



City of Phoenix

2015

**BUSINESS
EXPERIENCE**

**Introduction to SBE & DBE
Certification & SBC Registration
Presenters Lee Molina/John Ojeda
Equal Opportunity Department**

Agenda

- 1. Explain the City's local SBE and federal DBE Certification Programs**
- 2. Define the groups eligible to participate in each program**
- 3. Introduce you to the on-line certification application**
- 4. Q & A**



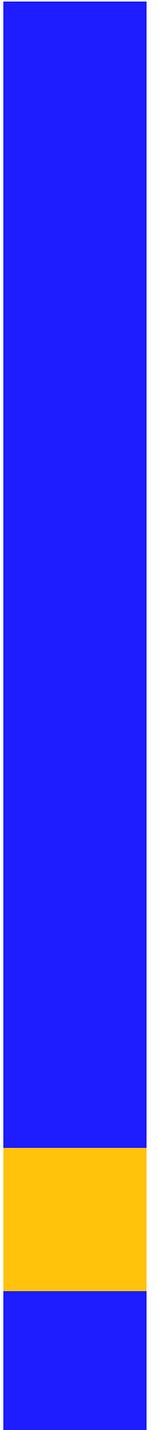
What is Certification?

- **Certification is the process used to determine an applicant's eligibility to participate in the Small Business Enterprise (SBE) and/or Disadvantaged Business Enterprise (DBE) Programs (two types)**
- **The criteria followed in making the determination is set forth in Chapter 18 of City ordinance and 49 Code of Federal Regulations (CFR) Parts 23 and 26**
- **Certification applies to the owner of the business**
- **SBE/DBE certification is not transferable**



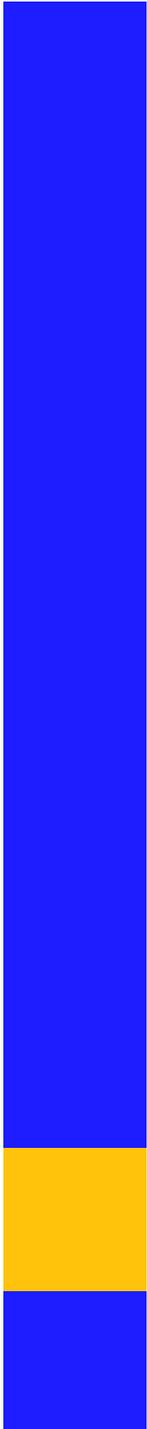
Small Business Enterprise Program (SBE)

- **Local program - Chapter 18 of City ordinance**
- **Opportunities to do business with the City of Phoenix**
- **Applicable to procurement and contracting that occurs using City funds**
- **Only available to firms with a primary or principal location in Maricopa County**



Disadvantaged Business Enterprise Program (DBE)

- **Federal program - 49 Code of Federal Regulations (CFR) Parts 23 and 26**
- **Applicable to USDOT-funded contracts administered by the City or its subrecipients**
- **Available to firms located throughout the United States and whom completed the DBE process with the City of Phoenix, ADOT, or City of Tucson**

