



# Procurement Fair Guide

California Department of Transportation  
Office of Civil Rights

September 2008

Will Kempton, Director  
California Department of Transportation



# Procurement Fair Guide

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## **Acknowledgements**

A big *thank you* goes out to district and headquarters personnel and members of the California small business community who contributed their ideas and suggestions in the production of this Procurement Fair Guide.

Special thanks go to:

**Olivia Fonseca**, Deputy Director, Civil Rights and Chair of the Statewide Small Business Council

**Stephan McGlover**, California Community Connection and Caltrans Statewide Small Business Council Member

**Ezekiel Patten, Jr.**, Black Business Association and Caltrans Statewide Small Business Council Member

**Doug Failing**, Deputy District Director, District 7 (Los Angeles)

**Deborah Robertson**, Deputy District Director of Administration, District 7 (Los Angeles)

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**Nellie Richardson**, District Small Business Liaison, District 11 (San Diego)

**Cris Galia**, Purchasing Branch Chief, Division of Procurement and Contracts

**Ed Walker**, Division of Procurement and Contracts

**Dee Buck**, Business Enterprise Unit, Civil Rights

**Tiffani Alvidrez**, Business Enterprise Unit, Civil Rights

**Ann Blazina**, Business Enterprise Unit, Civil Rights

**Susan Yarrington**, Contract Evaluation Unit, Civil Rights

We are indebted for their support in bringing this Procurement Fair Guide to life and for their unselfish commitment to the California small business community.

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## **Executive Summary**

The California Department of Transportation (Caltrans) and Director Will Kempton are committed to increase small business participation and opportunities. One such venue is the Procurement Fair. The Procurement Fair focuses are on certified small business owners; on-the-spot procurements; networking among business attendees; and the establishment of customer relationships between Caltrans staff and small businesses.

In early 2004, members of the Statewide Small Business Council, Commodities Committee, encouraged District 7 (Los Angeles) to host the first Procurement Fair. The Procurement Fair was a resounding success! Over 200 businesses attended and over \$375,000 was procured on-the-spot. Due to its success, subsequent Procurement Fairs were held in other districts. As of January 2008, eight of the twelve districts have hosted Procurement Fairs, and over \$4 million of goods and services were procured during the Procurement Fairs.

To demonstrate support and encourage promotion of future Procurement Fairs, this Procurement Fair Guide (*Guide*) will assist the District Small Business Liaisons (DSBLs) to plan, prepare, manage and execute successful Procurement Fairs. The *Guide* includes step-by-step instructions, sample forms, and helpful tips along the way.

The *Guide* is organized in three sections:

- Pre-Event Planning and Preparation.
- Day of the Event.
- Post Event Activity.

Intuitively, each district is host to a distinctive marketplace; a diverse small business environment including industry associations and community organizations. Although the objectives of a Procurement Fair are the same, each district is unique and the DSBL is encouraged to make any necessary adjustments to the *Guide* to address the uniqueness of their respective district.

## Introduction

The concept of a district Procurement Fair was born from discussions held by members of the Statewide Small Business Council,<sup>1</sup> Commodities Committee. Committee members, Stephan McGlover and Ezekiel Patten, Jr., proposed the idea to increase small business<sup>2</sup> participation in the actual procurement of commodities and services by Caltrans buyers with on-the-spot buying.

The first Procurement Fair was held April 2004 in District 7 (Los Angeles). The net outcome of the event was over \$375,000 in on-the-spot procurements. Four years later, the net outcome of Procurement Fairs held in the year is \$1 million annually.

On March 29, 2006, Governor Arnold Schwarzenegger signed Executive Order S-2-06, which states:

*"Each agency secretary, department director, and executive officer shall ensure that the State's procurement and contracting processes are administered in order to meet or exceed the 25 percent small business participation goal, and identify a Small Business Advocate at the agency, department, board, or commission level encouraging them to develop and share innovative procurement and contracting practices from the public and private sectors to increase opportunities for small businesses."*

To view the entire Executive Order, go to: <http://gov.ca.gov/executive-order/556>.

On July 21, 2006, Governor Arnold Schwarzenegger signed Executive Order S-11-06, which states in part:

*"...The Department shall provide marketing tools to the Department's district offices to promote participation by small businesses, including Disadvantaged Business Enterprises, which are ready, willing, and able to participate in contracts; develop and schedule Procurement Fairs that match small businesses with prime contractors and introduce these businesses to departmental contracting officials."*

To view the entire Executive Order, go to: <http://gov.ca.gov/index.php/executive-order/2528>.

