

Small Business Recovery Toolkit



**How Small Businesses in California
Can Identify and Compete for Recovery
Projects**

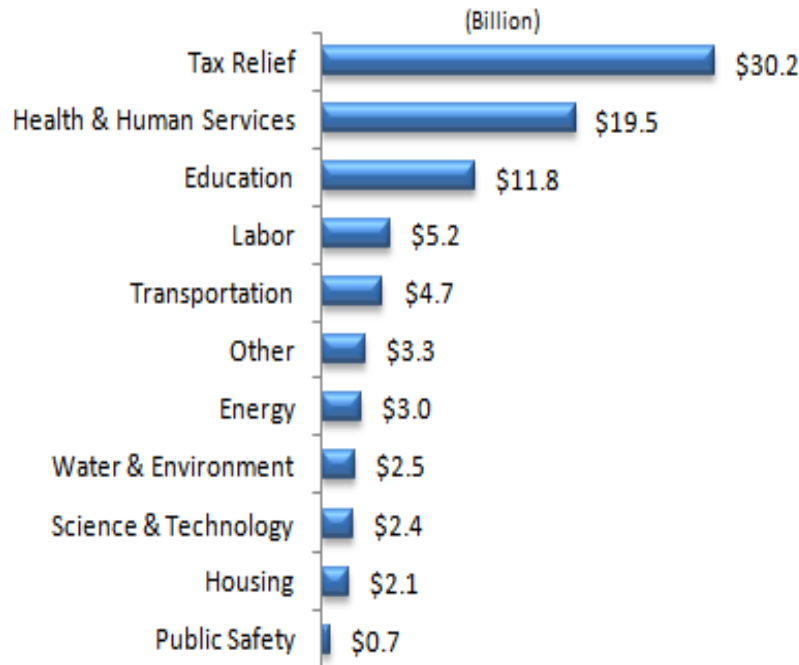
Brought to you by the Office of the Small Business Advocate, Director Marty Keller

What This Tool Kit Can Do For You

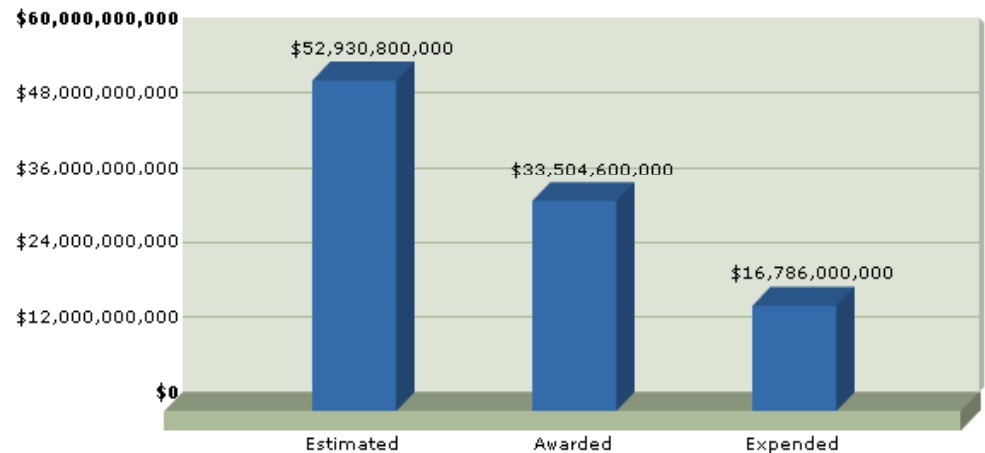
1. This toolkit is designed to give small businesses and Disable Veteran Business Enterprises (DVBE) the resources you need to locate, apply and compete for federal, state and municipal recovery projects.
2. This toolkit will provide all the necessary contacts for small businesses / DVBEs to get specific questions answered regarding recovery projects or general assistance.

Facts About the Recovery Effort

- \$85 Billion in Benefit to California (est.)



