

What This Toolkit Can Do For You

This toolkit provides resources to small businesses (SB) and Disabled Veteran Business Enterprises (DVBE) on how to locate, apply and compete for federal, state, and local recovery projects.

It also provides general assistance and all the necessary contacts to get specific questions answered regarding recovery projects.



How To Use This Toolkit

- **Step One – Get Certified:** Explains the levels of SB/DVBE certification (federal, state and local), benefits of certification, and website links to get certified.
- **Step Two – Locate Contracts:** Shows how to locate open recovery contracts, including website links to search for contracts in your region that involve your industry.
- **Step Three – Compete Successfully:** Lays out strategies for successfully competing for government contracts, with website links to additional resources.

1

Get Certified

State Certification Benefits

Getting certified as a small business and/or DVBE with the State Department of General Services (DGS) offers benefits to increase your chances of receiving government contracts, and increases a small business's and a DVBE's visibility to state purchasers.

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

- A 5% bid preference on applicable state solicitations.
- As a certified small business you are eligible for the state's small business participation program. The program set a 25% small business participation goal based on the state's overall annual contract dollars.
- As an incentive, a non-small business prime contractor who uses certified small business subcontractors for at least 25% of its net bid price is eligible for a bid preference of 5% of the lowest responsible bid when competing against another non-small business.
- Participating in a streamlined process known as the "SB/DVBE Option" whereby state agencies may contract directly and only with California certified small businesses or DVBEs for goods, services, information technology, and public works projects.

Get certified with the state for free in less than 20 minutes at: <http://www.pd.dgs.ca.gov/smbus/getcertified.htm>

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. Register online for free with the federal government at: <http://www.bpn.gov/ccr/default.aspx>

Local Certification

Many cities and counties also maintain or recognize various certification programs to the advantage of SBs/DVBEs. To find out about program availability, eligibility requirements, and potential benefits, contact 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>

The Benefits of Federal, State, and Local Certification, and Certification Resources

2

Locate Projects

There are several online databases to locate potential contracts and you will need to use all of them for the most comprehensive results.

State, Federal and Private Sector Resources To Help Locate Recovery Projects

State Resource: eProcure.dgs.ca.gov

In addition to the main state web site, Recovery.ca.gov, use eProcure.dgs.ca.gov. This site allows you to search through the state database for open solicitations in your industry and region, as well as register for e-mail alerts about upcoming contracts and sub-contracting opportunities. **To find recovery contracts, search "Recovery Act Funded."**

Federal Resource: FedBizOpps.gov

FedBizOpps.gov allows you to search through the federal database for open solicitations in your industry and region, as well as register for e-mail alerts about upcoming contracts. It is also 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](http://FedBizOpps.gov). **To find recovery contracts, search "Recovery."**

Private Sector Resources: Recovery.org

This private sector resource allows you to search for all federal, state and local recovery projects in your area and provides detailed contact information for individual contracts. It also provides publication and closing dates, contract amount, contracting agency, and bid number.



3

Talk To People Who Know

The Office of the Small Business Advocate (OSBA) encourages SBs and DVBEs to speak directly with the contract administrator for each contract.

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



If you are competing for a state contract:

Contact the DGS, Procurement Outreach Division: <http://www.pd.dgs.ca.gov/default.htm>
Contact the SB/DVBE 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>

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 the Federal Technology Centers (FTC) for assistance with federal procurement expertise: <http://www.theftc.org>

If you are competing for a local contract:

Contact the local procurement or purchasing department. This may require internet research and persistence, as each municipality is different.

If you're competing for any contract:

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>

How Recovery Projects Work

The Federal Stimulus program increases some existing federal government programs significantly. Most of the new one-time money must be spent by the end of 2010.

Discovering “where the money is” requires knowing where it’s been historically. Most of the funding is coming through big federal agencies such as Departments of Defense, Homeland Security, Labor, etc.

There are three layers of government with stimulus dollars to spend. The first level is the federal government and it filters down from there. The second level is with state agencies where federal dollars have been granted or contracted to a state agency and direct contracting opportunities may be available. The last level is with local agencies where federal or state departments partner with local government(s) to achieve their goals.

The first challenge is finding agencies with the money to solicit bids to fulfill the mandates of the Recovery Act.

Things To Consider

In order to win a Recovery Act contract, consider all of the following:

You will likely require bonding. The SBA offers a bond guarantee program. For assistance, contact your district SBA office. You may require additional financing. Your district SBA office can also help. A list of district SBA offices can be found here: <http://www.sba.gov/localresources/district/ca/>

