

Presentation On City of San Antonio Small Business Program

Professional Services Project
2010

Small Business Objectives

- A strategy to help local businesses grow
- Provides a remedy to remove disparity
- Promote utilization of minority & women-owned businesses through city contracting
- Use of public contracting to expand private sector participation for local businesses
- Grow local small businesses in non-traditional business categories
- Remove obstacles preventing small business from competing for City contracts
- Provide increased competition for City contracts

Key Definitions

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- **Local Business Enterprise (LBE)**
 - Headquartered in San Antonio
 - Non-HQ must be within Bexar County (1-year)
 - Branch offices qualify - at least 10 employees
- **Minority Owned Business Enterprise (MBE)**
 - Hispanic, African - American, Asian, Native-American and Handicapped
 - Must have 51% ownership
- **Woman-Owned Business Enterprise (WBE)**
 - Gender Based - regardless of Ethnic Status
 - Must have 51% ownership
- **African-American Business Enterprise (AABE)**
 - Owned by African-American group member
 - Must have 51% ownership

Key Definitions (cont.)

- **Small Business Enterprise (SBE)**
 - Tied to specific industry SBA size standard
 - Architecture & Engineering (A&E): less \$4,500,000 Annual Revenue
 - Construction: Less than \$31,000,000
- **Minority & Women-Owned Business Enterprise (M/WBE)**
 - Combined—minority and non-minority women
 - Must have at least 51% ownership
 - Established to promote M/WBE principal ownership
- **Historically Underutilized Enterprise (HUE)**
 - Small (SBE) plus either
 - Minority (MBE including AABE)
 - Women (WBE)
- HUE applies to discretionary contracts where preference points are applied.

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Certification

- **Possible Subcontractors-**
 - Search the South Central Texas Regional Certification Agency (SCTRCA) website at www.sctrca.org and/or contact Economic Development Department (EDD) Small Business Office
 - Research Local organizations
- **Work with EDD, Small Business Office to prioritize businesses that need assistance for certification**
 - Refer to “Communication Restrictions”
- **Proof of Certification must be attached to GFEP**

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Performance Standard Percentage Points

- ⇒ Clarify Preference Point System-20% TOTAL (Only on Professional/Lease Contracts)
- SA Headquartered Business: 10% of the selection criteria points
 - Non-Local Prime Contractors can receive points for using local businesses- proportional to amount of work performed by local subcontractors (For example, if a non-local prime contractor subcontracts with a local subcontractor for 50% of the work, they are eligible for up to five points.)
 - Primes who have branch office with 10 employees will receive 6% of the selection points
 - Historically Underutilized Enterprises (HUEs): 5% of the selection criteria points
 - Primes who subcontract with HUEs can receive points proportional to amount of work performed by HUEs (For example, if a prime contractor subcontracts with a small, minority and/or a small, woman business enterprise for 50% of the work, they are eligible for up to 2.5 points.)
 - S/MBEs and/or S/WBEs must be certified by SCTRCA or approved by Director of Economic Development to be considered HUEs.
 - Small Business Program Compliance: 5% of the selection criteria points
 - Submission/approval of GFEP
 - 1% for meet/exceed MBE goal; 1% for meet/exceed WBE goal; 1% for meet/exceed AABE goal; 1% for meet/exceed SBE goal

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Small Business Program Compliance

Contracting Goals

Professional Services

MBE 31%

WBE 10%

AABE 2.2%

SBE 50%

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Small Business Goal Compliance? (Professional Service Contract)

EXAMPLE

NAME OF SUBCONTRACTOR	% LEVEL OF PARTICIPATION	CERTIFIED
Local Subcontractor A	10%	MBE/SBE
Local Subcontractor B	13%	MBE/WBE/SBE
Local Subcontractor C	10%	MBE/AABE/SBE

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Small Business Goal Compliance (cont.)

	<u>Professional Services Goal</u>	<u>Compliance</u>
MBE	31%	33%
WBE	10%	13%
AABE	2.2%	10%
SBE	50%	33%

Note: Contractor meets 3 of 4 goals

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Scoring of SBEDA Points

- ASSUMING NON-LOCAL PRIME
 - LOCAL 3.3
(33% x 10)
 - HUE 1.65
(33% x 5)
 - Small Business Program
Compliance (WBE/MBE
AABE/GFEP) 4
 - TOTAL POINTS 8.95

- ASSUMING LOCAL PRIME
 - LOCAL 10
 - HUE 1.65
(33% x 5)
 - Small Business Program
Compliance (WBE/MBE
AABE/GFEP) 4
 - TOTAL POINTS 15.65

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Good Faith Effort Plan

- **Why is it important to complete fully and accurately?**
 - The extent of good faith effort to utilize certified SBE/MBE/WBE/AABE firms is used in evaluating proposal/bid
 - In fact, Small Business Program Compliance (which includes the GFEP) is assigned 20 points in the evaluation of proposals
 - Proof of Certification must be attached to GFEP.
 - ANY BID OR PROPOSAL THAT DOES NOT INCLUDE THE GFEP SHALL BE DECLARED NON-RESPONSIVE.

