

“Connecting Small Businesses”

Issue 1

Summer Edition | June-August 2020

Central Texas Small Business Partnership

The Central Texas Small Business Partnership was established in 2017. The partnership was created to equip small businesses in central Texas with resources and information needed to obtain contracts and procurement opportunities with county and city government, transportation, K-12 and colleges/universities throughout central Texas.

The Partnership is comprised of HUB and Small Business Development Programs at the Austin Community College District (ACC), Austin Independent School District (AISD), Capital Metropolitan Transportation Authority, City of Austin's Small & Minority Business Resources Department (SMBR) and Travis County's Historically Underutilized Business Program.

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In 2017, ACC, AISD, SMBR and Travis County hosted the inaugural conference. Capital Metro joined the partnership in 2018. In light of the development of the COVID-19 pandemic, the conference for 2020. In our commitment to educate small, minority and women business owners this newsletter was created to share information and resources.

Continuing Business during COVID-19

The COVID-19 pandemic has changed the way we live, work and connect with each other. As the state is limiting large gatherings and taking other measures to create social distancing to minimize the spread of COVID-19, we want to assure you that we will continue to provide service to you. As we navigate through these challenging times, we are committed to providing you with accurate, relevant, and timely resources that you'll need to conduct business with Austin Community College District, Austin Independent School District, Capital Metro, City of Austin and Travis County. We're in this together, and we're here to help.

Please visit, [COVID-19 Shareable Information & Required Signage](#) for flyers and other resources.

Free COVID-19 Testing

If you're feeling sick or know someone who is feeling sick, please encourage them to stay home and to [make an appointment](#) for free testing at drive-thru testing sites with APH, CommUnity Care, and local hospitals.

We will not ask about your immigration status and you do not need a doctor's referral or insurance for any of the following options:

- Take the free [self-assessment online](#) to schedule testing with Austin Public Health
- Call 512-978-8775 for screening at the nearest CommUnity Care Clinic
- Go to the testing site located outside the CommUnity Care Hancock Walk-In Clinic: 1000 E 41st Street, Monday-Friday 9 a.m. to 4 p.m., weekends 9 a.m. to 1 p.m.

As you plan the next steps for business recovery, know that we are partnering with local agencies and organizations to develop resources to help you.

Business Recovery

[ATX Recovers](#) provides business owners with the latest updates and resources in direct support of recovery efforts for Austin businesses, entrepreneurs and non-profit organizations. Go to the website and sign up for the newsletter to receive more information about local business recovery.

City of Austin Utility Bill Assistance

City of Austin utilities customers may be eligible for financial assistance if you've been impacted by COVID-19. Austin Energy and Austin Water have contributed an additional \$12.3 million into the Plus1 program to provide more help to customers. Visit [AustinBillHelp.com](#) to apply for assistance.

Stay updated with local COVID-19 information at [AustinTexas.gov/COVID-19](#). Click on the "***Sharable Information and Required Signage***" graphic on the left to download materials in English, Spanish, Vietnamese, Korean, Burmese, Arabic, Urdu and Chinese (Traditional and Simplified).

How to Conduct Business with Austin Community College District



Registering as an ACC Vendor

ACC has developed an online vendor registration for all businesses that are interested in providing goods and services, professional services, non-professional services and construction services to the District. This list will also include certified Small Local Business Enterprise (SLBE) vendors.

To become a vendor with Austin Community College District, you will need to register in our ACC management system by visiting www.austincc.edu/sbdpvendor and completing the registration process.

Vendor registration is a two-step process:

- **Step 1:** Create a profile in the nationwide diversity management system
- **Step 2:** Log into your new account to complete ACC-specific vendor registration.

**Remember to enter the correct commodity codes for your firm. These codes are used when creating a list to distribute solicitation information.*

Once vendors register, their registration is active for one (1) year. Vendors will receive an automated email sixty (60) days before the expiration of their registration. Vendors must renew their registration and update their information, if needed. If there are no changes to vendor information, they may submit their renewal "as is".

Small Business Development Program (SBDP)

ACC's Small Business Development Program (SBDP) was established to encourage increased participation of small, local and emerging businesses in purchasing and contracting opportunities offered by the College. The SBDP is a race- and gender- neutral program that aims to ensure all segments of local businesses are provided opportunity to participate in all purchasing and contracting opportunities.

