Starting Your Own Business Series

Part 2. The Paperwork:
Understanding Forms & Certifications

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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
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?**

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<thead>
<tr>
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<tbody>
<tr>
<td>Certification 1. VTA 2. Any other certifying agency, as part of the California Unified Certification Program (CUCP)</td>
<td>Certification 1. VTA 2. Department of General Services (DGS) 3. DBE Certification may be accepted</td>
<td>Certification 1. VTA</td>
<td>Certification 1. National Gay &amp; Lesbian Chamber of Commerce (NGLCC) 2. California Public Utilities Supplier Clearinghouse (CPUC)</td>
<td>Certification 1. Department of General Services (DGS)</td>
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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
<table>
<thead>
<tr>
<th>Project Title</th>
<th>Project ID</th>
<th>Addenda</th>
<th>Release Date</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>SR 237/Lawrence Expressway/Java Drive Interchanges Improvement Engineering Services</td>
<td>S21361</td>
<td>1</td>
<td>1/31/2022</td>
<td>3/9/2022</td>
</tr>
<tr>
<td>6 AND 8 MIL NITRILE POWDER-FREE GLOVES (OR EQUAL)</td>
<td>P21354</td>
<td>2</td>
<td>1/21/2022</td>
<td>3/16/2022</td>
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<td>Guadalupe Light Rail Vehicle Wash Improvements</td>
<td>S21377</td>
<td>1</td>
<td>2/3/2022</td>
<td>3/18/2022</td>
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<tr>
<td>LIGHT RAIL HVAC OVERHAUL PROJECT</td>
<td>P20188</td>
<td>8</td>
<td>2/9/2021</td>
<td>3/31/2022</td>
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</tbody>
</table>
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
Questions?

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Jennifer.Mena@vta.org
# Upcoming Events

## WTS events to check out

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/14/22</td>
<td>5:30-7:30pm</td>
<td>Mock Interview Workshop</td>
<td><a href="https://www.eventbrite.com/e/wts-mock-interview-tickets-302860402617">Visit Event</a></td>
</tr>
<tr>
<td>4/26/22</td>
<td>12-1pm</td>
<td>How to Be Your Own Boss Without Going Broke or Crazy - Part 3 - Getting Work: Building Your Client Base and Winning Contracts</td>
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<tr>
<td>TBD, May</td>
<td></td>
<td>Panel Discussion on Infrastructure Funding in California</td>
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Email us if you have any questions on how to get started with WTS! [itzel.morenoras@jacobs.com](mailto:itzel.morenoras@jacobs.com)

## MTI Events to check out

<table>
<thead>
<tr>
<th>Date</th>
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<th>Event</th>
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</thead>
<tbody>
<tr>
<td>4/1/22</td>
<td>12:30-1:30pm</td>
<td>A Hands-on Exploration of the Bay Area Parking Census</td>
<td><a href="https://www.spur.org/events/2022-03-29/hands-exploration-bay-area-parking-census">Visit Event</a></td>
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<tr>
<td>4/6-4/9/22</td>
<td></td>
<td>California Bicycle Summit</td>
<td><a href="https://www.calbike.org/events/california_bicycle_summit">Visit Event</a></td>
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<tr>
<td></td>
<td></td>
<td>Please email Irma to inquire about complimentary student tickets.</td>
<td></td>
</tr>
<tr>
<td>4/15/22</td>
<td>12-1pm</td>
<td>MSTM Information Session</td>
<td><a href="https://transweb.sjsu.edu/education/graduate-events">Visit Event</a></td>
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