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# SMALL AND MINORITY BUSINESS RESOURCES

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## Overview

## Active Construction Equity (ACE) Outreach Plan

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# How did we get here?



- Journey With AUS is Austin-Bergstrom International Airport's multi-year airport expansion, development and improvement program is underway.
- Airport Expansion Development Program (AEDP) is a large scale, highly visible infrastructure project requiring tremendous labor, resources, and coordination.
- SMBR developed the Active Construction Equity (ACE) Outreach Plan that assists contractors with their communications and outreach, connecting DBE, MBE and WBE firms to contracting opportunities.

# ACE Outreach Plan

## What is the Plan?

- Plan serves as a comprehensive framework to assist prime contractors in their efforts to communicate opportunities and project information for the Journey with AUS Airport Expansion and Development Program (AEDP) to certified DBE/MBE/WBEs

## Why this Plan Matters?

- Plan emphasizes stronger connections between Contractors and subcontractors, and aims to streamline these interactions, making it easier for certified firms to stay informed and engaged.
- Helps ensure underrepresented, under supported and underutilized businesses are a key part of Austin's economic growth





# Strategic Priorities



**Boosting Participation:** Increase the number of DBE/MBE/WBE firms involved in the airport expansion projects.



**Long-Term Growth:** Provide opportunities necessary for these businesses to grow.



**Building Stronger Partnerships:** Foster collaboration between AUS, SMBR, Contractors, and Subcontractors.



# Contractor Expectations



**Host:** Pre-Proposal Outreach meeting(s) based on construction phases and scope(s).



**Create and Distribute Marketing Material:** Share with SMBR and AUS to further outreach.



**Support News Media:** Utilize Local and Minority Serving News Media list to advertise outreach events.  
Contractor must utilize all media organizations from the list.



**Partner with Orgs and Local Chambers:** Utilize the Partner Organizations and Local Chamber (Minority Trade Alliance members) list to advertise and promote events.

# ACE Outreach Form



Contractors will utilize the **ACE Outreach Form** to document their planned outreach and engagement activities, ensuring that all efforts to engage certified MBE/WBE/DBE firms are transparent, structured, and meet outreach requirements.

## Form Details

- **Project Information:** Provide your Sourcing Number, Contract Number, and Official Project Name
- **Contact Information**
- **Outreach Event Details:**
  - Purpose
  - Location
  - Event Description
  - Information regarding SMBR Vendor Availability List

# Tracking and Compliance



**Required Documentation:** Contractors must submit attendance records, participant feedback, and outreach impact statements after each event.

**Compliance Review:** Business Development Counselors will review documentation and provide feedback to contractors to ensure compliance.



# Key Dates



- October 16, 2024 – SMBR hosted an informational/feedback session of ACE Outreach Plan for prime contractors and DBE Consultants
- December 17, 2024 – SMBR posted the final plan on website and shared with stakeholders
- January 15, 2025 – SMBR reshared ACE Outreach form to stakeholders
- February – SMBR present an update on processes and programs before AUS' Airport Advisory Committee (AAC)
- April 22 – AUS Subcontracting event (Save the Dates: 2-3 weeks)



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Website