

Diversity Action Plan: Work-in-Progress Report

Green = Complete/On Target;

Yellow = In Progress;

Red = Not Started/No Progress

	Objectives	Frequency	Responsible Party	Metrics & Implementation Plan
Strategy A: Outreach to S/M/WBEs				
1	Establish an annual marketing budget at a minimum of \$25,000 to advertise the City's small business programs.	Annually	EDD, Finance, and PWD	Established on 10/1/2019. Note: Received additional \$25,000 in FY20/21 for grants marketing.
2	Advertise City small business programs in local newspapers and magazines, such as the Heartbeat, La Prensa, SA Current, San Antonio Observer, San Antonio Register, Southside Reporter, The Black Book, The Herald, and others as identified. These advertisements should be spread equally among the different publications.	Monthly	EDD, Finance, and PWD	Advertisements must occur in at least one (1) newspaper or magazine monthly. Note: March 2021 - Hospitality Grants Outreach: MySA, San Antonio Express News, Southside Report, San Antonio Reporter, SA Observer, La Prensa. Due to pandemic and sporadic federal response by the federal government, marketing dollars have been less consistent in order to have funds to market said federal programs when available.
3	Advertise City small business programs through nontraditional marketing efforts such as bus banners, bus stop banners, street banners, billboards, and radio stations such as KROV and others as identified.	Biannually	EDD, Finance, and PWD	Conduct 2 (two) nontraditional marketing efforts annually. Note: March 2021 - Hospitality Grants Outreach: Univision Radio Ad Spanish (2 weeks), Robocall (March 29 – April 5), Postcards (Metro Health Food Permits List, Small businesses in combined Equity Scores 5-10, Businesses in D4 and D6).
4	Advertise City small business programs on TVSA.	Daily	EDD	Advertisements must occur daily.
5	Advertise City small business programs on the City's Telephone Hold Messaging System.	Daily	EDD	Advertisements must occur daily.
6	Advertise City small business programs on social media, such as Facebook, Twitter, NextDoor and others as identified.	Monthly	EDD	Advertisements must occur multiple times a month. Note: October 2020 - UTSA COVID Business Recovery Accelerator, Vendor Orientation; November 2020 – Small Business Saturday; December 2020 – PPE Supply Pick-Up, Mentor Protégé Program; January 2021 – PPP Funding, Texas Restaurant Relief Assistance, Mentor Protégé Program, River City Federal Credit Union PPP Loans; February 2021 - Texas Restaurant Relief Assistance, UTSA SBDC COVID Business Recovery Accelerator: Understanding the SBA's Shuttered Venue Operators Grant (SVOG), Black Restaurant Week San Antonio, Annual Procurement Guide; March 2021 – Hospitality Grants
7	Email an Anticipated Solicitation Newsletter inclusive of SBEDA/ACDBE/DBE projects to vendors registered in the City's CVR, as well as advocacy groups, trade organizations, and chambers of commerce.	Semimonthly	EDD	The newsletter must be sent every two weeks.
8	Email a newsletter containing important City small business programs or SBEDA/ACDBE/DBE project information to advocacy groups, trade organizations, and chambers of commerce.	Monthly	EDD	The newsletter must be sent every month.

