



BuildPERALTA Academy

Build Peralta Academy
Small Business Resource Panel
Wednesday, April 20, 2022



Safety Tips – Fatigue and Work

Fatigue is the state of feeling very tired, weary or sleepy resulting from insufficient sleep, prolonged mental or physical work, shift work or extended periods of stress or anxiety. Staying awake for 24 hours straight affects the human body almost exactly like a blood alcohol level of .10%, which exceeds The legal limit for driving.

Tips for workers

Eat a healthy diet that promotes longer lasting energy. Complex carbohydrates (Starch) are preferable to simple carbohydrates (sugar). Avoid fatty foods and junk food.

Adopt a steady exercise routine that includes cardiovascular, muscle strengthening and flexibility workouts.

Try to get at least 7.5–8.5 hours of sleep per night.

Stay positive. Make a conscious effort not to be overwhelmed by negative circumstances.

Avoid driving if you are tired, especially in inclement weather where vision is impaired.

Avoid Excessive noise.

Agenda

- Welcome
- Introductions
- Bond Program Overview
- Key Benefits of Build Peralta Academy
- Commitment to Local Businesses
- Key Benefits of Build Peralta Academy
- Course – Small Business Resource Panel
- Survey
- Q&A
- Closing



BuildPERALTA
Academy

**Welcome
From
PCCD**



Atheria Smith

Interim Vice Chancellor, Department of General Services
Peralta Community College District

Meet
The
Team



Keith Kajiya

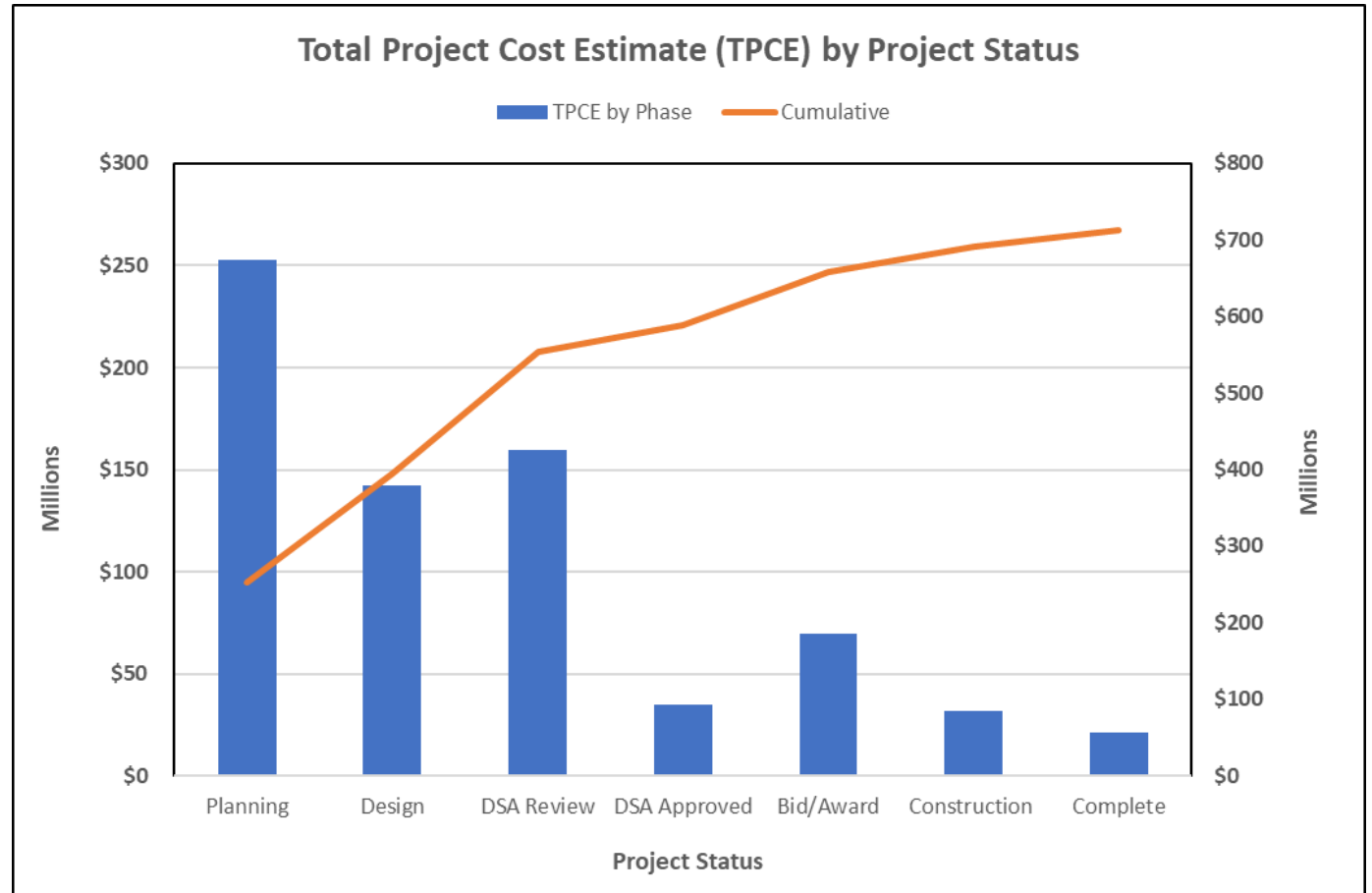
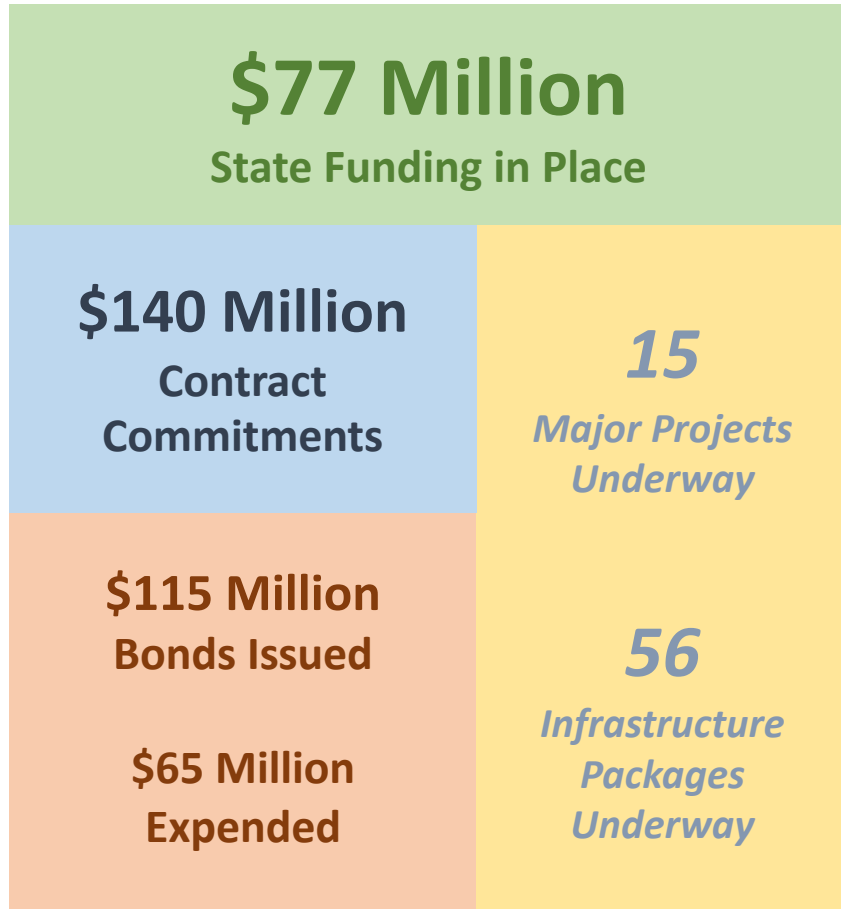
Program Manager
AECOM