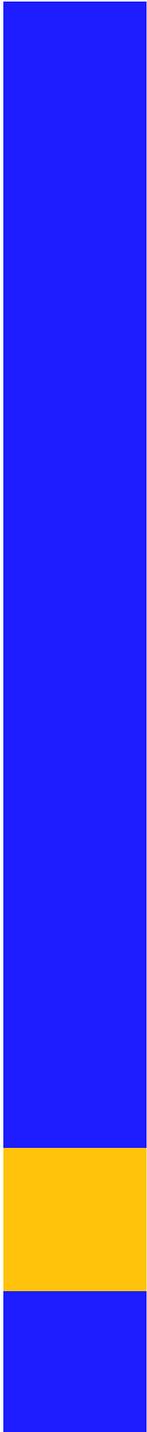


REQUIREMENTS FOR **SBE** CERTIFICATION

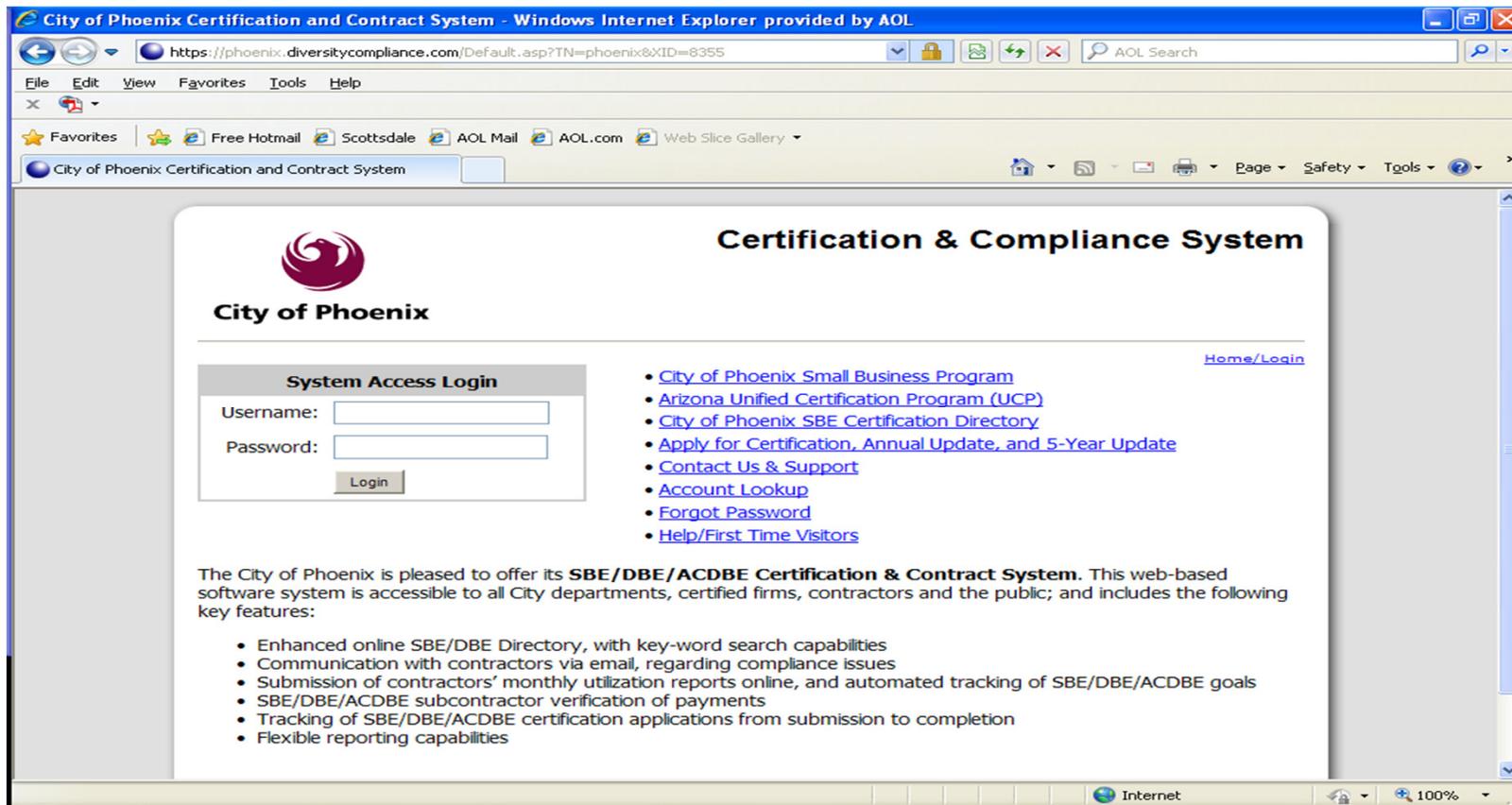
Personal Net Worth (PNW)	Each owner's personal net worth cannot exceed \$1,320,000 (excluding ownership interest in the applicant's business and the primary residence)
Local firm	Firm must have a primary or principal location in Maricopa County
Control and Expertise	Owners must have the experience, expertise, and control of the day-to-day operations of the firm
Business Size	Business must qualify as a small business under the Small Business Administration guidelines
U.S Citizenship	Owner(s) must be U.S citizens or permanent legal resident(s)