The two Executive Orders provide additional support to continually expand the Procurement Fairs. The objectives of the Procurement Fair are to:

- Promote the Caltrans Small Business Program.
- Provide on the spot procurement and service contracts.
- Increase the number of small businesses in the procurement process.

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<sup>1</sup> The Statewide Small Business Council meets monthly at the Caltrans Office of Civil Rights. Sacramento: <http://www.dot.ca.gov/hq/bep>.

<sup>2</sup> Unless otherwise noted, "small business (es)" refers to state-certified Small Businesses and Disabled Veteran Business Enterprises and federally-certified Disadvantaged Business Enterprises.

- Increase small business participation in Caltrans contracts.
- Meet the 25 percent Small Business Enterprise (SBE), 3 percent Disabled Veteran Business Enterprise (DVBE), and the 13.5 percent Disadvantaged Business Enterprise (DBE) goals.
- Provide knowledge and experience to small businesses on how to do business with Caltrans.
- Develop relationships between small businesses and Caltrans buyers.
- Promote partnerships with local agencies and other state departments in buying goods and services from small businesses.

This *Guide* provides instruction in three sections: Pre-Event Planning and Preparation, Day of Event, and Post Event Activities. Each section contains essential activities and procedures designed to host a successful Procurement Fair and provide suggestions in the form of *Tips*, which are activities that have been proven helpful.

## **I. Pre-Event Planning and Preparation**

A successful Procurement Fair starts with a three-month work plan.

### **A. District Director Memo**

Submit a request to the District Director requesting support and approval to host a Procurement Fair. The request should provide a summary explanation of the Procurement Fair, benefits, and request their support of the event by allowing CAL-Card holders to participate. Once approval has been secured, prepare a memo for HQ and District Director signature to the Chief Deputy Director, Deputy Directors, Division Chiefs, and District Deputy Directors. This memo will be the first official internal communication about the Procurement Fair and establishes Caltrans commitment to, and support of, the Procurement Fair. See Attachment A.

### **B. Approval Process**

Prepare a work plan for the District Director's approval. Include the purpose, proposed event date, location, tasks, task timelines, number of Caltrans staff needed, local government partners to be invited to participate, Caltrans buyers, and the target number of vendors. Meet with the District Director and present the work plan. Request approval to proceed and obtain commitment from the District Director to deliver the Welcome remarks at the Procurement Fair.

### **C. Procurement Fair Steering Committee Structure**

Form a Steering Committee (Committee). The DSBL is the Committee Chair who, as the single point-of-contact, manages the work plan and facilitates the Committee meetings to ensure all work plan tasks are completed. The Chair

prepares the meeting agendas, maintains the work plan and milestones; and provides leadership and direction to the Committee.

The members should have experience in organizing small business events, or have general event planning knowledge, computer skills, and commodities procurement knowledge.

The following list identifies potential Committee members that should be considered, however, there may be others who may be invited that are unique to the District:

#### Steering Committee Members and Roles

- Chair – Ensures project delivery and develops and monitors work plan.
- Deputy District Director of Administration – represents the District Director and ensures District divisions are supportive and provide on-the-spot buyers.
- District Resource Manager – ensures the purchasing authority.
- Division of Procurement and Contracts (DPAC) – provides contract guidance with respect to commodity procurements, CAL-Card, and service contracts.
- District Public Information Office – provides guidance on the media outreach and prepares talking points for District Director’s welcoming remarks.
- Local Small Business Development Center (SBDC) – provides outreach to small business communities, assists small businesses obtain Department of General Services (DGS) small business certification prior to the event, hosts an exhibit space with informational material, and assist as needed. (Refer to the SBDC website at <http://buildcalifornia.org/>).
- DGS, Office of Small and Disabled Veteran Business Enterprise Office – provides an outreach representative to distribute event information to small businesses and hosts an exhibit space with informational material.
- District Maintenance and other large Divisions – provides buyers with CAL-Cards and service contract authority.
- Local government partners – provides a forum for local governments to make procurements and meet small business owners.
- Local State governments, such as the California Highway Patrol, Department of Motor Vehicles and local State prison - provides a forum for State government to make procurements and meet small business owners.
- Local utility company (PG&E, AT&T) Diversity Supplier Councils – provides a forum for the utility companies to make procurements and meet small business owners.



