

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

A photograph of the interior of a bus. In the foreground, a man with a shaved head is wearing large silver headphones and a grey hoodie. He is looking towards the camera with a slight smile. Behind him, a woman with dark hair is wearing a black jacket over a yellow and white striped shirt. She is also looking towards the camera. In the background, another woman with blonde hair is visible. The bus has blue seats and silver poles. The text "Get Certified!" is overlaid on the left side of the image.

Get Certified!

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
2. 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)
2. California Public Utilities Supplier Clearinghouse (CPUC)

State/Locally
Funded Contracts
—
Disabled Veteran
Business
Enterprise
Certification

Certification

1. 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 (SAM.gov) 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>



Supplier Registration

Procurement Portal

The screenshot shows the VTA Procurement Portal website. The browser address bar displays `vta.org/business-center`. The VTA logo is in the top left, and navigation links for GO, PROJECTS, and ABOUT are in the top right. A search bar and a 'Vendor Login / Register' button are also present. An orange banner at the top contains a COVID-19 information center link and a safety reminder. Below this is a grey bar with a home icon and the text 'Doing Business with VTA'. The main content area features a large heading 'Doing Business with VTA' and three cards: 'View VTA Solicitations', 'Get Registered', and 'Get Certified', each with a description and a teal button.

← → ↻ vta.org/business-center 🔍 📄 ☆ ⚙

VTA Valley Transportation Authority

GO PROJECTS ABOUT I want to... Vendor Login / Register 🔍

⚠ VTA COVID-19 Information Center
vta.org/covid-19
Please continue to wear masks and remain 6 feet from operators.

🏠 | Doing Business with VTA

Doing Business with VTA

View VTA Solicitations

See all open and upcoming contracting opportunities in our e-procurement portal.

VISIT PORTAL

Get Registered

Set up your account to receive notifications about contracting opportunities.

REGISTER


Get Certified


VTA's Business Diversity Programs certifies and assists small, disadvantaged and other business enterprises seeking contracts.

LEARN MORE

Procurement - Solicitations



[Projects](#)[Intake](#)[Contracts](#)[+ New](#)[Calendar](#)JM?



*Solutions
that move you*

Santa Clara Valley
Transportation Authority
San Jose, CA

All dates and times in Pacific Time

[+ Subscribe](#)

Questions?
[Visit Help Center](#)

help.procurenow.com/vendor-guides

Procurement Portal


[Projects](#)[Calendar](#)

All Departments

Active

[Advanced Search](#)

Project Title	Project ID	Addenda	Release Date	Due Date
SR 237/Lawrence Expressway/Java Drive Interchanges Improvement Engineering Services OPEN	S21381	1	1/31/2022	3/9/2022
6 AND 8 MIL NITRILE POWDER-FREE GLOVES (OR EQUAL) OPEN	P21354	2	1/21/2022	3/18/2022
Guadalupe Light Rail Vehicle Wash Improvements OPEN	S21377	1	2/3/2022	3/18/2022
LIGHT RAIL HVAC OVERHAUL PROJECT OPEN	P20188	8	2/9/2021	3/31/2022





WHY DO I NEED TO SUBSCRIBE?

1. Receive notices about upcoming opportunities
2. If subscribed notices are automatic
3. 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

Jennifer.Mena@vta.org

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-291811625427
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 - <i>Getting Work: Building Your Client Base and Winning Contracts</i>
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