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Contact

**City of San Antonio
International and Economic
Development Department
Small Business Office
Frost Bank Tower
100 W. Houston St., Suite 1900
(210) 207-3900**

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Questions and Answers

GOOD FAITH EFFORT PLAN (FOR CONTRACTS \$200,000 OR GREATER)

NAME OF PROJECT: _____

BIDDER/PROPOSER INFORMATION:

Name of Bidder/Proposer: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Telephone: _____ E-mail Address: _____

Is your firm certified? Yes No (If yes, please submit Certification Certificate.)

1. List all subcontractors/suppliers that will be used for this contract. (Indicate all MBEs-WBEs-AABEs-SBEs. Use additional sheets as needed.)

NAME AND ADDRESS OF SUBCONTRACTOR'S/SUPPLIER'S COMPANY	CONTRACT AMOUNT	% LEVEL OF PARTICIPATION	MBE-WBE-AABE- SBE CERTIFICATION NUMBER
SUBCONTRACTOR A	\$100,000	10%	Refer to RCA database
SUBCONTRACTOR B	\$130,000	13%	Refer to RCA database
SUBCONTRACTOR C	\$100,000	10%	Refer to RCA database

Only companies certified as an MBE, WBE, AABE or SBE by the City of San Antonio or its certifying organization can be applied toward the contracting goals. All MBE-WBE-AABE-SBE subcontractors or suppliers must submit a copy of their certification certificate through the Prime Contractor. Proof of certification must be attached to this form. If a business is not certified, please call the Small Business Office at (210) 207-3900 for information and details on how subcontractors and suppliers may obtain certification.

It is understood and agreed that, if awarded a contract by the City of San Antonio, the Contractor will not make additions, deletions, or substitutions to this certified list without consent of the Director of International and Economic Development and Director of the appropriate contracting department (through the submittal of the Request for Approval of Change to Original Affirmed List of Subcontractors/Suppliers form).

NOTE: If MBE-WBE-AABE-SBE contracting goals were met, skip to #9.

2. If MBE-WBE-AABE-SBE contracting goals were not achieved in a percentage that equals or exceeds the City's goals, please give explanation.

Either no response was received, response was incomplete, the bid was not low, or bidder was not qualified.

3. List all MBE-WBE-AABE-SBE Listings or Directories utilized to solicit participation.

Prime contractor outreach to the following: South Central Texas Regional Certification Agency, Hispanic Chamber and Alamo City Chamber

4. List all contractor associations and other associations solicited for MBE-WBE-AABE-SBE referrals.

Women In Communications and Chambers of Commerce

5. Discuss all efforts aimed at utilizing MBE-WBE-AABE-SBE's.

Posted invitation to all MBE, WBE, AABE, SBEs on sites listed above, phone specific contractors known to qualify and faxed Invitations To Bid to known subcontractors.

6. Indicate advertisement mediums used for soliciting bids from MBE-WBE-AABE-SBE's.

The Prime Contractor utilized the following for soliciting bids: La Prensa, Hispanic Chamber Newsletter, Created In-House Bulletin, Internet, Phone and Faxes (see attachments)

7. List all MBE-WBE-AABE-SBE bids received but rejected. (Use additional sheets as needed.)

COMPANY NAME	MBE-WBE-AABE-SBE CERTIFICATION NUMBER	REASON FOR REJECTION
SUBCONTRACTOR M	Not Certified	No Response
SUBCONTRACTOR Q	RCA Certified	Too High
SUBCONTRACTOR R	RCA Certified	Incomplete Response

- 8. Please attach a copy of your company's MBE-WBE-AABE-SBE policy.
- 9. Name and phone number of person appointed to coordinate and administer the Good Faith Efforts of your company on this project.

- 10. This Good Faith Effort Plan is subject to the Economic Development Department's approval.

AFFIRMATION

I HEREBY AFFIRM THAT THE ABOVE INFORMATION IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE AND BELIEF. I FURTHER UNDERSTAND AND AGREE THAT, IF AWARDED THE CONTRACT, THIS DOCUMENT SHALL BE ATTACHED THERETO AND BECOME A BINDING PART OF THE CONTRACT.

SIGNATURE OF AUTHORIZED OFFICIAL

TITLE OF OFFICIAL

DATE

PHONE

FOR CITY USE

Plan Reviewed By: _____

Recommendation: Approval _____ Denial _____

Action Taken: Approved _____ Denied _____

DIRECTOR OF INTERNATIONAL AND ECONOMIC
DEVELOPMENT