



Bay Area
Rapid Transit



THE BUSINESS OUTREACH COMMITTEE (BOC)

A CONSORTIUM
OF BAYAREA
TRANSPORTATION
AGENCIES

MEET THE BUYERS PROCUREMENT FORUM

Wednesday, April 9, 2025 **EVENT:**
10:00AM - 2:00PM

**CALTRANS, 111 GRAND AVENUE,
OAKLAND, CA 94612**
(Caltrans District 4 Auditorium and Cafeteria)

This is an opportunity to connect small
and disadvantaged businesses with
procurement staff from various
participating transit and transportation
agencies and government entities.



Title VI of the Civil Rights Act of 1964, prohibits discrimination based upon race, color, and national origin. Specifically, 42USC 2000d states that “No person in the United States shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance.

<https://dot.ca.gov/-/media/dot-media/programs/civil-rights/documents/title-vi/caltrans-non-discrimination-policy-statement-a11y.pdf>



AGENDA

- Welcome
- BOC Panel Discussion
- NorCal Apex Accelerator
- Meet the Buyers



David Ambuehl

**Chief Deputy
District Director**



Meet the Panelist



Ken Hendricks, CPPO, CPPB

Procurement & Contracts Manager
Sonoma-Marín Area Rail Transit District
(SMART)



Marianne Waterman

Senior Buyer
Golden Gate Bridge Highway &
Transportation District
Bus Transit Division



David Prizmich

Division Chief/Chief Procurement Officer
Division of Procurement and Contracts
(DPAC)
Caltrans



Ronald Leong

Management Analyst
San Francisco County Transportation Authority



Chris Horton

District Director
SF District Office
U.S. Small Business Administration

Norcal APEX Accelerator

No-Cost Government Contracting Assistance



Liz Brazil,
Procurement Specialist
Norcal APEX Accelerator



APEX Accelerators In California

- Provides **education and training** to ensure that all businesses can become capable of participating in federal, state, and local government contracts.
- **96** APEX Accelerator Centers Nationwide
- All resources are available at **NO-COST** we are funded through grants from federal, state, and local governments

APEX Accelerators serve over 56,000 clients annually and help them win more than \$24 billion in government contracts and subcontracts!



Norcal APEX Accelerator

No-Cost Government Contracting Assistance



One-on-One
Counseling



Custom Bid
Matching



Resources &
Trainings

In FY 2024, our clients won more than \$2 billion in government contracts!

Find your local APEX Accelerator!
www.apexaccelerators.us

Sign up with Norcal APEX Accelerator!
www.apexnorcal.org/join



This APEX Accelerator is funded in part through a cooperative agreement with the Department of Defense.

Norcal APEX Accelerator Services

- Federal and State Registrations
- Certifications
- Capability Statements
- Marketing to Government Agencies
- Custom Bid Matching
- Proposal and Solicitation Reviews
- Webinar Trainings and Workshops
- Networking and Outreach Events



Federal and State Registrations

- System Award Management (SAM) and CalProcure Registrations
 - Verify Entity Type
 - If listed as LLC or Corporation verify registration (California Secretary of State)
 - Review of the required documentations for Federal and State registration such as taxes, EIN, Articles of Incorporations, utility, bank Statements, etc.)
 - Assist with the registration process via Zoom
 - Assist with email response, if needed.

Federal Certifications

- The Small Business Administration (SBA) offers four certifications, as part of its eight total programs, designed to empower businesses and improve their chances of securing government contracts:
 - **8(a) Business Development Program:**
 - For small, disadvantaged businesses looking for mentorship and access to federal contracts.
 - **HUBZone Certification:**
 - Focused on businesses in historically underutilized business zones.
 - **Woman-Owned Small Business (WOSB) Certification:**
 - Helps women entrepreneurs secure contracts in industries where they are underrepresented.
 - **ServiceDisabled VeteranOwned Small Business (SDVOSB) Certification:**
 - Supports veteran entrepreneurs in accessing federal opportunities.




Federal Certifications

Where to Apply

- First you must complete your SAM registration. The SBA Size Standards Tool is available for business owners who want to confirm eligibility for small business certification or an SBA assistance program.
- MySBA Certifications was recently upgraded to transform customers' experiences with the agency through its new MySBA digital platform at the website:
<https://certifications.sba.gov>.
- For more information on the Federal Certification, see the [APEX Federal Quick Guide 011525.docx.xlsx](#)

MySBA Website



[Home](#)  [Resources](#)  [Get Help](#) 

[Sign Up / Login](#)

MySBA Certifications

Your one-stop destination for SBA's small business certifications.



Should I Apply

See if your business is ready to be certified

[Find Out](#)



Prepare for Application

Get your business ready for certification

[Prepare](#)



HUBZone Calculator

See if your business qualifies for HUBZone

[Launch](#)

State Certification

- The State of California provides two key certification programs aimed at helping businesses:
 - **Small Business (SB) Certification:**
 - Available to small businesses meeting certain criteria, this certification offers bidding preferences for state contracts.
 - **Disabled Veteran Business Enterprise (DVBE) Certification:**
 - Designed to help veteran-owned businesses secure state-funded projects.