For more Information, contact:

Kelli Hollins, MS, MBA

Small Business Development Program Coordinator

Email: sbdp@austincc.edu

Phone: 512-223-1039

Website: www.austincc.edu

Small Local Business Enterprise Certification

A Small Local Business Enterprise (SLBE) is defined as an independently owned firm that is not dominant in its industry, and that satisfies all requirements of being both a "Small Business Enterprise" and a "Local Business Enterprise." Small, local businesses can start their registration by submitting a completed [SLBE Self Certification Form](#).

Once vendors self-certify as a SBLE, their certification is active for two (2) years. Vendors will receive an automated email sixty (60) days before the expiration of their certification. Vendors must update their Gross Annual Receipts before submitting their renewal.

SLBE Certification Eligibility

- Independently owned and controlled for-profit business.
- Not a subsidiary of another business
- Meets the industry-based size standards established by the [Small Business Administration \(SBA\)](#) in 13 CFR 121.201.
- Is headquartered or otherwise located at a fixed, established commercial address located within the [College taxing district](#) (Austin-Round Rock-San Marcos MSA—Travis, Williamson, Hays, Caldwell and Bastrop).

***A State Certified Small Business may qualify for SLBE certification. All businesses are encouraged to submit the proper paperwork required for SLBE Certification regardless of current/previous certifications. Your business does not have to be state certified to participate in ACC's Small Business Development Program (SBDP) as an SLBE.*

Visit the ACC Advertised Solicitations Page for Current Solicitations:

www.austincc.edu/solicitations

Visit the Small Business Development Program Page for Upcoming Events, Updates, and Resources:

www.austincc.edu/smallbusiness



Helpful Resources



The Austin ISD HUB Program Department provides:

- A race and gender-conscious process designed to encourage greater MBE/WBE availability.
- A program that encourages participation in all phases of procurement.
- Opportunities for HUB's to broaden and enhance their capacities to do business with the District.

Program Outreach:

To ensure small minority, and women-owned businesses are aware of current contracting opportunities, the District conducts the following:

- Maintain a distribution list of small minority-, and women-owned businesses expressing interest in contracting with the Austin ISD.
- Promote contracting opportunities at many public outreach and procurement events.
- Provide subcontractors with tools to network with general contractors.
- Inform contractors about the 2017 AISD Bond that is modernizing all 130 District facilities. Learn about upcoming projects at AISDFuture.com.

How to access current Austin ISD bid opportunities:

To view current construction related solicitations, go to <https://www.austinisd.org/cp/bids> and <https://planroom.millerids.com/>.

Resources and general contact information:

COVID-19 Business Support Resources: <https://www.austinisd.org/hub/program-outreach>

Upcoming webinar information: <https://www.austinisd.org/hub>

Follow us on LinkedIn & Twitter: <https://www.linkedin.com/company/aisdhub> & [@HUBProudAISD](https://twitter.com/HUBProudAISD)

HUB Program Department Email: HUBprogram@austinisd.org

Meet the Austin ISD HUB Team



Gerald Green
HUB Coordinator

Cheryl Johnson
Contracts Mgt. Specialist

Michelle Parker
Admin Assistant

Dinita Caldwell
Director

Melfi Penn
HUB Coordinator

Helpful Resources



How to access information on current Capital Metro Solicitations

All current solicitations are listed on [PlanetBids™](#). You can sign up to receive email notification of our solicitations and sign up for a free Subscription to receive downloads of the electronic versions of solicitations.

For support with your [PlanetBids™](#) account, email questions to support@planetbids.com.

If you have any questions regarding Capital Metro solicitations, contact the Capital Metro Procurement Department at 512-389-7460 or via email to procure-help@capmetro.org.

DBE/SBE goals will be assigned to many of these solicitations in order to increase small business participation in Capital Metro Projects.

What is....

Small Business Enterprise (SBE)

Capital Metro defines small business as any business whose annual gross income averaged over the past three (3) years does not exceed the Small Business Administration's (SBA) size standards as set forth in 13 CFR, Part 121. A size standard is the largest that a firm can be and still qualify as a small business. Any Small Business that is certified as a Small Business Enterprise (SBE), Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Disadvantaged Business Enterprise (DBE) and Historically Underutilized Business (HUB) meeting the SBA size requirement will be accepted as meeting the Capital Metro SBE requirements.

