



GET CERTIFIED! GET READY!

**UNDERSTANDING THE SMALL BUSINESS
CERTIFICATION PROCESS
AND OUTREACH REQUIREMENTS**

An Aviation BES Workshop

September 17, 2026





TODAY'S PRESENTERS



Kellye Adams

Program Lead -
Certification



John Yslas

Program Lead -
Compliance



Today's Agenda

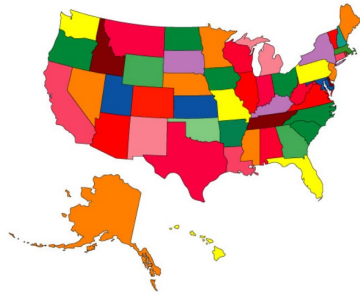
- CERTIFICATION 101
 - The Application Process
 - Common Mistakes
- SMALL BUSINESS REQUIREMENTS FOR PROPOSERS
- WRAP-UP/QUESTIONS



3 TYPES OF CITY-OFFERED CERTIFICATIONS

Disadvantaged Business Enterprise (DBE)

**Federal Certification
49 CFR Part 26**



DBE/ACDBE

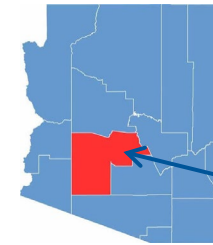
Airport Concessions DBE

**Federal Certification
49 CFR Part 26 & 23**

Businesses must provide a good or service directly in support of the traveling public.

Small Business Enterprise (SBE)

**Phoenix City Code
Chapter 18,
Article VI**



Maricopa County

SBE



THE CITY MUST OFFER AC/DBE CERTIFICATIONS

- ➔ Airports receive federal funding (USDOT + FAA).
- ➔ Federal rules require airports to operate AC/DBE-N programs
 - These programs ensure small businesses get access, visibility, and fair opportunity.
- ➔ Primes must report who they use as partners or goods and service providers





Why Certification Matters

CREDIBILITY

- Your business is legitimate.

EXPOSURE

- Private sector firms, as well as other government agencies, use our online directory.
- Certified firms often get contacted first.

Remember, Certification is a **marketing tool** and **not** a *guarantee of work*!



WHAT IS A SMALL BUSINESS?



49 CFR Parts 23 and 26 define a small business as:



- **Independent and for-profit** business concerns
- **Located [primarily] in the US**
- **51% owned and controlled** by an individual
 - **Personal Net Worth (PNW)** of the owner cannot exceed **\$2.047 million**
 - Must prove **social or economic disadvantage** through submission of a **Personal Narrative (PN)**
- **Size Standard**
 - **Gross sales/receipts** (averaged over the business' previous fiscal years) cannot exceed the Small Business Administration (SBA) guidelines



Congratulations **YOU ARE CERTIFIED!**

But this is the final step in the application process...



The Certification Application Process



Online
Application



Documents



Questions/
Clarifications



Onsite Visit
(virtual)



Application
Review



Final
Decision

EOD works with YOU! = Teamwork





Certification & Compliance System

Log In

Notice to All DBE/ACDBE Firms:

Effective October 3, 2025, the U.S. Department of Transportation (DOT) has issued an [Interim Final Rule \(IFR\)](#) ([federalregister.gov](#)) that immediately changes how the Disadvantaged Business Enterprise (DBE) and Airport Concession DBE (ACDBE) Programs operate nationwide.

What This Means:

- All DBE/ACDBE certifications will be reevaluated under new federal eligibility standards.
- Until reevaluations are complete, existing DBE/ACDBE certifications are not valid for contracting purposes and cannot be counted toward goals.
- Our Agency and all sub-recipients have paused goal setting and awards that include DBE/ACDBE goals.

Next Steps for DBE/ACDBE Firms:

- The AZUCP is opening the reevaluation period as per the DBE IFR issued October 3, 2025.
- The certifying agencies are now accepting applications for recertification under the new standards.
- Please log in to your account at your agency's portal and submit the 2025 Evaluation Application

Vendor Certification

Search and/or join our database of certified vendors

Search Certified Directory

Apply for / Renew Certification

Outreach

Opportunities for vendor involvement

View Outreach Opportunities

Events

The Application Includes:

- Basic Application For Certification
- Declaration Of Eligibility (Initial + Annual Requirement)
- Supporting Documents Checklist
- Personal Net Worth Statement
- Personal Narrative



Start your
certification application
here



Common Application Mistakes

- Incomplete information
- Insufficient documentation of ownership acquisition
- By-Laws/Operating Agreement issues
- Insufficient management, control, and/or voting rights
- Lack of independence

BOTTOM LINE, you must be able to **prove** that you **own**, **run**, and **financially control** the business; that **you** have experienced **social and/or economic disadvantage** – and your business is truly “**small**” under SBA rules!



