





Starting Your Own Business Series

Part 2. The Paperwork: Understanding Forms & Certifications



Jennifer Mena, Business Diversity Programs Management Analyst, VTA



Diana Dorinson, Founder and Principal, Transportation Analytics



Danielle Stanislaus, President, Emergent Transportation Concepts, LLC







Getting up and running

- Your long term vision matters when setting things up
- Find a team of experts to advise you—you do not have to learn it all
- Okay to negotiate many contract terms, though response will vary
- Track all of your time & expenses to support your billing rate
- Formal paperwork is time consuming, but straightforward

Starting Your Own Business

Federal, State and Local Certifications

March 24, 2022

Jennifer Mena Management Analyst Office of Business Diversity Programs





VTA's Office of Business Diversity Programs

- Certifies
 - Disadvantaged (DBE) 20% Triennial Goal;
 - Small (SBE) 19% Annual Goal;
 - Minority Women-Owned (MWBE) 18% Aspirational Goal;
 - Lesbian, Gay, Bisexual & Transgender (LGBT); and
 - Disabled Veteran Business Enterprises (DVBE)
- Establishes SBE or DBE goals
- Tracks contractor achievements
 - Firms must be certified at the time of award to receive DBE or SBE credit
- Manages the outreach to and training of all these categories of businesses in the certification process and in how to receive solicitations.



Small Business Certifications

Why get certified?

- 1. VTA has goals to meet
 - a) BART Silicon Valley Phase II (BSVII)
 - i. Owner Controlled Insurance Program (OCIP)
- 2. Net 15 Policy
- 3. Set-aside program for small businesses on \$150k or smaller purchases



Business Diversity Programs



What types of Business Certifications does VTA accept?

Federally Funded
Contracts

_

Disadvantaged
Business Enterprise
Certification

Certification

- 1. VTA
- 2. Any other certifying agency, as part of the California Unified Certification Program (CUCP)

State/Locally Funded Contracts

_

Small Business
Enterprise
Certification

Certification

- 1. VTA
- Department of General Services (DGS)
- 3. DBE Certification may be accepted

State/Locally Funded Contracts

_

Women/Minority
Owned Business
Enterprise
Certification

Certification

1. VTA

Lesbian, Gay,
Bisexual &
Transgender (LGBT)
Business Enterprise
Certification

Certification

- 1. National Gay & Lesbian Chamber of Commerce (NGLCC)
- California Public
 Utilities Supplier
 Clearinghouse
 (CPUC)

State/Locally Funded Contracts

_

Disabled Veteran

Business

Enterprise

Certification

Certification

 Department of General Services (DGS)

Small Business Certifications

What Certification(s) should I pursue?

SBE Certification

- US Citizen (or lawfully admitted permanent residents)
- Must meet Small Business size standard prescribed by 121 CFR 13
- Size standards have been established for types of industry under the North American Industry Classification System (NAICS). Can be obtained via the Internet at www.sba.gov
- Ownership/Control
- Independent
- Race Neutral

DBE Certification

- US Citizen (or lawfully admitted permanent residents)
- Small Business size standard prescribed by 121 CFR 13
- Member of minority groups: who are women, Black Americans, Hispanic Americans, Native Americans, Asian-Pacific Americans, Subcontinent Asian Americans, or other minorities found to be disadvantaged by the SBA
- Ownership/Control
- Independent

Important Notice: Businesses registered in the System for Award Management (<u>SAM.gov</u>) must update their SAM registration in order to have their small business status updated based on the new size standards that became effective on August 19, 2019. Until the SAM registration is updated, the SAM profiles will continue to display the small business status under the old size standards.



Small Business Certifications

How/where do I go to get certified?

VTA's certifications are online applications, you can find the links to our certification modules at:

https://www.vta.org/business-center/business-diversity-programs

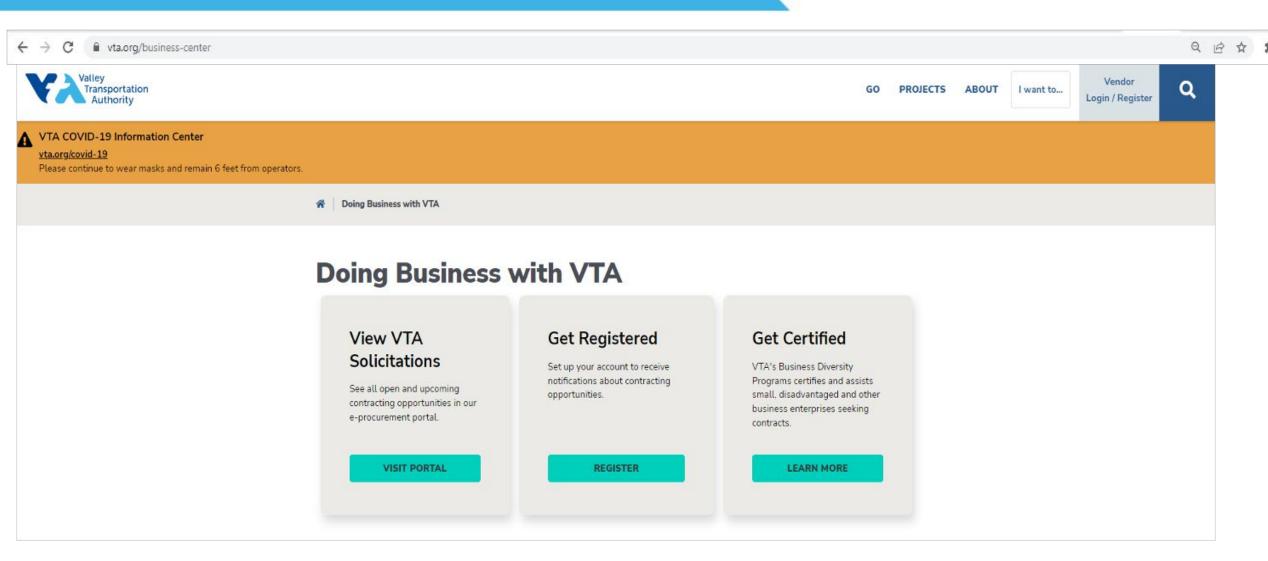






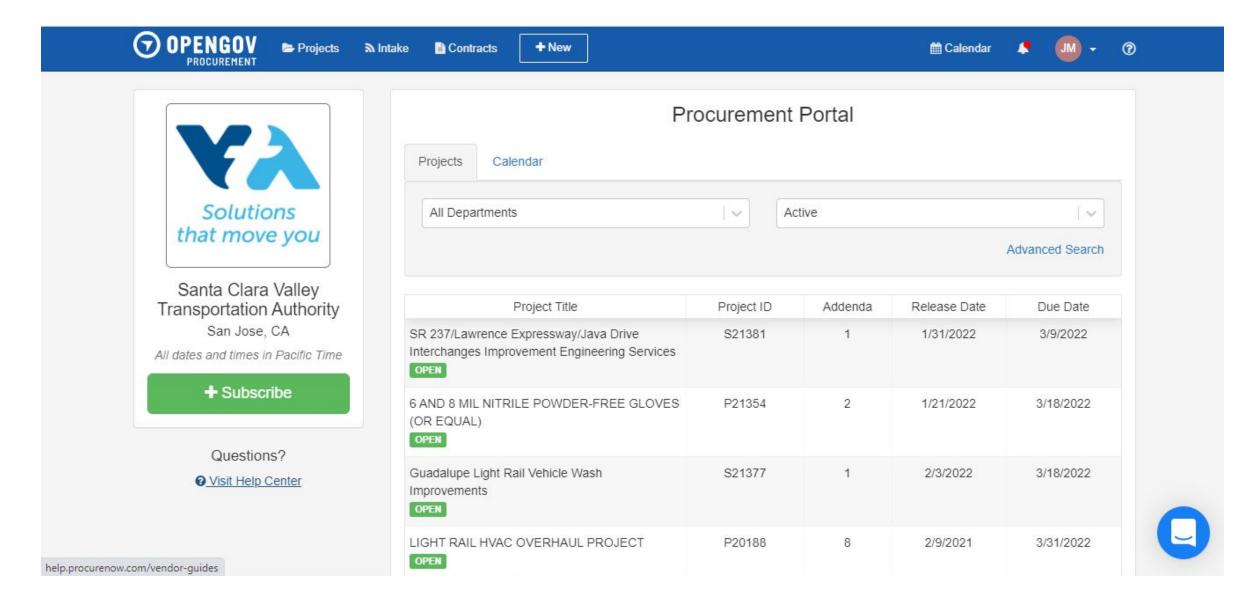
Solutions that move you

Procurement Portal



Procurement - Solicitations





Procurement - Solicitations



WHY DO I NEED TO SUBSCRIBE?

- 1. Receive notices about upcoming opportunities
- 2. If subscribed notices are automatic
- Bid/proposal submissions must be done electronically through the OpenGov portal before due date/time

View Solicitations

See all open and upcoming contracting opportunities in our new e-procurement portal, except the following:

- C20011
- C19123
- M20027

VTA will archive all solicitations in the legacy portal for transparency.

View legacy Solicitations page.

VISIT NEW PORTAL

Questions?

Jennifer Mena, OBDP 408-321-5876 <u>Jennifer.Mena@vta.org</u>



Upcoming Events

WTS events to check out

3/30/22 12-1:30pm	Megaregional Priority Projects Panel https://www.google.com/url?q=https://www.eventbrite.com/e/megaregional-priority-projects-tickets-2918 11625427
4/14/22 5:30-7:30pm	Mock Interview Workshop https://www.eventbrite.com/e/wts-mock-interview-tickets-302860402617
4/26/22 12-1pm	How to Be Your Own Boss Without Going Broke or Crazy - Part 3 - Getting Work: Building Your Client Base and Winning Contracts
TBD, May	Panel Discussion on Infrastructure Funding in California

Email us if you have any questions on how to get started with WTS! itzel.morenorosas@jacobs.com

MTI Events to check out

4/1/22 12:30-1:30pm	A Hands-on Exploration of the Bay Area Parking Census https://www.spur.org/events/2022-03-29/hands-exploration-bay-area-parking-census
4/6-4/9/22	California Bicycle Summit https://www.calbike.org/events/california_bicycle_summit/ Please email Irma to inquire about complimentary student tickets.
4/15/22 12-1pm	MSTM Information Session https://transweb.sjsu.edu/education/graduate-events



