education about industry opportunities

Partnerships with colleges and community colleges

Parental leave, child care programs

Tuition reimbursement

Diversity, Inclusion, & Equity/Hiring:

Diversity, inclusion, and equity at the executive level

Diversity, inclusion, and equity in positions of leadership and management

Diversity, inclusion, and equity across the workforce

Policies or other programs to enhance diversity, inclusion, and equity

Recruitment and retention efforts that produce equity measures, provide pathways for underrepresented minorities, and reduce racial/gender disparities

Business Type / Sector / Industry Diversification:

Cooperatively owned or managed or has democratic forms of representation for their workforce, or will it build projects using workers that have democratic forms of representation in their workplace

Business in a lower wage sector and choosing to pay employees above the City living wage

New investment in a new industry to potentially create a new cluster or bring additional types of industries to Austin

Quality of Life Enhancements:

Create benefits for the workforce and proximate residents, such as focusing hiring on local workers, enveloping and/or subsidizing wrap-around services such as parental leave, childcare programs, sick leave, FMLA and other quality of life enhancements

Employment Opportunity:

New employment opportunities and retention efforts for Targeted Hiring populations

Engage a qualified third party to assist with retention of Targeted Hiring employees

Mobility Solutions:

Commitment to solutions that offset traditional transportation impacts of the project, such as roadway congestion, neighborhood parking, transit needs and pedestrian/bike developments

Neighborhood Connection:

Job creation near workers

Location in an underserved neighborhood, district or community, the project deliver goods or services to the surrounding community

Training opportunities for neighborhood residents

Integrate workforce housing development or communal green space and parks

Create and actively encourage employees to participate in volunteer opportunities in the neighborhood culture

Participation in local arts and culture organizations, and/or other initiatives that amplify Austin's neighborhood culture

Inform and allow employees to take paid time off to vote in elections

Sustainable Business Practices:

Zero Waste and resource recovery initiatives, such as, recycling and/or reuse programs

Move the community closer to net zero greenhouse emission goals and are in line with the reductions mandated in the climate plan (25% reduction every 10 years), and getting to net zero carbon emissions by 2050

Engage in environmentally friendly and sustainability-focused business operations that lower vulnerability to drought and flood risk

Participation in the City of Austin's Mobility Plan

Disaster or emergency preparation plan

Encourage employees to participate in sustainability measures