

HSR 102: Prepare to Bid

A helpful guide to assist in the bidding process

WHAT IS THE AUTHORITY’S SMALL BUSINESS PROGRAM?

The California High-Speed Rail Authority (Authority) is committed to small businesses playing a major role in building the statewide high-speed rail project. The Small Business Program (SB Program) has an aggressive 30 percent goal for small business participation that include Disadvantaged Business Enterprise (DBE), Disabled Veteran Business Enterprise

(DVBE), Microbusiness (MB), Small Business (SB), Small Business Administration 8(a), and Small Business for the Purpose of Public Works (SB-PW) certifications. Specific participation goals include a ten percent DBE goal and a three percent DVBE goal.

The SB Program requires all prime contractors to develop and implement a small business performance plan to achieve the established SB Program goals..

KEY PLAYERS

During the bidding process, follow the communication pathway below:

Role	Responsibility
Prime’s Small Business Liaison Officer (SBLO)	Implements all aspects of the Authority’s Small Business Program and is the main contact for potential business opportunities and concerns on an executed contract
Authority Small Business Advocate	Manages the Authority’s overall Small Business Program and is the second point of contact after Prime’s SBLO
Authority SB Team	Manages daily operations of the Small Business Program and is the point of contact for general SB Program inquires
Authority SB Compliance Team	Monitors and reports on the Small Business Program

WHAT IS THE AUTHORITY’S CONTRACT BIDDING PROCESS?

The Office of Contracts and Procurement (Contracts Office) provides purchasing services for the Authority. Responsibilities include preparing all bid documents and awarding contracts, as well as assuring compliance with all legal requirements in the procurement process. The Contracts Office is responsible for procurement and contracting of Non-Information Technology (Non-IT) and Information Technology (IT) goods and services, including the development and processing of purchase orders service contracts, consultant service agreements, interagency agreement, public entity contracts, etc. To view all solicitations and addenda documents issued by the Contracts Office, or to learn more, visit: www.caleprocure.ca.gov.



WHAT ARE SOME HELPFUL TIPS TO CONSIDER?

Marketing

1. Know your audience. Educate yourself about who is purchasing your service(s).
2. Visual branding development. Business cards. Do they list your certifications?
3. Statement of Qualifications/Capability Statement. Is it clear and concise?
4. Public Advertisement
 - Website content
 - Publications
 - Social Media

Network, Network, Network!

Prepare to participate in Small Business-focused events and engage with larger firms and like-minded business trades. Focus on how your firm contributes to the success of their business, not what their business can offer you.

- Practice your elevator pitch, keep your message short and direct.

Forming Your Team

If necessary, partner with other firms that can help you appropriately respond to the scope of work.

RESOURCES

The Authority has partnerships with the following resources:

APEX Accelerators

APEX Accelerators is a network of dedicated procurement professionals working to help local businesses compete successfully in the government marketplace. They also act as a bridge between buyer and supplier, bringing their knowledge of both government contracting and the capabilities of contractors to maximize fast, reliable service to our government with better quality and at lower costs.

Businesses receive assistance in becoming contract ready at no cost.

APEX Accelerators will provide the following services:

- One-on-one consulting and technical assistance
- Business trainings, workshops and seminars
- Government Contracting 101 and Bid Match Tool
- Business financing and loan guarantee
- Partnering with various

www.apexaccelerators.us

Small Business Development Center (SBDC)

SBDC Programs deliver professional, high quality, individualized business advising and technical assistance to existing small businesses and pre-venture entrepreneurs. SBDCs provide problem-solving assistance to help small businesses access capital, develop and exchange new technologies, and improve business planning, strategy, operations, financial management, personnel administration, marketing, export assistance, sales and other areas required for small business growth and expansion, management improvement, increased productivity and innovation.

SCORE Business Mentoring

SCORE, the nation's largest network of volunteer, expert business mentors, is dedicated to helping small businesses plan, launch, manage and grow. SCORE is a nonprofit organization that is driven to foster vibrant small business communities through mentoring and educational workshops.

SCORE mentors offer area-specific advice at no cost (financing, human resources, business planning) via email, telephone and video. SCORE mentors, all experts in entrepreneurship and related fields, meet with their small business clients on an ongoing basis to provide continued advice and support. SCORE provides a wide range of services including training, webinars, online workshops, courses on demand, and a library of online resources.

www.score.org

CONTACT US

Small Business Team

For Small Business general inquiries and help, contact the High-Speed Rail Authority Small Business Program at SBprogram@hsr.ca.gov or give us a call at (916) 431-2930.



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