*Tips: First Committee meeting: Schedule an initial 90-minute Committee meeting with invited members. Prepare an agenda with topics for discussion. Subsequent meetings may be held weekly via teleconference as a cost saving strategy. During the month preceding the Procurement Fair, it may be necessary to convene weekly Committee meetings to ensure all tasks are on schedule for completion.*

Each Committee member should be delegated tasks with a practical and achievable timeline in the form of a Task Timeline. See Attachment B. Note that committee members may complete tasks at different times and their completion of these tasks may not necessarily follow the sequence of the steps as prescribed in the *Guide*. All tasks should be monitored for timeliness and satisfactory completion.

#### D. Communication Strategy/Plan

The Communication Plan is an essential element in obtaining vendor and buyer support to the event. The Communication Plan is a document created by the DSBL that logically identifies:

- Event flyer – besides the common information of date and location, identify the event is free.
- District personnel that need to know of the event, i.e., District Director, Deputy District Director of Administration, Public Information Officer, Facility and Safety Officer.
- Headquarter personnel that need to know, i.e., Director, DPAC, Accounting Division, Public Information Officer.
- Civil Rights, Business Enterprise Unit (BEU) – contact staff at (916) 324-0784, regarding the planned Procurement Fair. Staff will update the Civil Rights online events calendar, in-office planning calendars, and the Small Business Council calendars. The BEU is also the liaison to DGS Communication and Outreach staff (916) 375-4339 and will work to secure the Procurement Fair date on the DGS Events calendar, and will ensure the event date does not conflict with scheduled Procurement Fairs in other districts.
- Media – radio and newspapers to advertise the event under a Public Service Announcement.
- Business, Transportation and Housing Agency – prepare the Week Ahead notice of the District event at minimum two weeks prior to the event.
- Local Assembly and Senate members.
- State and Local government partners – to recruit an event partner and/or to distribute event information to small businesses on their web page and/or to create a link directly to the online registration.
- E-Blast Procurement Fair information to known small businesses.

Create a small business mailing list that consists of:

- Business card information - collected during outreach events.
- Small business organizations, local branches of federal and state agencies, small business development centers, and small business publications.
- Small business public information Website addresses. The websites will assist you in advertising the Procurement Fair.



*Tips: Create the sign-in sheet using Excel. It will allow you to sort according to your needs and create more detailed reports, if needed.*

*When using the Small Business Mailing list, request that small business organizations forward a notice of the Procurement Fair to their members and ask that they post the notice on their respective websites.*

*Keep the notices electronic to minimize postage expense.*

#### E. Reserve the Procurement Fair Date and Time

When determining an appropriate date and time for the Procurement Fair, consider such factors as:

- The facility availability.
- Verify potential event conflicts by checking the BEU Outreach Calendar, which can be accessed at [http://www.dot.ca.gov/hq/bep/small\\_business\\_council/SBC\\_Calendar\\_of\\_Events.htm](http://www.dot.ca.gov/hq/bep/small_business_council/SBC_Calendar_of_Events.htm).
- Beginning and end of fiscal year-end are challenging, (i.e. State budget delay).
- District Director's availability to minimize hosting a Procurement Fair that conflicts with other major events.
- Determine the best times within the fiscal year for CAL-Card holders to make procurements, being mindful that CAL-Card procurements cease mid-June.
- July, August and September are months in which the State budget authority may be delayed and, if delayed, will prevent any procurement transactions until it is passed.



*Tips: The best days of the week are: Tuesday, Wednesday or Thursdays. The best months are October through mid-May. The best time to begin and end the event is 9:00 AM to about 2:00 PM, with registration beginning at 8:30 AM.*

## F. Facility

Reserve a facility with a large room (or rooms) to comfortably hold 100 people or more, and to accommodate tables, chairs and electronics as well as non-electronic equipment. Chairs are required for individuals situated at the various tables, along with a chair(s) for the vendor to negotiate sales. If the district office lacks a facility large enough to accommodate the minimum number of attendees, consider other facilities that may be low- or no-cost, such as a local Workforce Investment Board training center, local community chamber office, non-profit businesses, and local government community centers.

In addition to room size, consider the following:

1. Electrical outlets, telephone service, internet access and WIFI.
2. Access for tables, chairs and other equipment in the quantity and sizes needed.
3. Review the Caltrans Conference Policy, Guidelines and Planning Service online at <http://onramp.dot.ca.gov/hq/accounting/conferences/policy.htm>, which has information covering workshops and conferences.
4. On site parking or nearby parking structure with no cost or low cost parking fee.
5. Prepare a checklist of equipment items and supplies required for the Procurement Fair facilities. See Attachment C.



