



Pre-Certification Workshop

EDUCATE. CONNECT. GROW.

Timothy Warren, Division Manager

Email: OBOCertification@houstontx.gov



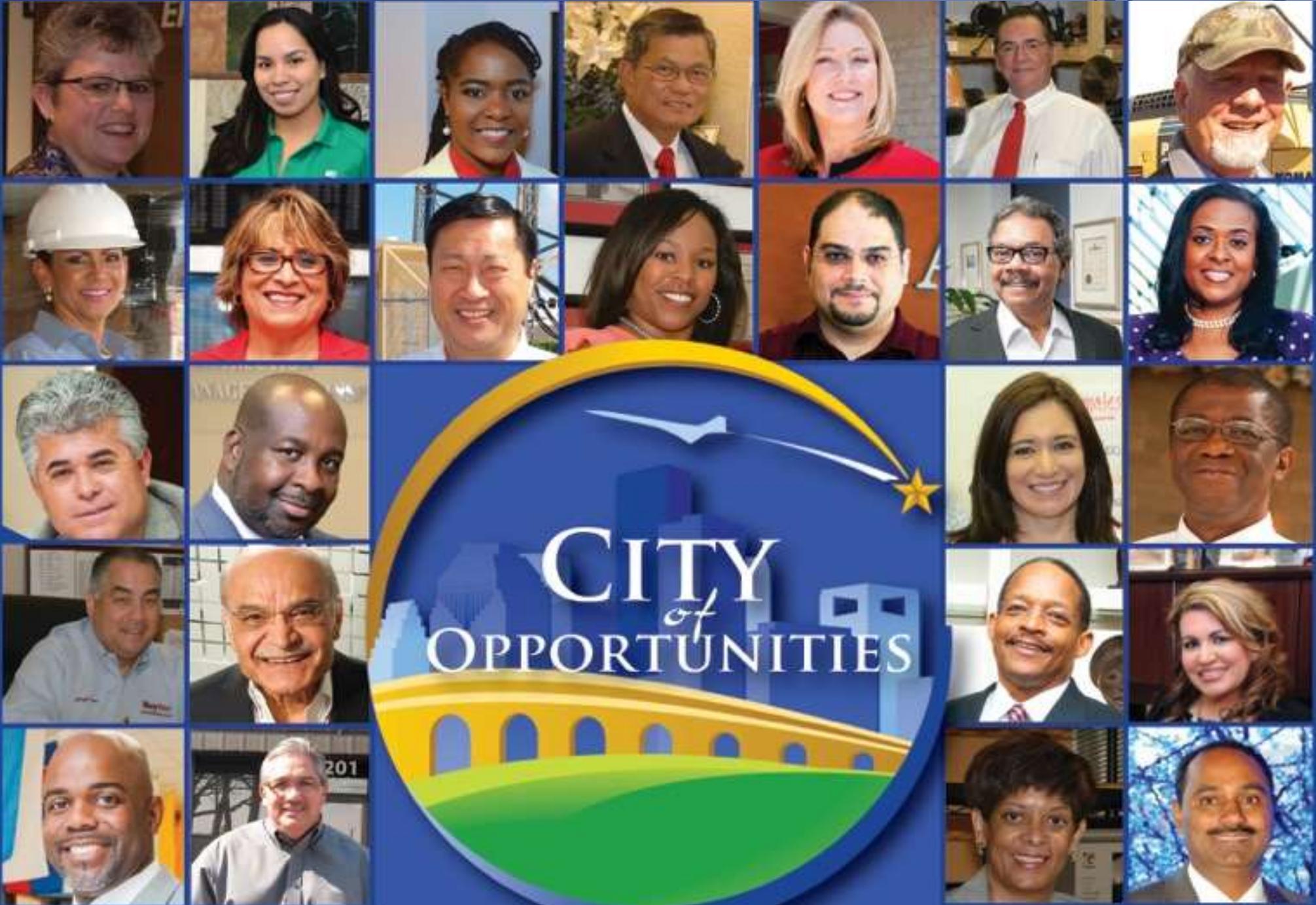
Sylvester Turner
Mayor

Marsha E. Murray
Director

611 Walker, 7th Floor
Houston, TX 77002
www.houstontx.gov/obo

T. 832.393.0600 F. 832.393.0646





Office of Business Opportunity Mission Statement & Overview



The Office of Business Opportunity is committed to cultivating a competitive and diverse economic environment in the City of Houston by promoting the success of small businesses and developing Houston's workforce, with special emphasis on historically underutilized businesses and disenfranchised individuals.

