



AECOM



Laney College

Countdown to



**Build**PERALTA  
Academy

02:00





# Build**PERALTA** Academy

Build Peralta Academy  
Learn more about PCCD Small Business Program  
and Local Small Business Certification  
Wednesday, December 9, 2020



# COVID-19 Safety Tips



Disinfect surfaces around your home and work.



Wash your hands for at least 20 seconds.



Sneeze or cough? Cover your mouth.



**Wear a mask. Save lives.**



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# Agenda

- Welcome
- Introductions
- Bond Program Overview
- Build Peralta Academy Schedule
- Commitment to Local Businesses
- Course – Learn more about PCCD Small Business Program and Local Small Business Certification
- Survey
- Closing



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# Keith Kajiya

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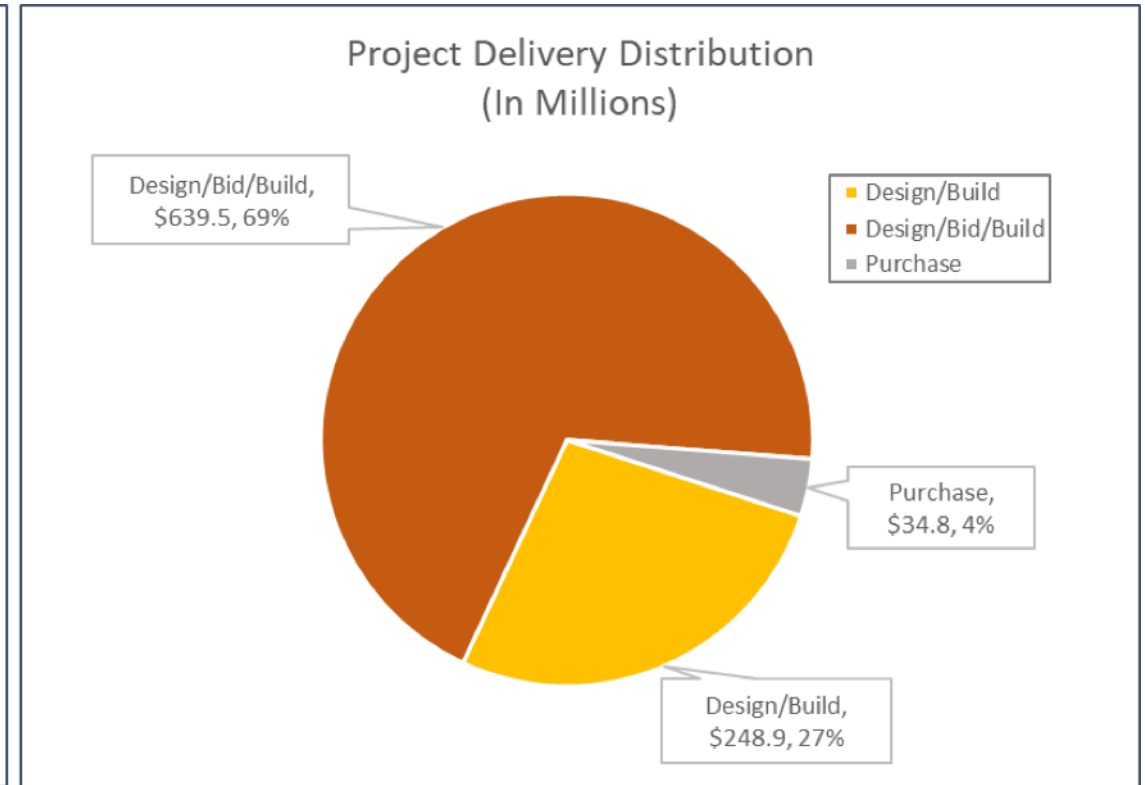
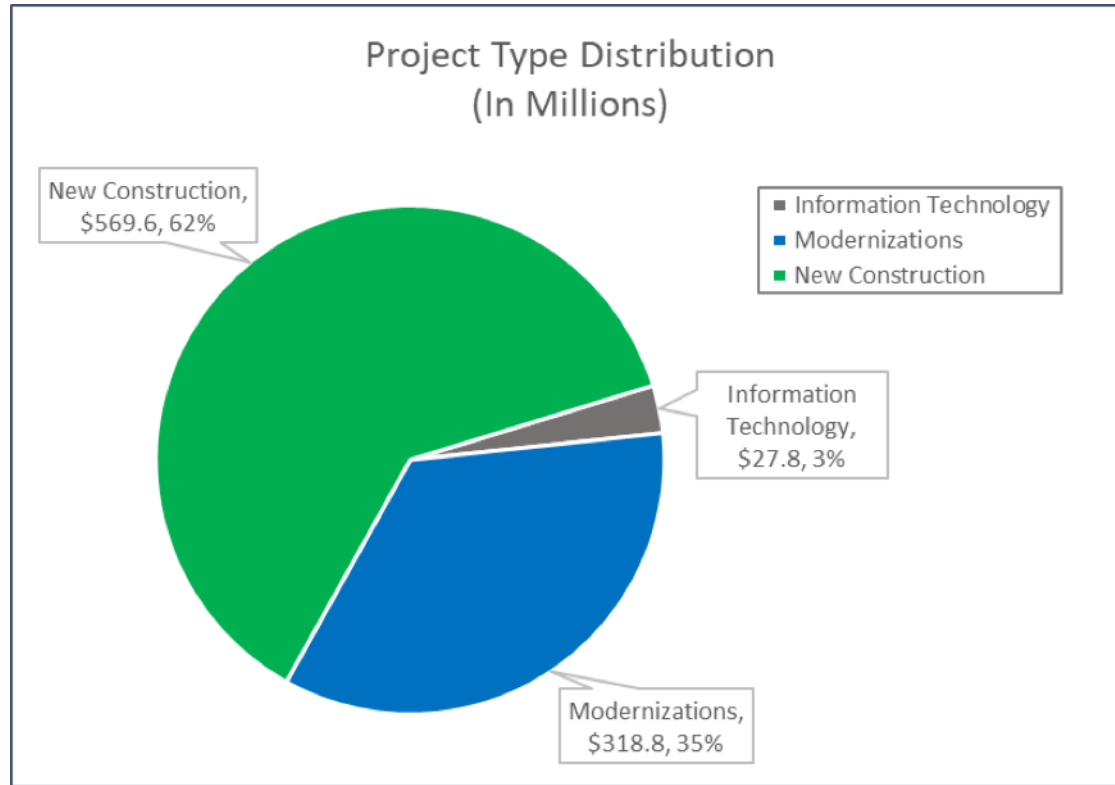
Program Manager  
AECOM



