



Small & Disadvantaged Business Development Program

This program is administered by the Community Transit Disadvantaged Business Enterprise Liaison Officer (DBELO) in compliance with CFR 49 Part 26.

REVISION HISTORY

Revised Date	Revised by	Approved by	Description of change
6/14/16	Theresa Teschlog	Kunjan Dayal	Finalized document

TABLE OF CONTENTS

Program Purpose and Objectives	Page 4
Program Overview	Page 5
Program Benefits	Page 6
Participant Eligibility	Page 6
Participation Process	Page 7
Business Assessment Overview	Page 8
Training Offerings	Page 8
SBE/DBE Business Development Program Application	Page 9
Business Development Definitions	Page 11
Program Participation Guidelines	Page 12

SMALL & DISADVANTAGED BUSINESS DEVELOPMENT PROGRAM

PROGRAM PURPOSE & OBJECTIVES

The purpose of this program is to support small businesses to ensure free and open access to Community Transit contracting opportunities, in accordance with Community Transit's Disadvantaged Business Enterprise Policy 172-POL-00 accepted by its Board of Directors on February 5, 2015.

In accordance with CFR Title 49, Part 26 Appendix C, the primary objectives of the program are:

1. Attract small businesses to participate and be competitive to win Community Transit contracts.
2. Promote certification to increase the number of certified Disadvantaged Business Enterprise (DBE) firms.
3. Provide training and technical assistance.
4. Assist in the development of firms so that they can better compete in the marketplace outside of the Small & Disadvantaged Business Development Program (BDP).
5. Graduate participants from the BDP.

With a focus toward maximizing available resources, Community Transit will establish and leverage partnerships with subject matter expert organizations and other government agencies for the operation of the BDP. To effectively accommodate Small Business & Disadvantaged Business Enterprise (SBE/DBE) firms, and to ensure synergy with other local offerings by partner agencies, Community Transit will continually seek to avoid duplication of local effort.

Community Transit recognizes its responsibility to the community and is therefore committed to providing opportunities to ready, willing and able SBE/DBEs in its procurement process.

Community Transit will continue the Business Development Program until the program has achieved its results or is no longer achieving the desired results and other approaches are needed. A consistent achievement of DBE goals by Community Transit would be an indicator of success.

PROGRAM OVERVIEW

Community Transit provides this SBE/DBE Business Development Program in accordance with Title 46 CFR, Appendix C to Part 26. This BDP is comprised of five main elements:

1. **Outreach** – Community Transit promotes the BDP at outreach events to generate interest amongst SBE/DBEs. This is also an opportunity for project managers and their teams to develop business contacts with the small business community.
2. **Business Assessment** – Community Transit, in conjunction with Economic Alliance of Snohomish County (EASC), per EASC's August 5, 2015 commitment, conducts a general assessment of the applicant to ensure best utilization of the BDP. Firms provide a business plan which is evaluated to establish their understanding of how to do business with government agencies, awareness of access to capital and bonding programs, available human resources, existing capabilities, and overall training needs. Within six months of entry into the program, firms shall submit a comprehensive business plan setting forth the firm's business targets, objectives and goals.
3. **Education** – Community Transit will coordinate with its partners to provide small business training. The training will address areas that are most useful to small businesses such as networking, finance and bonding, helpful tips on doing business with government, and bidding and estimating.
4. **Technical Assistance** – Community Transit delivers technical assistance to small businesses in partnership with the EASC.
5. **Certification** – Community Transit seeks opportunities to encourage small and disadvantaged businesses to become both state and federally certified.

PROGRAM BENEFITS

By participating in Community Transit's BDP, interested SBE/DBE firms are offered the following benefits:

1. Knowledge of Community Transit's procurement process.
2. Tips and strategies to submit better solicitation responses.
3. Access to subcontracting opportunities.
4. Focused business training.
5. Technical Assistance.