BuildPERALTA
Academy

Program Status

As of April 2022



Major Construction Beginning!

- **College of Alameda**
 - **New Auto/Diesel Technologies Building (Ready to Bid)**
 - Aviation Complex Phase 1 (DSA Review)
- **Berkeley City College**
 - New Berkeley City College West Building (In Design)
- **Laney College**
 - Locker Room Modernization (DSA Review)
 - Central Plant/Cooling Tower Modernization (DSA Review)
 - New Learning Resource Center (DSA Review)
 - Theater Modernization (DSA Review)
 - EBMUD Water Main Relocation (Bidding)
- **Merritt College**
 - **New Child Development Center (Ready to Bid)**
 - New Horticulture Complex (DSA Approved)

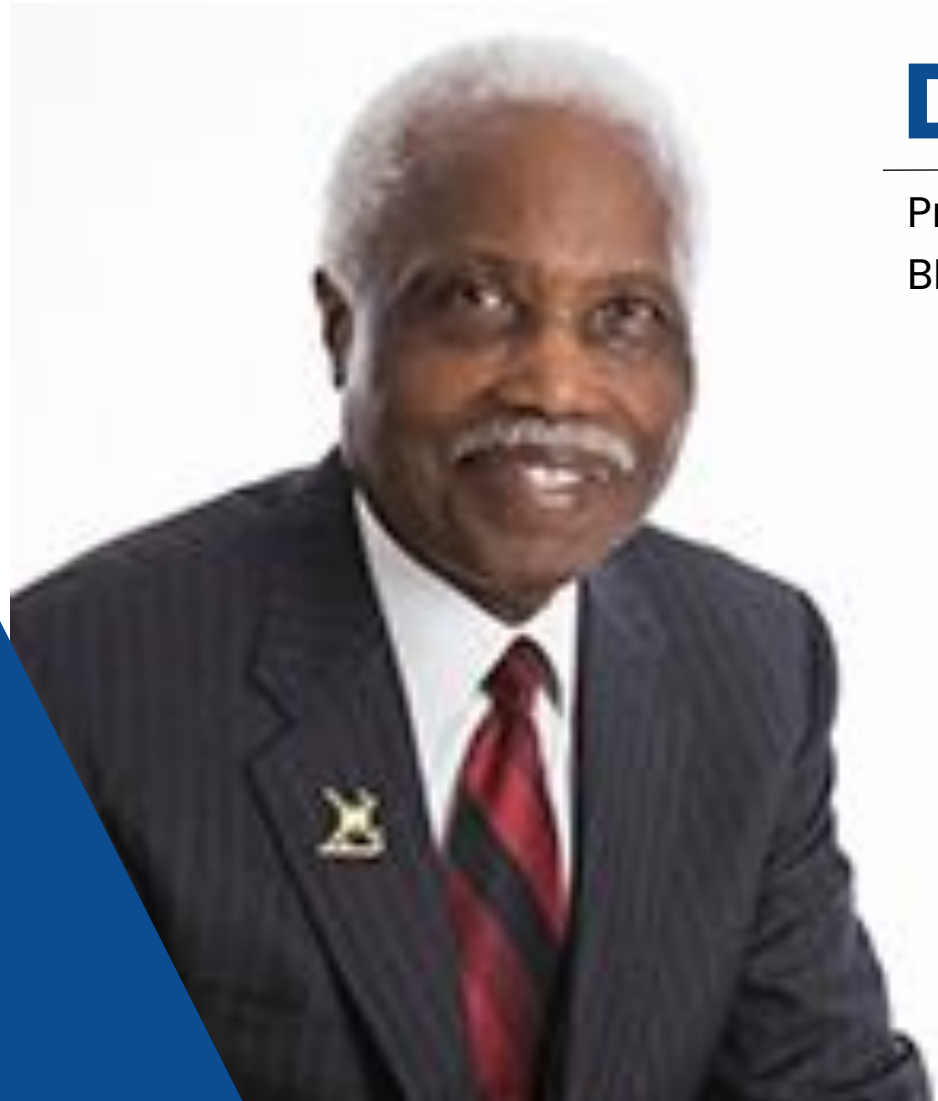
College of Alameda Auto/Diesel Technologies