ALLOCATION OF FUNDS



*Represents funding snapshot of the distribution of federal recovery funds allocated to the state of California as of 12/09/09.

Facts About the Recovery Effort

Who receives ARRA funds?

The state and federal government distributes ARRA funds many different ways:

- To individuals and business through tax relief;
- To businesses in the form of contracting and sub-contracting opportunities;
- To community-based organizations and non-profit organizations to support community programs;
- To local governments to support local government priorities such as public housing repairs, economic development, and green retrofitting (which often include contracting opportunities for small businesses);
- To state governments for a variety of programs including energy and education initiatives.

How Recovery Projects Work

- The Federal Stimulus program takes certain existing federal government programs and beefs them up significantly. For the most part, the new money must be spent by the end of 2010.
- Thus discovering “where the money is” requires knowing where it’s always been. As you can see from the graph above, most of the money is coming through big federal agencies such as the Departments of Defense, Homeland Security, Labor, etc.
- There are three different layers of government with Stimulus dollars to spend. The first instance is the federal government itself.

How Recovery Projects Work

- In cases where federal dollars have been granted or contracted to state agencies, those agencies are where state contracting opportunities can be found.
- Thirdly, federal departments also often partner with local governments or agencies to achieve their goals.
- So the first challenge is figuring out which agency has the money to use to solicit bids from small and other businesses to fulfill the mandates of the Recovery Act.

How to Use This Toolkit

- **Step One - Get Certified:** An explanation of the various levels of small business / DVBE certification (federal, state and municipal), the benefits of each certification, and links to websites where you can get certified.
- **Step Two - Locate Contracts:** An explanation of how to locate open recovery contracts with links to websites that will allow you to search for contracts in your region and your industry.
- **Step Three - You Located a Project, Now What:** An explanation of what strategies you will need to know ahead of time to be successful in competing for government contracts with links to additional resources.

Step One: Get Certified as a Small Business or Disadvantaged Business Enterprise (DVBE)

The Benefits of Federal, State and Municipal Certification and Links to Certification Resources

Get Certified

State Certification Benefits

- Getting certified with the state Department of General Services (DGS) increases a small businesses / DVBEs visibility to state purchasers and offers benefits that increase your chances of receiving government contracts.
- Certified small businesses / DVBEs expand their business networking opportunities by being automatically listed in the state's online Certified Firm and Application Status Search.
- Get certified with the state for free in less than 20 minutes at:
<http://www.pd.dgs.ca.gov/smbus/getcertified.htm>

Get Certified

State Certification Benefits

Upon meeting eligibility requirements, certified small businesses are entitled to the following:

- A 5% bid preference on applicable state solicitations.
- State agencies may use a streamlined process known as the "**SB/DVBE Option**" by contracting directly with a California certified small business / DVBE for goods, services, information technology and public works projects.
- Under the Prompt Payment Act, the state must pay a certified SB/MB higher interest penalties for late payment of an undisputed invoice.

Get Certified

State Certification Benefits

- The DGS Procurement Division charges state and local agencies an administrative fee when contracting with a California Multiple Award Schedules (CMAS) vendor. As an incentive, the fee is waived if the CMAS vendor is a certified small business/micro business.
- As an incentive, a non-small business prime contractor who uses certified small business / DVBE subcontractors for at least 25% of its net bid price is eligible for a bid preference of five percent (5%) of the lowest responsible bid when competing against another non-small business.
- When applying bidder preferences in which non-small business bidders may be eligible, certified small business/micro business bidders have precedence over non-small business bidders.
- As a certified small business / DVBE you are eligible for the state's Small Business Participation Program. The program sets a goal for the use of small businesses in at least 25% of the state's overall annual contract dollars.

