



Leaders at the Core of Better Communities

2010 Annual Awards Program

Program Excellence Awards Nomination Form

Deadline for Nominations: March 12, 2010

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- Community Health and Safety
- Community Partnership
- Community Sustainability
- Strategic Leadership and Governance

Name of program being nominated: Small and Minority Business Resources for Business Development Program

Jurisdiction(s) where program originated: City of Austin, Texas

Jurisdiction population(s): 774,037

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented by or before January 31, 2009, to be eligible. The start date should not include the initial planning phase.)

Month: January Year: 2009

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in San José, California, October 2010. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Marc Ott

Title: City Manager Jurisdiction: City of Austin, TX

Name: _____

Title: _____ Jurisdiction: _____

Name: _____

Title: _____ Jurisdiction: _____

SECTION 2: Information About the Nominator/Primary Contact

Name of contact: Patricia Fraga
Title: Program Manager Jurisdiction: City of Austin, TX
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2010 ICMA Program Excellence Awards: Community Partnership City of Austin, Texas Small and Minority Business Resources for Business Development Program

For more than 20-years the City of Austin's Small and Minority Business Resources (SMBR) department assists small minority-owned and woman-owned businesses as they pursue contracting opportunities with the City of Austin; encourages Minority Business Enterprise/Woman Business Enterprises to participate in City contracts; and oversees the City's MBE/WBE & DBE contracting goals in the areas of construction, professional services, commodities, and non-professional services. SMBR was created to overcome barriers that small businesses that were owned by minorities and women faced as they attempted to do business in the City of Austin.

SMBR's mission is to provide developmental opportunities and resources for small businesses so that they can have affirmative access to city procurement opportunities and show productive growth. SMBR accomplishes this mission by educating minority- and women-owned small businesses and by joining forces with Service Provider organizations and local minority chambers of commerce.

Problem Assessment

SMBR performs a Disparity Study of local business owners in Austin and surrounding five county area, our findings are that business owners often report that doing business with the City of Austin is a barrier for several small businesses owned by minorities and/or women. SMBR collaborated with local minority chambers and trade associations to overcome the barriers.

Program Implementation and Cost

SMBR is a member of The Greater Austin Hispanic Chamber's Certification and Procurement Subcommittee along with several other government entities. As a member we were able to hear the concerns of many small business owners who wanted to do business with

government but did not know how to gain access to the services available. SMBR assisted by participating in a “Certification Made Simple” event in which our staff did a presentation informing business owners on how to do business with the City of Austin and the benefits of Certification for a minority or women owned small businesses. This workshop opened the doors of opportunity to these chamber members who did not realize that it was obtainable. This effort has resulted in the Greater Austin Chamber of Commerce awarding SMBR the Government Partner of the Year award which we will receive in March.

In yet another collaborative endeavor, the Austin Area Black Contractors Association (ABCA) approached SMBR and asked for assistance with the Vendor Self Service (VSS) online system which is owned by the City of Austin’s Purchasing department. SMBR coordinated with ABCA and the Purchasing department to set up an Interactive Commodity Code workshop in which business owners were invited to a hands-on training with the Purchasing staff who are responsible for the day-to-day activities on VSS. ABCA members responded by stating that they felt the work session was very beneficial. Now we have empowered them to better understand the process of selecting the codes for all of the goods and services that they sell to the City.

This process assisted SMBR by increasing the number of African-American Business owners who were available for various scopes of work in the Construction and Construction related arena. SMBR will continue to host the interactive workshops with our partners in order to increase our service delivery method. These workshops also assist in overcoming barriers that our construction related business owners may have with technology.

The only cost that SMBR incurred was staff time. The annual outreach budget is \$245,000; however, this amount includes salaries. The Outreach function is shared across the entire department and the annual department’s budget is \$2.145 million.

Tangible Results

SMBR works regularly on initiatives such as these with community organizations who also assist minority and women-owned businesses. These organizations serve as ambassadors to the MBE/WBE Program to further SMBR's mission. As a result of SMBR's collaborative initiatives and outreach efforts, the number of certified firms has increased 70% since January 2007. The total dollar value of MBE/WBE participation from 2003-2008 was \$490,131,732 or approximately 11% of the contracts with availability.

Lessons Learned

We have learned that although we are a Public entity we must think like a Private Entity to assist our customers. SMBR has to have the flexibility to adapt and change to meet the needs of our customers. In working with the chambers and trade associations, we found that access to technology was a barrier so we working with other entities both inside and outside of the City to overcome this barrier.