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# Capital Program Overview

Keith Kajiya, AECOM





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# Bonnie James

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CEO  
BRJ & Associates



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# Build Peralta Academy Course Schedule (9 Part Series – Technical Assistance Workshops)

| Course Title  | Description   | Instructors  | Date     |
|---|---|--|----------|
| Developing A Safety Program During COVID19 Era                                      | Learn The Law(s) Federal OSHA has approved California's use of its version of construction and OSHA safety                                | BRJ & Associates - Mark Edwards<br>Avitus Group – Bill Kane  | 9/30/20  |
| How to Bid Informally and Formally including CUPCCAA                                | Learn how to bid informally and formally including the CUPCCAA process, pre-qualification and other PCCD contracting procedures           | PCCD – Brian Slaughter<br>AECOM - Ray Loving   | 10/14/20 |
| Small Business Guide to Access Capital; Manage Profitability and Cashflow           | Learn about programs and opportunities for small businesses to achieve capital/cashflow in a COVID-19 Era, including PPP loan forgiveness | SBA - Julie Clowes<br>Summit Bank - Tom Duryea<br>FHLB–Kevin Blackburn<br>PCV - Adria Moss<br>Avitus Group - Pete Maki<br>360 Total Concept - Shonda Scott | 10/28/20 |
| Change Management: How to Manage Scope, Schedule & Budget                           | Learn the principles of planning for the identification and management of changes   | PCCD Program Management/<br>Construction Management PM Panel:<br>AECOM, BRJ, Kitchell, Roebblen, Swinerton   | 11/12/20 |
| How to Obtain Bonding/Insurance   | Learn how to obtain construction bonds and insurance for major projects and how to build bonding capacity for your company                | Merriwether & Williams   | 11/18/20 |
| Learn more about PCCD Small Business Program and Local Small Business Certification | Learn about PCCD's small local business program and how to get certified with local agencies  | PCCD - Atheria Smith<br>City of Oakland - Ernestine Nettles<br>Port of Oakland - Ramona Dixon  | 12/09/20 |
| How to Prepare Estimate   | Learn the principles of how to prepare a construction estimate  | AECOM - Peter Morris   | 12/16/20 |
| Scheduling 101 - How to Prepare A Schedule  | Learn the basics about project schedules: from critical path method to work breakdown structure and everything in between                 | AECOM - Craig Olsen  | 1/13/21  |
| TBA   | TBA   | TBA  | TBA      |





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# Shonda Scott

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CEO / Founder  
360 Total Concept



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# Commitment to Local Businesses

Shonda Scott, 360 Total Concept

- Small Local Business Program
- Host Outreach Meetings
- Matchmaking Sessions with Primes
- Build Peralta Academy
  - Technical Assistance Workshops



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# Atheria Smith

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Acting Vice Chancellor of General  
Services  
Peralta Community College District



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# Vendor Registration



- Vendors must be registered to business with the district. To apply to become a registered vendor, download the vendor application and the W-9 forms from the district purchasing website at: <https://web.peralta.edu/purchasing/vendor-registration>
- Forward signed originals to the purchasing department for processing. Deliver both documents to 501 5th avenue, Oakland, CA 94606, or by fax: (510) 587- 7873.
- Next, complete the PCCD online vendor registration system to receive quotes, bids and RFP solicitations. Vendors are required to use the PCCD registration system when the district elects to receive electronic quotes and sealed bids submittals. For assistance, please call 510-466-7225.
- Click on these links to complete the vendor registration process:
  - Vendor Application
  - Download W-9 Form
  - Online PCCD District Vendor Registration and Bid Notification System



# Peralta Community Colleges Small Local Business Program

Atheria Smith, PCCD Acting Vice Chancellor of General Services

- PCCD Small Business Policy
  - 25% Small Local Business Participation
- Certification (small business located in 6 cities in Peralta District: Alameda, Albany, Berkeley, Emeryville, Oakland and Piedmont)
  - SLBE: Revenue size has not exceeded gross annual revenue for the past 3 consecutive years
    - Construction Firms: \$8.5M > under
    - Goods Non-Professional Services Firms \$6M > under
    - A/E and Professional Services \$3M > under
  - SELBE
    - For businesses that have not exceeded revenue of \$1.5M past 3 consecutive years



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**SLBE/SELBE SELF CERTIFICATION AFFIDAVIT**

I certify under penalty of perjury that my firm meets the District's definition of a Small Local Business Enterprise or a Small Emerging Local Business Enterprise and resides in the geographic location of the District's market area and qualifies for the below preference. The maximum preference will be five percent of the bid amount of the lowest responsible bidder, and may not exceed \$50,000.00 for any bid. The preference is only used for computation purposes to determine the winning bidder; the contract is awarded at the actual bid amount. The District's Contract Compliance Office will determine whether this requirement has been fulfilled. Bidders may only claim one of the below preferences.

| Certification Status                 | Preference       | Preference Claimed (check only one) |
|--------------------------------------|------------------|-------------------------------------|
| SLBE                                 | 5% of lowest bid |                                     |
| SELBE                                | 5% of lowest bid |                                     |
| 25% of Subcontractors are SLBE/SELBE | 4% of lowest bid |                                     |
| Not a SLBE/SELBE                     | None             |                                     |