Merritt College Child Development Center



Meet
The
Team



Dr. Bonnie James

President

BRJ & Associates



BuildPERALTA
Academy






BuildPERALTA Academy

Dr. Bonnie James, BRJ & Associates

Key Benefits of Build Peralta Academy

- Instructional assistance workshop/ bootcamp
- Learn from industry experts
- Help small businesses build capacity



**"Estimating + Cost Savings 101
An Interactive Workshop"**

Meet the Expert:
Peter Morris
AECOM






**Peralta Community College District's Bond Program
Technical Assistance Workshop Bootcamp**

March 16, 2022 5:00-6:30pm Location [Zoom](#)

Meet the expert for an interactive course. Learn best practices and principles on how to prepare an estimate for construction projects.

Build Peralta Academy's courses provide tools to help small businesses successfully navigate working on Measure G Bond Program and major projects.

RSVP at buildperalta@peralta.edu
upon RSVP, Zoom meeting link will be provided

[@buildperalta](#)     

build.peralta.edu

Meet
The
Team



Shonda Scott

CEO, Founder
360 Total Concept



BuildPERALTA
Academy

Commitment to Local Businesses

Shonda Scott, 360 Total Concept



- 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

Methods of Outreach Communications



- Peralta Website
- Build Peralta Site
- Peralta College Marketing
- Laney Construction Management Program
- Social Media: #buildperalta
 - Instagram
 - Twitter
 - Facebook
 - YouTube
 - LinkedIn



Meet The Experts



Heidi Pickman
California Association for
Micro Enterprise Opportunity



Jermaine Carter-Gibson
California Office of the Small
Business Advocate



Clair Whitmer
California Office of the Small
Business Advocate



Bianca Blomquist
Small Business Majority

Meet
The
Expert



Heidi Pickman

California Association for
Micro Enterprise Opportunity



BuildPERALTA
Academy



BuildPERALTA Academy

Small Business Resource Panel

HEIDI PICKMAN, VP, ENGAGEMENT AND EXTERNAL RELATIONS

April 20, 2022

Who We Are

350+ Members Statewide

- CDFIs and community based-lenders
- Community-based and Federal TA providers: WBCs, SBDCs, Score chapters, USDA grant recipients
- Local chambers
- Other small business groups

Serving

- 84,000 businesses annually
- 101,000 jobs created or supported
- \$7.5 billion in economic activity
- ~ 70% are low-moderate income
- ~ 70% are business owners of color
- ~ 50% are women



What We Do



We advocate in Sacramento and DC for policy that promotes the member network and their small business clients.



We expand resources and build capacity for our member organizations.

