



# SMALL AND MINORITY BUSINESS RESOURCES

## Active Construction Equity (ACE) Outreach Plan

In Support of the Austin - Bergstrom International Airport  
Journey with AUS Airport Expansion and Development Program



## Active Construction Equity (ACE) Outreach Plan for Journey with AUS

### Executive Summary

The **Active Construction Equity (ACE) Outreach Plan** is a comprehensive outreach strategy developed by the Small and Minority Business Resources Department (SMBR) and the Department of Aviation for the Austin-Bergstrom's Airport Expansion and Development Program (Journey with AUS). The plan's goal is to boost the participation of Minority Business Enterprises (MBE), Women Business Enterprises (WBE), and Disadvantaged Business Enterprises (DBE) in Journey with AUS construction projects. ACE is the first plan of its kind for airport expansion projects in Austin - demonstrating the City's continued commitment to equity and opportunity.

### Why This Plan Matters

The ACE Outreach Plan is all about opening doors to opportunity. It's designed to ensure that small, disadvantaged, minority- and women-owned businesses have a clear and fair opportunity at landing qualified construction roles in Journey with AUS projects. At its core, the plan emphasizes stronger connections between Contractors and subcontractors, helping these businesses grow while supporting the City's broader infrastructure goals.

### Strategic Priorities

1. **Boosting Participation:** The ACE Outreach Plan aims to increase the number of MBE/WBE/DBE firms actively involved in the Journey with AUS Airport Expansion and Development Program (AEDP).
2. **Supporting Long-Term Growth:** This plan is built for Austin's small business community providing them access to the support and resources all businesses require to grow and build lasting relationships.
3. **Building Stronger Partnerships:** Collaboration is key. We're bringing together AUS, SMBR, Contractors, and subcontractors to create a process that's transparent, open, and inclusive.

### What Makes This Plan Different

ACE isn't your standard outreach plan. It is the first of its kind in Austin. The plan provides a groundwork for all future outreach efforts tied to major AUS projects. It reflects the City of Austin's core values: equity, opportunity, and a commitment to doing things in partnership. ACE

was developed with input from a range of experts and is designed to ensure underrepresented businesses remain a key part of Austin’s growth.

### **Key Deliverables**

- **Outreach Events:** Contractors will attend an AUS Workshop on the full [Journey With AUS Program](#) and based on the contract schedule, Contractor will host Pre-Proposal Outreach meeting(s) based on construction phases. These events are opportunities for small, disadvantaged, minority- and women-owned businesses to engage with contractors and learn more about upcoming projects.
- **Tracking and Accountability:** We’re implementing a centralized tracking system to make sure every outreach effort is reviewed, documented, and tracked. This system will help AUS, SMBR, and Contractors work together efficiently.
- **Communication and Collaboration:** SMBR and AUS will assign Single Points of Contact (SPOCs) who will review and respond to each Contractor’s outreach plan, ensuring their feedback is timely and constructive.

### **Impact and Vision**

The ACE Outreach Plan is a monumental step forward in Austin’s approach to equitable growth. When adopted, ACE will ensure that certified small, disadvantaged, minority- and women-owned businesses not only have access to opportunities but are active participants in building Austin’s future. At SMBR we believe that when you share the economic benefits of development equitably it creates a lasting culture of collaboration between government, business, and community.

### **Conclusion**

The ACE Outreach Plan represents Austin at its best—forward-thinking, inclusive, and focused on building business that builds community.

## **Contractor Roles and Responsibilities**

Contractors (or their MBE/WBE/DBE Consultants) shall execute the following deliverables to increase outreach efforts and participation of certified, small, disadvantaged, minority and women-owned business participation on Journey with AUS projects.

### **I. Outreach Plan Expectations**

- A. Contractors are required to submit an ACE Outreach form to SMBR and AUS once a contract is awarded by the Austin City Council. Contractors will submit their completed ACE Outreach form to [ACEOutreach@austintexas.gov](mailto:ACEOutreach@austintexas.gov). The ACE Outreach form will be due no less than 15 days post contract execution with Contractor’s DBE/MBE/WBE outreach consultant.

In cases where the project has specialized scope or single scope driven, an exemption can

be requested for approval. In these cases, Contractor will submit their request on an ACE Outreach form and provide any supporting documentation.

- B. The ACE Outreach form allows Contractors to outline proposed outreach events for their respective project(s).
- C. Contractors will attend an AUS Workshop on the full Journey With AUS Program and based on the contract schedule, Contractor will host Pre-Proposal Outreach meetings based on construction phases.
- D. All outreach events, activities and marketing collateral materials must include SMBR and Journey with AUS logos. Logos will be provided in the ACE Outreach Packet after the ACE Outreach form is approved by the Outreach Coordination Team.

The ACE Outreach Packet include documents such as, logos, list of survey questions, list of Minority Serving Media, Partner Organizations and Local Chambers, list of translation services, and a link to Shared Platform. In addition, the ACE Outreach Coordination Team is comprised of SMBR Compliance SPOC, SMBR Communications SPOC, AUS Project Manager and AUS Communications SPOC.

- E. All ACE Outreach forms are considered proposed until approved. Contractors should await approval of submitted forms before confirming logistics and proceeding with any event promotion.
  - a. Should clarifications or modifications be required of the ACE Outreach form, Contractors will resubmit an updated form.
  - b. Should there be delays or significant change and/or incident with projects that require a Contractor to withdraw or pause their planned activities outlined on their ACE Outreach form occur, the Outreach Team will work with the Contractor to establish new timelines.
- F. Contractors must maintain timely communication with the Outreach Coordination Team.

