

# HSR 101: Certification

## A Summary of the Authority's Small and Disadvantaged Business Program and Certification

### WHAT IS THE AUTHORITY'S SMALL BUSINESS PROGRAM?

The California High-Speed Rail Authority (Authority) is committed to small businesses playing a major role in building the statewide high-speed rail project. The Small Business Program has an aggressive 30 percent goal for small business participation including Disadvantaged Business Enterprises (DBE), Disabled Veteran Business Enterprises (DVBE) and Micro-Businesses (MB).

The SB Program requires all primes, to develop and implement a small business performance plan to achieve the 30 percent goal.

### CERTIFICATIONS THE AUTHORITY ACCEPTS

Since the Authority is not a small business certifying agency, the Authority recognizes the small business certifications from:

Type of Certification	Administering Agency
MB, SB, SB-PW, DVBE	California Department of General Services (DGS) <a href="https://www.dgs.ca.gov/">https://www.dgs.ca.gov/</a>
DBE	California Unified Certification Program (CUCP) <a href="https://dot.ca.gov/programs/civil-rights/dbe">https://dot.ca.gov/programs/civil-rights/dbe</a>
8(a) Program	Small Business Administration (SBA) <a href="https://www.sba.gov/federal-contracting/contracting-assistance-programs/8a-business-development-program">https://www.sba.gov/federal-contracting/contracting-assistance-programs/8a-business-development-program</a> .

### HOW CAN I GET CERTIFIED?

Getting properly certified is the first step in securing work on the High-Speed Rail Program. You can learn more about certification by contacting the following departments.

#### DEPARTMENT OF GENERAL SERVICES

MB/SB/SB-PW/DVBE Certification	
Website	<a href="http://www.dgs.ca.gov">www.dgs.ca.gov</a>
Phone Number	(916) 375-4940
Email Address	<a href="mailto:OSDSHelp@dgs.ca.gov">OSDSHelp@dgs.ca.gov</a>

### CALIFORNIA UNIFIED CERTIFICATION PROGRAM

DBE Certification	
Website	<a href="http://www.californiaucp.org">www.californiaucp.org</a>
Phone Number	(916) 324-1700
Email Address	<a href="mailto:DBE.Certification@dot.ca.gov">DBE.Certification@dot.ca.gov</a>

### SMALL BUSINESS ADMINISTRATION

8(a) Certification	
Website	<a href="http://www.sba.gov">www.sba.gov</a>
Phone Number	(800) 827-5722
Email Address	<a href="mailto:answerdesk@sba.gov">answerdesk@sba.gov</a>

### VENDOR REGISTRY (CONNECTHSR)

Take advantage of the Authority's vendor registry (ConnectHSR) in addition to the Prime's vendor

Participation in ConnectHSR is free and open to all businesses. Information on firms who register will be available when current and prospective prime contractors search ConnectHSR for subcontractors by trade, region and/or certification type. Registrants will also receive notification of high-speed rail procurement opportunities and be notified of business-focused events such as Pre-Bids, Meet the Primes, Small Business Workshops, Trainings and more.

#### Prime Partners

Additionally, our current Prime Partners have their respective vendor registries, it is encouraged you register your firm with their respective database as well:

#### Prime & Webpage

Tutor/Perini/Zachary/Parsons  
<https://www.tpzpjv.com/contact/register>

Dragados Flatiron Joint Venture  
[www.dfcp23.com/](http://www.dfcp23.com/)

California Rail Builders  
[www.californiarailbuilders.com](http://www.californiarailbuilders.com)

WSP  
[www.wsp.com](http://www.wsp.com)

Early Train Operator  
[www.db-engineering-consulting.de/db-ec-en](http://www.db-engineering-consulting.de/db-ec-en)

**I'M PROPERLY CERTIFIED, NOW WHAT?**

Now it's time to get to work! Being properly certified is only the beginning.

**Helpful Tips**

**Marketing**

Consider incorporating Marketing into your business approach in regards to delivering your goods or services.

- Visual Branding Development
- Business cards; do they list your certifications?
- Statement of Qualifications/Line Card; is it clear and concise?
- Public Advertisement
- Website Content
- Publications
- Social Media

**Network, Network, Network!**

Prepare to participate in Small Business-focused events and engage with larger firms and like-minded business trades. Focus on how your firm contributes to the success of their business, not what their business can offer you.

- Practice your elevator pitch, keep your message short and direct.

When an opportunity presents itself, nothing is worse than being unprepared:

- Make sure you are appropriately licensed and insured to do the work.
- Hire qualified staff who fully understand and can help you manage your business in the following areas:
  - Certified Payroll and Accounting
  - Bonding and Insurance
  - Proposals and Bid Packages
  - Negotiations and Contracts



**QUESTIONS OR CONCERNS?**

**Small Business Team**

You can submit your questions and concerns to the Small Business Team at, [SBprogram@hsr.ca.gov](mailto:SBprogram@hsr.ca.gov) or give us a call at (916) 431-2930.

**Small Business Escalation Form**

The online form provides small businesses a convenient way to call attention to issues or concerns. Submittals will be sent directly to our Small Business Advocate for review and assignment to appropriate Authority staff.

The Small Business Assistance Form is linked directly to our Small Business Advocate and is a method that can help facilitate the following:

- Appeal decisions made by the California High-Speed Rail Authority;
- Investigate issues with a California High-Speed Rail Authority contractor;
- Report concerns regarding payment;
- Escalate concerns regarding small business utilization;
- Request general Small Business Program information; and more.

**SMALL BUSINESS PARTICIPATION**

AS OF JANUARY 31, 2022

