

Statewide SB/DVBE Advocate Toolkit

SB/DVBE Program Planning

Chapter II



February 2012

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

PLANNING AND IMPLEMENTING A SMALL BUSINESS AND DVBE PROGRAM

An essential part of creating a successful SB and DVBE program is the planning that takes place to put it on the road and keep it successful. The question is - what defines success? The easy answer is “achieving the 25 percent Small Business and 3 percent DVBE mandates.” But, the bigger question is “How does one get their Department on the road to success and keep it there?”

There is so much to know. You might ask yourself, “Just where do I begin?” When tackling the task of creating or enhancing your department’s SB/DVBE program, consider the following:

- Are SB/DVBE plans already in existence and functioning?
- Are they flying along successfully?
- Are participation goals being met?
- Are they on the rise or decline?
- Is there SB/DVBE policy – is it up to date?
- Is there a website?
- Is there a Newsletter?
- What about training – is procurement and contracting staff SB/DVBE program trained – does the department have an SB/DVBE training class for buyers and contracting staff?
- Do the programs have management and executive support?

Answers to the above questions impacts how you plan, implement and run your program. Active support from department buyers, contract staff, and management and executive staff is critical because it has a direct impact on the success or failure of the program.

This chapter is meant to get you thinking in terms of planning a new program or improving an already functioning program. Following this information are links and a checklist that might help you work out a plan for your department’s SB/DVBE program.

KNOW BEFORE YOU GO...

Before you begin, you need to know about your department, its services, functions and organizational arrangement. Knowledge of your department’s mission and services is vital to developing the plans for a successful SB and DVBE program. If you are new to the department and a new advocate, you’ll need to consider the following:

- What is the purpose/mission of your department?
 - Knowing this information provides you with an overall understanding of the function of your department and allows you to begin focusing on specific sectors in a search for SB/DVBE opportunities.
- Does your department do Construction, IT, Medical Services, Law Enforcement, Education, provide consumer services etc.?

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

- Answers here will help you focus on specific SB and DVBE supplier and contracting communities from which you can develop outreach and bid lists.
- What goods and services does your department routinely buy?
 - Answers to this question may assist you develop supplier and service contractors listings for the SB/DVBE Bid option.
- How is your Department organized? Are the purchasing and contracting activities “centralized” or “decentralized”?
 - The answer to this question will determine how you conduct outreach, provide information, train and gather statistics for reporting
- What kinds of goods/commodities does your department buy? Any specialty items (e.g., bear-proof lockers, fire rings, hydroelectric valves, cars, guns, etc.). Any specialty services?
 - The answer to this question will help you develop specialized supplier lists for your buyers.
- Is there an existing policy statement regarding the SB/DVBE programs?
 - Is it current? Does it need to be updated to reflect current mandates?

Answers to the above questions can help you lay the groundwork for plan implementation and will directly affect the kind of program you develop

TAKING IT FROM THE BEGINNING...

Are you a new advocate? If so, the first thing to know is whether or not you are stepping into an already developed SB/DVBE program. If this is the case, then there may be plans, functions, and pre-existing activities already implemented and you may merely have to review them to get yourself up to speed and continue onward, creating and developing new activities to move the SB/DVBE programs along.

But suppose you are new to the program and find yourself in a Department with little or no program and now it's your responsibility to “put one there”.

Aside from the fact that you must know and understand the Small Business and DVBE programs, their applicable regulations and laws and their associated activities – how do you launch a plan to let everyone know about each program, their mandates, your activities and needed support?

As the Advocate, you are the point of presence for the SB/DVBE program and you are responsible for disseminating relevant SB/DVBE program information, rules, mandates, policy and procedures. Whether you are going to create a new SB/DVBE program, or manage an existing one, department buyers, contract analysts, management staff and the SB/DVBE community need to know you, your role, program procedures and requirements, and what's expected of staff.

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

Let's assume you are a new Advocate, you might consider the following ideas to help you along as you set up a program.

Determine who your audience is – who do you need to be talking to?

- a. Identify the individuals in your department that you should be in contact with
- b. Create a contact list with phone and email information
- c. Create separate email distribution lists for easier and ability to direct communications to the appropriate group

Contacts will include executive management and program staff, procurement officers, contract officers, buyers, contract analysts, IT buyers and contract analysts. Does your department conduct construction services solicitations? Consider contacting engineering staff to get their input on what they may need in SB or DVBE services and commodities. External contacts will include DGS OSDS staff, Small Business groups, DVBE groups, and advocates in other departments.