Certifications & Designations

OBO processes applications from firms interested in four (4) City of Houston and two (2) Federal certifications.

City Certifications

MBE – Minority Business Enterprise: Applies to firms owned and operated by minorities. MBE goals may be applied to any locally funded contract type.

WBE – Women Business Enterprise: Applies to firms owned and operated by females. WBE goals may be applied to any locally funded contract type.

SBE – Small Business Enterprise: Applies only to eligible firms in the **construction-related industry**. This certification is race and gender neutral.

PDBE – Persons with Disabilities Business Enterprise: Applies to eligible firms owned and operated by individuals with an existing, medically determined physical or mental impairment of a chronic or permanent character. Also includes U.S. Veterans with service connected disabilities.



Certifications & Designations

U.S. Department of Transportation Certifications



DBE – Disadvantaged Business Enterprise (Federal Certification): Applies to firms owned and operated by socially and economically disadvantaged individuals. DBE goals apply only to U.S. Department of Transportation contracts that receive Federal financial assistance.

ACDBE- Airport Concessionaire Disadvantaged Business Enterprise firms are eligible to participate on concessions at airports that receive Federal funds. Concessionaires provide goods and services to the traveling public. Examples include: retail, food and beverage, advertisement and marketing, vending and Wi-Fi services.

City of Houston Overall MWSBE and PDBE Goals



Construction
34% MWSBE
(4% SBE cap project specific)



Professional Services
24% MWBE



Goods & Services
11% MWBE



Overall City Expenditures
1% PDBE Goal

City of Houston Overall ACDBE and DBE Goals

Procurement Area	Goals
IAH Concessions	32% ACDBE (non-inclusive of rental car) 1% ACDBE Rental Car only
HOU Concessions	30% ACDBE (non-inclusive of rental car) 1% ACDBE Rental Car only
Department of Transportation (DOT) funded projects at Intercontinental (IAH), Hobby (HOU), and Ellington Field (EFD) (Construction, Professional Services, etc.)	IAH & HOU - 31% DBE EFD – 30% DBE



The Certification Process



- I. Pre-Certification Workshop
(Optional, but recommended)
- II. Preliminary Screening of Application
- III. Desk Audit
- IV. Financial Audit
- V. Site Visit, where applicable
- VI. Committee Review
- VII. Certification Approval or Denial

All applications must be submitted online.

(Visit <http://houstontx.gov/obo/> for instructions and details)



Requirements for Certification



Requirements	Certification Type
Must be at least 51% owned, managed and controlled by a minority, female, person with a disability or socially and economically disadvantaged individual.	MBE, WBE, PDBE, ACDBE and DBE
The minority, female, persons with disabilities owner, socially and economically disadvantaged owner and small business owner must have the training/expertise to perform the work, and where required, have a license or certificate issued in his or her name.	All certification types
Firm must be for profit, independent and currently functioning.	All certification types
Maintain a significant presence in Harris, Brazoria, Chambers, Fort Bend, Galveston, Liberty, Montgomery, Waller, Austin or San Jacinto counties.	MWSBE and PDBE



Requirements for Certification



Requirements	Certification Type
Meet the Small Business Administration Size Standard(s) for its industry classification(s).	All certification types
Firm must be registered as a Vendor/Supplier with COH Strategic Purchasing Division	All certification types
For Persons with Disabilities Business Enterprise (PDBE) certification requires that applicant submit a Disability Affidavit and an accompanying letter from a medical doctor or a disability rating letter from the Department of Veterans Affairs or a disability determination from the Department of Defense demonstrating a service-connected disability for disabled veterans.	PDBE only



Requirements for Certification



Requirements	Certification Type
For Small Business Enterprise (SBE) certification, it requires the applicant to be in a construction or construction related field.	SBE certification only
For Disadvantaged Business Enterprise (DBE/ACDBE) certification, applicant must have a Personal Net Worth less than \$1.32 million – excluding value of home and ownership interest in the business. There is no local presence requirement for DBE/ACDBE certification.	DBE and ACDBE only



Texas HUB Certification



STATE OF TEXAS HISTORICALLY UNDERUTILIZED BUSINESS (HUB) CERTIFICATION



- The COH Certification team also facilitates State of Texas Historically Underutilized Business (HUB) certification.
- At the firm's election, MBE and WBE certification approval can also result in HUB Certification, if the firm meets the State's HUB certification eligibility guidelines.

