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# ACA Newsletter

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## Over \$100 Million Worth of Contracts Awarded in May by City Council

Austin— A total of \$106,800,000 was awarded in May by Austin City Council in four construction and professional services contracts, of which, \$2,235,500 worth of work is met for the Asian participation goal for each project. Below is a breakdown of each contract and the awardees by ethnicity. Asian vendors are highlighted in orange. Of the four contracts, three are rotation lists, two of which have multiple prime consultants estimated over \$43 million. A total of six Asian firms were selected with one firm on 13 teams, one firm on 8 teams, one firm on 4 teams, and three firms on one team each.

|                |   |                     |
|----------------|---|---------------------|
| <b>CLMB329</b> | <b>ABIA Consolidated Maintenance Facility (CMF)</b>   | <b>\$62,000,000</b> |
| Prime          | JE Dunn Construction  |                     |
| Subs           | (DBE) TDA, Inc.<br>(DBE) Accurate Pavement Striping, LLC<br>(DBE) Roadway Specialties, Inc.<br>(DBE) H2O GeoSolutions, LLC<br>(DBE) Austin Underground, Inc.<br>(DBE) Trini Construction Builder, LLC<br>(DBE) Longhorn Blinds of Austin, LLC<br>(DBE) Bullchase<br>(DBE) AB&Y Group, LLC |                     |
| <b>CLMP258</b> | <b>Oltorf Street Reclaimed Water Main Phases I &amp; II</b>   | <b>\$1,300,000</b>  |
| Prime          | (FW) K. Friese & Associates, Inc.   |                     |
| Subs           | (MB) Turner Graphics<br>(MH) Arias & Associates, Inc. dba Arias Geoprofessionals<br>(MH) Thompson-Hamilton Eng. LLC dba Atlas Design Svcs<br>(FH) The Rios Group, Inc.<br>(MA) Unintech Consulting Engineers, Inc.  |                     |
|                | Non MBE/WBE Subconsultant Totals  |                     |
| Prime          | (MA) CAS Consulting & Services, Inc.  |                     |
| Subs           | (MB) HVJ Associates, Inc.<br>(FH) TRE & Associates, LLC<br>(FW) Holt Engineering, Inc.<br>(FW) McGray & McGray Land Surveyors, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.   |                     |
| <b>CLMP254</b> | <b>2019 Large Scale Water and Wastewater Facilities Engineering Services Rotation List</b>  | <b>\$33,000,000</b> |
| Prime          | AECOM Technical Services, Inc.  |                     |
| Subs           | (MB) HVJ Associates, Inc.<br>(MH) Arias & Associates, Inc.<br>(MH) Jose I. Guerra, Inc.<br>(MH) Maldonado-Burkett, LLP<br>(MA) CAS Consulting & Services, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) Harutunian Engineering, Inc.                             |                     |

## May Council Award

|       |  |
|-------|--|
| Prime | CDM Smith, Inc.  |
| Subs  | (MB) Foster CM Group, Inc.<br>(MB) T. Smith Inspection and Testing, LLC<br>(MH) Azcarate & Associates Consulting Engineers, LLC<br>(MH) Maldonado-Burkett, LP<br>(MA) CAS Consulting and Services, Inc.<br>(MA) Encotech Engineering Consultants, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) CDS Graphics, LLC<br>(FW) Harutunian Engineering, Inc.<br>(FH) The Rios Group, Inc. |
| Prime | Carollo Engineers, Inc.  |
| Subs  | (MB) HVJ Associates, Inc.<br>(MH) Jose I. Guerra, Inc.<br>(MH) TRE & Associates, Inc.<br>(MH) Zamora, LLC<br>(MA) CAS Consulting & Services, Inc.<br>(MA) HVJ South Central Texas-M & J, Inc.<br>(FW) Harutunian Engineering, Inc.   |
| Prime | CP&Y Inc.  |
| Subs  | (MB) HVJ Associates, Inc.<br>(MH) Azcarate & Associates Consulting Engineers, LLC<br>(MH) Maldonado-Burkett, LP<br>(MH) V&A Consulting Engineers, Inc.<br>(MA) HVJ South Central Texas-M & J, Inc.<br>(MA) CAS Consulting and Services, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) Harutunian Engineering, Inc.  |
| Prime | HDR Engineering, Inc.  |
| Subs  | (MB) Foster CM Group, Inc.<br>(MH) Garza EMC, LLC<br>(MH) Zamora, LLC<br>(MA) CAS Consulting and Services, Inc.<br>(MA) Encotech Engineering Consultants, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) Harutunian Engineering, Inc.<br>(FW) Holt Engineering, Inc.<br>(FW) MWM Design Group, Inc.  |
| Prime | (MA) CAS Consulting and Services, Inc.   |
| Subs  | (MB) HVJ Associates, Inc.<br>(MH) Arias & Associates, Inc.<br>(MH) Azcarate & Associates Consulting Engineers, LLC<br>(MH) IT Gonzalez Engineers<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) Harutunian Engineering, Inc.<br>(FW) Smith Turrieta PLLC  |
| Prime | Arcadis U.S., Inc.   |
| Subs  | (MB) HVJ Associates, Inc.<br>(MH) Garza EMC, LLC<br>(MH) Maldonado-Burkett, LP<br>(MA) CAS Consulting and Services, Inc.<br>(MB) HVJ Associates, Inc.<br>(FW) Harutunian Engineering, Inc.<br>(FW) K Friese & Associates, Inc.<br>(FW) P.E. Structural Consultants, Inc.   |

