



JEDE Small Business Roundtable Update

Silicon Valley Consulting Group

Your Thought Leadership & Strategy Consulting partner

www.svcgcorp.com

October 15th, 2020



OUTLINE

1. Recap – JEDE Meeting Sept 17, 2020
2. Collaboration with Key Stakeholders
3. Recommendation # 1– Prime Engagement
4. Recommendation # 2 – SB/MB Engagement
5. Recommendation # 3 – Decision Maker Engagement

DISCUSSION FRAMEWORK

HOW DO WE TAKE SMALL BUSINESS GOVERNMENT CONTRACTING TO THE NEXT LEVEL

We would like to formally present the framework discussion points during next JEDE Small Business Roundtable meeting. As such we propose:-

1. **Engagement** with other SB Advocacy Groups
2. **Collaboration** via Zoom meetings on:
 1. Friday, Sept 25th, 2020 -1 Hour
 2. Friday, Oct 9th, 2020 -1 Hour
3. **Finalize the recommendations**/next steps to be shared with JEDE Small Business Round Table and make the information is available for other SB outreach activities

If you would be like to be part of this key discussion, please reach via email to:-

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DISCUSSION FRAMEWORK RECOMMENDATIONS

COLLABORATION WITH KEY SB STAKEHOLDERS

In Collaboration with:-

1. Bianca Blomquist, **Small Business Majority**
2. Tracy Stanoff, **American Indian Chamber of Commerce, ADP Pro Web**
3. Trish Funk & Nancy Swift, **Women's Business Center at JEDI, e-jedi.org**
4. Yolanda Benson, **Government Relations, Team GSI**
5. Charlotta Carter, **GRI Tech Solutions**
6. Shaila Mistry, **NAWBO-CA, STEM Institute, Jayco MMI**
7. Mack Ross, **Black Chamber of Commerce**
8. David Nelson & Frank Louie, **CalAsian Chamber of Commerce**
9. Phil Vermeulen, **Coalition of Small & Disabled Veteran Businesses, pvgov.com**
10. Lori Kammerer, **Small Business California, NAWBO-CA & the CA Metals Coalition, Kammerer & Company, Inc.**
11. Heidi Pickman, **CAMEO Network**
12. Jai Sharma, **Organizer & Facilitator, Silicon Valley Consulting Group**

Collaboration Meetings held via Zoom:-

1. Friday, Sept 25th, 2020 -1 Hour
2. Friday, Oct 2nd, 2020 -1 Hour

RECOMMENDATION # 1

ENGAGE & EDUCATE PRIMES NEED TO MOVE THE NEEDLE IS NOW

1. Formal Communication to Primes: Engaging Small and Micro Businesses

Problem Statement: COVID-19 health and safety restrictions have eliminated traditional public contracting events where SBs/MBs would have had an opportunity to meet new Primes. We must create new opportunities for B2B encounters.

Caution: *We understand that enforcement needs to come from the individual contracting agencies. We also understand that SB goals are often met, and that Primes want to enter into subcontracting agreements with businesses with which they have a rapport. The only way Primes will create new subcontracting relationships is for the Primes to be introduced to new SBs/MBs.*

Recommended Action: For certain RFPs, require Primes to hold a pre-bid SB/MB networking events by each bidder. Possibly issue an administrative memo requiring action.

1. Require state agencies to annually identify which state contracts will include this requirements. Providing this information is consistent with requirements of the Small Business Procurement and Contract Act [Government Code Section 14835-14847].
2. Require bid packages to include information as to whether the SB and/or MB subcontractors have previously been included in a state contract with the Prime or with any other Prime within the last three years. This is consistent with Caltrans' current policy regarding the tracking of new subcontractors.
3. The DGS Office of SB and DVBE Services could set a goal that 50% of all contracts issued in the year have Bidder/Prime hosted pre-bid networking event requirement.
4. Contracting officers can oversee compliance through their review of the bid package & by adding x% of points in the selection process.

Prime-Hosted Pre-Bid Events Already Being Required: BART has been doing similar exercises for RFP 6M6146 NTRC. The list of all prime vendors is shared with every SB/MB, and 1 day is set aside for quick individual meetings with Primes. [BART RFP Link](#). See next slide

2. Address Lack of Contracting Activity with Diverse Business Owners – Old and New Challenge

Problem Statement: Minority-owned businesses represent the fastest growing segment of the business community, as well as one of the groups most impacted by the COVID-19 pandemic. The state's economic recovery is dependent upon the resiliency of these business owners. There are no MBE, DBE. Or WBE or other minority group designations in contracting process today.

Recommended Action: Opportunity to do reassessment on procurement process to address racial diversity challenges. Work with PTAC and other non-profit organizations to determine impediments and engage CPUC for its successful diversity initiatives/policies

RECOMMENDATION # 1

BART SPECIFIC EXAMPLE

ENGAGE & EDUCATE PRIMES
NEED TO MOVE THE NEEDLE IS NOW



6M6146 NTRC NETWORKING SESSION RSVP RESOURCE

NO.	POTENTIAL PRIME	CONTACT	PHONE	EMAIL	SERVICE CATEGORY	NETWORKING SESSION DATE(S)
1					Engagement and Outreach	Oct. 6, 2020
2					Engagement and Outreach	Oct. 5-6, 2020
3					Planning & Engineering	Oct. 6, 2020
4					Environmental Services	Oct. 7, 2020
5					Engagement and Outreach	Oct. 6-7, 2020
6					Planning & Engineering	Oct. 6-7, 2020
7					Planning & Engineering	Oct. 6, 2020
8					Planning & Engineering	Oct. 6, 2020
9					Engagement and Outreach	Oct. 6, 2020
10					Travel Demand & Land Use	Oct. 6, 2020