These benefits are offered by Community Transit and its partners.

PARTICIPATION ELIGIBILITY

The following are eligible for participation in the BDP:

1. Certified Disadvantaged Business Enterprises.
2. Other certified small business that includes minority-owned, woman-owned, or historically underutilized businesses.
3. Any other small business approved by Community Transit.

PARTICIPATION PROCESS

Listed below are the activities associated with participating in the BDP:

1. Download a Community Transit BDP application:
<http://www.commtrans.org/procurement/> (not yet active).
2. Complete the application and submit to: smallbiz@commtrans.org.
3. Community Transit reviews the application for eligibility and notifies the applicant of acceptance or non-acceptance in the program.
4. Within six months of acceptance, participants provide a business plan to EASC.
5. The business plan will be assessed by EASC to determine specific business development and training needs.
6. EASC sends a participation letter that details guidelines and service offerings provided while in the program.
7. Training and technical assistance is coordinated with partners, based on the business development and training needs.
8. EASC reviews the business plan and development strategy with the participant annually. Modifications are made to the strategy if needed. During the annual business plan review, EASC will decide if additional assistance is needed.
9. Participants may remain in the program until it is determined by EASC that they no longer need assistance to overcome their social and economic disadvantage. If it appears that the participant no longer needs additional assistance the participant enters the transitional development phase.
10. Participants provide a transition management plan annually, until graduated.
11. Community Transit may discontinue the participation of a firm in accordance with CFR Title 49, Part 26, Appendix C.

BUSINESS ASSESSMENT OVERVIEW

EASC evaluates the level of services needed by conducting a comprehensive review of a participant and their overall business capabilities, such as access to capital and bonding, human resources, and overall training needs. The assessment will:

1. Identify specific areas where participants need further development in order to compete in the marketplace.
2. Create a better awareness of participants' capabilities.
3. Identify professional development opportunities.

TRAINING OFFERINGS

As a result of the business assessment, EASC will recommend focused classes and training opportunities. The objective of the training and assistance is to accomplish the following:

1. Provide education and training in the skill areas identified in the assessment.
2. Provide necessary training to allow growth in non-traditional areas.
3. Provide training to fill gaps based on business capabilities.

COMMUNITY TRANSIT
SBE/DBE BUSINESS DEVELOPMENT PROGRAM APPLICATION
 Contact smallbiz@commtrans.org for form assistance.

Legal Company Name:		
Doing Business As (If applicable):		
Company Address:		
City:	State:	ZIP:
Tax ID #:	UBI#:	
Website:	NAICS code:	
Legal Structure: <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Non-Profit <input type="checkbox"/> Sole Proprietorship <input type="checkbox"/> LLC		
Submitting Company - Authorizing Official Name:		Authorizing Official Title:
Authorizing Official Email:		Authorizing Official Phone:
Authorizing Official Signature:		
City:	State:	ZIP:
Is your company a (check all that apply): <input type="checkbox"/> Certified Disadvantage Business Enterprise (DBE) <input type="checkbox"/> Small Business Enterprise (SBE) as certified by OMWBE <input type="checkbox"/> Small Business as defined by the SBA <input type="checkbox"/> Woman Owned (WBE) as certified by OMWBE <input type="checkbox"/> Minority Business Enterprise (MBE) as certified by OMWBE <input type="checkbox"/> Service Disabled Veteran Owned Small Business <input type="checkbox"/> Veteran Owned Small Business (VOSB) <input type="checkbox"/> 8A <input type="checkbox"/> HUBZone <input type="checkbox"/> None of the above		

APPLICATION (continued)

Ethnicity Group (optional):

- | | | |
|---|--|--|
| <input type="checkbox"/> Black | <input type="checkbox"/> Hispanic | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Subcontinent Asian | <input type="checkbox"/> Asian/Pacific Islanders | <input type="checkbox"/> Caucasian |