Get Certified

Federal Certification Benefits

- To do business with the Federal government and to be certified under the Small Business Administration's (SBA) 8(a) Program, you must register in the federal government's Central Contractor Registration (CCR) database, and complete the Small Business Supplemental Page within CCR.
- As a government-wide single point of vendor registration, CCR is the **only** avenue for small businesses and DVBE's to access the Federal procurement process.
- Registered online for free with the federal government at:
<https://www.bpn.gov/ccr/default.aspx>

Get Certified

Municipal and Local Certification

- Many cities and counties also maintain various certification programs that small businesses can take advantage of. To ascertain whether such programs are available, the eligibility requirements, and the potential benefits, locate that jurisdiction directly. Ask to speak to the procurement or purchasing division.
- Your Small Business Development Center (SBDC) should also be able to help you discover your options with local agencies.
- A list of SBDC offices can be found here:
<http://www.calbusiness.ca.gov/cedpgybsbdc.asp>

Step Two: Locate Projects

State, Federal and Private Sector
Resources That Can Help You
Locate Recovery Projects

Locate Projects

There are several online databases that can help you locate potential contracts and **using all of them** will give you the most comprehensive results.

- State Resource: BidSync.com
 - Allows you to search through the state database for open solicitations in your industry and region, as well as register for email alerts for upcoming contracts.
- Federal Resource: FedBizOpps.gov
 - Allows you to search through the federal database for open solicitations in your industry and region, as well as register for email alerts for upcoming contracts.
- Private Sector Resources: Recovery.org
 - Allows you to search for all federal, state, and municipal recovery projects in your area and provides detailed contact information for individual contracts.

Locate Projects

State Database - BidSync

- The California State Contracts Registry (CSCR), also known as BidSync, allows you to find state funded recovery projects by using the key-words “Recovery Act Funded.”
- You can also register to receive email alerts for all upcoming state procurement contracts, including recovery projects.
- To access the state’s online database of contracts, visit:
<http://www.eprocure.dgs.ca.gov/default.htm>

Locate Projects

State Database - BidSync

Access BidSync and use the search term “Recovery Act Funded”, as shown below:



The screenshot shows the BidSync website interface. The search term "recovery act funded" is entered in the search box and is circled in red. The search results are displayed in a table with the following columns: BID, DESCRIPTION, AGENCY, LOC, and TIME LEFT.

BID	DESCRIPTION	AGENCY	LOC	TIME LEFT
09-339604	Cold plane asphalt pavement and place HMA (open...	State of California	CA	6 days, 22 hrs
11-080104	TO CONSTRUCT A 4-LANE HIGHWAY	State of California	CA	14 days, 22 hrs
ARB NO. 09-4...	Gen-Set Switch Locomotives - South Coast Air Basin...	State of California	CA	19 days, 0 hrs
07-266704	Widen roadway from three to four lanes and install...	State of California	CA	21 days, 23 hrs

Locate Projects

State Resources – BidSync

BidSync offers key details about recovery projects including: publication and closing dates, contract amount, contracting agency, bid contact, bid number, and construction license requirements.

The screenshot shows the BidSync website interface. The header includes the BidSync logo (powered by RFP Depot) and a 'Secure Log In' button. A navigation menu contains links for home, government purchasing, B2B purchasing, suppliers, supplier directory, agency list, bid search, and contact. The main content area displays details for bid #09-339604, which is circled in red. The details include time left, start and end dates, agency information, department, bid contact, and construction license type. Below this, a 'DESCRIPTION' section provides the bid number, title, expected expenditure, standard disclaimer, and a note about the Recovery Act funding.