Introduce yourself to those individuals most likely to work with or need of your services:

- a. Internal buyers and contracting staff
- b. Procurement and contracting managers
- c. Executive and upper management staff
- d. DGS Small Business and DVBE Services (OSDS) staff
- e. California Department of Veterans Affairs staff
- f. Other SB/DVBE advocates
- g. SB and DVBE Business sectors
- h. Find out who the other advocates are in your Agency's sister-departments. They may also be a valuable resource.

Identify what buyers and contract analysts need.

- a. Do they need supplier commodity or services lists?
- b. Do they understand the SB/DVBE program or do they need training?
- c. Can they apply the SB preference and NSB preference calculations
- d. Can they apply the DVBE Incentive calculation?
- e. Do they report SB/DVBE awards to you?
- f. Do they need procedures and workshops?
- g. Are a SB or DVBE policies in place or do they need to be developed?

Create the tools and resources to help achieve program success.

- a. Generate commodity supplier listings – send them to the buyers
- b. Develop quick references for how to:
 - I. Application of the SB calculation preference
 - II. Application of the non-Small Business preference
 - III. Prompt payment information flyer
 - IV. Application of the DVBE Incentive

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

- V. Evaluate Commercially Useful Information
- c. Create an information flyer for conducting supplier or service provider searches on the OSDS Certified Firm Listing
- d. Generate a Department Newsletter
- e. Consider creating a Department SB/DVBE Website if one doesn't already exist
- f. SB/DVBE Program workshops
- g. SB/DVBE Program policies
- h. Is there a mechanism in place for capturing SB/MB and DVBE participation for the reported sectors: commodities, services, construction, IT goods and services and Cal Card?

The above doesn't cover all aspects of what can be accomplished and may be expanded based on what your department needs. What can be done for a department to implement a successful program is based on department needs and is limited only by one's imagination...

PROGRAM PLAN CONSTRAINTS

There may be department constraints that directly affect how much time and how much latitude you will have in implementing SB/DVBE program plans and this should be considered because it's the difference between tightly developed and focused plans, or sweeping plans with the opportunity for more activities and outreach. Despite mandates set forth, each department is different in its manner of support for the SB/DVBE program. Some departments are very proactive and set few limitations, while other departments support minimum functions of the SB/DVBE programs due to staffing or funding constraints. Consider the following when you are determining how broad a program you implement:

- Are you a full-time advocate or do you have other job duties? Does your current duty statement reflect this?
- Do you have executive and management support for the SB/DVBE programs?
- Do you have support to do the following:
 - Draft and implement department SB/DVBE program policy
 - Develop and implement program rules and procedures
 - Meet with management to provide SB/DVBE program information
 - Develop and conduct internal training for departmental staff.
 - Travel to department field offices, regions or divisions to meet and train staff
 - Gather departmental SB/DVBE participation stats from internal purchasing and contracting offices.

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

- Participate in SB/DVBE Advocate meetings/training related to SB/DVBE legislation and DGS policy requirements.
- Does your Department allow you to travel and represent it at statewide or local SB/DVBE outreach events?

Once you know the answers to the above questions, you can get an idea of what kind of program you want to put in place and then begin developing appropriate SB and DVBE plans and activities.

If your position is fully dedicated to the SB/DVBE program and that's your only focus, then you may have little or no constraints and will have the ability to develop sweeping program plans that include websites, staff training, advocate newsletters, travel, policy, tools to enhance SB/DVBE participation reporting and whatever else you deem important for your program success.

On the other hand, when there are time or funding constraints, you may only be able to focus on critical elements of the program. This may include setting up training or briefings to update buyers and contract analysts to apprise them of new developments or procedures, determining how to best capture statistics for reporting purposes, and/or setting up supplier lists for buyers and contract services.

Even under constraints a good program plan can be created. Outreach efforts can be accomplished by remaining local to your office – attend regional free functions; interact with other Advocates, borrow templates for flyers, supplier lists, contact information – save you the time of creating from “scratch”. You can schedule meetings to brief staff when there is no training budget to allow for classes. It can be done – it's a matter of identifying critical elements and going after them. Once tackled, you can add other activities.

The above are, by no means, the only things that can be done to implement a program. These are just suggestions to get you thinking and provide an outline of setting up a program to get you on the road to success.

See page 5 for various SB/DVBE Resources and Websites, and following this information you will find a checklist on page 6 to help you get started.

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

SB/DVBE RESOURCES AND WEB SITES

Set up links on your desktop to the various web locations below so that you have information immediately to hand for your use or to reference others when they need it.

