

# HSR 102: Prepare to Bid

## A helpful guide to assist in a bidding process

### 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 prime contractors to develop and implement a small business performance plan to achieve the 30 percent goal.

### KEY PLAYERS

During the bidding process, follow the communication pathway below:

Role	Responsibility
Prime’s Small Business Liaison Officer (SBLO)	Implements all aspects of the Authority’s Small Business Program and is the main contact for potential business opportunities and concerns on an executed contract.
Authority Small Business Advocate	Manages the Authority’s overall Small Business Program, and is the second point of contact after Prime’s SBLO.
Authority SB Team	Manages daily operations of the Small Business Program and is the point of contact for general SB Program inquiries.
Authority SB Compliance Team	Monitors and reports on the Small Business Program.

### WHAT IS THE HSR CONTRACT BIDDING PROCESS?

The Office of Contracts and Procurement (Contracts Office) provides purchasing services for the California High-Speed Rail Authority. Responsibilities include preparing all bid documents and awarding contracts, as well as assuring compliance with all legal requirements in the procurement process. The Contracts Office is responsible for procurement and contracting of Non-Information Technology (Non-IT) and Information Technology (IT) goods and services, including the development and processing of purchase orders service contracts, consultant service agreements, interagency agreement, public entity contracts, etc. To view all solicitations and addenda documents issued by the Contracts Office, or to learn more, visit:

[www.caleprocure.ca.gov](http://www.caleprocure.ca.gov).



**WHAT ARE SOME HELPFUL TIPS TO CONSIDER?**

**Marketing**

1. Know your audience. Educate yourself about who is purchasing your service(s)
2. Visual Branding Development. Business cards. Do they list your certifications?
3. Statement of Qualifications/Line Cards. Is it clear and concise?
4. Public Advertisement
  - Website Content
  - Publications
  - Social Media

**Network, Network, Network!**

1. 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.

**Forming Your Team**

If necessary, partner with other firms that can help you appropriately respond to the scope of work.

**RESOURCES:**

The California High-Speed Rail has entered into a Memorandum of Understanding (MOU) with the following resource:

**Procurement Technical Assistance Center (PTAC)**

PTAC is a network of dedicated procurement professionals working to help local businesses compete successfully in the government marketplace. They also act as a bridge between buyer and supplier, bringing their knowledge of both government contracting and the capabilities of contractors to maximize fast, reliable service to our government with better quality and at lower costs.

The businesses referred from the Authority Ca. Capital PTAC will receive assistance in becoming contract ready.

Ca. Capital PTAC will provide the following services:

- One-On-One Consulting and Technical Assistance
- Business Trainings, Workshops, & Seminars
- Government Contracting 101 and Bid Match Tool
- Business Financing and Loan Guarantee
- Partnering with various PTACs

**Small Business Development Center (SBDC):**

The SBDC provides programs that deliver professional, high quality, individualized business advising and technical assistance to existing small businesses and pre-venture entrepreneurs. SBDCs provide problem-solving assistance to help small businesses access capital, develop and exchange new technologies, and improve business planning, strategy, operations, financial management, personnel administration, marketing, export assistance, sales and other areas required for small business growth and expansion, management improvement, increased productivity, and innovation.

**QUESTIONS OR CONCERNS?**

**Small Business Team**

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

**Small Business Assistance Form**

The Authority's Small Business Team has developed to assist small business owners, called the Small Business Assistance Form. The online form provides small businesses a convenient way to call attention to issues or concerns. Submittals will be sent directly to the Authority's Small Business Advocate for review and assignment to appropriate Authority staff.

The Small Business Assistance Form 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.



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