## May Council Award

|                |   |                     |
|----------------|---|---------------------|
| Prime          | Alan Plummer Associates, Inc.   |                     |
| Subs           | (MB) HVJ Associates, Inc.<br>(MH) Signature Automation, LLC<br>(MA) Encotech Engineering Consultants, Inc.<br>(MA) HJV South Central<br>(FW) K Friese & Associates, Inc.<br>(FW) Hicks and Co. Environmental Consultants<br>(FW) McGray & McGray Land Surveyors, Inc.   |                     |
| Prime          | Freese and Nichols, Inc.  |                     |
| Subs           | (MB) Foster CM Group, Inc.<br>(MH) Jose I. Guerra, Inc.<br>(MH) Garza EMC, LLC<br>(MH) Signature Automation, LLC<br>(MH) Thompson-Hamilton Engineering, LLC<br>(MH) V&A Consulting Engineers, Inc.<br>(MA) Encotech Engineering Consultants, Inc.<br>(MA) CAS Consulting and Services, Inc.<br>(FW) MWM Design Group, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) Holt Engineering, Inc. |                     |
| Prime          | Black & Veatch Corporation  |                     |
| Subs           | (MB) HVJ Associates, Inc.<br>(MB) Kings Structural, Inc.<br>(MH) Jose I. Guerra, Inc.<br>(MH) IT Gonzalez Engineers<br>(MH) Thompson-Hamilton Engineering, LLC<br>(MA) CAS Consulting and Services, Inc.<br>(MA) Encotech Engineering Consultants, Inc.<br>(MA) Gupta & Associates, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) Holt Engineering, Inc.<br>(FW) MWM Design Group, Inc.    |                     |
| <b>CLMP255</b> | <b>2018 Small Scale Water and Wastewater Facilities Engineering Services Rotation List</b>  | <b>\$10,500,000</b> |
| Prime          | Weston Solutions, Inc.  |                     |
| Subs           | (MB) EJBN, Inc. dba Elston Johnson & Associates<br>(MB) HVJ Associates, Inc.<br>(MH) Jose I. Guerra, Inc.<br>(MH) Zamora, LLC<br>(MA) HVJ South Central Texas-M & J, Inc.<br>(FW) JRSA Engineering, Inc.  |                     |
| Prime          | BGE, Inc.   |                     |
| Subs           | (MB) HVJ Associates, Inc.<br>(FH) The Rios Group, Inc.<br>(MH) V&A Consulting Engineers, Inc.<br>(MH) Zamora, LLC<br>(MA) CAS Consulting and Services, Inc.<br>(MA) Encotech Engineering Consultants, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) Balcones Geotechnical, LLC<br>(FW) JRSA Engineering, Inc.  |                     |

## May Council Award

|       |   |
|-------|---|
| Prime | Walker Partners, LLC  |
| Subs  | (MB) Foster CM Group, Inc.<br>(MH) Garza EMC, LLC<br>(MH) Jaime Beaman, AIA dba Casabella Architects<br>(MH) V&A Consulting Engineers, Inc.<br>(MH) Arias & Associates, Inc.<br>(MA) CAS Consulting and Services, Inc.<br>(MA) Encotech Engineering Consultants, Inc.<br>(FH) The Rios Group, Inc.<br>(FW) Cox McClain Environmental Consulting, Inc.<br>(FW) Harutunian Engineering, Inc.<br>(FW) Susan Roth Consulting, LLC |
| Prime | Dannenbaum Engineering Company-Austin, LLC  |
| Subs  | (MB) HVJ Associates, Inc.<br>(MH) Jose I. Guerra, Inc.<br>(MH) Arias & Associates, Inc.<br>(MA) CAS Consulting and Services, Inc.<br>(FW) Harutunian Engineering, Inc.<br>(FW) Baer Engineering & Environmental Consulting, Inc.<br>(FW) McGray & McGray Land Surveyors, Inc.   |
| Prime | Kennedy/Jenks Consultants, Inc.   |
| Subs  | (MB) HVJ Associates, Inc.<br>(MH) Signature Automation, LLC<br>(MH) Garza EMC, LLC<br>(MA) Encotech Engineering Consultants, Inc.<br>(FW) McGray & McGray Land Surveyors, Inc.<br>(FW) Cox McClain Environmental Consulting, Inc.<br>(FW) CDS Graphics, LLC<br>(FW) Holt Engineering, Inc.  |
| Prime | (FW) K. Frieze & Associates, Inc.   |
| Subs  | (MB) Turner Graphics<br>(MH) Arias & Associates, Inc.<br>(MH) Atlas Design Services<br>(MA) Frank Lam & Associates, Inc.<br>(MH) Zamora, LLC<br>(FW) JRSA Engineering, Inc.   |