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9	Maintain the Small Business Office website to contain up-to-date programming, events, advocacy group/trade organization/chamber of commerce information, and S/M/WBE utilization dashboard.	Monthly	EDD	Maintenance, events, and the S/M/WBE utilization dashboard must be updated monthly. Note: On-going updates to highlight COVID-19 small business recovery efforts, and sanantonio.gov.
10	Conduct vendor outreach events citywide, such as Vendor Orientation, to connect businesses with City small business programs.	Annually	EDD	Conduct six (6) vendor outreach events annually. Note: 3 of 6 completed for FY 2021 - Oct 2021 (Virtual COSA Vendor Orientation), Dec 2020 (Bexar County Conference), March 2021 (Virtual Vendor Orientation)
11	Conduct outreach to S/M/WBE realty groups and boards regarding real estate opportunities.	Annually	CCDO, PWD, NHSD	Conduct one (1) informational workshop annually.
12	Meet advocacy groups, trade organizations, and chambers of commerce regarding City small business programs or to cover important updates such as the SBEDA Annual Report.	Annually	EDD	Make presentations or attend twelve (12) events annually. October 2020 - FCC Meeting February 2021 - San Antonio Business Opportunity Council Meeting February 2021 - Break Fast & Launch March 2021 - Annual Procurement Guide March 2021 - Hospitality Grants (x2) March 2021 - South and West Chamber Mixer March 2021 - FCC Bonding Assistance April 2021 - Maestro Construction Conference (tentative) June 2021 - San Antonio Entrepreneurship Week (tentative)
13	Organize prime contractor/consultant and subcontractor/subconsultant meet and greets. In addition, build this topic into pre-bid meetings.	Monthly	EDD, Finance, and PWD	Organize two (2) meet and greets annually. Note: Informal solicitation based prime and sub connection meetings ongoing.
14	Send notification to newly certified businesses with the SCTRCA, but not registered in the CVR, that explains City small business programs along with City contact information.	Monthly	EDD	Send letter every month to newly registered businesses.
15	Create and distribute an annual procurement plan for all City departments.	Annually	EDD, Finance, and PWD	Organize and publish the plan annually in January. Note: Annual Procurement Guide released February 26, 2021.

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16	<p>Develop training/informative videos in the following order for vendors to learn how to do business with the City. Note this is not an exhaustive list.</p> <ol style="list-style-type: none"> 1. Register in the CVR 2. Complete Certified Payroll 3. Manage your PRIMELink Profile 4. Complete a Utilization Plan 5. Obtain certification with the SCTRCA 6. Report payments to your subcontractors in the City Contract Management System 7. Understanding a Bid 	One-Time	EDD, Finance, and PWD	<p>One-time creation of videos with updates if policies or procedures change.</p> <p>Note: Priority for upcoming videos:</p> <ol style="list-style-type: none"> 1. Register in the CVR - Complete 2. Complete a Utilization Plan – Script in development 3. Complete Certified Payroll 4. Manage your PRIMELink Profile
Strategy B: Central Vendor Registry (CVR)				
	Objectives	Timeline	Responsible Party	Metrics & Implementation Plan
1	Ensure S/M/WBEs certified with the SCTRCA who are also interested in working with the City are automatically uploaded into the CVR.	One-Time	EDD, Finance, ITSD	<p>One-time enhancement to the CVR.</p> <p>Note: Completed</p>
2	Allow Suppliers to have access to any “published” solicitation through the CVR.	One-Time	Finance and ITSD	<p>One-time enhancement to the CVR.</p> <p>Note: Completed</p>
3	Make submission of bids easier through the CVR.	One-Time	Finance and ITSD	<p>One-time enhancement to the CVR.</p> <p>Note: Completed</p>
4	Make assignment of National Institute of Government Purchasing (NIGP) codes to CVR vendor profiles easier.	One-Time	Finance and ITSD	<p>One-time enhancement to the CVR.</p> <p>Note: Completed</p>

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	Objectives	Frequency	Responsible Party	Metrics & Implementation Plan
5	Improve Vendor Profile Management (security logon self-management, eliminate partial registration and provide dashboard).	One-Time	Finance and ITSD	One-time enhancement to the CVR. Note: Completed