Has your business classification status been certified by a state, municipal, federal or other certifying agency? No Yes

If certified, certifying Entity: _____

Type of Product /Service Offered:

- | | | |
|--|---|--|
| <input type="checkbox"/> Construction | <input type="checkbox"/> Janitorial Services and Supplies | <input type="checkbox"/> Industrial Supplies |
| <input type="checkbox"/> Printing Services | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Consulting Services |
| <input type="checkbox"/> Landscaping Services | <input type="checkbox"/> Architect & Engineering Firms | <input type="checkbox"/> Marketing Services |
| <input type="checkbox"/> Transportation Services | <input type="checkbox"/> Auto/Bus Parts | <input type="checkbox"/> Planning Services |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Other: _____ | |

Check the business development assistance needed below (see definitions on the last page):

- | | | |
|---|---|--|
| <input type="checkbox"/> Readiness Assessment | <input type="checkbox"/> Bid Preparation Assistance | <input type="checkbox"/> Business Planning |
| <input type="checkbox"/> Strategic Planning | <input type="checkbox"/> Pricing/Bidding/Estimating | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Bonding & Financing | <input type="checkbox"/> Presentation Skills | <input type="checkbox"/> Certification |
| <input type="checkbox"/> Management | <input type="checkbox"/> Contracts | |
| <input type="checkbox"/> Proposal Preparation | <input type="checkbox"/> Procurement Technical Assistance | <input type="checkbox"/> Other: _____ |

Supplemental Questions (attach answers):

Provide a brief description of the value you want to derive from entry and acceptance into Community Transit's Business Development Program. In narrative form, answer the questions below.

1. How will participating in the Business Development Program benefit your business?
2. Discuss your company's strengths and explain why you believe your firm would be a good fit for this program.
3. Describe the assistance and training that your company needs.
4. What are your company's top three business development goals for the next two years?

For processing, submit the completed application to: Smallbiz@commtrans.org

Application Approved:

Community Transit- DBELO Name:	DBELO Official Title:
DBELO Official Signature:	

BUSINESS DEVELOPMENT APPLICATION DEFINITIONS

Business Planning – developing a written plan that describes how a company ensures continued existence and growth in the marketplace.

Pricing – determining how much money to charge for a specific product or service including a calculation of direct labor cost, fringe benefits, general and administrative costs and profits.

Strategic Planning – the process of defining the company’s strategic direction and decision making process relevant to capital, people, financial, management, marketing and business methodologies.

Marketing – marketing activities associated with identifying the particular wants and needs of customers and swaying potential customers to buy a product or service involving conducting market research, determining a value proposition and making strategic decisions about product design, pricing, promotion and distribution.

Procurement Technical Assistance – counseling and training that teaches the process of buying and selling goods and services to an array of customers.

Information Systems – the ability to use information technology for day to day operations, project management for day to day operations, project management, financial management and quality control.

NAICS Codes: The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

<http://www.census.gov/eos/www/naics/>

PROGRAM PARTICIPATION GUIDELINES

Each participant agrees to the following guidelines in order to maintain active status in the BDP:

1. Participation in Community Transit's BDP is limited to the time needed to address the developmental needs of the applicant. The program includes two phases.
 - a) A developmental stage - focuses on teaching participants to overcome gaps in capabilities by providing business coaching and customized training.
 - b) A transitional stage - focuses on building capacity in non-traditional and new markets.
2. Participants must continue to meet all eligibility criteria as required under the BDP.
3. Participants shall develop and submit a business plan and development strategy setting forth the participant's business targets, objectives, and short and long term goals. This shall be completed and provided to Community Transit Disadvantaged Business Enterprise Liaison Officer (DBELO) within six months of program acceptance.
4. DBELO and EASC will jointly review the business plan and development strategy annually with the Participant. Plans will be modified where appropriate.
5. Participation in the BDP can be terminated for failure to meet the guidelines outlined above.