## Travis County HUB Program Update

Austin— Travis County recently updated its HUB program guidelines to require only those primes who have not chosen any HUB team members to perform good faith efforts (GFEs).

Previous guidelines mandated that all prime bidders/proposers, regardless of whether or not they have HUB vendors on board, contact at least three HUB vendors as part of GEFs for projects with HUB goals.

The change will end much confusion for HUB vendors often not knowing which prime is looking for subs and which prime is fulfilling requirements only. The GFE clause, set up following the 2016 City of Austin Disparity Study Travis County participated in to establish a legally sound minority procurement program, was favorably modified in April, thanks to the corroboration between the contracting community and Travis County HUB officials.



Top row (left to right) Betty Chapa (Lead HUB Program Specialist), Adrienne Govea (HUB Specialist), Sylvia Lopez (HUB Director). In front (left to right) are Andrew Benford (HUB Specialist), Jerome Guerrero (HUB Specialist)

Travis County HUB Program Director, Sylvia Lopez, made the issue one of her top priorities after being recruited back to take the helm of the Program in November of 2017. Under her leadership, the HUB Program team (seen in the photo) worked diligently with the contracting community and Travis County attorneys to ensure compliance with the laws before presenting the change to the Commissioners Court and got it passed and implemented.

Ms. Lopez was called back to fill the role as the HUB Program Director after retiring in 2016. During her service in Travis County for nearly 19 years, she served as a coordinator in the county's HUB Program, which was an elective procurement process at the time. Before Travis County, she worked for the Texas Department of Public Safety for 12 years.

The new change makes business sense and allows the good faith effort process to open opportunities for subs to form potential partnerships with primes who are seeking such relationships.

The new revised rule reads as follows:

Respondents are encouraged to recommend obtaining HUB certification to qualified vendors that are not certified. Respondents may satisfy the requirement to make a Good Faith Effort to provide an

opportunity for HUB participation in the contract by being any one of the following:

- A self-performing HUB Respondent, or
- A Respondent and proposing subcontractors that meet or exceed the applicable HUB goals, or
- A Respondent and proposing only HUBs to fulfill all subcontracting categories identified in the HUB Declaration and substantially meeting the applicable HUB goals, or
- A self-performing non-HUB Respondent and following the Good Faith Effort outreach procedure, including:

(1) Sending a written notice to three (3) HUBs and to all community partners and plan rooms for each sub contracting opportunity listed in the HUB Program Declaration. The written notice must include the following information: (A) the scope of work, (B) information about where to review plans and Specifications, (C) bonding and insurance requirements, (D) required qualifications, and (E) a person to contact for additional information and to whom to submit a response.

(2) Allowing at least seven (7) working days between the date the written notice is sent and the date by which the Respondent must submit its response. (Note: Working days do not include Saturday, Sunday, or County holidays. The day the notice is sent does not count as one of the 7 days.)

(3) Giving fair consideration to any responses received from HUBs seeking a subcontract.

(4) Including a copy of the written notice, evidence of when sent (e.g. printed fax confirmation, printed mail), copies of HUB responses in the response as evidence that the Respondent complied with the Good Faith Effort procedure with the HUB Declaration response.

Worth noting is projects issued before the change will fall under the old clause. HUB vendors are encouraged to read the contract documents carefully before proceeding. For complete Travis County HUB Program rules and Disparity Study results, please visit <https://www.traviscountytexas.gov/purchasing/hub>.