**Tips:** Contact the Small Business Development Center, Chambers of Commerce and other business entities that can assist in locating and securing a facility and advertising the event.

The facility and event room lay-out must meet the American with Disabilities Act (ADA) requirements. A list of ADA requirements, along with Guidelines for logos and web standards, can be found at the "Caltrans Web Guide" at <http://it.dot.ca.gov/webGuide/standards/>.

The district warehouse may also have items that can be used for the event, such as chairs and tables.

## G. Event Flyers

Create two flyers, a "save-the-date" flyer and an E-flyer for online registration. See Attachment D. The save-the-date flyer is a simple, one-page flyer that contains primarily the date, time and location of the Procurement Fair. It should be e-blasted the moment the facility is secured. The E-flyer should mirror the registration page on your website and include details of the Fair. Include a link to online registration. (Refer to topic H "Online Registration" for instructions to set up the online registration).

The Caltrans logo is a trademark and must be used on all Procurement Fair flyers. Consider the target audience when designing both flyers for e-distribution. Keep the message to one page so that it can be easily printed and distributed. It is recommended that use of color photos and graphics be kept to a minimum as these are large documents and may be very slow to open when sent via e-mail.

For additional information concerning the Caltrans logo and its proper usage, refer to Deputy Directive 33-R1 Caltrans Logo (Service Mark) and the *Caltrans Web Guide*. If using logos from partnering agencies, receive approval from the partnering agency and verify the logo is "official."



*Tips: Pictures can be placed on the district web page where large files are less cumbersome and more easily opened. If a file is very large, ask the webmaster for assistance in compressing or zipping the file so recipients can access it easily.*

*In an effort to be "user friendly", the E-flyer should contain the most important information first, for example, date, time and location of the Procurement Fair and it should be e-blasted at least six weeks in advance of the event, but only after the registration links and web pages are available.*

#### H. Online Registration

Contact the district webmaster to assist in creating an online registration link to advertise the event that allows attendees to register in advance. See Attachment E. The link supplies the Committee with an attendance estimate and allows the Committee to generate a registration database, sign-in sheets, and name tags for the event. Completion of this task in advance will expedite the registration process. The registration link should be accessible to the public prior to the distribution of the event flyer.

In addition to vendor registration, two forms must be completed and submitted, by the small business, prior to the Procurement Fair:

- Payee Data Record, STD 204; and
- Drug-free Workplace Certification, ADM 3026

Per Government Code § 8355, vendors supplying commodities, equipment and services to the state are required to submit the STD 204 and ADM 3026 forms. See Attachments F.

The webmaster can create e-forms that small business owners can download and complete. The forms online are located on the Intranet in the "CEFs" link and samples can be accessed at the following link: <http://cefs.dot.ca.gov>.

## I. Correspondence

### CAL-Card Holder Participation Memo

The success of any Procurement Fair is contingent upon CAL-Card holder participation and the amount of commodities and services procured at the event. To ensure buy-in and to maximize card holder participation, prepare a memo for the District Director's signature to be sent to the District Division Chiefs and Division card holders. Provide them benefits of the Procurement Fair, the support of the Department Director and District Director and include an invitation to the instructional meeting. The memo should provide the preliminary event information and explain the role and responsibilities of each buyer. See Attachment G.

Include instruction on completion for the card holder survey. The survey requests the card holder's name, phone number, Division, a list of items to be procured and their intent to participate in the Procurement Fair. See Attachment H. Request that the card holders return the survey during the CAL-Card instructional meeting.

The memo should encourage delaying procurements to the extent possible for the day of the Procurement Fair. This will allow more business to participating vendors.



*Tips: The information gathered on the survey will be placed on the flyer to announce the commodities Caltrans is interested in buying at the Procurement Fair.*

*Additionally, the survey responses will determine if the District has adequate representation of the Divisions and commodities to procure. The commodities and service requests for each Division will be identified on signs above each Division's table.*

## J. Buyer and Vendor Primary Roles and Responsibilities

Commodity procurements are made with the VISA CAL-Card. As such, a meeting for card holders and volunteers should be scheduled at least two weeks prior to the Procurement Fair. This meeting will respond to any unanswered questions about the CAL-Card purchasing process, and provide detailed written instructions along with copies of the floor plan, restroom locations and other relevant location specific information. *As a safety precaution, provide copies of the facility evacuation procedures as well.*

Remind card holders that all single procurements are limited to \$4,999.99 and all multi-procurements have a \$15,000 per day limit, but not with the same firm. The following are examples of prohibited Splitting of Orders that has been taken from the CAL-Card Handbook, Chapter 1, Page 3:

1. Making one or more procurements that in total will circumvent the single procurement limit.
2. Using two types of procurements (i.e., Purchase order and CAL-Card) which in total will circumvent the single procurement limit.
3. Multiple card holders in the same unit acquiring the same goods or services needed by the program from one or more vendors.
4. Acquiring like services for different locations.
5. Card holder making procurements of the same type of item from different vendors.
6. Card holders in separate units procuring various aspects of a remodel project.



