



# HSR 101: 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 (SB) Program has a goal for small business participation that includes Disadvantaged Business Enterprises (DBE), Disabled Veteran Business Enterprises (DVBE), Small Businesses (SB) /Micro-Businesses (MB), and Small Businesses-Public Works (SB-PW).

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

## Certifications the Authority Accepts

Getting properly certified is the first step in securing work on the high-speed rail program. Since the Authority is not a small business certifying agency, the Authority recognizes the certifications from:

### California Department of General Services [www.dgs.ca.gov](http://www.dgs.ca.gov)

Type of Certification: MB, SB, SB-PW, DVBE  
(916) 375-4940 | [OSDSHelp@dgs.ca.gov](mailto:OSDSHelp@dgs.ca.gov)

### California Unified Certification Program [www.californiaucp.dbesystem.com](http://www.californiaucp.dbesystem.com)

Type of Certification: DBE  
(916) 324-1700 | [DBE.Certification@dot.ca.gov](mailto:DBE.Certification@dot.ca.gov)

You can learn more about the different certifications by contacting these departments.



## Vendor Registry (ConnectHSR)

Take advantage of the Authority's vendor registry (ConnectHSR) [hsr.ca.gov/business-opportunities/small-business-program/connecthsr-vendor-registration/](http://hsr.ca.gov/business-opportunities/small-business-program/connecthsr-vendor-registration/) in addition to the Prime's vendor registries.

### ConnectHSR

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

Our Prime Partners also maintain vendor registries. It is encouraged you register your firm with them as well:

Tutor/Perini/Zachry/Parsons  
[tpzpjv.com/contact/register](http://tpzpjv.com/contact/register)

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

**AECOM - Fluor**  
[aecomfluorpbs.com](http://aecomfluorpbs.com)

**DB Engineering & Consulting USA, Inc.**  
[db-engineering-consulting.de/db-ec-en](http://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. Here are some helpful tips to promote your business.

### Marketing

Consider incorporating marketing into your business approach regarding 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 Assistance 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:

- 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.



**All Authority contracts are  
advertised through**  
[www.caleprocure.ca.gov](http://www.caleprocure.ca.gov)

[www.hsr.ca.gov](http://www.hsr.ca.gov) | [sbprogram@hsr.ca.gov](mailto:sbprogram@hsr.ca.gov)

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