Disadvantaged Business Enterprise (DBE)

Disadvantaged business enterprise or DBE means a for-profit small business concern (1) that is at least fifty one percent (51%) owned by one or more individuals who are both socially and economically disadvantaged or, in the case of a corporation, in which 51 percent of the stock is owned by one or more such individuals; and (2) whose management and daily business operations are controlled by one or more of the socially and economically disadvantaged individuals who own it. Only a certified DBE firm will be counted towards DBE credit for any project with a DBE goal.

If DBE/SBE goals are established, potential prime contractors to Capital Metro are expected to make their best efforts to meet these goals. When addressing these goals in bids or proposals, potential contractors are required to comply with the provisions and instructions outlined in the solicitation.

Certification...Where do I go?

Capital Metro is not a certifying agency. To become certified as a Disadvantaged Business Enterprise (DBE) or Small Business Enterprise (SBE), simply fill out the application and return it to the City of Austin Department of Small and Minority Business Resources. For more information contact 512-974-7600 or smbrcertification@austintexas.gov.

Capital Metro contact:
officeofdiversity@capmetro.org
512-369-6255 / 512-389-7557
www.capmetro.org



Helpful Resources



"Getting Started Guide"

What is certification? Certification is a process in which staff reviews an application to ensure that a socially- and economically-disadvantaged business owner owns, manages and controls the day-to-day operations of a business.

Why should I become certified? The City regularly enters into contracts for all kinds of services, such as construction, professional architectural and engineering, and other goods/services required to maintain the City. These procurements and contracts have a substantial impact to the Austin economy.

SMBR staff reviews all procurements valued at over \$50,000 for subcontracting opportunities. If MBE/WBE goals are established for any solicitation, Bidders or proposers must either meet the goals for Minority- and/or Women-Owned participation or perform a Good Faith Effort to include certified firms on the bid/proposal. Goals may vary from project to project depending on availability of certified firms.

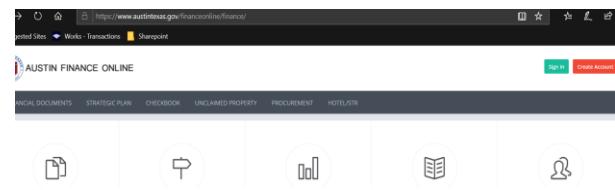
Does Certification guarantee a contract? Certification does not guarantee a contract. However, certification does help increase a firm's visibility and exposure to firms bidding and/or proposing on government funded projects.

What's the cost of certification? Certification is free.

Type of Certification	Projects/Funding Source	Applicants' Maximum Personal Net Worth (Not to Exceed)	Site Audit Required?
Minority-Owned Business Enterprise (MBE)	City of Austin projects & funding	\$1,565,000	SMBR Discretion
Women-Owned Business Enterprise (WBE)	City of Austin projects & funding	\$1,565,000	SMBR Discretion
Disadvantaged Business Enterprise (DBE)	Federally funded projects	\$1,320,000	Yes
Airport Concession Disadvantaged Business Enterprise (ACDBE)	Federally funded projects	\$1,320,000	Yes

How do I get started?

1. First thing you need to do is to let us know that your business is out there by registering as a City of Austin vendor. Visit <https://www.austintexas.gov/financeonline/finance> then click on the **Create Account** button to create an account.
2. Remember to add commodity codes, numbers that correspond with the goods and services that you can sell to the City. Whenever possible try to choose 5-digit codes.



3. If you have any questions or need assistance contact Vendor Registration at 512.974.2018 or vendor@austintexas.gov
4. Visit the Certification Overview page at <https://www.austintexas.gov/department/certification-overview>



5. Now, you're ready to apply. Scroll down to the bottom of the page and go to <https://austintexas.mwdbe.com/> to submit the requested information.



6. If you have any questions or need more information about certification, call 512.974.7645 or email smbrcertification@austintexas.gov

Helpful Resources

TRAVIS COUNTY PURCHASING OFFICE

How to Do Business with Travis County

The Travis County Purchasing Office recommends all vendors to register for **FREE** to [BidSync](#); a third-party procurement and bid notification system, in order to stay apprised of County solicitations and participate in Travis County's procurement processes.

For [BidSync](#) account support, email questions to vendorsupport@bidsync.com or call: 1-800-990-9339 Ext. 1



Vendors can also search contracts via the Purchasing Office website: [Travis County Contract Search](#)

HUB Utilization goals are assigned to formal solicitations over \$50K and when 3 subcontracting opportunities have been identified.