*Tip: The following link to the CAL-Card Resource Center provides card holder instructions: [http://admin.dot.ca.gov/pe/CAL-Card\\_res\\_cntr.shtml](http://admin.dot.ca.gov/pe/CAL-Card_res_cntr.shtml). For additional Cal-Card information and assistance, call (916) 227-6000 or (916) 227-6065.*

#### K. Data Tracking and Collection

Create a database or spreadsheet to track and document the Procurement Fair activities. The district webmaster can assist in setting up the database. While each district may choose to track information differently, there is certain data that must be collected for reporting purposes. Required data for the Closeout Report is as follows:

1. Name of vendor.
2. Type of business.
3. Certification status, i.e., SBE, DVBE, DBE.
4. List of divisions participating and items sought to procure by commodities and service contracts.
5. Dollar amounts expended by commodities and service contracts.
6. Summary of total procurement and the percentage of goal achievement.

#### L. Photographer

Record the event in digital pictures. Contact district photography staff to assist on the day of the event. Provide the photographer with the event agenda and a clear description of the types of photos to be taken, such as the District Director addressing the audience or networking with small businesses buyers.

Photographs can be used in publications such as the *Caltrans News*, to record Caltrans activities and showcase the district's successful small business event. Photos can also be used on subsequent Procurement Fair - E-flyers and posted to the district website.

## M. Tote Bags

Provide all attendees with a tote bag. At a minimum, the tote bags should contain the following:

- Agenda.
- Staff business cards.
- Evacuation map.
- Floor plan map with buyers' stations.
- Description of items to be procured at each station.
- Ink pen.
- Bid sheets.
- Current DSBL external contact list.
- Anything else deemed useful to the attendees.



***Tips:** Seek out a partnering agency, Small Business Council member or local retailer, such as Office Max, to donate tote bags. Add Caltrans promotional items, district-specific information to the tote bag that directs the receiver to helpful information in doing business with the Caltrans, such as a schedule of Mandatory Pre-Bid Meetings, District Small Business Council meetings and Look Ahead reports. Include the program agenda and local agency partner information material, as well.*

## N. Refreshments

Caltrans does not have authority to purchase and furnish refreshments at public events. However, there may be caterers who would be willing to provide this service at no cost to event attendees in exchange for marketing signage. Ask facility staff and local partners for a list of certified small business caterers in the area that could be approached to provide refreshments the day of the event. Final selection of a caterer should include consideration of small business certification.

If the caterer is not a certified small business, strongly encourage the vendor to contact DGS for certification information and offer them assistance with becoming certified.

## O. Signs

As a cost-savings measure, contact district maintenance and district graphic services to make arrangements to use any available equipment, sign holders or stanchions.

If new signs must be made, allow sufficient lead time for signs to be printed. Determine if graphic services are available to create professional-looking signs and documents.

Specify the Division name on the sign, such as "Accounting" or "Maintenance". List the items the Division is seeking to procure on an 8-1/2" x 11" sheet. As the day progresses, you may adjust to the list by adding or deleting items on the list.



Blank signboard with the Caltrans's logo, station number, program name and list of items to be purchased taped onto sign.



*Tips: As a cost-savings consideration, obtain blank signs for the holders so that these can be re-used in the future. Affix lists or numbers on the signs with removable tape or Velcro to coordinate with the floor plan map of designated stations. For additional cost savings, contact other districts that have held Procurement Fairs and ask to borrow their signs and/or stanchions. The cost of inter-Caltrans shipping may be significantly less than the purchase and/or creation of new signs and stanchions.*

#### P. Facility Set-Up

Select one of the two table arrangements for buyer stations:

Buyer at Tables: In this arrangement, the buyers are seated at tables and vendors circulate around the room and place bids at appropriate stations. Each table station will have a sign with the district division represented and a list of items expected to be procured.