- I acknowledge and am hereby advised that upon a finding of perjury with the claims made in this self certification affidavit the District is authorized to impose penalties which may include any of the following:
  - Refusal to certify the award of a contract
  - Suspension of a contract
  - Withholding of funds
  - Revision of a contract for material breach of contract
  - Disqualification of my firm from eligibility for providing goods and services to the Peralta Community College District for a period not to exceed five (5) years
- I acknowledge and have been advised and hereby agree that my firm will be required to provide proof (and if applicable, my SLBE and SELBE Subcontractors will provide proof) of the status claimed on this self-certification affidavit 48 hours after bid opening. Proof of status claimed includes tax returns from the previous three years and past contracts to determine the size and geographical location of my firm.
- I declare that the above provisions are attested to under penalty of perjury under the laws of the State of California.

Bid Number: \_\_\_\_\_ Bid Name \_\_\_\_\_

\_\_\_\_\_  
Signed Date

\_\_\_\_\_  
Printed or typed name Title

\_\_\_\_\_  
Name of Company Telephone Fax

- Peralta is not a certifying agency
- Affidavit must be completed for each bid/ proposal
- Local certifications honored partial list
  - City of Oakland
  - Alameda County
  - Port of Oakland
  - BART



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# Ramona Dixon

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Project Coordinator  
Port of Oakland



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# Types of Certifications

- **Local Impact Area (LIA)**
  - Areas most impacted by Port projects
  - Cities of Oakland, Alameda, Emeryville and San Leandro
- **Small Business Enterprise (SBE)**
  - Dollar size cap is \$36,000,000 of average annual gross revenue or less over the past 3 years
  - Must qualify for LIA status
- **Very Small Business Enterprise (VSBE)**
  - Dollar size cap is \$5,000,000 of average annual gross revenue or less over the past 3 years
  - Must qualify for LIA status
- **Local Business Area (LBA)**
  - All other cities in Alameda and Contra Costa Counties



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# Certification Minimum Criteria

- **Business Must Be**
  - Located in Alameda County or Contra Costa County for at least 1 year
  - Located at a fixed commercial or residential address
  - Temporary or moveable office, a post office box, or a telephone answering service are not acceptable
  - Must submit application and all supporting documentation at least 7 business days prior to bid or due date



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# Required Documents

- **Professional License**
  - Valid current construction, professional or trade license, certificate or permit
- **Business License**
  - Current and prior year business license or tax certificate issued by the city or county the business is located in
- **Lease Agreement**
  - Current Rental or Lease Agreement
  - For home office, copy of Property Tax Statement, Grant Deed, or Federal Tax Form 8829
- **Tax Returns**
  - Submit most recent 3 years of Federal Tax Returns if applying for SBE/VSBE status, must be LIA certifiable



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# Benefits of Becoming Certified

- Preference points
- Upon request, new or renewal certification application is shared with partnering agencies (Alameda County, Alameda CTC and City of Oakland)
- Certification approvals are valid for 2 years
- Receive notice of bid opportunities
- Inclusion in local certified database, 500+, teaming purposes
- Accessible by all contractors for project teaming purposes
- No cost and free web advertisement



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# Online Certification Application

- **How to become Port certified**

- Visit our website for certification at: <http://srd.portofoakland.com/>
- Click on “Register a New Company”
- Email address & company Fed Tax ID number required to register



## Port of Oakland Social Responsibility Division

### Local/Small Business Database/Certification

#### Find a Company

Search by name, description or license #.

Search by Company Name, Keywords or License #

#### Browse by Company Codes

Filter company list by level of certification by checking and unchecking these boxes.

LIA  LBA  SBE  VSBE

Optionally filter by code.

Email:

Password:

[Forgot Your Password?](#)

[Register New Company?](#)

I have read and agree to the Port of Oakland Terms of Use and Privacy Policy.

