

## *Memorandum*

**DATE:** 9/01/16  
**TO:** Lisa Marie Alley, Chief of Communications  
**FROM:** Alice Rodriguez, Small Business Advocate  
**SUBJECT:** Small Business Program Summary – August 2016

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This month, the Authority conducted the first of their newly designed, small business outreach workshops. The small business team hosted their small business outreach event in Menlo Park, CA on Tuesday, August 23. The workshop was a huge success. The Authority partnered with members of the Bay Area Business Outreach Committee (BOC), a group of local transportation agencies who work together to promote small business participation with other Bay Area transportation agencies. Attendance was at its largest – the most the team had ever witnessed for a small business workshop. The small business team is eager to replicate these workshops statewide.

Additionally, the small business team continues to advance the vendor registry. The team is currently revamping the Authority’s marketing and roll-out policies and procedures. We are on track and prepared to reveal a “sneak-peak” of the database to our Business Advisory Council (BAC) members on Wednesday, September 21 during their scheduled BAC meeting.

Overall, the month of August was geared toward engaging new small businesses to the California High-Speed Rail project. The small business team continues to focus on meeting and uniting with external partners to maintain and build new partnerships.

### **Small Business Outreach Overview**

- Small Business Advocate, Alice Rodriguez, partnered with Information Officer, Ricci Graham and attended the Santa Clara Valley Transportation Authority, (VTA) Disadvantaged Business Enterprise (DBE) Availability and Utilization Study in San Carlos, CA on August 2. The Study was designed to evaluate whether DBE’s have had equal access to the VTA’s contracting opportunities. Alice presented and provided an overview of the Authority’s small business goal, inclusive of a 10 percent DBE goal. This study was open to the public and DBE businesses were encouraged to share their questions and concerns. Additionally, firms were able to inquire about the DBE certification process.
- On August 4, Information officer and Railroad Coordinator, Elizabeth Jonasson and Angel Marquez attended an event hosted by the National Association of Retired and Veteran Railway Employees. The event was held in Fresno, CA with a crowd of about 35 attendees. They gave a presentation providing an overview of the California High-Speed Rail project and Jonasson was able to emphasize the Authority’s 30 percent small business goal, inclusive of a 3 percent Disable Veteran Business Enterprise (DVBE) goal. Additionally, Jonasson and Marquez touched on the benefits and impacts to the Central Valley, while addressing questions and concerns.

- Board Member and Vice Chair, Tom Richards provided a progress update and brief overview of the High-Speed Rail project on August 15 to members of the Downtown Fresno Rotary Club. The Rotary Club consists of over 250 members. Information Officer, Toni Tinoco joined Tom to provide informational handouts and aid with answering any questions and concerns.
- In January 2016, the Authority postponed their small business workshop schedule due to the Department of General Services' (DGS') new certification system, Cal eProcure. The Small Business Team – Alice Rodriguez, Karen Massie, Alex McCracken and Meilani Sabadlab – redesigned the format of the Authority's small business workshop to promote partnerships among small businesses and other local transportation agencies. The workshop included a panel consisting of the Authority's Design-Build primes from Construction Package 1, 2-3 and 4. Small businesses were able to speak directly with Primes to learn how their services can be applied specifically to their project section. Additionally, firms had the opportunity to learn about the different kinds of certification processes (SB, DBE and DVBE) as well as inquire about other contracting opportunities outside of the High-Speed Rail project. External resources partners included agencies such as: BART, DGS, GoBiz, Samtrans, VTA and additional members of the Bay Area BOC. Overall, attendance was high (about 50) and the event was a very successful.
- Diana Gomez, Central Valley Regional Officer, gave a presentation at the Taft Kiwanis Club luncheon on August 25 in Taft, CA. She provided a project overview, discussed the impacts and benefits to the Central Valley and addressed any questions and concerns.
- On August 26, Alice Rodriguez attended the California Black Chamber of Commerce 21<sup>st</sup> Anniversary Ron Brown Business; Economic Summit & Women's Symposium in Los Angeles, CA. Alice was selected to participate as a panelist alongside representatives from Caltrans and DGS. The panel addressed how businesses, large or small, can get connected to state contracts. During the panel, Alice shared positive Authority testimonies which were insightful and inspirational to a crowd of over 200 people. Alice had the support of Rachel Kesting and Kevin Alvarado, Information Officers, to respond to any questions and concerns of the attendees. The overall intention of the event was to train, educate and empower California businesses.