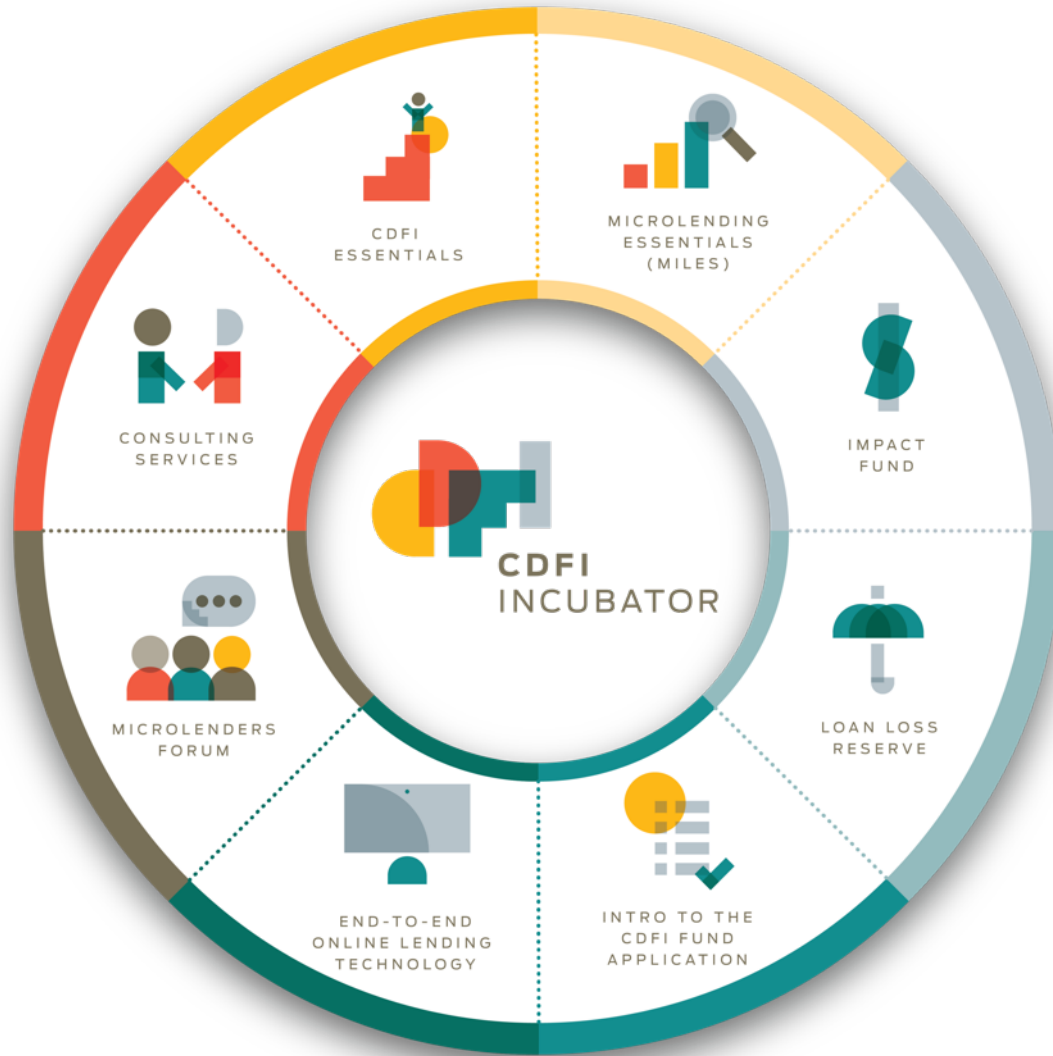


We convene the network of organizations working with small businesses to share best practices and promote new trends.



We're an information hub, gathering and disseminating data on trends, policy, sector innovations, and sector-related news.



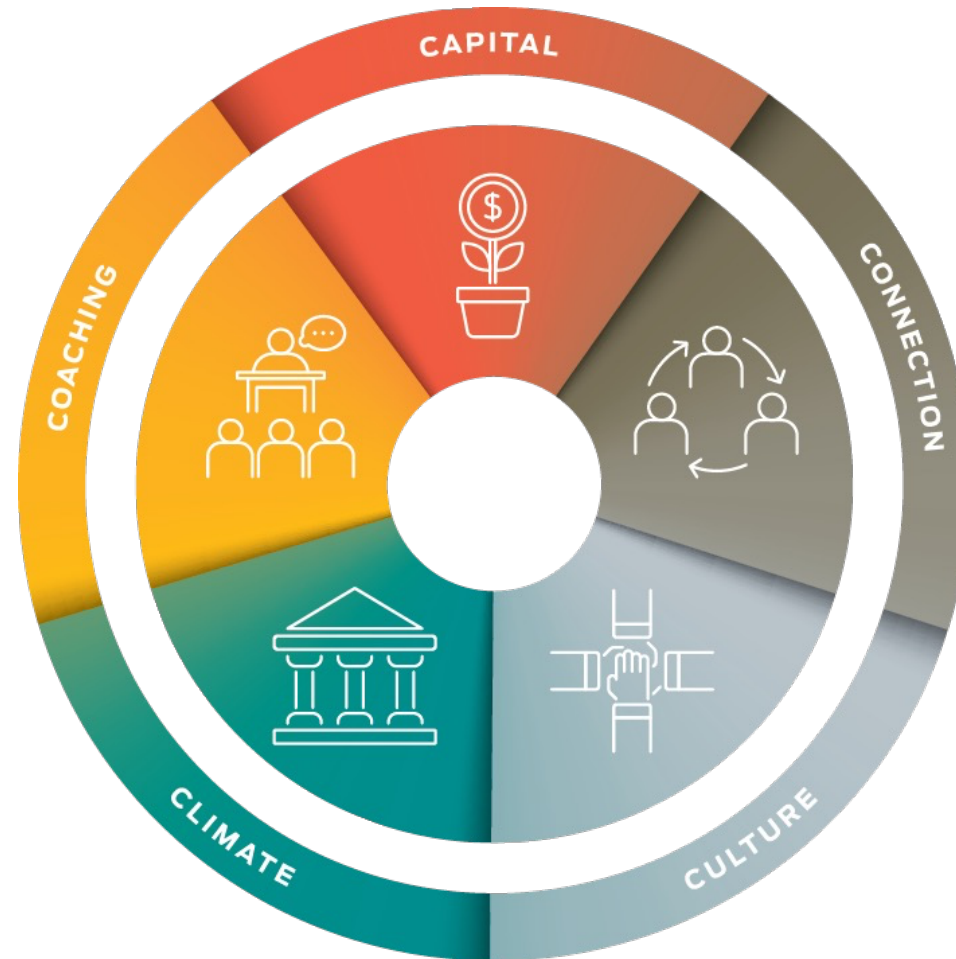


Capacity Building

A comprehensive suite of programs for young mission-based lenders that would like to strengthen their lending infrastructure, knowledge, and skills for greater impact and stronger portfolios.



Local Entrepreneurial Ecosystem



Thank You!

CONTACT US

CAMEOnetwork.org

info@cameonetwork.org



Build PERALTA
Academy

Clair Whitmer

Jermaine Carter-Gibson

California Office of the Small Business Advocate



Meet
The
Experts



Office of the Small Business Advocate

Clair Whitmer and
Jermaine Carter-Gibson
NorCal Field Team

@CaliforniaOSBA
Email: business.ca.gov/zendesk



CalOSBA Mission & Objectives

Mission: CalOSBA supports economic growth and innovation and ensures that ALL California small businesses and innovative startups have the information and direct support they need to better navigate resources, programs and regulations.

CalOSBA serves as the voice of small business, representing their views and interests across the state and advocating for equitable access to capital, markets, and networks so that all California small businesses successfully start, manage, grow and become more resilient.

Objective: Information and Resources | Advocacy | Resilience



CalOSBA Programs

- California Microbusiness COVID-19 Relief Grant Program (MCRGP)
- Inclusive Innovation Hubs (iHubs²)
- California Venues Grant Program (CVGP)
- California Dream Fund
- California Nonprofit Performing Arts Grants Program (NPAGP)



CalOSBA: Gateway to Resources & Assistance

- **Direct Assistance:**
State Resources
- **Content:**
Trainings / Webinars
- **Local Assistance:**
Network of Small Business Centers:
business.ca.gov/centers

California Network of Small Business Technical Assistance Centers

California supports a network of small business technical assistance centers that provide free one-on-one consulting and no-cost or low-cost trainings, in over 30 languages, to help businesses get funded, enter new markets, strengthen operations, build resiliency and more. Additionally, there are nonprofit lenders who work with California to help you access state loan programs.