BIDSYNC powered by RFP Depot	
forgot your password?	
Secure Log In	
home government purchasing B2B purchasing suppliers supplier directory agency list bid search contact	
Description	
BID #09-339604 - COLD PLANE ASPHALT PAVEMENT AND PLACE HMA (OPEN GRADED) OVERLAY IFB	
Time Left	6 days, 21 hrs
Time Started	Sep 17, 2009 2:58:49 PM PDT
Time Ends	Oct 21, 2009 2:00:00 PM PDT
Agency Information	State of California, CA (view agency's bids)
Department	Transportation, Department of (Caltrans) (view department's bids)
Bid Contact	(Please login to see contact information)
Construction License Type	A - General Engineering Contractor C-12 Earthwork and Paving Contractor
DESCRIPTION	
Bid Number	09-339604
Title	Cold plane asphalt pavement and place HMA (open graded) overlay
Expected Expenditure	\$2,110,000.00
Standard Disclaimer	The State of California advises that prospective bidders periodically check the websites, including but not limited to Bidsync, and/or other state department links for modifications to bid documents. The State of California is not responsible for a prospective bidder's misunderstanding of the bid solicitation or nonresponsive bid due to failure to check these websites for updates or amendments to bid documents, and/or other information regarding the bid solicitations. Failure to periodically check these websites will be at the bidder's sole risk. The information published and/or responded to on these websites is public information. Confidential questions/issues/concerns should be directed to the contact on the ad.
Description	"Recovery Act Funded"

Locate Projects

Federal Resources – FedBizOpps.com

- Federal Business Opportunities (FedBizOpps) is the single federal government point-of-entry for Federal government procurement opportunities over \$25,000.
- Registration with the federal government's Central Contractor Registration (CCR) database is necessary to compete for any project you find on FedBizOpps.
- To access the federal government's database of contracts, visit: <https://www.fbo.gov/?s=main&mode=list&tab=list>

Locate Projects

Federal Resources - FedBizOpps.com

Access FedBizOpps and use the search term “Recovery” to find individual recovery projects, as shown below:

The screenshot shows the FedBizOpps.gov website interface. The search bar contains the keyword "recovery", which is circled in red. The search results show a list of opportunities, with the first one being "RECOVERY Y--Project 621-09-110 Repair Water Tower".

Opportunity	Agency/Office/Location	Type / Set-aside	Posted On
RECOVERY Y--Project 621-09-110 Repair Water Tower RECOVERY VA-249-10-RA-0090 Y -- Construction of structures and facilities	Department of Veterans Affairs VA Tennessee Valley Health Care System (Murfreesboro) Department of Veterans Affairs Tennessee Valley Health Care System Alvin C. York Campus	Presolicitation / Service-Disabled Veteran-Owned Small Business	Jan 05, 2010

Locate Projects

Federal Resources - FedBizOpps.com

FedBizOpps offers key details about recovery projects including: publication and closing dates, contract amount, contracting agency, bid contact, bid number, and construction license requirements.



The screenshot shows the FedBizOpps.gov website interface. The header includes the logo and navigation tabs: Home, Getting Started, General Info, Opportunities (selected), Agencies, and Privacy. Below the header, there are links for Buyers and Vendors to login or register, and an Accessibility icon. The main content area is titled "Opportunities" and includes a "RETURN TO OPPORTUNITIES" link. There are buttons for "Opportunities List", "Advanced Search", "Search Results" (highlighted), and "Archives". A warning message states: "Please note, there may be opportunities FBO did not recognize by this search. The results returned are based on agency input. If for any reason the submitting agency did not enter the Place of Performance location information, the system will not return that opportunity in the results." Below this, there are "Refine Results" and "Clear Search" buttons. The search results are displayed in a table with columns: Opportunity, Agency/Office/Location, Type / Set-aside, and Posted On. The first result is circled in red and reads: "RECOVERY--Y--PROJECT NUMBER 074740, Santa Maria Levees, CA - South Levee Improvements, Reach 3 (Suey Crossing Bridge to Bradley Canyon Confluence)". The agency is listed as "Department of the Army, U.S. Army Corps of Engineers, USACE District, Los Angeles". The type is "Solicitation (Modified)" and the posted date is "Dec 29, 2009".

