



# Connecting Small and Disabled Veteran-Owned Businesses with State & Utility Contracts



# California State Small Business and Disabled Veteran Enterprise Goals

All California State Agencies are required to do 25% of their procurement and contracts with Small Businesses and 3% with Disabled Veteran Owned Business Enterprises (DVBE).

***“ Small Business Procurement – Governor Schwarzenegger's Executive Orders S-02-06 and S-11-06 calls for all State agencies, departments, boards and commissions to achieve a goal of 25 percent small business participation in state procurements and contracts. Military and Veterans Code 999-99.13 directs all State agencies, departments, boards and commissions to achieve a goal of 3 percent DVBE participation in state procurements and contracts.***

*Small Business is defined as 100 employees or less and average annual gross revenue of \$14 million or less over the previous three tax years. DVBE eligibility is a service related disability of 10% or more as declared by US Dept. of Veterans Affairs.*



# Department of General Services (DGS) – Five Steps

1. Register Your Business with E Procurement. [www.eprocure.dgs.ca.gov](http://www.eprocure.dgs.ca.gov)
2. Become a California Certified Small Business or Disabled Veteran Owned Business Enterprise. Go to [www.getcertified.dgs.ca.gov](http://www.getcertified.dgs.ca.gov)
3. Use the California State contracts Register (CSCR). The CSCR connects business to government, providing an easy-to-use, on-line publication which lists services and construction contracts over \$5,000, commodity contracts over \$50,000, and IT goods contracts over \$100,000.
4. CMAS- Look into becoming a California Multiple Awards Schedules Contractor.
5. Market your business to the state agencies.



# CPUC Contracting with Small & DVBE Businesses

- The CPUC has a designated Small Business/DVBE Liaison to respond to your inquiries.
  - Bezawit Dilgassa at [smallbiz@cpuc.ca.gov](mailto:smallbiz@cpuc.ca.gov) 1-800-253-0500
- The CPUC has its own Business website to bring the necessary information to you. [www.cpuc.ca.gov/smbus](http://www.cpuc.ca.gov/smbus)
- The Commission often has consultant and contracting opportunities available. Go to the website [www.cpuc.ca.gov](http://www.cpuc.ca.gov) and click “contracting opportunities”.
- The State Agencies want your business. The goal is to procure 25% from Small Businesses and 3% from DVBE.



# Utility Supplier Diversity Program

Under the authority of the CPUC **General Order 156**, utility companies with gross revenues greater than \$25 Million annually, are required to have a Supplier Diversity Program and are to develop and implement measures to increase the utilization of Women and Minority Owned firms in their procurement activities.

*Program goal is participation of 15% minority owned firms, 5% women owned firms and 1.5% DVBE.*





# Utility Supplier Diversity Program

CPUC **General Order 156** governs the Subcontracting Program for all energy, telephone and water company utilities.

*“It is the policy of the utility that women, minority, and disabled veteran owned businesses shall have the maximum practical opportunity to participate in the performance of contracts”.*

- Each Utility shall establish and maintain a subcontracting program for the purpose of encouraging its prime contractors to utilize Women, Minority, Disabled Veteran Business Enterprise (WMDVBE) Subcontractors.
- Each Utility shall include in its annual report to the Commission a summary of Prime contractor progress in increasing the participation of WMDVBE subcontractors



# SUPPLIER CLEARINGHOUSE

Suppliers need to be certified by the Clearinghouse (CHS) to participate in the Supplier Diversity Program

- Eligibility criteria: At least 51% owned and controlled by women and/or minorities.
- Clearinghouse does not establish DVBE eligibility, it is established by DGS provided to Clearinghouse.

For applications and more information contact the clearinghouse at:

**[www.thesupplierclearinghouse.com](http://www.thesupplierclearinghouse.com)**

**or**

**Call (800) 359-7998**



# How to get a DGS, CPUC, or Utility Contract?





# Utility Procurement & Small/DVBE Business

- Visit the company's website
  - ✓ Do they buy the product or service that you provide?
  - ✓ How are those products or services procured?
  - ✓ What are the purchasing strategies and processes of the particular corporation?
- Register in company's database if applicable
  - ✓ Update profile at least annually
- Make sure applicable certification is current
  - ✓ Small Business Association, Minority-owned business, Women-owned business and Disabled veteran-owned Business.



# Questions you need to ask yourself

- ◆ Are you competitive?
- ◆ Who are your competitors?
- ◆ Are you willing to subcontract or partner?
- ◆ Who are your contacts?



# Typical Selection Criteria for DGS, CPUC, & Utilities

- Responsiveness to Request for Proposals
- Competitive pricing and value added capabilities
- Good references and financial stability
- Core competency in the supplier's line of business
- Quality processes
- Electronic Data Interchange (EDI) and E-Commerce functionality
- Clean Occupational Safety and Health Records
- Certification by diversity or small business organization



# Prepare Your Bid

- **Be concise**
- **Be different**
- **Be patient**
- **Be a networker**
  - with compatible businesses
  - with businesses already doing business with utility and state agencies



# Be Patient and Persistent

If your **product** or **service** is one that utilities or state agencies need **and** you prove yourself with smaller opportunities, the amount of business could increase!





# UTILITY SUPPLIER DIVERSITY CONTACTS

## California Public Utilities Commission

Bezawit Dilgassa - [smallbiz@cpuc.ca.gov](mailto:smallbiz@cpuc.ca.gov) or (800) 253-0500

## Communications Companies

AT&T – Lisa Castillo - [lc3142@att.com](mailto:lc3142@att.com) or (925) 901-6335

Verizon - Monica Heredia - [monica.heredia@verizon.com](mailto:monica.heredia@verizon.com) or (909) 865-7343

Comcast- Timothy Evans-[Timothy\\_Evans@cable.comcast.com](mailto:Timothy_Evans@cable.comcast.com) or (925)424-0320

Cox – Esther Northrup– [esther.northrup@cox.com](mailto:esther.northrup@cox.com) or (619) 266-5315



## Energy Companies

**PG&E**- Lili Kwan - [LLKE@pge.com](mailto:LLKE@pge.com) or (415) 973-7422

**Southern California Edison** -

Dennis Thurston – [dennis.thurston@sce.com](mailto:dennis.thurston@sce.com) or (626) 302-8932

**Sempra Energy Utilities**- San Diego Gas & Electric Company  
and Southern California Gas Company

Eric Thomason – [ethomason@semprautilities.com](mailto:ethomason@semprautilities.com) or (858) 650-4177



# UTILITY SUPPLIER DIVERSITY CONTACTS

## Water Companies

California Water Service Company

Jose G. Espinoza : [jespinoza@calwater.com](mailto:jespinoza@calwater.com) or (408) 367-8295

Golden State Water Company

Emma Maxey- [emma@gswater.com](mailto:emma@gswater.com) or (909) 394-3600 ext.662

California American Water Company

Holley Joy- [dhana.joy@amwater.com](mailto:dhana.joy@amwater.com) or (619) 435-7436

San Gabriel Valley Water Company

Rick Swift- [rlswift@sgvwater.com](mailto:rlswift@sgvwater.com) or (626) 448-6183

Suburban Water Systems

Stephanie Swenseid- [sswenseid@swwc.com](mailto:sswenseid@swwc.com) or (626) 543-2521

Park Water Company

Daniel Rodriguez- [danny@parkwater.com](mailto:danny@parkwater.com) or (562) 299-5118

San Jose Water

Charmaine Jackson- [charmaine\\_jackson@sjwater.com](mailto:charmaine_jackson@sjwater.com) or (408) 918-7226