Get Tailored Assistance


Use this tool to locate a center tailored to your small business needs

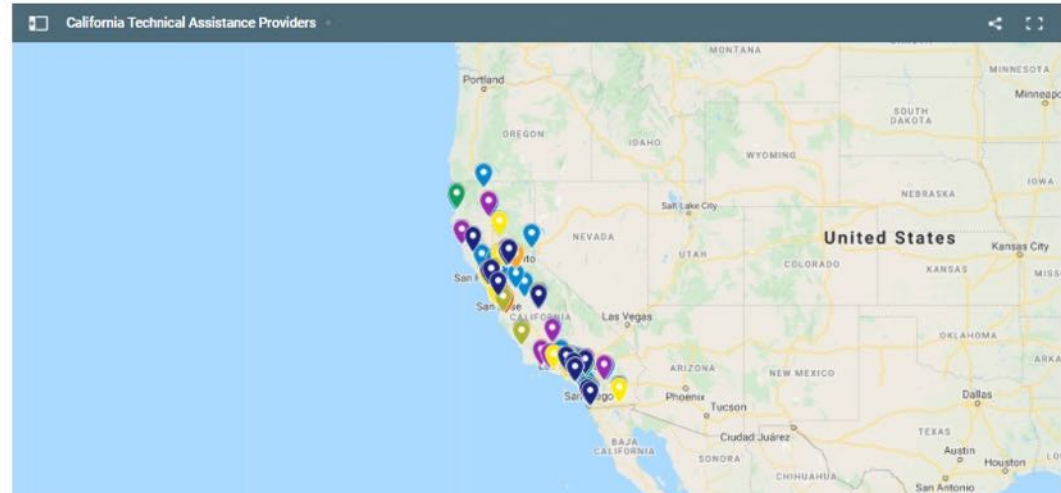
[Get Started](#)



Small Business Centers Map

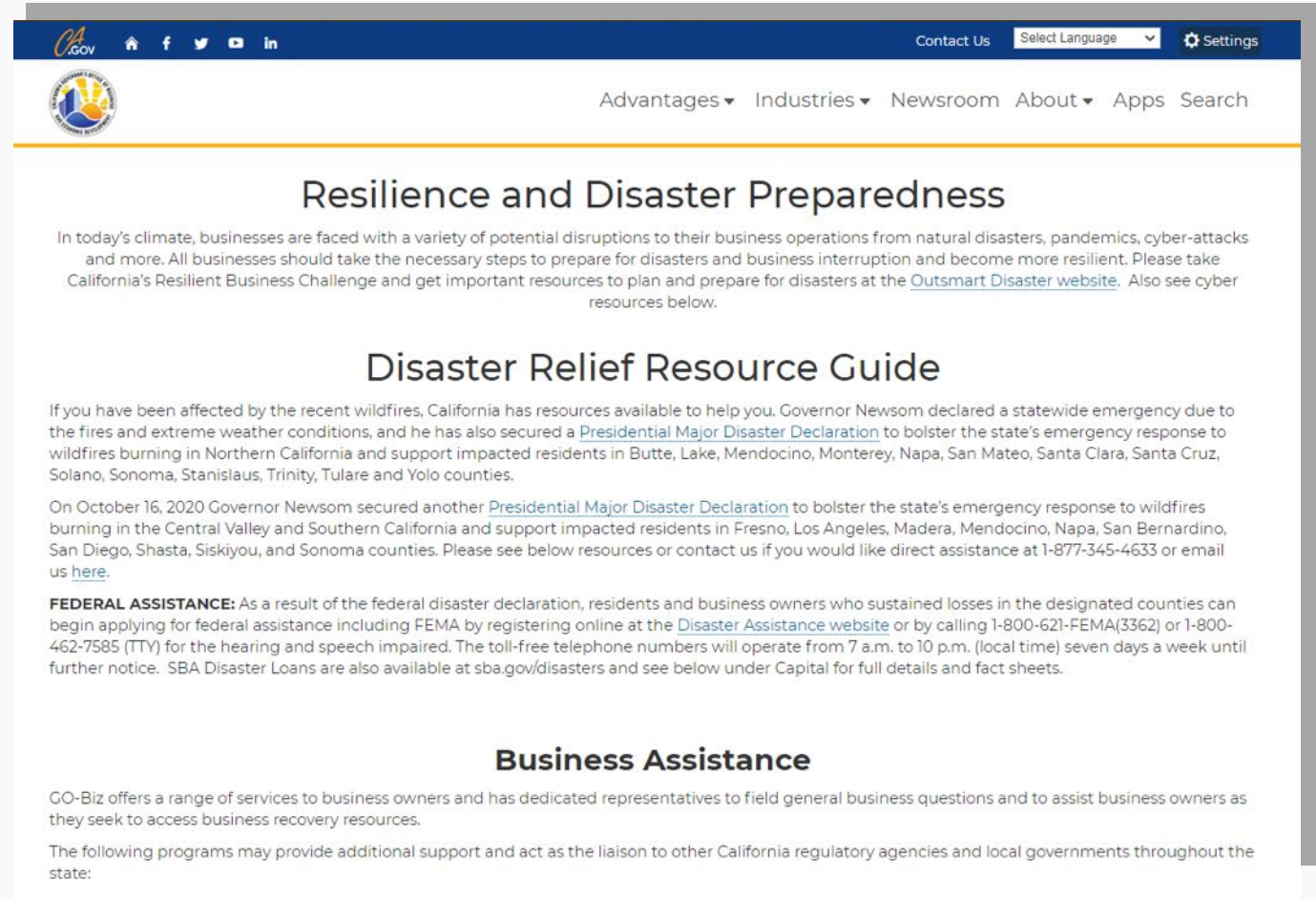
Use this map to quickly locate a center and connect with a local advisor

Click the sidebar icon  to open legend to search different small business technical assistance centers. Click the expand icon  to open the full map to search different service offerings, languages offered, and lenders.