Vendor at Tables: In this arrangement, vendors are seated at tables and buyers circulate around the room soliciting bids. Each vendor station will have a sign listing the items their business offers.

*Tips: Buyer at Tables has proven to be the most effective arrangement because it maximizes the opportunity for vendors to "meet and greet" each buyer. The small business then develops a relationship with the buyer for future procurements.*



*In setting up the room, first identify the placement of the registration and the caterer, then set-up the remaining tables.*

*If you have reserved a facility that requires use of multiple rooms, confine all procurement activity to one main area. Neither the buyer nor the vendor should feel isolated.*

Q. Electrical Outlets and Audio/Visual Equipment Checklist

Undoubtedly, a division or vendor will need access to an electrical outlet. Ensure adequate electrical resources. The facility should have access to a copier and printer. The registration desk should be equipped with a microphone and lap top computer.



*Tip: Ensure a technical support person familiar with the facility is assigned to be present in case there are any problems with the equipment.*

R. Purchase Card Accounting and Requisition System (PCARS) Verification

Contact DPAC staff at (916) 227-6000 not less than 3 days prior to the event, to assist in verifying vendors is registered in PCARS. PCARS verification ensures prompt and complete payment to businesses that have submitted invoices for commodities or services sold during the Procurement Fair.

If the vendor is registered in PCARS, nothing further is required. However, if the vendor is not registered in PCARS, you must send the business owner a copy of form STD 204, Payee Data Record. An original, wet-signed form must be returned to you and forwarded to Accounting, in order for the business to be registered in PCARS.

S. Evaluation/Feedback or SurveyMonkey©

Create a survey for card holders and vendors, and an evaluation sheet for volunteers and guests. Distribute the forms during registration and collect them throughout the Fair. See Attachments I.



*Tips: Create an e-survey with SurveyMonkey© (<http://www.surveymonkey.com/>) that can be e-mailed to all attendees with a request they complete and e-mail it back to you. The survey responses can be easily downloaded and summarized for reporting purposes. See Attachment J. The aforementioned sample surveys can be the content basis for the SurveyMonkey and could eliminate the need for paper surveys.*

T. Program Agenda and Talking Points

Program Agenda: Create an event program and/or agenda (See Attachment K) and Welcome and Closing Remarks. See Attachment L.



*Tips: Keep to a firm start and end time. Avoid too much detail with timing constraints. Flexibility allows for last-minute changes.*

Talking Points: Prepare talking points for scheduled speaker(s). Submit the talking points to the speaker(s) at least one week in advance of the event. See Attachment M.



*Tips: The Talking Points should be short and sweet. The keynote speaker should convey the Director's support of the Procurement Fair along with the speaker's support.*

## II. Day of the Event

All volunteers, buyers, and committee members should arrive at least 90 minutes prior to the start of the event to finalize the following operations:

### A. Registration Table

Registration tables should be set up at the main entrance to the Fair and registration materials should include the following:

1. Sign-in sheet of all pre-registered vendors in alphabetical order.
2. Four different color-coded name tags to distinguish between vendors, buyers, pre-registered vendors and pre-registered buyers (see *Tips* below).
3. A supply of blank STD 204 and ADM 3026 forms for walk-in businesses.
4. Tote bags.
5. Bowl or basket to collect business cards.
6. Event surveys to be completed and collected prior to the business exiting the Fair.

At registration, plan to have sufficient tables and staff to accommodate an increase flow of attendees at arrival. A bottleneck at registration causes confusion, delays an on-time start, and gives the general impression of an ill-planned event.

At least three registration tables or stations should be set up; one for the vendors, one for the general public and guests, and one for the buyers. Each table should be clearly identified and have a printed Excel sheet of registered attendees for each group.

The first table should be set up for pre-registered vendors and those vendors who will register on-site. For those vendors that are pre-registered, staff will account for attendance, ask for a business card and issue them an appropriately-colored name badge. For those vendors who elect to register on-site, staff will ask they fill out the sign-in sheet, verify certification status, and ask they fill out the STD 204.

During registration, verify that a pre-registered vendor has completed a Payee Data Record (STD 204) and that it is on file with Caltrans (as noted in topic H). If the vendor has never sold a good or provided a service to Caltrans and did not submit a Payee Data Record with their online registration, the vendor must do so during on-site registration before participating in the Fair.



***Tip:*** A representative from DPAC should be available during the event for questions pertaining to PCARS and doing business with Caltrans.