Advantages / Benefits of Certification

Certifications accepted by:



Advantages / Benefits of Certification OBO Programs

MEET THE BUYER *today!*

9 AM - 12 PM, THURS DEC 12 @ GRB



❖ City of Houston's Annual Meet the Buyer Event



❖ The Interagency Mentor-Protégé Program



❖ Turner School of Construction Management



Business Support Services through the OBO Solutions Center (OBOSC)

The OBO Solutions Center (OBOSC) functions as an information clearinghouse for Houstonians wishing to start or operate a business in the Houston-Metropolitan area.



The OBOSC provides the following **no-cost** services:

- ❖ Information on Relevant Permits, Licenses, and Fee Schedules
- ❖ Technical Assistance
- ❖ Access to Financial Resources, Including Access to Micro Lenders (i.e., LiftFund, TruFund, PeopleFund, etc.)
- ❖ Provision of Business Management Counseling Courtesy of SCORE
- ❖ Access to OBO Notifications, Workshops, and Programs on a Variety of Topics
- ❖ Provides One-on-One Business Development, Networking Opportunities, and Access to Various Contracting Opportunities
- ❖ How to Export Resources Internationally



Programs and Initiatives



BUILD UP HOUSTON & ACCELERATE LATINX (NEW in 2019)

Build Up Houston and Accelerate Latinx are comprehensive, seven month programs designed to increase the capacity and success of small businesses in the construction service industry doing business in the City of Houston. The programs utilize a curriculum provided by Interise, a non-profit organization, focused on helping established small business owners take their companies to the next level for continual growth and success. Program facilitators for Accelerate Latinx are bilingual in English and Spanish.



AccelerateLatinx

powered by **INTERiSE**

and the City of Houston Office of Business Opportunity

HOUSTON SMALL BUSINESS LEGAL CONSULTATIONS

The HSBLC coalition is a coordinated effort with the OBO and participating law firms providing FREE, holistic, focused consultations via telephone with pro bono lawyers assisting Houston area small businesses.

The program affords small businesses the opportunity to have one-on-one sessions with a licensed attorney to answer legal questions that they may have about their business. This service is offered through the OBO Solutions Center.



CITY OF HOUSTON
OFFICE
of
BUSINESS OPPORTUNITY

Programs and Initiatives



LIFTOFF HOUSTON!

LiftOff Houston is a business plan initiative that awards a total of \$30,000 in prizes to three winners in the categories of Innovation, Service and Product. Capital One Bank has awarded \$210,000 in start-up capital over the past seven years.



INTERAGENCY MENTOR PROTÉGÉ PROGRAM (IMPP)

The goals of IMPP are to enhance business skills and broaden the base of historically underutilized businesses by providing the knowledge and experience of established firms. IMPP is a collaboration between the City of Houston, METRO, Port Houston, HISD, HCC and the Houston First Corporation.

ASCEND HOUSTON / COMMUNITY ENTREPRENEURSHIP PROGRAM

OBO partnered with LiftFund and HCC to apply for the ASCEND 2020 initiative and won a \$1.2 million dollar grant to support the team's proposal: the Community Entrepreneurship Program (CEP). The aim of CEP/ASCEND 2020 is to grow inner-city and minority-owned businesses by creating supportive local ecosystems by rotating rehabilitation work order opportunities for selected, pre-qualified contractors. The inaugural cohort is scheduled to begin in February 2020



Advantages / Benefits of Certification

Goal credit for MWSDBE and ACDBE participation on City of Houston projects

Three (3) year MWSBE and PDBE certification approval period

Listing in the City's Certified Online Directory.

<https://houston.mwdbe.com/>



Certification Updates and Changes

City of Houston Certifications are updated every three (3) years

MBE
WBE
SBE
PDBE

Federal certifications must be updated annually

DBE
ACDBE

Types of Changes

Ownership
Financials /
Gross Revenues
Address
Emails
Phone/Fax Numbers

All updates or changes to your certification are reported via the online application system at www.houston.mwdbe.com.