CalOSBA: Preparedness & Resilience

- Prepare:
OutsmartDisaster.com
- Relief & Resource Guides:
 - COVID-19:
business.ca.gov/coronavirus-2019
 - Wildfires:
business.ca.gov/disaster-relief-resource-guide



The screenshot shows the CalOSBA website with a blue header containing navigation links (Home, Facebook, Twitter, YouTube, LinkedIn), 'Contact Us', 'Select Language', and 'Settings'. Below the header is a navigation bar with 'Advantages', 'Industries', 'Newsroom', 'About', 'Apps', and 'Search'. The main content area features the title 'Resilience and Disaster Preparedness' and a paragraph explaining the challenges businesses face in today's climate. Below this is a section titled 'Disaster Relief Resource Guide' with text about Governor Newsom's disaster declarations and a link to a resource guide. A 'Business Assistance' section follows, describing services provided by GO-Biz.

Resilience and Disaster Preparedness

In today's climate, businesses are faced with a variety of potential disruptions to their business operations from natural disasters, pandemics, cyber-attacks and more. All businesses should take the necessary steps to prepare for disasters and business interruption and become more resilient. Please take California's Resilient Business Challenge and get important resources to plan and prepare for disasters at the [Outsmart Disaster website](#). Also see cyber resources below.

Disaster Relief Resource Guide

If you have been affected by the recent wildfires, California has resources available to help you. Governor Newsom declared a statewide emergency due to the fires and extreme weather conditions, and he has also secured a [Presidential Major Disaster Declaration](#) to bolster the state's emergency response to wildfires burning in Northern California and support impacted residents in Butte, Lake, Mendocino, Monterey, Napa, San Mateo, Santa Clara, Santa Cruz, Solano, Sonoma, Stanislaus, Trinity, Tulare and Yolo counties.

On October 16, 2020 Governor Newsom secured another [Presidential Major Disaster Declaration](#) to bolster the state's emergency response to wildfires burning in the Central Valley and Southern California and support impacted residents in Fresno, Los Angeles, Madera, Mendocino, Napa, San Bernardino, San Diego, Shasta, Siskiyou, and Sonoma counties. Please see below resources or contact us if you would like direct assistance at 1-877-345-4633 or email us [here](#).

FEDERAL ASSISTANCE: As a result of the federal disaster declaration, residents and business owners who sustained losses in the designated counties can begin applying for federal assistance including FEMA by registering online at the [Disaster Assistance website](#) or by calling 1-800-621-FEMA(3362) or 1-800-462-7585 (TTY) for the hearing and speech impaired. The toll-free telephone numbers will operate from 7 a.m. to 10 p.m. (local time) seven days a week until further notice. SBA Disaster Loans are also available at sba.gov/disasters and see below under Capital for full details and fact sheets.

Business Assistance

GO-Biz offers a range of services to business owners and has dedicated representatives to field general business questions and to assist business owners as they seek to access business recovery resources.

The following programs may provide additional support and act as the liaison to other California regulatory agencies and local governments throughout the state:

CalOSBA: Advocate/Voice of Small Business

- Access/Connection to Capital
 - Federal relief
 - State programs:
 - Ibank.ca.gov
 - CALoanFund.org
 - treasurer.ca.gov/cpcf/calcap
- Access to Markets:
 - Supply Chains / Procurement
 - Ecommerce

The screenshot shows the IBank website header with the logo and navigation menu. The main content area features a blue background with a white box containing the title "Disaster Relief Loan Guarantees" and a sub-header icon. Below the title is a paragraph of text explaining the program's purpose for COVID-19 relief. Further down, three white boxes with blue icons provide key statistics: a shield icon for "\$1 million" (maximum loan guarantee), a California map icon for "1- 750" (eligible businesses), and a document with a dollar sign icon for "95%" (coverage percentage).

IBank
California Infrastructure and Economic Development Bank

Loans ▾ Bonds ▾ Small Business ▾ News & Publications ▾ Board ▾ About ▾ Search

Disaster Relief Loan Guarantees

One of the IBank Small Business Finance Center's loan guarantee programs is designed for Disaster Relief and is currently available to small businesses needing assistance to overcome economic injury caused by COVID-19. Businesses should apply directly with one of the participating lenders below.

