















#### THE BUSINESS **OUTREACH** COMMITTEE (BOC)







Bay Area **Rapid Transit** 



## **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 <u>race</u>, <u>color</u>, <u>and national origin</u>. 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

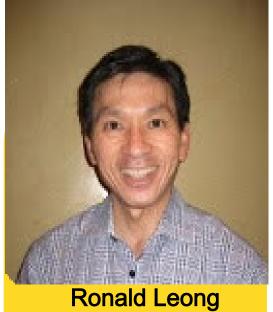




Ken Hendricks, CPPO, CPPB
Procurement & Contracts Manager
Sonoma-Marin Area Rail Transit District
(SMART)



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



Management Analyst
San Francisco County Transportation Authority



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



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** o 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 2324, 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 CaleProcure Registrations
  - Verify Entity Type
  - If listed as ILC 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 VeterarOwned 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: <a href="https://certifications.sba.gov">https://certifications.sba.gov</a>.
- For more information on the Federal Certification, see the <u>APEXFederal Quick Guide</u> <u>011525.docx.xlsx</u>



## MySBA Website

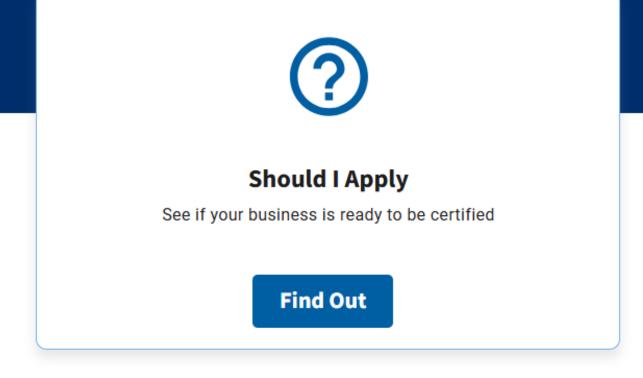


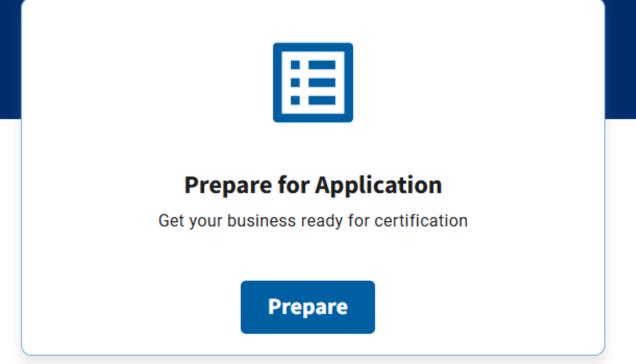
Home ❖ Resources ⚠ Get Help

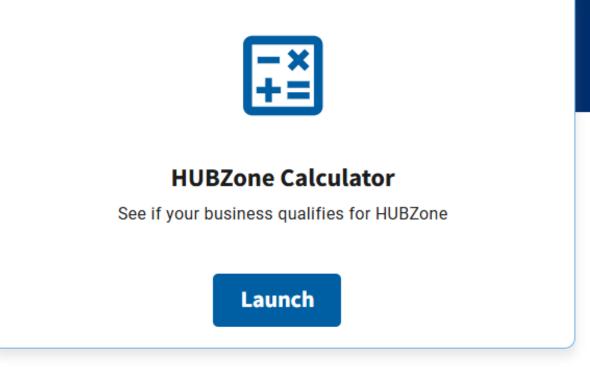
Sign Up / Login

#### **MySBA Certifications**

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







## 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

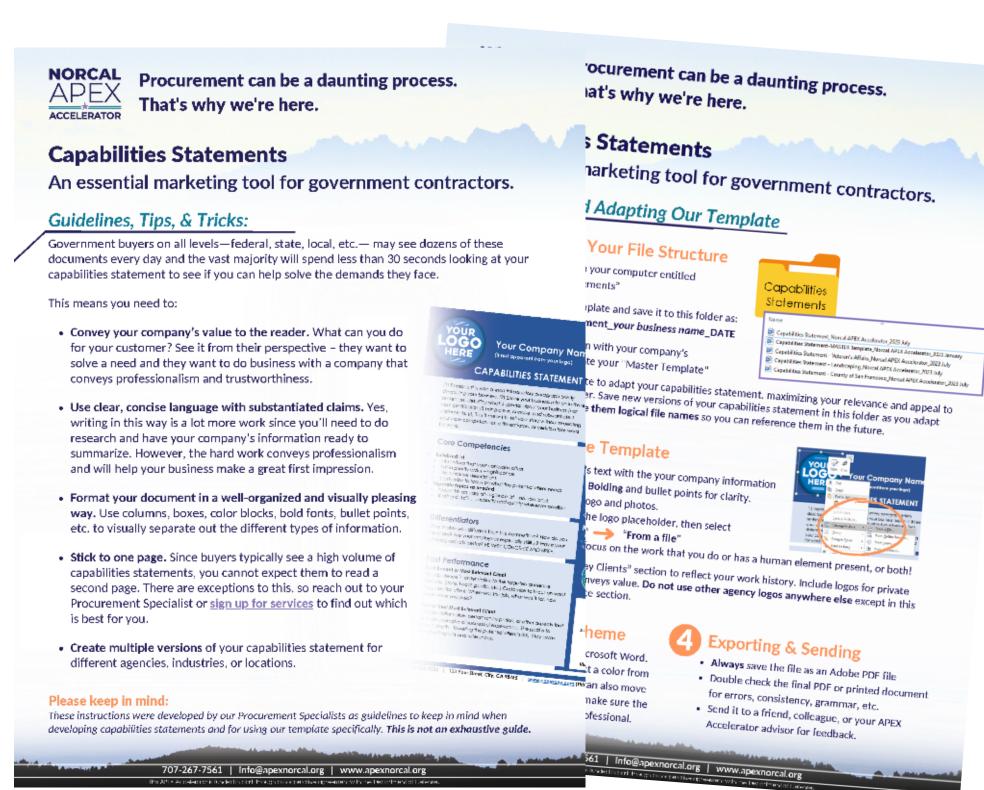