The chart below shows the current HUB goals in four categories. Contact Travis County HUB Program at 512-854-9700 if you have any questions.

| Travis County HUB Goals | Construction  | Commodities   | Chapter 2254 Professional Services | All Other Services |
|-------------------------|---------------|---------------|------------------------------------|--------------------|
| African-American        | 1.46%         | 2.59%         | 1.13%                              | 1.86%              |
| Hispanic                | 8.08%         | 13.57%        | 5.54%                              | 6.67%              |
| Asian Pacific American  | 1.65%         | 2.93%         | 3.50%                              | 3.19%              |
| Native-American         | 0.38%         | 0.31%         | 0.32%                              | 0.54%              |
| Non-Minority Female     | 8.56%         | 8.04%         | 10.10%                             | 14.11%             |
| <b>HUB Totals</b>       | <b>20.13%</b> | <b>27.43%</b> | <b>20.58%</b>                      | <b>26.37%</b>      |

# How to Create Marketing Content That Gets Attention

By [Rieva Lesonsky](#)

Published: May 10, 2019

The human attention span is evolving and that has important implications for marketers. What type of marketing content gets and holds people's attention—and how can you create it? Here's what you need to know.

## Attention spans are evolving

While there's lots of lamentation about how our attention spans are being destroyed by the internet, a recent [study by Prezi](#) suggests attention spans aren't shrinking—they're just evolving. Surprisingly, six in 10 respondents in the survey of more than 2,000 professionals say their ability to maintain focus has actually improved in the past year and they're better able to give content their undivided attention. Millennials are actually more likely than Gen X or boomers to say that the right content can hold their attention for a long time.

There's a catch, though: Not every piece of content gets that undivided attention. In fact, 49% of respondents say they've become more selective about what they give their attention to in the past year. With so much stimuli to choose from, it's harder for your business's marketing message to get through.

## How to get your marketing message across

Marketing content that gets attention has some things in common. First, it tells a story. Second, it's personal. Third, it's visually stimulating. Here's a closer look at how to incorporate those factors in your marketing.

### Tell a story

Telling a story with your marketing might sound tough. But really, a story just requires three basic elements:

1. A setup or situation that piques interest
2. A challenge or conflict that arouses curiosity
3. A resolution that brings satisfaction (and in the case of your marketing, gets prospects to buy/call/visit your website).

### The setup

What's a common situation that your target customers find themselves in? For instance, maybe they have trouble making a healthy dinner for their families every night, they struggle to lose weight and stay in shape, or they can't get their lawns as green as they want them to be. Starting your story with a setup that your target customers will relate to will get their attention.

### The challenge or conflict

What's standing in the way of the customer getting what they want? Maybe they want to lose weight and exercise more, but they have a long commute and no time for the gym. Or they're too tired at the end of a long work day to cook healthy meals. Perhaps they don't want to spend hours on the weekend seeding and watering the lawn to get it green.



# How to Create Marketing Content That Gets Attention

## The resolution

What does your business do for your customers? How does it help them overcome the challenge or conflict? For example, your home fitness equipment eliminates the drive to the gym. Your pre-prepared cooking kits let even busy working parents cook healthy meals. Your lawn-care service can handle all the work involved in getting that green lawn.

## How to tell your story

Tell your story in the way that your target customers want to hear it. That might be a live video, a social media post with a photo, a brochure, an animated video with cartoon characters...it all depends on your target customers. You'll need to do some research to see what type of content they like most. You can also track the results of your content marketing to see what gets the most interaction and engagement.

## How not to tell your story

What makes people disengage?

- No substance: More than half of respondents in the Prezi survey say a story that does not challenge them mentally or lacks substance will cause them to disengage.
- Too much information: Too much text (even if it's formatted in bullet points) can cause overwhelm and make it hard to retain information.
- Too long: Keep in mind your audience might be reading or viewing your marketing message on a smartphone. Don't make them scroll down to get the message.
- Too many words: Images are highly effective at retaining attention. Try putting your data in an infographic format or making a video instead.

Make it authentic: Using real customers' testimonials or user-generated content can strike a chord if your prospects can relate to the customers and their challenges.

Last but not least, don't forget to tell the story of your business. Use your website's About Us page, your social media feeds, and your marketing materials in general to remind customers what your business is all about. Humanizing your business will make you more memorable and help you keep prospects' attention.

## About the Author:



**Rieva Lesonsky**

**Guest Blogger**

Rieva Lesonsky is CEO and President of GrowBiz Media, a media company that helps entrepreneurs start and grow their businesses. Follow Rieva at [Twitter.com/Rieva](https://twitter.com/Rieva) and visit [SmallBizDaily.com](http://SmallBizDaily.com) to sign up for her free TrendCast reports. She's been covering small business and entrepreneurial issues for more than 30 years, is the author of several books about entrepreneurship and was the editorial director of Entrepreneur magazine for over two decades