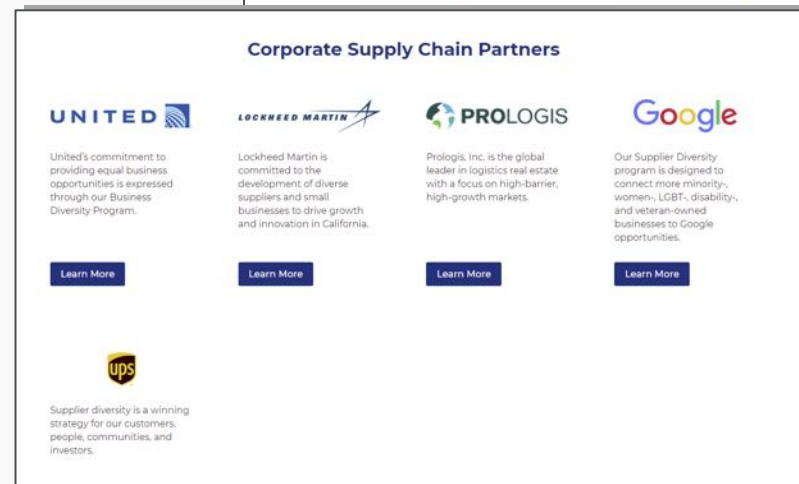
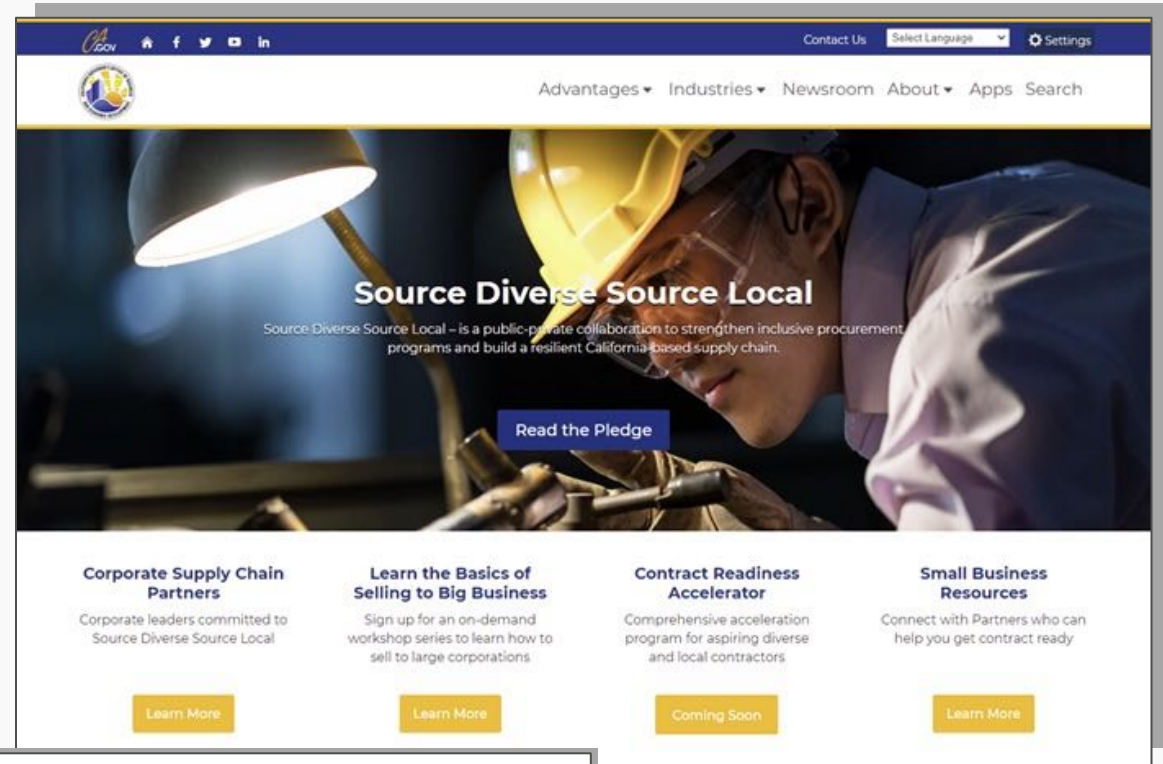
The loan guarantees provided for the Disaster Relief Loan Guarantee Program help mitigate barriers to capital for those small businesses that do not qualify for federal disaster funds, including businesses in low-wealth and immigrant communities.

- \$1 million**
Maximum loan guarantee available for the disaster relief loan guarantee program
- 1- 750**
Small businesses in California with 1-750 employees are eligible for Disaster Relief Loan Guarantee financing
- 95%**
Disaster Relief Loan Guarantee can cover up to 95% of the loan

Source Diverse Source Local

business.ca.gov/source-diverse-source-local

- Public-private collaboration to strengthen inclusive procurement programs and build a resilient California-based supply chain
- On-demand workshop: Learn the Basics of Selling to Big Business
- Contract Readiness Accelerator: Coming Soon



State Certifications

California Contracting Goals: 25% of total spend to certified Small Businesses and 3% of total spend to certified DVBEs

Small Business (SB):

- Business with 100 or fewer employees
- Gross annual receipts of \$15 million or less
- Or Manufacturer with 100 or fewer employees (no GARs)
Microbusiness \$5 million or less GARs

Small Business For the Purpose of Public works (SB-PW):

- Business with 200 or fewer employees
- Gross annual receipts of \$36 million or less
- Manufacturer must meet the gross annual receipts cap

Disabled Veteran Business Enterprise (DVBE)

- 10% or more service-connected disability
- Be at least 51% owned by one or more disabled veterans
- Limited Liability companies (LLC) must be wholly owned by one or more disabled veterans





THANK YOU

Find Us Online & Subscribe to updates at: business.ca.gov/calosbasubscribe



@CaliforniaOSBA



@CaliforniaOSBA



business.ca.gov/zendesk



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Meet
The
Expert



Bianca Blomquist

Small Business Majority



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About Small Business Majority

- **Empower America's small businesses** and the self-employed to ensure they are empowered to drive a thriving and equitable economy—special focus on advancing the smallest businesses and those facing systemic inequalities
- **Network of more than 85,000 businesses**—eight offices across the country
- **Advocacy**—access to capital, entrepreneurship, healthcare, benefits, infrastructure and taxes—supported by ongoing research
- **Education and resources**—webinars, seminars and social media—in partnership with more than 1,500 business and other partner organizations—online resource hub: **Venturize.org**
- **COVID-19 pandemic**—more than 500 events connecting with 57,000 businesses, expanded online resources—constant advocacy on PPP, EIDL and other government stimulus programs

About Small Business Majority: Our Model

RESEARCH

Start with extensive research (polling, economic studies) to gauge small business owner views and speak to their bottom line