### **External Partner Meetings**

- The small business team did not conduct any external partner meetings this month.

## **Business Advisory Council**

The Business Advisory Council had a standing meeting scheduled for Thursday – August 18, 2016 in Sacramento. However, due to scheduling conflicts the Authority rescheduled the meeting for Wednesday – September 21, 2016.

During the September 21 meeting, we anticipate on having a Title VI presentation to address any BAC Title VI concerns. Presenters will include Deborah Harper – Chief Administrative Officer, Diana Guzman – Equal Employment Opportunity Branch Manager and Alex McCracken – Title VI Program Manager.

The small business team has been working to advance the Vendor Registry, a database mandated by the Federal Railroad Administration. During the September meeting, BAC members will receive a sneak peak of the Vendor Registry, which will be launched publicly by the end of November 2016. The Vendor Registry was designed in part to help assist in facilitating the small business 30 percent goal in the following ways:

1. The registry allows businesses interested in subcontracting opportunities with our design-build and other prime contractors, to enter their information through a quick and easy registration process.
2. The registry also provides Authority potential and current prime contractors the capability to search for businesses interested in working on the High-Speed Rail project.

Below is a compiled list of requests and/or goals produced by the BAC. Since our last meeting back in June 2016, the team has been working to fulfill these goals. The statuses of those requests are also captured below.

<b>Completed Requests</b>	<b>Request Date</b>	<b>Status Detail</b>	<b>Status</b>
Requested to develop a reporting mechanism from the BAC to Authority's Board of Directors.	June 16, 2016	The small business team has incorporated pressing BAC concerns within the monthly Small Business Program Summary. The Small Business Program Summaries are included in the Board of Director member packets. Additionally, the Small Business Advocate will deliver a Small Business Program update to the Board before 2016 year end.	Closed – August 1, 2016

<b>Pending Request</b>	<b>Request Date</b>	<b>Status Detail</b>	<b>Status</b>
Requested contract specific utilization for Construction Packages - break down of the Primes' sub-contractors.	April 20, 2016	Creating two (2) reports to reflect the specifics of the BAC's request. The information will be distributed following the June 16, 2016 meeting. The reports cover the respective Construction Packages (CP), CP 1 and CP 2-3 small business utilization. This report will be included in the September 21, 2016 BAC member packets.	Pending; Tentative Close date – September 21, 2016

Pending Request	Request Date	Status Detail	Status
Request the Authority to provide payment notifications when Primes are paid, either by email or posted on our website.	June 16, 2016	We are working with the CFO and the Finance and Audit Committee, to create a system to improve their current method(s) to ensure this action comes to fruition and will notify the BAC members when the new system is implemented.	Pending
Requested to know the percentage of Professional Services within SR-99's overall utilization and invite Caltrans personnel to attend one (1) future BAC meeting.	June 16, 2016	The team will work with Caltran representatives and have Caltrans provide this information at the October 20 meeting.	Pending
Requested a decision from the Authority regarding adopting the Safe Harbor Rates program.	June 16, 2016	The Authority will work to fulfill this request.	Pending
Requested for travel reimbursement for the Business Advisory Council members.	June 16, 2016	We have conducted research for possible consideration of amending the travel reimbursement policy. This concern will be addressed with the Authority CEO.	Pending
BAC members are interested in learning more about Title VI. BAC requested to conduct a Title VI presentation at the next BAC meeting on September 21, 2016.	June 16, 2016	The Title VI team will deliver an update on Title VI activities at the September 21, 2016 council meeting.	Pending; Tentative Close date – September 21, 2016
Requested an Authority staff member with construction and engineering expertise to attend the Construction Committee meetings.	June 16, 2016	Scott Jarvis - Chief Engineer, has identified Dane Hudson – Design Build Manger/Construction Support, to attend the Construction Committee meetings, effective September 21, 2016.	Pending; Tentative Close date – September 21, 2016
Requested the percentage that has gone to small businesses for the design of CP 1.	June 16, 2016	The Authority will collaborate with Maurice Young and have this information available during the next BAC meeting on September 21, 2016.	Pending; Tentative Close date – September 21, 2016