The Port's **Social Responsibility Division (SRD)** database enables you to quickly determine if a firm is certified by the Port, review the certification status of a particular firm or to obtain a listing of firms that meet service type and certification characteristics of interest to you.

For further information, please refer to the Port of Oakland Social Responsibility Division webpage for [Local & Small Business Certification](#).



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**City of Oakland**

## Ernestine Nettles

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Contract Compliance Officer / Certification Officer  
City of Oakland



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# Certification/Re-Certification

Contracts & Compliance

Department of Workplace and Employment  
Standards



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# Certification Program for PROFIT and NOT-FOR PROFIT Local Oakland Business Enterprises

## Certifications

- LBE = Local Business Enterprise
- SLBE = Small Local Business Enterprise
- VSLBE = Very Small Local Business Enterprise
- LPGBE = Locally Produced Goods Business Enterprise



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# REQUIREMENTS

- Completed L/SLBE Certification Application (EBIA Common Application)
- Affidavit of Certification notarized (Supplemental C)
- Copy of Current City of Oakland business license
- Copy of Current Professional license, certificate or permit (if applicable).
- Copy of Current company's lease or rental agreement for the Oakland business address or proof of ownership (property tax statement or deed) if owned.
- W-9 form
- Copy of the company's last three (3) years of taxes
- Copy of "Secretary of State" letter of incorporation if incorporated.
- Three contracts/invoices for work completed from the Oakland business office address.
- Copy of the Public Works Contractor Registration (PWCR) for construction Companies



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# REQUIREMENTS

- Copy of the last three years tax returns (first page only)
- Sole Proprietor Form 1040 with Schedule C
- Partnership Form 1065
- Corporation Form 1120
- Limited Liability Partnership Form 1065
- Limited Liability Corporation Form 1120
- Non-Profit Form 990



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# REQUIREMENTS

## iSupplier

- All suppliers (contractors, consultants and vendors) who wish to get certified or recertified with the City of Oakland are required to Register in the City's iSupplier Portal, at <https://www.oaklandca.gov/services/register-with-isupplier>.
- The City requires that companies are registered and have completed iSupplier before certification can be issued. Please make sure all the sections under the "ADMIN" tab in iSupplier except the bank account information is completed.



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# CERTIFICATION PROGRAM INCENTIVES

- **Bid Discounts and Preference Points**
  - Certified businesses earn bid discounts and preference points based on the level of participation proposed prior to the award of a contract.
  - Bid discounts are applied at a rate of one percent (1%) or one (1) preference point for every 10% of contract dollars attributable to certified firms. No more than five percent (5%) in bid discounts or five (5) preference points may be earned.



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# Bid Discounts and Preference Points

| Level of L/SLBE Participation Achieved |                      | Bid Discounts To Be Awarded to Contractors<br>(Construction) | Preference Points to be Awarded to Consultants<br>(Professional Services) |
|--|----------------------|--|---|
| 50%                                    | 25% LBE and 25% SLBE | 2%   | 2 pts   |
| 60%                                    | 30% LBE and 30% SLBE | 3%   | 3 pts   |
| 70%                                    | 35% LBE and 35% SLBE | 4%   | 4 pts   |
| 80%                                    | 40% LBE and 40% SLBE | 5%   | 5 pts   |

In those instances where VSLBE or LPG participation is evident, the percentage are doubled.



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# Contacts

- Ernestine Nettles, Assistant Contract Compliance Officer (510) [238-6160](tel:5102386160)
  - [enettles@oaklandca.gov](mailto:enettles@oaklandca.gov).
- Linda Jones, Job Developer (510) [238-7736](tel:5102387736)  
[ljones@oaklandca.gov](mailto:ljones@oaklandca.gov)



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# Certification Panel



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QUESTIONS?





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## Build Peralta Bond Program Contact Information

Website <https://build.peralta.edu>

Email [buildperalta@peralta.edu](mailto:buildperalta@peralta.edu)

Phone: 510.587.7828

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