ADVOCACY

Enact change by elevating small business views in public policy debates



EDUCATION

Partner with business groups to hold seminars and roundtables to educate small business owners and get their personal views



NETWORK

Use real small business voices with lawmakers and the media



(more than 20,000 earned media hits)



Summary of access to capital resources

California Comeback Programs

Loan or Grant	Brief Summary	Comments
Microbusiness COVID-19 Relief Grant (MBCRG)	Established micro-businesses that made less than \$50,000 in 2019; 5 FTEs or fewer; if you did not receive SB-CRG you may be eligible for up to \$2,500	One-time \$25 million grant program; application windows vary by county. Visit Venturize: venturize.org/mbcrg .
DREAM Fund Grant	New businesses only eligible to apply for a microgrant of up to \$10,000 after completing intensive TA at a participating center.	One-time \$35 million grant program; you can find a participating center at calosba.ca.gov .
Social Entrepreneurs for Economic Development (SEED) Grant	Average micro-grant approx. \$2,500 to \$7,500. Micro-grants may be awarded in the range of \$7,500 to \$10,000.	Eligible individuals: limited English proficiency, or neither U.S. citizens nor lawful permanent residents. SEED is open to other immigrants, refugees and asylees, and United States citizens. Estimated to begin June 1, 2022

Summary of access to capital resources

California Comeback Programs

Loan or Grant	Brief Summary	Comments
Paid Family Leave Small Business Grant	Grant of up to \$2,000 per eligible employee up to \$18,000 per business. Small businesses with 9 employees or fewer. Eligible employees must have taken paid family leave since Dec. 2019.	94% of Small Business Majority network businesses that apply receive funding! californiapaidfamilyleavealliance.com * *FYI: this website has not been updated to reflect the increased grant award
California Rebuilding Fund (Loan)	Long-term recovery loan program of up to \$100,000 available for California small businesses; 4.25% APR over 30-60 months; no interest in the first year.	Fill out a pre-application with no credit check: connect2capital.com/p/californiarebuildingfund

For an overview of all state-sponsored small business programs, please visit:
<https://business.ca.gov/wp-content/uploads/2021/12/GO-Biz-California-Business-Comeback-Guide.pdf>

Summary of access to capital resources

California Comeback Programs

Tax Credit	Brief Summary	Comments
Homeless Hiring Tax Credit	<p>\$2,500 - \$10,000 tax credit per <u>eligible employee</u> (based on actual hrs. worked). Up to \$30,000 credit; each taxable year.</p> <p>Eligible employees must be currently or recently homeless (within 180 days of hire) or be receiving services and must be certified by a certifying organization.</p> <p>Certificate expires 1 year after issuance.</p>	<p>You must receive a certificate from a <u>certifying organization</u>. You can claim the nonrefundable credit for taxable years beginning on or after 1/22 - 1/1/27.</p> <p>Learn more: ftb.ca.gov/file/business/credits/homeless-hiring-tax-credit</p>
Work Opportunity Tax Credit (WOTC)	<p>\$9600/eligible employee; each taxable year. Eligible employee must have received TANF benefits or a veteran. 40% of qualified 1st year wages up to \$6k if employee is retained for 400hrs or more.</p>	<p>Application: edd.ca.gov/en/Jobs_and_Training/Work_Opportunity_Tax_Credit</p> <p>WOTC Customer Service Team: edd.ca.gov/en/Jobs_and_Training/Contact_WOTC</p>

Summary of small business resources

Venturize

Visit our online resource hub to find info on your county's Microbusiness COVID-19 Relief Grant:
venturize.org/mbcrg

Venturize.org is a free online resource hub for small business owners like you who need help accessing tools and resources to grow their businesses. Venturize offers unbiased information about small business loans, retirement and healthcare.



Questions?

Bianca Blomquist

California Policy Director, Northern California Outreach Director

bblomquist@smallbusinessmajority.org

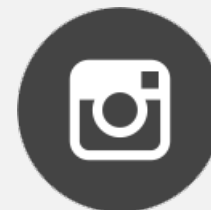
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Small Business Majority



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smlbizmajority

Paid Family Leave Small Business Grant Support for small business owners

- The Paid Family Leave Small Business (PFLSB) Grant will provide to CA small businesses \$2,000 for each employee who is utilizing the PFL Program to help offset the costs involved with training other employees to cover the duties of this individual on leave.
 - Must have less than 10 employees
 - Up to a total of \$18,000 per small business
 - Available through December 2022





CalSavers



What is your retirement plan?

CalSavers

What is CalSavers?

- Available for employers with **five or more** workers who do not have an employer-sponsored retirement option
- **Employees may opt out at any time**
- CalSavers account is portable—stays with employee from job to job, throughout career



Join Our Network

Ways to get involved:

- Receive a monthly newsletter
- Share your story for media requests
- Letters to the editor/Op-eds
- State events/Roundtables
- Fly-ins
- Webinars for business organizations

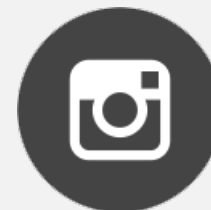
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smlbizmajority

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Heidi Pickman
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Clair Whitmer
California Office of the Small
Business Advocate



Dr. Bonnie James
BRJ & Associates
Co-Moderator



Shonda Scott
360 Total Concept
Co-Moderator

QUESTIONS?



Build Peralta Bond Program Contact Information

GET INVOLVED

25% SLBE Participation Goal

PERALTA COMMUNITY COLLEGE DISTRICT

ALAMEDA COUNTY OFFICE OF THE ASSESSOR

ALAMEDA COUNTY OFFICE OF THE AUDITOR-CONTROLLER

ALAMEDA COUNTY OFFICE OF THE TREASURER

LEARN MORE
Build.Peralta.edu
link in bio

BuildPERALTA

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Follow @BuildPeralta