## II. Outreach Activities

- A. The Contractor's outreach meeting(s) should be **open to all potential subcontractors** (subcontractor list provided by SMBR Compliance representative).

The following outlines required event logistics and details to support outreach meeting(s). These events should be scheduled at a time that ensures maximum participation.

a. **Event Management and Step-by-Step Requirements**

- i. **Event Registration:** Contractor will create events and manage registration on a centralized event registration platform, like Eventbrite. Contractors will provide final list of event registrants and attendee sign-in forms to the Outreach Coordination Team no later than two (2) business days after the event.
- ii. **Agenda:** Contractor will develop and submit a detailed agenda for each outreach event to the Outreach Coordination Team for their review and feedback at least ten (10) business days prior to the start of each event.
- iii. **Meeting Materials and Marketing Collateral:** Presentations, associated graphics, infographics, recordings, registration lists, attendee sign-in sheets and all other supplemental information must be uploaded to the Shared Platform. A link to the Shared Platform will be provided after the ACE Outreach form is approved by the Outreach Coordination Team.
- iv. **Q&A Segment:** All outreach events/activities must dedicate time for live questions and answers from participants.
- v. **Event Location:** In-person events must be centrally located, easily accessible by public transportation, and ADA-compliant. A list of city-owned and private venues utilized by the City of Austin will be provided in the ACE Outreach packet.
- vi. **Parking:** Locations must offer adequate parking at no cost (free). If no cost parking is unavailable, parking must be fully validated.
- vii. **Amenities:** Provide adequate seating, refreshments, and restrooms.
- viii. **Audio and Visual:** All venues must offer the capability to present information professionally (e.g., Wi-Fi, projectors, microphones).
- ix. **Cost-Free Participation:** Events must be free of charge for participants with no hidden fees or costs associated with attendance.
- x. **Recordings and Distribution:** Contractor will record virtual sessions and upload recordings to the Shared Platform within two (2) business days after the event.
- xi. **Post-Event Survey:** Contractor must email attendees a customer satisfaction survey requesting feedback for each event. The survey should be emailed to attendees no later than two (2) business days after the event. A template of

required survey questions will be provided after the ACE Outreach form is approved by the Outreach Coordination Team.

- xii. **Security Clearances:** For any events proposed to be hosted in secure areas of the airport, Contractors must coordinate with the appropriate AUS staff to obtain the necessary security clearances. This includes ensuring all event registrants and staff meet AUS security requirements and facilitating any required background checks or access approvals well in advance of the event date.
- xiii. **Interpretation:** A list of interpretation service providers will be provided after the ACE Outreach form is approved by the Outreach Coordination Team.

### III. Marketing and Promotion

- A. **Contractors will use the following advertising options to market and promote their Pre-Proposal meeting(s).**
  - a. **Free Media:** Utilize community calendars, sponsorships, e-blasts and social media to promote outreach events.
  - b. **Minority Serving News Media:** Utilize the **Minority Serving News Media** list to advertise outreach events. Contractor must utilize all media organizations from this list. List will be provided after the ACE Outreach form is approved by the Outreach Coordination Team.
  - c. **Partner Organizations and Local Chambers:** Utilize the **Partner Organizations and Local Chamber list** (i.e. Minority Trade Alliance members) to advertise and promote events. Contractor(s) must reach out to all organizations on the list. List will be provided after the ACE Outreach form is approved by the Outreach Coordination Team.
- B. **Contractors will create the following marketing and outreach collateral to inform subcontractors about awarded projects:**
  - a. **Flyers and Brochures:** Produce and distribute flyers and brochures that are visually engaging and easy to understand, summarizing key opportunities and outlining requirements of the project phase. Contractor will ensure that these materials are accessible in both digital and physical formats.
  - b. **Social Media Toolkit(s):** Provide pre-designed social media content (graphics and copy) to stakeholders, professional networks, partner organizations, and Outreach Coordination Team at least **(10) business days prior to the event.**

- c. **Detailed Construction Opportunity Guides:** Develop comprehensive digital and physical guides that outline available opportunities for each phase of the project. These guides should be distributed at in-person events and available for digital download. Guides should include:
  - i. **Project Scope:** A clear description of the specific work areas where subcontractors may participate.
  - ii. **Timeline:** Key milestones and deadlines for the various phases of the project, including when bids are due and when work is expected to commence.
  - iii. **Participation Requirements:** Provide overview of criteria that subcontractors need to meet to be eligible to bid, such as certifications, experience, and financial capacity.
  - iv. **Contact Information:** Contact information of the Outreach Coordination Team members and Contractor’s MBE/WBE/DBE outreach consultant.
  - v. **On-going Updates:** As project details evolve, Contractors are responsible for updating guides and redistributing them to ensure all subcontractors, partner organizations, and City departments have the most up-to-date information.
- d. **Translation:** A list of alternative language service providers will be provided within ten (10) business days after the ACE Outreach form is approved.

#### IV. Compliance and Reporting

- A. **Contractors are required to upload documentation to the Shared Platform after each outreach event and attend meetings as part of their compliance obligation.**
  - a. **Documentation:** After each event Contractor must submit the following detailed records and reports.
    - i. **Attendance Records:** Sign-in sheets or digital attendance records, broken down by business name, business type (construction, professional, non-professional or goods and services), ethnicity and certification type (MBE/WBE/DBE).
    - ii. **Participant Feedback:** Summarized feedback from attendees (collected via customer satisfaction survey).

- iii. **Outreach Impact Statement:** A written summary evaluating the event's success in reaching its goals, along with any challenges faced and suggestions for improvement.