State Certification

Where to Apply

- Small Business (SB), Small Business for the Purpose of Public Works (SB-PW) and/or Disabled Veteran Business Enterprise (DVBE) certification can apply at the CalProcure website at <https://caleprocure.ca.gov/pages/sbdvbe-index.aspx>.
- For more information, see the website at [SB/ DVBE Certification](#).



Assist with Capability Statements

- What is it? It is a like a resume for your business that contains -
 - Logo
 - Name of your Company
 - Core Competencies
 - Differentiators
 - Past Performance
 - Company Snapshot
 - Pertinent Codes
 - Licenses & Certifications
 - Key Clients
 - Contact Information

NORCAL APEX ACCELERATOR

Procurement can be a daunting process. That's why we're here.

Capabilities Statements

An essential marketing tool for government contractors.

Guidelines, Tips, & Tricks:

Government buyers on all levels—federal, state, local, etc.— may see dozens of these documents every day and the vast majority will spend less than 30 seconds looking at your capabilities statement to see if you can help solve the demands they face.

This means you need to:

- **Convey your company's value to the reader.** What can you do for your customer? See it from their perspective – they want to solve a need and they want to do business with a company that conveys professionalism and trustworthiness.
- **Use clear, concise language with substantiated claims.** Yes, writing in this way is a lot more work since you'll need to do research and have your company's information ready to summarize. However, the hard work conveys professionalism and will help your business make a great first impression.
- **Format your document in a well-organized and visually pleasing way.** Use columns, boxes, color blocks, bold fonts, bullet points, etc. to visually separate out the different types of information.
- **Stick to one page.** Since buyers typically see a high volume of capabilities statements, you cannot expect them to read a second page. There are exceptions to this, so reach out to your Procurement Specialist or [sign up for services](#) to find out which is best for you.
- **Create multiple versions** of your capabilities statement for different agencies, industries, or locations.

Please keep in mind:
These instructions were developed by our Procurement Specialists as guidelines to keep in mind when developing capabilities statements and for using our template specifically. **This is not an exhaustive guide.**

3 Adapting Our Template

Your File Structure

1. Your computer entitled "Capabilities Statements"

2. Template and save it to this folder as: `Statement_your business name_DATE`

3. In with your company's logo and your "Master Template"

4. Save new versions of your capabilities statement in this folder as you adapt them logical file names so you can reference them in the future.

5 Template

1. Copy and paste your company information into the text with the your company information. Bolding and bullet points for clarity.

2. Insert your logo and photos. Click on the logo placeholder, then select "From a file"

3. Focus on the work that you do or has a human element present, or both!

4. "Key Clients" section to reflect your work history. Include logos for private clients if they have value. **Do not use other agency logos anywhere else except in this section.**

4 Exporting & Sending

- Always save the file as an Adobe PDF file
- Double check the final PDF or printed document for errors, consistency, grammar, etc.
- Send it to a friend, colleague, or your APEX Accelerator advisor for feedback.

707-267-7561 | info@apexnorcal.org | www.apexnorcal.org

Custom Bid Matching

- Get opportunities sent directly to your inbox!
- Norcal APEX Accelerator utilizes a bid matching software by Outreach Systems called USABID to automatically email relevant bid opportunities to our clients based on keywords. The USABID database consists of bid opportunities from city, county, state, and federal agencies. To populate this exclusive database, they monitor hundreds of procurement websites daily.
- We will help you set up and optimize your profile so you can receive daily emails listing federal, state, local, and subcontractor opportunities specific to what you sell and where you sell it.

Assist with Proposal or Bid Review

- We have seven Procurement Specialists who can assist you with:
 - Reviewing the procurement documents
 - Ensuring that you met the minimum requirements and follow the instructions to Proposers/Bidders
 - Procurement document clarification
 - Making a list of questions to submit about the opportunity
 - Submitting a responsive and responsible Bid or Proposal.
 - And much more!

Webinar Trainings and Workshops

- Norcal APEX Accelerator provides both virtual and in-person trainings and workshops on procurement topics ranging from introductory webinars to Q&A panel sessions.
 - We even include guest speakers from the government agencies you want to sell to!
- For more information on webinar trainings and workshops, see the website at www.apexnorcal.org/trainings.

Networking and Outreach Events

- Network & Market with Government Buyers >>
 - Virtual | Apr. 17th | 10 AM
- How to Do Business with the State of CA >>
 - In Person– Ukiah, CA | Apr. 25th | 9 AM
- 2025 Northern California Procurement Fair >>
 - In Person– Redding, CA | May 2nd | 10 AM

Apply for No-Cost Assistance



- Go to our website - www.apexnorcal.org
- Click on the red **APPLY NOW** button at the top of the webpage
- Make sure you qualify for our services:
 - Are you within our Northern CA service area?
 - Are ready to begin contracting with the government?
- Complete our brief application
 - Applications are typically processed within 3-5 business days
- Meet with a Procurement Specialist 1 on 1 to assist you with your government contracting goals!

We Want to See You Succeed

Sign up for Norcal APEX Accelerator services and work with one of our Procurement Specialists! www.apexnorcal.org



Thank you!

Visit our website to
find out more about nocost
government contracting assistance!

www.apexnorcal.org



Liz Brazil,
Procurement Specialist
Norcal APEX Accelerator

Find your local APEX Accelerator office -
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Rapid Transit



San Francisco
International
Airport

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