Provide pre-registered vendors and buyers color-coded badges to distinguish pre-registered and on-site registrants. The color-coding indicates whether or not the vendor is entered in the PCARS system. Color-codes can also be used on vendor badges to signify certification status regardless of when they registered. Provide CAL-Card holders and Procurement Fair volunteers with a ledger defining color codes. Since the goal of the Procurement Fair is to support certified small business, and a vendor must be a certified small business to participate in the Procurement Fair and be counted toward the Caltrans small business goal, it is necessary to ensure certification status. Additionally, collecting this information will help when completing the After Action Report and the Closeout Report.

A second table should be set up for the **general public and guests**. For those who have pre-registered, staff should check off their name for attendance purposes and issue them an appropriately-colored name badge. For those who elect to register on-site, staff will ask they fill out the sign-in sheet, collect a business card, and issue an appropriately-colored name badge.

A third registration table should be set up for pre-registered **buyers**, Caltrans staff that should be encouraged to arrive as early as possible to address any unexpected changes or substitutions.

Sign-in sheets should be used to capture the following information:

1. Company name and contact information (including webpage).
2. Name and contact information of company representative attending.
3. Type of business.
4. Certification status and date of certification expiration, if applicable.

Ensure staff is aware and convey to all attendees, that information collected is for reporting purposes only and will not be released to the general public.

#### Completed Surveys

Designate a response deadline to receive feedback from all attendees and use it to produce a summary of improvements for future Procurement Fairs.



***Tip:*** Assign a staff person to collect the completed surveys *before* attendees leave the Procurement Fair.

#### B. Station Set-Up

Each station should have the following items:

1. Table and three chairs – two for the buyers and one for the vendor.
2. Table signage with a list of items to procure.
3. Bid summary sheets to track purchases.
4. Calculator.
5. Buyers.
6. Extra pens/pencils.
7. Writing pads.
8. CAL-Card holder business cards.



*Tip: When setting up each station, bear in mind a primary objective of the Procurement Fair is for Caltrans to facilitate on-the-spot buying of goods and services. Set up each station to accommodate efficient foot traffic flow with adequate space in mind; clearly identifying each station and purpose.*

#### C. Equipment Testing

Test all electronic equipment during the final walk through, as well as the morning of the event.



*Tip: Avoid equipment malfunction by testing the equipment often and have a back-up or contingency plan.*

#### D. Welcome and Introductory Remarks

The District Director or designee will deliver the Welcoming and Introductory remarks. Most likely, vendors and attendees will be coming in while the welcoming is going on.



*Tip: Keep the remarks short and concise. making sure acknowledgements and thank-yous are made to all involved in making the event a success.*

#### E. Procurement and Networking

Procurements commence immediately after the welcoming and continue throughout the duration of the event.

The following describes types of transactions at the Procurement Fair:

1. Commodity purchases made with State of California VISA CAL-Card.
2. Immediate transactions, however, if there is a question about receiving goods on the spot, the transaction can be completed after the Procurement Fair.
3. Services via the Informal Bid (also known as the three-quote bid process) and a contract. Service contracts for less than \$100,000 can be started at the Procurement Fair but must be completed within 30

calendar days after the event for the service totals to be included in the reporting.



*Tips: As Caltrans buyers participating in the Procurement Fair, be prepared to procure goods or services from vendors on the day of the Procurement Fair. Caltrans discourages having buyers merely solicit information from the vendor with no intent to procure. The buyer may not actually need the goods or service the vendor is selling that day, however, the buyer should remain courteous and professional and accept the solicitation with a response such as, "I may not need your service or product now, however, I will gladly retain your materials and pass on the information to other buyers."*

#### F. Bid Summary Sheets

Throughout the event make copies of all bid summary sheets from each Division's station. Tabulate all procurements made to obtain a preliminary total of the day's activities.

### III. Post Event Activities

Prepare a post event report to capture "Best" or "Promising Practices". The post event report includes an After Action Report and a Closeout Report and should be submitted to a designated Civil Rights BEU staff person.

#### A. Debriefing

- Congratulations, you have facilitated a Procurement Fair!
- Conduct a final Committee meeting within 10 business days of the Procurement Fair to debrief. Provide preliminary Procurement Fair procurement results to the committee.
- Discuss the successes and opportunities for improvement.
- Share the survey results and comments.