Strategy C: Collaboration with Governmental Agencies

	Objectives	Timeline	Responsible Party	Metrics & Implementation Plan
1	Communicate with local governmental agencies and request S/M/WBE vendor registration lists. Compare against those registered in the CVR and reach out to those not registered with the City.	Annually	EDD	Perform outreach and comparison once a year in May.
2	Attend local governmental agency events to promote City small business programs such as the S/M/W/VBE Bexar County Conference, SBDC Symposium, VIA Portal to Diverse Opportunities, BOTS, PTAC Trainings, BOA and others as identified.	Annually	EDD	Attend ten (10) events a year. Oct 2020 - SAWS AABE Contracting Workshop December 2020 - Bexar County Conference June 2021 – Bexar County/PTAC Networking Conference (tentative) July 2021 - PTAC Matchmaking Event (tentative) August 2021 – San Antonio Business Opportunity Council Conference (tentative)
3	Develop and maintain a contact list of governmental agencies that utilize the SCTRCA to be distributed to newly certified businesses.	Daily	EDD	Contact list should be provided daily to newly certified businesses.
4	Work with the member entities of the SCTRCA to develop a digital application for S/M/WBEs to submit or renew their certification to the SCTRCA.	One-Time	EDD	One-time enhancement to the SCTRCA database.

Strategy D: Reporting of City Programs that Help S/M/WBEs

	Objectives	Timeline	Responsible Party	Metrics & Implementation Plan
1	Publish a Small Business Office (SBO) Annual Report containing the achievements of the City's small business programs and Diversity Action Plan.	Annually	EDD	Conduct One (1) report annually to be published in January. Meet the aspirational goals for each industry and ethnicity/gender. In addition, 55% of all dollars paid at the prime level during the fiscal year should be spent with S/M/WBEs. Highlight the key metrics of the Diversity Action Plan. Note: FY 2020 Annual Report to be published May/June 2021. Prime data suggest 73% of S/M/WBE payments occurred at the prime level and prime level aspirational goal was met for M/WBEs in FY 20.

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2	Report utilization of S/M/WBES on City contracts in comparison to the previous fiscal year.	Monthly	EDD	Conduct twelve (12) reports annually to be posted online. Meet the aspirational goals for each industry and ethnicity/gender.
3	Report utilization of S/M/WBES on City contracts by departments.	Annually	EDD	Conduct one (1) report annually to be distributed to SBAC in February. Indicate how each City department met the aspirational goals for each industry and ethnicity/gender. Note: Will happen following the release of FY2020 Annual Report
4	Report on S/M/WBES in the Business Empowerment Program.	Quarterly	EDD	Conduct four (4) reports annually on a quarterly basis. Include the ethnicity/gender of participants, industry, job creation, and revenue increases. Note: Update presented to SBAC in December 2020, highlight in SBO FY 20 Annual Report, and EWDC in May/June 2021.
5	Report on the City's spending with various local advocacy groups, chambers of commerce, and trade organizations.	Quarterly	EDD, Finance, and PWD	Conduct one (1) report annually to be distributed to DAP in August.

Strategy E: Other Objectives to Help S/M/WBES

	Objectives	Timeline	Responsible Party	Metrics & Implementation Plan
1	PWD (now PWD) to maintain their quick pay process to help firms with cash flow.	Daily	PWD	PWD will allow firms to submit invoices on a weekly basis and will strive to pay invoices within 15 days (current term of contract is 30 days).
2	Implement the COSA Loan Buy Down Program to provide a minimum of \$250,000 of loan interest rate buy down assistance in coordination with LiftFund.	Annually	EDD	COSA to spend a minimum of \$250k to buy down interest rates of loans obtained by S/M/WBES from LiftFund. Set and meet S/M/WBE aspirational goals for each ethnicity/gender, with an AABE goal set at a minimum of 15%. Note: Additional \$30m in grants in response to the pandemic in FY20/21

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3	Partner with ACE Mentor Program to provide mentoring opportunities for high school students.	Annually	PWD	50% of the high school students should be minority or women students.
4	Facilitate a consortium of banks and financial institutions to work with contractors to provide all levels of banking services. The consortium of banks should strive to provide more flexible lines of credit to businesses or participate in the COSA Loan Buy Down Program.	One-Time	EDD, PWD, and Finance	<p>Establish MOUs with local banks and financial institutions. Develop some type of reporting standard for them to show the City which S/M/WBEs they helped or how much they contributed to the COSA Loan Buy Down Program.</p> <p>Note: Focused on \$30m grant distribution, coordination of PPP/EDIL application with banks.</p>