SB/DVBE - CCR GC/PCC/MVC	Research/download current SB/DVBE regulations; keep electronically or by file for easy reference
Department Policy	Research current policy; update as needed to reflect regulatory changes. Make current department SB/DVBE policy statements available on your intranet.
DVBE Legislation	Cull relevant DVBE legislative bills enacted or in progress and create a directory or reference binder. <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/pd/Programs/OSDS/legislation.aspx
Small Business Legislation	Cull relevant DVBE legislative bills enacted or in progress and create a directory or reference binder. <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/pd/Programs/OSDS/legislation.aspx
Web links	<ul style="list-style-type: none"> ○ DGS/Procurement <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/pd ○ Office of Small Business and DVBE Service <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/pd ○ State Contract Manual <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/ols/Resources/StateContractManual.aspx ○ Purchasing Acquisition Manual <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/pd/Resources/publications/SCM2.aspx ○ Commodities: ○ IT Goods/Services: <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/pd/Resources/publications/SCM3.aspx ○ Public Contract Code: http://www.leginfo.ca.gov/calaw.html ○ Government Code: http://www.leginfo.ca.gov/calaw.html ○ Military and Veterans Code : http://www.leginfo.ca.gov/calaw.html
State Contract Manual (SCM)	Chapter 8 – relative to SB and DVBE Programs requirements <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/ols/Resources/StateContractManual.aspx
Purchase Acquisition Manual (PAM)	Chapter 3 – Socio-Economic and Environmental Programs <ul style="list-style-type: none"> ○ http://www.dgs.ca.gov/pd/Resources/publications/SCM2.aspx
DVBE Resources	<ul style="list-style-type: none"> ○ Commercially Useful Function <ul style="list-style-type: none"> ○ http://www.documents.dgs.ca.gov/osp/sam/mmemos/MM05_03.pdf ○ DVBE Declaration Form <ul style="list-style-type: none"> ○ http://www.documents.dgs.ca.gov/pd/poliproc/STD-843FillPrintFields.pdf

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

	<ul style="list-style-type: none">○ DVBE Bid Option (GC 14838.5)○ DVBE Substitution
Small Business Resources	<ul style="list-style-type: none">○ Small Business Bid Option (GC 14848.5)○ Prompt Payment Act<ul style="list-style-type: none">○ http://www.dgs.ca.gov/pd/Programs/OSDS/PromptPayment.aspx○ Non-Small Business Calculation Preference
Statewide Advocate Listing	Download a list of the statewide SB/DVBE Advocate contact listing from the DGS OSDC website. <ul style="list-style-type: none">○ http://www.dgs.ca.gov/pd/Programs/OSDS/advocate.aspx
Program Reporting	Annual SB/DVBE and Consulting Reports <ul style="list-style-type: none">○ http://www.dgs.ca.gov/pd/Programs/OSDS/ContractReporting.aspx

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

SB/DVBE PROGRAM CHECKLIST

The following serves as a guideline for any or all of what might be needed to develop a successful program. It can be used as a tool to implement portions of your program.

Who's Who?	<ul style="list-style-type: none"> ○ Identify your department's contract analysts, buyers, and program managers. ○ Create separate distribution lists for each category for focused information dissemination. ○ Identify other Agency advocates with whom to network. ○ Identify key contacts at DGS? <ul style="list-style-type: none"> ▪ Who is responsible for outreach? ▪ Who and where do you send reports to? ▪ Who do you contact to find out about statewide events?
Services	<ul style="list-style-type: none"> ○ Research the services your department uses and then categorize by service types ○ Check CSCR to identify what your department is soliciting ○ Research the DGS OSDS internet site to identify SB and/or DVBE suppliers and service providers ○ Identify the contract analysts who will solicit these services ○ Meet with/or email service provider information to staff ○
Purchasing	<ul style="list-style-type: none"> ○ Research commodities used by your department; create a list by types of commodities and services ○ Research OSDS site to identify SB and/or DVBE suppliers ○ Identify department buyers who purchase or contract these commodities ○ Meet/or email SB/DVBE commodity supplier information to staff ○
Internal Outreach	<ul style="list-style-type: none"> ○ Create News Bulletins for fast information dissemination ○ Meet with staff prior to bid solicitation to help identify SB/DVBE service suppliers to focus the SB/DVBE Bid Option, or include in the bid process ○ Attend pre-bid conferences to help staff answer bidder questions ○ Keep management and staff up to date on the Department's progress with quarterly participation reports for each reporting category. ○ Disseminate new DGS SB/DVBE regulations and information via News Bulletins