Good Faith Effort (GFE) Requirements:

Travis County is committed to promoting full and equal business opportunities for HUBs on County projects. To advance this objective, Respondents must demonstrate a GFE to include HUB participation on a project by fulfilling one of the following options:

- Option A: Respondent is certified as a HUB and self-performs all work for this project.
- Option B: Respondent meets or exceeds the overall HUB goal by subcontracting to HUBs.
- Option C: Respondent proposes only HUBs to fulfill all Subcontracting opportunities identified in the Declaration and substantially meets the HUB goal (i.e., 50% or more of the HUB goal).
- Option D: Respondent must provide written notice to 3 certified HUBs and all Community Partners and Plan Rooms at least 7 Working Days prior to the required submission date for all subcontracting opportunities identified. Respondent must include the scope of work, information about where to review plans and specifications, bonding and insurance requirements, required qualifications, and a point of contact in the notice. Respondent must submit required documentation evidencing compliance with the outreach requirements with their HUB Declaration.

Follow Us on Social Media:



Meet the HUB Team:

Sylvia Lopez, HUB Director
Corina Rodriguez, HUB Coordinator
Adrienne Govea, Community Liaison
Butch Soto, HUB Specialist
Jamal Williams, HUB Specialist



Professionalism, Innovation, Equity

Contact Us:

Email: HUBstaff@traviscountytexas.gov Phone: 512-854-9700

Recognized HUB Certifications:

For the purposes of Travis County, a business must hold one of the following certifications to be considered a certified HUB:

- City of Austin Small and Minority Business Resources Department: [City of Austin SMBR Certification](#)
- State of Texas Comptroller's Office: [State of Texas CMBL Certification](#)
- Texas Unified Certification Program (TUCP): [TXDOT TUCP Certification](#)
- South Central Texas Regional Certification Agency (SCTRCA): [SCTRCA Certification](#)



Travis County Advisor Apprentice Program (TCAAP):

TCAAP is a one year program designed to help build effective working relationships between prime and sub-contractor businesses. Goals for our program consist of:

- Development of business goals and objectives.
- Increase understanding and stability within current industry.
- Increase the Mentor's ability to identify potential businesses that may be used as subcontractors for future contracts and its good faith efforts to utilize HUB businesses.

If interested in applying email TCAAP@traviscountytexas.gov.

Additional Resources

- [Austin Independent Business Alliance](#)
- [Austin SCORE](#)
- [Austin Statesman](#)
- [City of Austin](#)
- [COVID-19 Business Resource Center](#)
- **Centers for Disease Control and Prevention**
<https://www.cdc.gov/coronavirus/2019-ncov/index.html>
- **Google for Small Businesses**
[Helping your business through COVID-19](#)
- [Greater Austin Hispanic Chamber of Commerce](#)
- [Main Street ROI](#)
[Small Business Marketing Tips During the COVID-19 Pandemic](#)
- **Small Business Development Center Network**
[DSHS Guide \(how to re-open safely for both employees and customers\)](#)
[Retail-To-Go Guide \(download\)](#)
- **Texas Economic Development**
[Coronavirus \(COVID-19\)](#)
- **U.S. Chamber of Commerce- A Guide to Reopening Your Business**
[Ready to Reopen: A Playbook for Your Small Business](#)
- **U.S. Small Business Administration**
[Coronavirus \(COVID-19\): Small Business Guidance & Loan Resources](#)
[Small Business Resource Guide](#)



COVID-19

News You Can Use

Austin-Travis County Stay-Home Order Extended
Read the story [here](#).

Williamson County's Business Grant Program
Learn [more](#).

More Small Business Grant Programs on Horizon
[Read](#)

Free Public COVID-19 Testing Now Available

Texas Department of State Health Services
[Coronavirus Disease 2019 \(COVID-19\)](#)

Centers for Disease Control (CDC) and Prevention

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

Help for small businesses
[See more](#)

COVID-19 RELIEF for Small Businesses Act of 2020 [Download](#)

Prepare your Small Business & Employees for the Effects of COVID-19 [Learn More](#)

Magic Johnson providing \$100M in loans to minority-owned businesses [Read](#)



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Questions or Comments about this newsletter:
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Austin Community College District