Opportunity	Agency/Office/Location	Type / Set-aside	Posted On
RECOVERY--Y--PROJECT NUMBER 074740, Santa Maria Levees, CA - South Levee Improvements, Reach 3 (Suey Crossing Bridge to Bradley Canyon Confluence) RECOVERY W912PE10R0002 Y -- Construction of structures and facilities	Department of the Army U.S. Army Corps of Engineers USACE District, Los Angeles	Solicitation (Modified)	Dec 29, 2009

Locate Projects

Private Sector Resources – Recovery.org

- The private sector offers resources that can also help small businesses find recovery contracts.
- A very comprehensive website is: www.recovery.org.
- This website allows users to search for **federal, state and municipal** recovery contracts and provides detailed information including: publication and closing dates, contract amount, contracting agency, bid number, and contact.

Locate Projects:

Private Sector Resources – Recovery.org

Access Recovery.org and search for recovery contracts in your area by clicking on your respective county, as shown below:


The screenshot displays the ONVIA Government Analytics™ interface. At the top, there are navigation tabs: Home, For Businesses, For Government, For Taxpayers, and About Recovery.org. Below the navigation, a header indicates "Total Active Recovery Projects - California" with a value of "3,806 Project(s) Valued at \$17.78 Billion". A map of California is shown, with a legend for "Funding" ranging from \$0 to \$5,394 (in Millions). A dropdown menu is open, listing various counties, with "Sacramento" highlighted and circled in red. Below the map, there are filters for "Filter by Project Type" and "Sort by" (set to "Publication Date - Descending").

Locate Projects: Private Sector Resources – Recovery.org

Recovery.org offers key details about recovery projects including: publication and closing dates, contract amount, contracting agency, bid number, and contact info for the contracting agent.

RFP: Smart Grid Systems \$120,560,000

Project Type:	RFP
Project Owner:	Los Angeles Department of Water and Power
Location:	California, United States, Los Angeles (CA), Los Angeles (CA), 90001
Estimated Value:	\$120,560,000
Estimated Jobs:	N/A - Congressional Budget Office As compared with 1314 - White House Council of Economic Advisors
Category:	A/E - Power Generation, Power Generation, Utilities, Cogeneration Plant, Transmission, IT - Computer Hardware, IT - Computer Software, Energy Audit / Consulting, IT - Network Consulting
Market Sector:	State/Municipal
Publication Date:	12/21/2009
Description:	FEDERAL ECONOMIC RECOVERY SPENDING. HQ State: CA HQ City: Los Angeles Name of Primary Awardee: Los Angeles Department of Water and Power Project Title and Brief Project Description: Los Angeles Department of Water and Power Smart Grid Regional Demonstration Project - In partnership with a consortium of local research institutions, deploy smart grid systems at partners' university campus properties and technology transfer laboratories. The demonstration projects will also include gathering da... Read More



Map showing the location of Los Angeles, CA, with a red pin indicating the project location. The map includes major cities like Hanford, Porterville, Santa Maria, Bakersfield, Santa Clara, Goleta, Ventura, San Bernardino, Los Angeles, Long Beach, Anaheim, Palm De, Mission Viejo, Temecula, Oceanside, El Cajon, Mex, Tijuana, and Tecate. The map is powered by Google and includes a copyright notice for 2009.

Vote on this Project

Here is what 3 people think:

100.0% - Worthwhile (3 Votes)

- 1 - Energy Efficiency
- 1 - Environmental
- 1 - Long-Term Value
- 0 - Short-Term Value

0.0% - Unnecessary (0 Vote)

0 - Fraud/Abuse

Step Three: What Now?

You have obtained the necessary certifications, located the projects, and now it's time to go get those contracts.

What Now?

Talk to the People Who Know

OSBA encourages small businesses/DVBEs to talk to the appropriate person that correspond with each contract.