**ADDITIONAL REQUIREMENTS FOR
DBE CERTIFICATION**

Must hold at least 51% ownership of the firm	African American, Native American, Pacific Islander, Asian, and Hispanic males All females
Location	Can be located anywhere in U.S. but must complete the DBE certification process in Arizona. Home state DBE certification is required.
Control and Expertise	Disadvantaged Owners must have the experience, expertise, and control of the day-to-day operations of the firm



Apply for Certification Online



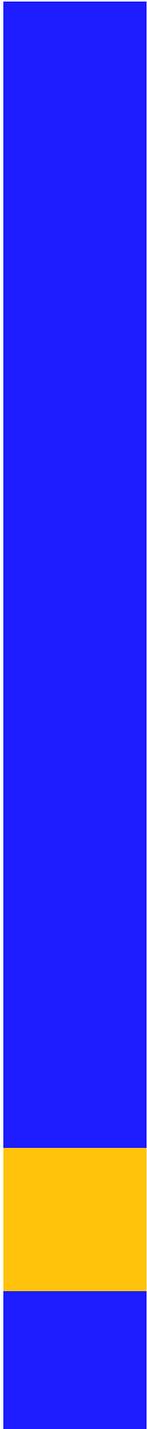
The screenshot shows a web browser window titled "City of Phoenix Certification and Contract System - Windows Internet Explorer provided by AOL". The address bar displays the URL: <https://phoenix.diversitycompliance.com/Default.asp?TN=phoenix&XID=8355>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The Favorites bar shows links for Free Hotmail, Scottsdale, AOL Mail, AOL.com, and Web Slice Gallery. The main content area features the City of Phoenix logo and the title "Certification & Compliance System". Below the logo is a "System Access Login" form with fields for "Username:" and "Password:" and a "Login" button. To the right of the login form is a list of links: [Home/Login](#), [City of Phoenix Small Business Program](#), [Arizona Unified Certification Program \(UCP\)](#), [City of Phoenix SBE Certification Directory](#), [Apply for Certification, Annual Update, and 5-Year Update](#), [Contact Us & Support](#), [Account Lookup](#), [Forgot Password](#), and [Help/First Time Visitors](#). Below the links, a paragraph states: "The City of Phoenix is pleased to offer its **SBE/DBE/ACDBE Certification & Contract System**. This web-based software system is accessible to all City departments, certified firms, contractors and the public; and includes the following key features:" followed by a bulleted list of features:

- Enhanced online SBE/DBE Directory, with key-word search capabilities
- Communication with contractors via email, regarding compliance issues
- Submission of contractors' monthly utilization reports online, and automated tracking of SBE/DBE/ACDBE goals
- SBE/DBE/ACDBE subcontractor verification of payments
- Tracking of SBE/DBE/ACDBE certification applications from submission to completion
- Flexible reporting capabilities