APPLICATION & REVIEW PROCESS

Step 1

Complete the online certification application.

- Please note that incomplete applications are ***not accepted***.
- If you need assistance, contact our office at (602)262-6790

Step 2

Once you submit your application, EOD has 30 days to review your application. Your application will be sent:

- To a Certification Specialist to complete the certification process, *or*
- Back to you if additional information/documents are needed

Step 3

Certification Specialist will have 90 days to complete an extensive review of the firm's application.

- You *may* be contacted if additional information is needed.
- You will be contacted to schedule a virtual **on-site visit**.

Step 4

You will receive a letter from the Equal Opportunity Department informing you of your certification status.

SUPPORTED BY

PROGRAM
ASSISTANT

CERTIFICATION
SPECIALIST

The processing time for a **new application** is **approximately 16 weeks** from the date a **completed** application is received from the business owner.



SBS CERTIFICATION

Certification Team 602-262-6790

Email: sbs.certification@phoenix.gov



Online certification application

<https://phoenix.gob2g.com>





WHAT DOES OUTREACH MEAN TO A SMALL BUSINESS PURSUING AN OPPORTUNITY AT PHX?



CORE BENEFITS OF SB “OUTREACH”

CONNECTION

VISIBILITY

ACCESS

AIRPORT	PRIME
Direct lines of communication with City staff.	Establish meaningful interactions/relationships with small businesses.
City knows who you are, what you offer. Increases the likelihood of being remembered for future opportunities.	Actively identify and engage qualified certified/verified firms. Demonstrates the Prime’s commitment to inclusive contracting – and satisfies SB Outreach requirement .
Opens the door to critical information — requirements, timelines, certifications, assistance programs. Provides access to resources designed to support small business participation.	Access to a larger pool of talented firms. Helps them assemble their team for the opportunity.



SB “OUTREACH” REQUIREMENTS

Steps required to prove Outreach:

1. Identify opportunities for small business participation
2. Conduct outreach for small business participation
3. Evaluate small business participation
4. Tell each small business that responded to the outreach efforts of their selection decision whether or not the small business was selected



*Every proposer is required to **DOCUMENT!!!***

SBE ONLY

DBE, ACBE & SBC

AZUTRACS (utracs.azdot.gov)

Firm Search

Quick DBE Search

Quick SBC Search

Quick ACDBE Search

[Who is in the AZ UTRACS directory?](#)

Search Tips

Based on the U.S. Department of Transportation (USDOT) Disadvantaged Business Enterprise (DBE) [Interim Final Rule](#) (IFR) effective Oct. 3, 2025, DBE participation can not be counted for DBE credit until the Arizona Unified Certification Program (AZUCP) partners, ADOT, and the cities of Phoenix and Tucson have completed a required reevaluation process. Once the AZUCP has completed this process, counting participation can resume.

The list of DBE firms currently listed as active in the AZ UTRACS system were certified based on the USDOT DBE rules prior to Oct. 3, 2025. The current list of firms listed in AZ UTRACS are not certified in accordance with the IFR and do not count for DBE credit at this time.

- ADOT will work with its Unified Certification Program (UCP) partners to complete the reevaluation process as quickly as possible in accordance with the IFR.
- ADOT will review new applications under the new certification standards as outlined in the IFR.
- ADOT will not accept appeals of DBE recertification applications per the IFR provision stating these decisions are not subject to the appeal provisions of 26.87.

The Department's certification of a DBE, or ACDBE, is not a representation of qualifications and/or abilities; only that the firm has met the criteria for DBE certification as outlined in 49 CFR Part 26. The contractor bears all risks of ensuring that DBE firms selected by the contractor are able to perform the work.

Search Criteria

Firm Name/DBA

Business Description

Contact First Name

Contact Last Name

City

State

ZIP

AZUTRACS Number

☐ DBE

☐ SBC

☐ ACDBE

County firm willing to work in

Firm Type

Professional Work Category

Construction Work Category

Goods And Services

Equipment

All

All

All

All

Select an Option

Search

Clear Search

Customize Search Results



SBS COMPLIANCE

Compliance Team 602-495-0887

Email: sbs.compliance@phoenix.gov





ARE YOU READY, WILLING, AND ABLE?

**YOU DON'T NEED TO BE PERFECT;
YOU JUST NEED TO BE PREPARED!**



QUESTIONS