If you are competing for a **state** contract:

- Contact the Department of General Services (DGS) Procurement Outreach Division: <http://www.pd.dgs.ca.gov/default.htm>
- Contact the Small Business Advocate at the agency soliciting bids for the contract you have identified. A list of all state agency advocates can be found here: <http://www.pd.dgs.ca.gov/smbus/sbainternet.htm.htm>
- Contact a Small Business Development Center (SBDC) in your area. A list of SBDC offices can be found here:
<http://www.calbusiness.ca.gov/cedpgybsbdc.asp>

(See “Resources for Small Business Owners” at the end for more details on SBDCs.)

What Now?

Talk to the People Who Know

If you are competing for a **federal** contract:

- Contact the federal Office of Small and Disadvantaged Business Utilization (OSDBU) representative at the agency soliciting bids for the contract you identified. A list of OSDBU representatives can be found here: <http://www.osdbu.gov/offices.html>
- Contact your Small Business Administration (SBA) district office. A list of regional SBA offices can be found here: <http://www.sba.gov/localresources/district/ca/>
- Contact a Small Business Development Center (SBDC) in your area. A list of SBDC offices can be found here: <http://www.calbusiness.ca.gov/cedpgybsbdc.asp>

What Now?

Talk to the People Who Know

If you are competing for a local / municipal contract:

- Contact the procurement or purchasing department for the locality or agency. This requires internet research and persistence.
- Contact a Small Business Development Center (SBDC) in your area. They can help you find the right person to talk to and much more. A list of SBDC offices can be found here:
<http://www.calbusiness.ca.gov/cedpgybsbdc.asp>

Things to Consider

Once you win a recovery contract:

- You may need bonding for certain projects. If you need assistance in this area, the Small Business Administration (SBA) offers a bond guarantee program. Contact your district SBA office.
- You may also require additional financing. Your district SBA office can help with this as well.
- You may want to consider teaming with companies that have won previous contracts or have greater capacity. Your district SBA office may be able to help you locate partners to team up with and increase your chances for success.
- A list of district SBA offices can be found here:
<http://www.sba.gov/localresources/district/ca/>

Additional Resources for Small Business Owners

You are not alone - help is available.

California Small Business Development Centers (SBDC)

- California's Regional Small Business Development Center (SBDC) Programs are part of the United States Small Business Administration's national network of SBDCs. As such, the programs leverage local, state and federal dollars to strengthen small businesses, and thus, positively impact the state's economy.
- The SBDCs facilitate the success of small business through business management counseling and training, resulting in economic impacts such as the creation and retention of jobs, increases in sales and profits, new business starts and more.
And it's all free.
- Find an SBDC office in your area:
<http://www.calbusiness.ca.gov/cedpgybsbdc.asp> (See map on next page)

California Small Business Development Centers



Additional Resources

Learn more about these programs and how they can help your business:

- SBA's 8(a) Business Development Program provides assistance services that help small, disadvantaged businesses gain access the federal procurement market.
- SBA's HUBZone Program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities. These preferences go to small businesses that obtain HUBZone certification in part by employing staff who live in a HUBZone. The company must also maintain a "principal office" in one of these specially designated areas.
- WomenBiz.gov and SBA's Contract Assistance for Women Business Owners guide provides information on how SBA works with federal agencies to help open up contracting opportunities for women-owned small businesses.

Additional Resources

- VetBiz.gov and SBA's Veterans and Service-Disabled Veterans guide provides information on programs that assist veteran-owned businesses compete for federal contracting opportunities.
- SBA's 7(a) and 504 recovery programs allow for reducing fees, increasing guarantee limits, and providing refinancing opportunities. In addition, SBA will help facilitate increased access to capital by making its programs available to more small businesses through expanding eligibility criteria, developing relationships with new lenders and working to return inactive lenders to SBA's lending network.
- SBA's Surety Bonds provide insurance that contract work will be performed for the issuers of contracts. Payment and performance bonds are required for general contractors on all Federal government construction projects \$100,000. The Recovery Act gave the SBA the opportunity to temporarily increase the contract ceiling in place for its Guaranteed Surety Bond program to help small businesses compete for contracts up to \$5 million – and in some cases \$10 million.