<https://phoenix.diversitycompliance.com>

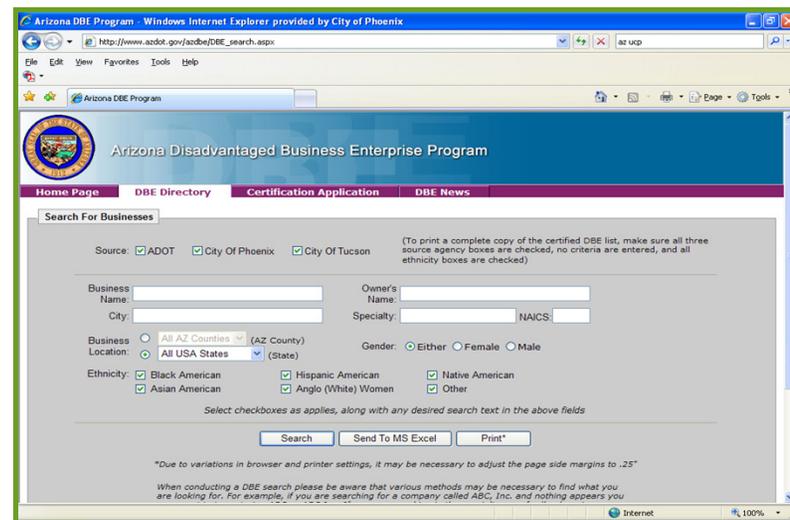
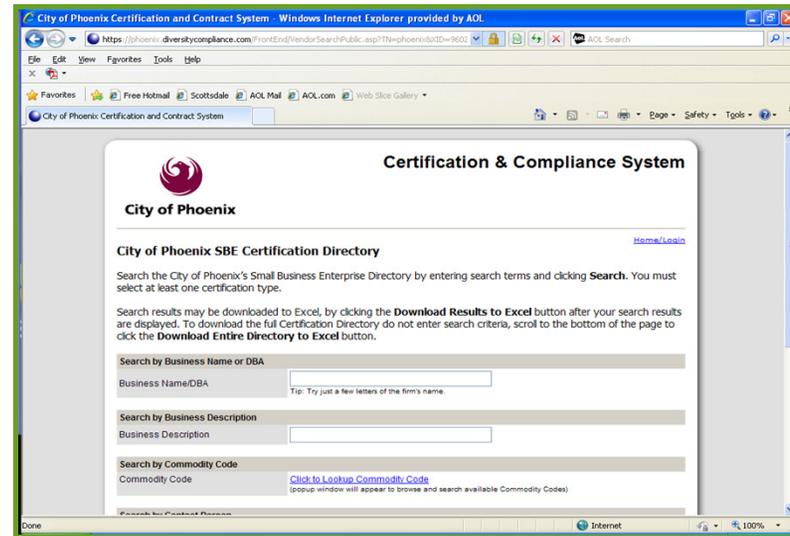
Benefits of Certification

- **Participate in the City's subcontracting goals program**
- **SBEs are eligible to bid on procurement or general services contracts reserved for competition among certified SBE firms**
- **Exposure for additional business opportunities through listing in on-line certification directory**
- **Construction firms are eligible to meet project goals set on contracts funded and/or administered by the City and its subrecipients**
- **Private sector firms as well as other government agencies offer opportunities to certified firms**



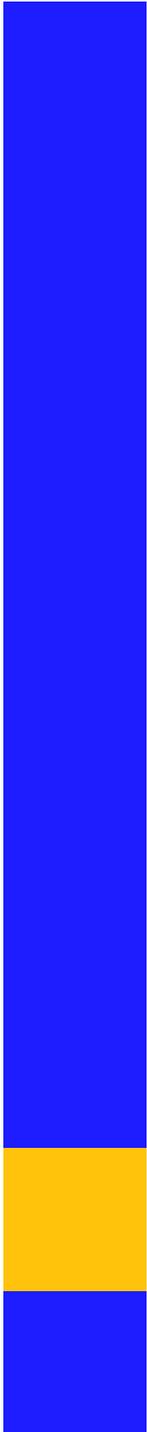
What happens after you are Certified?

- Certified SBE firms appear in the City's online directory
- Certified ACDBE and DBE firms appear in the statewide AZUCP online directory
- City Procurement Officers, Prime Contractors, etc. can search for certified firms using many search criteria
- These directories are live online and your firm is certified as long as it appears in the directory.



What is SBC registration?

- **Small Business Concern (SBC) Registration is a statewide self-registration small business program and not a certification.**
- **Mandated by USDOT as part of the DBE Program to expand opportunities to firms who are small but are not necessarily DBEs.**
- **Program is monitored and directory maintained by the ADOT on the AZ UTRACS website:**
<https://adot.dbesystem.com>
- **SBCs will become more visible to contractors, prime consultants, local public agencies and procurement officers with current and upcoming business opportunities throughout the state by registering through AZ UTRACS**



RESOURCES

City of Phoenix Business Services

www.phoenix.gov/business/

- SMALL AND DISADVANTAGED BUSINESS ENTERPRISE (SDBE) PROGRAM
- BUSINESS ASSISTANCE PROGRAMS
- VENDOR REGISTRATION SYSTEM

Contact Information

Equal Opportunity Department

Business Relations Division

SBE/DBE Certification: 602-262-6790

<https://phoenix.diversitycompliance.com>



Questions



complete the evaluation survey located at:
phoenix.gov/businessexperience