Expansion of Capabilities

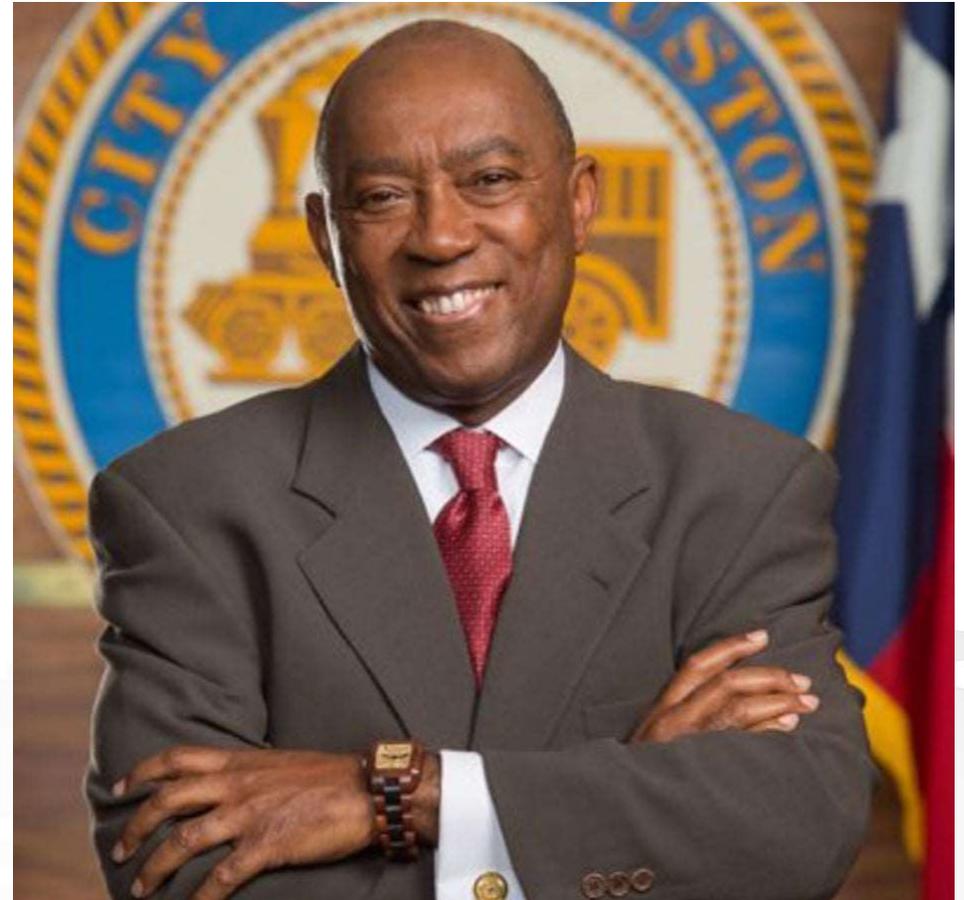


If you expand your business to operate in areas where you are not currently certified, we encourage you to seek an expansion of certification codes.

- Complete form via online application system at www.houston.mwdbe.com
 - Add additional services to your current certification description
 - Add North American Industry Classification System (NAICS) codes to your certification profile
 - Required to be used for specific scopes of work on City projects*
- Requirements for expansion:
 - Qualifying owner(s) must have training, expertise, and/or licensure to perform new work
 - Work is performed by applicant firm (not subcontractors)

How Successful is the MWSBE Program?

Over **\$1.2 Billion** awarded to Small, Minority, and Woman-owned businesses during Mayor Turner's administration.





Grounds for De-certification



Any material misrepresentation in the certification application or in the execution of a contract may be reason for revocation of certification for a five-year period. The following are some examples of violations of the City's MWSBE, PDBE, ACDBE, and DBE programs.

- OBO discovers that the firm provided false or misleading information for the purpose of certification during the original application process or as part of the annual update;
- Allowing your company's name to be submitted toward satisfying the MWSBE, PDBE, ACDBE and DBE goal for a scope of work for which you are not certified;
- Allowing your company's name to be submitted toward satisfying MWSBE, PDBE, ACDBE and DBE goal, but not actually performing, through your own workforce, the exact scope of work submitted in the prime's contract documents; and/or
- The company hired members of the prime contractor's workforce and misrepresented them as his/her own employees.

This is not an exhaustive list.



Online Application Submissions Only

EDUCATE. CONNECT. GROW.

<https://houston.mwdbe.com>



Sylvester Turner
Mayor

Marsha E. Murray
Director

611 Walker, 7th Floor
Houston, TX 77002
www.houstontx.gov/obo

T. 832.393.0600 F. 832.393.0646



Stay connected with us

EDUCATE. CONNECT. GROW.



@HoustonOBO



@HoustonOBO



@Houston_OBO



@Houstontx



Sylvester Turner
Mayor

Marsha E. Murray
Director

611 Walker, 7th Floor
Houston, TX 77002
www.houstontx.gov/obo

T. 832.393.0600 F. 832.393.0646





EDUCATE. CONNECT. GROW.