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

External Outreach	<ul style="list-style-type: none">○ Identify local, regional and statewide SB/DVBE business sectors conferences, meetings, training and business events being held○ Identify DGS or other department sponsored conferences, meetings, training and business events being held○ Discuss with management the events you are able to attend, where costs are involved, check into the possibility of cost sharing with another department○ Calendar approved events○ Prepare tabletop information, flyers, brochures, business cards to be used in department information dissemination.○ Meet with Small Business and DVBE suppliers to discuss their business services to see where they may fit into the department’s needs.○ Attend DGS sponsored meetings – SCAN, Customer Forums, SB Advocate and DVBE Advocate meetings and training○ Network with other advocates for best practices and successful actions
Newsletter/Flyers	<p>If time permits, consider doing a quarterly email newsletter that includes the department’s statistics, successes, your activities, new legislation impacting the contracting or purchasing process.</p> <ul style="list-style-type: none">○ Begin simply and expand as time permits.○ What needs to be known○ What is a “nice to know” feature○ Use previously created distribution lists to disseminate the information.
Training	<p>Is there an existing SB/DVBE training program?</p> <ul style="list-style-type: none">○ How comprehensive is it? How comprehensive does it need to be?○ Identify who needs training.○ Identify what level of training is needed.○ Identify the materials needed to provide the training.○ Develop simple instructions and forms to simplify SB/DVBE processes for staff <p>To begin a new training plan, focus on the most fundamental aspects - things required –</p> <ul style="list-style-type: none">○ Applying the SB Calculation Preference○ Calculating the Non-Small Business Preference○ Applying the DVBE Incentive○ DVBE Substitution

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

Training continued

- Reporting DVBE participation
- Reporting SB participation
- Prompt Payment Regulations
- Commercially Useful Function as applied to SB and DVBE programs
- Using the SB/DVBE Bid Option

Develop a training module using Power point. Talk about:

- SB and DVBE program requirements
- Use of required forms
- When and how to use the SB/DVBE Bid Option
- Application of the Small Business Preference Calculation
- Application of the DVBE Incentive
- Prompt Payment Program
- Commercially Useful Function
- When to request a DVBE program waiver
- When DVBE substitution is appropriate

As your program develops and as time permits, you may be able to consider providing one-on-one training.

Website –Internet

Does your department have a point of presence on its existing website for the SB/DVBE program? You want to focus on creating a departmental SB/DVBE website that educates the SB/DVBE business community regarding how to do business with your department. You need to know if you want a simple site that provides the basics, or do you want something comprehensive?

A simple public site might include:

- SB/DVBE Department Contact information
- A list of services and commodities the department routinely buys
- Address and contact information for associated field divisions or district offices if applicable to your department
- A link to DGS Office of Small Business and DVBE Services

As time permits, it's nice to add:

- A mechanism for businesses to electronically "sign-up" to be on your department's supplier/service provider listing
- Statewide and Regional Event Links
- Legislative Bill Information impacting SB and DVBE programs
- Public Contract and Government Code link
- Military and Veterans Code
- Link to Bid Sync to see Department bids

CHAPTER II SMALL BUSINESS – DVBE PROGRAM PLANNING

Website- Intranet

Many departments have an internal intranet. Department buyers and contracting staff can take advantage of much the same information you provide for the public. Create a one-stop-shop for them. In addition to the above, what other elements can be placed on an intra-net to help staff meet DVBE and Small Business participation goals?

Consider adding the following features and links:

- Department SB/DVBE performance – stats, improvement plans, successful actions
- Unique Department SB/DVBE forms and language
- DGS Procurement/OSDS
- Bid Sync Links – Certified Firm Search; Bid Search
- SB/DVBE contractor table used for the SB/DVBE Bid Option
- Department Policy Statements

Legislation

Along with the SB and DVBE legislative binder mentioned above create additional sections to include relevant topics/issues that resulted in the legislation.

- DGS/Procurement Notification and Issues
- Commercially Useful Function
- Management Memos
- Administrative Orders
- Public Contract Code Statutes
- Government Code Statutes
- Military and Veterans Code Statutes

You should also follow legislation impacting the SB/DVBE Program.

Learn how to search legislation on the State Legislative website:

- <http://www.legi.dgs.ca.gov>

The following link takes you directly to the legislation information site:

- <http://www.leginfo.ca.gov/bilinfo.html>

From the above website you can set up automatic notifications related to specific legislative bill you are tracking.