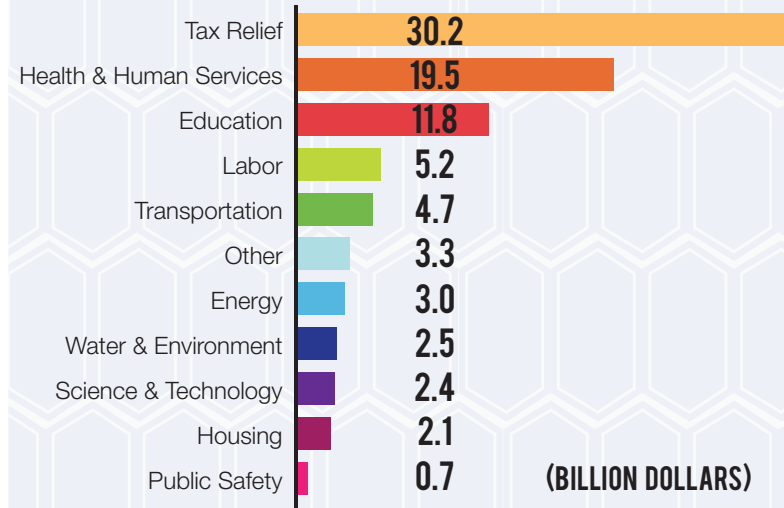
You may consider teaming with companies that have won previous contracts or that have greater capacity. Your local Small Business Development Center (SBDC) may be able to help you locate partners to team with and increase your chances for success. A list of SBDC offices can be found here: <http://www.calbusiness.ca.gov/cedpgybsbdc.asp>

A significant amount of opportunities may come from sub-contracting:

Sub-contracting occurs when a company wins a recovery contract and then sub-contracts out certain portions of the project to other businesses. Small businesses and DVBEs can solicit sub-contracting opportunities and also place ads, products, and services to potential prime contractors on the state’s Contract Registry. This no fee service can be found at: www.eprocure.dgs.ca.gov/csrad

Facts About The Recovery Effort

\$85 BILLION IN BENEFITS TO CALIFORNIA (EST.)



Who receives American Recovery and Reinvestment Act (ARRA) funds? State and federal government distributes ARRA funds:

- To individuals and business through tax relief;
- To businesses through contracting and sub-contracting opportunities;
- To community-based and non-profit organizations to support community programs;
- To local governments for priorities such as public housing repairs, economic development, and green retrofitting;
- To state government for various programs including energy and education initiatives.

California has been awarded the most funding of any state under the American Recovery and Reinvestment Act.

Additional Resources

Small Business Development Centers (SBDC)

California’s regional SBDC programs are a collaboration between the U.S. Small Business Administration (SBA) and the state’s community colleges. The programs leverage local, state, and federal dollars to strengthen small businesses and DVBEs, and thus, positively impact the state’s economy.

The SBDCs facilitate the success of small businesses and DVBEs through business management counseling and training, resulting in the creation and retention of more 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>

Small Business Administration (SBA) Regional Offices

The Small Business Administration has six district offices in California offering a variety of resources to small businesses and DVBE’s. A list of district SBA offices can be found here: <http://www.sba.gov/localresources/district/ca/>

Contacts

Department of General Services

Office of Small Business and DVBE Services
advocate@dgs.ca.gov
(916) 375-4328

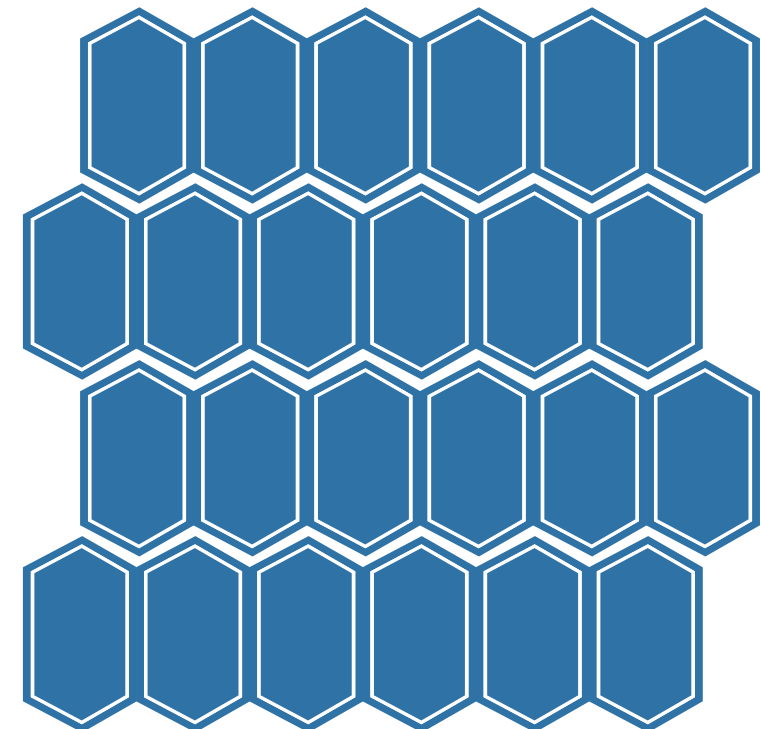
Office of the Small Business Advocate

Director, Marty Keller
SBrecoveryinfo@opr.ca.gov
(916) 445-9874

California Small Business

Road to Recovery

How California Small Businesses and Disabled Veteran Business Enterprises Can Identify & Compete for American Recovery and Reinvestment Act Funded Projects



RECOVERY. *CA*.GOV
CALIFORNIA ECONOMIC RECOVERY PORTAL