NOTICE:

Teleconference instructions provided by potential Primes after RSVP

TIME

8 Hours

LOCATION

Teleconference

RECOMMENDATION # 2

ENGAGE & EDUCATE SMALL/MICRO BUSINESSES

Engage & Educate Small Businesses – By Industry /Geographic Regions

1. Current situation is that all webinars are generic in nature and while they serve the purpose of providing overviews to SB and MB community. It will also be helpful to provide an opportunity for SBs and MBs working in similar industries (Technology, Retail, Professional Services etc.) to collaborate together.
2. Recommendation is to arrange webinars and networking sessions for Small Businesses belonging to industry codes (Common NAICS, UNSPSCs for example)
3. State contracting depts should do industry specific contract briefing. Outreach events but at super high level so would be great to have broken down by industry.
4. SB Education: Engage with PTAC and Or Interested SB Firms to develop and deliver training sessions such as “How to find opportunities on the database” etc.

RECOMMENDATION # 3

ENGAGE & UPDATE STATE AGENCIES DECISION MAKERS

Engage Agency Decision Makers

1. Arrange meet and greet opportunities where state officials come and speak with a pool of Small Businesses.
2. Initiate discussions around state level programs like Federal Level Mentor/Protégé program
 - a) [Link to Federal Mentor/ Protégé Program](#)

SILICON VALLEY CONSULTING GROUP OVERVIEW

Silicon Valley Consulting Group is a niche Strategy, Management, and Technology Advisory Corporation formed in 2019.

We serve both Private and Public sector customers on their various Business Transformation Initiatives.

We are a State of California certified Small Business and hold following certifications: -

- Minority Business Enterprise (MBE)
- Disadvantaged Business Enterprise (DBE)
- Small and Local Emerging Business (SLEB)
- California Multiple Award Schedule (CMAS) Contract Holder

We are a member of CA DGS's Small Business Advisory Council (SBAC)

CONTACT US



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APPENDIX

COVID-19 IMPACTS

TO OUR COMPANY & WHAT WE ARE HEARING IN GENERAL

Covid-19 Impacts:

- Significant reduction in possible opportunities (Public and Private Sector) post Feb 2020
- Existing Clients experiencing slowdowns impacting our revenues
- 0% revenue growth (New clients) and 50% reduction in revenue (Existing clients)
- Total shutdown of face to face meetings, reduced our ability to effectively network to ZERO
- Unable to qualify for SBA's initial EDIL and PPP programs due to newly formed business (2019).
- Property lease related challenges for retail oriented Small Businesses

COVID-19 IMPACTS

PPP & EDIL FINANCIAL SUPPORT HOW IT WORKED FOR US

We didn't qualify initially:

1. Newly established business and little revenues from 2019
2. Initial guidelines didn't account for 2020 revenues

How it worked for us:

Social networking: Following SBA's LinkedIn page updates made us aware of:-

1. Relaxation of rules and guidelines in June 2020
2. Revised 'Loan Calculations Templates' based upon Jan & Feb 2020 revenues
3. Availability of SBA's Lender Match program

PPP Approval: We were matched up via Lender Match program with ONLY CDC Loans and our application submission to funding time was less than 2 weeks.

Note: Outside of SBA's Lender Match initiative, we applied for assistance with two other approved lenders. One application was rejected due to 2019 revenue cutoff and we never heard back from the other lender

COVID-19 IMPACTS

CORRECTIVE STEPS WE TOOK

Corrective Survival Actions:

1. Significant efforts to build networks

1. SB/DVBE Advocates
2. Partner with other leaders and firms in similar business
3. Volunteer with Chambers of Commerce (CalAsian)

2. Amplifying The Voice of Small and Micro Businesses

1. Collaboration with the CA DGS's leadership team
2. Advisory role on CA DGS's Small Business Advisory Committee (SBAC)
3. Collaboration with JEDE leaders

3. SBA's EIDL and PPP Qualification

1. With relaxation of requirements (such as significant revenues from 2019), when in our case and as is the case with many other firms, most of our revenues were ramping up in Jan-March 2020
2. Financial Assistance will help us weather the storm in short term but is **NOT** a long-term solution

SMALL BUSINESS FRAMEWORK FOR FURTHER DISCUSSIONS (SOME ARE DISCUSSED IN SBAC)

SBAC – The Department of General Services Small
Business Advisory Council, State of California

State and Local Government Contracting Challenges

1. **Prime Contractors Accountability:** With the current economic situation, the possibility of in-person Pre-bid conferences for State and Local Government contracts is ZERO. Thereby, newly established SBs and MBs have no chance to meet and network with key prime contactors to showcase their firm's capability
2. **State Agencies:** State Agencies do not regularly share the list of contractors that are participating in pre-bid conferences via Zoom or other online platforms. Selected lists are only shared online in certain cases.

Advisory Framework Discussion Points

1. **Engage & Educate Primes:** Formal Communication to Primes to engage Small and Micro Businesses
 1. Have few criteria to monitor progress (# of new SBs getting contacts, # of MBs getting contracts etc.)
2. **Engage & Educate Small Businesses – By Industry Sectors/Geographic Regions**

Current situation is that all webinars are generic in nature and while they serve the purpose of providing overviews to SB and MB community. It will also be helpful to provide an opportunity for SBs and MBs working in similar industries (Technology, Retail, Professional Services etc.) to collaborate together.

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