- Small Business (SB), Small Business for the Purpose of Public Works (SB-PW) and/or Disabled Veteran Business Enterprise (DVBE) certification can apply at the CaleProcure website at <a href="https://caleprocure.ca.gov/pages/sbdvbe-index.aspx">https://caleprocure.ca.gov/pages/sbdvbe-index.aspx</a>.
- 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
  - o Logo
  - Name of your Company
  - Core Competencies
  - Differentiators
  - Past Performance
  - Company Snapshot
  - Pertinent Codes
  - Licenses & Certifications
  - Key Clients
  - Contact Information



## **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

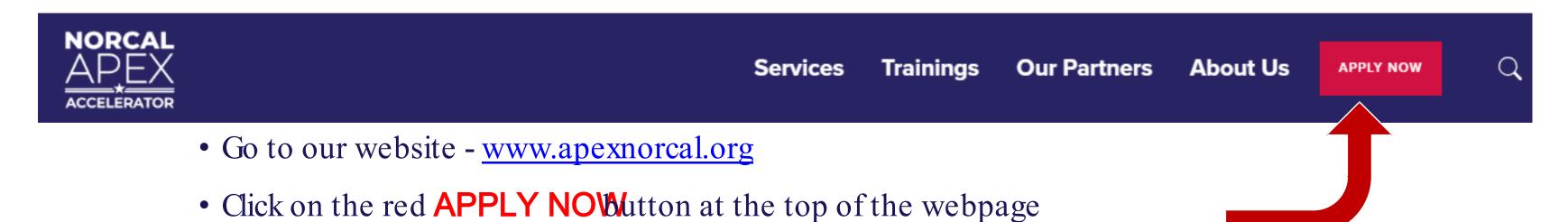
- Network & Market with Government Buyers >>
  - Virtual | Apr. 17th | 10 AM

- How to Do Business with the State of CA>>
  - o In Person-Ukiah, CA Apr. 25th | 9 AM

- 2025 Northern California Procurement Fair >>
  - o In Person–Redding, CA May 2<sup>nd</sup> | 10 AM



## Apply for No-Cost Assistance



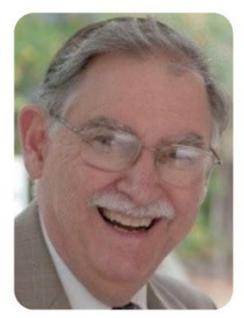
- Make sure you qualify for our services:
  - Are you within our Northern CA service area?
  - Are ready to begin contracting with the government?
- Complete our brief application
  - Applications are typically processed within 3-5 business days
- Meet with a Procurement Specialist 1 on 1 to assist you 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! <a href="www.apexnorcal.org">www.apexnorcal.org</a>

















## Thank you!

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

www.apexnorcal.org



Liz Brazil,

Procurement Specialist

Norcal APEX Accelerator

Find your local APEX Accelerator office - www.apexaccelerators.us





















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Caltrans Bay Firea





Bay Area Rapid Transit