*Tips: The debriefing is a good time to plan for the next Procurement Fair so it can be placed on the calendar of events for both the district and BEU master planning calendar. Also, the event details are fresh in staff's memory and help add and maintain momentum.*

#### B. After Action Reports

Prepare and submit an After Action Report to Civil Rights within 15 business days after the Procurement Fair. Include any comments collected during the Committee's debriefing. Customize the report template, as needed, to address your specific comments. See Attachment N.

Contact the PCARS/District Budget Officer approximately 21 days after the Procurement Fair for a more accurate and complete accounting of all

transactions that were conducted the day of the Procurement Fair as well as those transactions that were the result of buyer and vendor participation after the Procurement Fair.

C. Closeout Reports

Prepare and submit the standardized closeout report and include a copy of the tally sheets and the overall total of the goods and services procured by card holders. See Attachment O. In instances where a Division's procurement is tentative and requires further approval, encourage the buyer to complete the transaction within the 30-day timeframe and to notify you of the completed transaction at the earliest date possible.

Also include a summary of the survey responses from buyers and vendors. Include with the closeout report, your recommendation for a future Procurement Fair.

D. Thank You Notes

Email a thank you note to all buyers, vendors and partners for their participation and assistance in making the Procurement Fair a success.

E. Procurement Fair Web Page

Remove the Procurement Fair web page, registration and related links within 10 days of the Procurement Fair.

Note: This *Procurement Fair Guide* serves solely as a guide for districts to use as a tool for conducting Procurement Fairs. Not all sections of the Guidelines are ideal for every district. It is important to work with your District Director to determine your district and general community needs. This Guide is subject to change.

## Attachment A

Sample HQ and District Director Memo to Chief  
Deputy Director, Deputy Director, Division Chiefs,  
and District Deputy Directors

## Memorandum

*Flex your power!  
Be energy efficient!*

To: CHIEF DEPUTY DIRECTOR  
DEPUTY DIRECTORS  
DIVISION CHIEFS  
DISTRICT DEPUTY DIRECTORS

Date: December 11, 2007

From: OLIVIA FONSECA  
Deputy Director  
Civil Rights



JODY JONES  
District Director  
District 3



Subject: Small Business Procurement Fair

Caltrans Headquarters and District 3 are hosting a Small Business Procurement Fair on January 22, 2008.

The purpose of a Procurement Fair is to provide Small Business vendors with an opportunity to meet Caltrans purchasers, exhibit and sell their products in on-the-spot sales, and to develop relationships with Caltrans staff from Headquarters and District 3.

Please review your Division's purchasing needs. Compile a list of your supply needs, and encourage your buyers to hold off on purchasing as much as possible to save the transactions for the date of the fair. Email the names and contact information of the purchasers that you are committing to participate in the Procurement Fair to [procurement\\_fair@dot.ca.gov](mailto:procurement_fair@dot.ca.gov) by December 19, 2007. A pre-meeting for purchasers will be scheduled to provide instructions on their participation at the Procurement Fair. They will be notified of the date, time and location of the pre-meeting. Purchasers should bring their list of supply needs to this meeting. The Procurement Fair will be held:

**Tuesday, January 22, 2008**  
**9 a.m. - 2 p.m.**  
**Sacramento Employment & Training Agency (SETA)**  
**925 Del Paso Boulevard**  
**Sacramento, CA 95815**

Please make every attempt to have your purchasers participate in the Small Business Procurement Fair. Purchasers should arrive at the Procurement Fair no later than 8:00 a.m. the morning of the event to set-up their tables and to receive further instructions.

**OLIVIA FONSECA  
JODY JONES  
December 11, 2007  
Page 2**

**Should you have any questions concerning this event, contact Tiffani Alvidrez, the Office of Civil Rights at (916) 324-0453.**

**Together we can make this a success.**

**Attachments**

**c: Tiffani Alvidrez, Office of Civil Rights**

# Attachment B

## Sample Task Timeline

Sample Task Timeline  
District Procurement Fair

	Month 1				Month 2				Month 3			
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
<b>Tasks: Timeline based on 3 months or 12 weeks with day 90 being day of the event.</b>												
<b>I. Pre Event Planning and Preparation</b>												
<b>A. Approval Process</b>												
Prepare a general workplan for District Director's approval.												
<b>B. Committee Structure</b>												
Form an event planning committee; recruit individuals who have												
Calendar committee meetings.												
<b>C. Reserve a Date and Time.</b>												
Consider midweek, between 9:00 AM to 2:00 PM.												
<b>D. Notify Civil Rights</b>												
Discuss selected dates and identify potential conflicts.												
<b>E. Facility</b>												
Identify locations for availability, dates, and cost and select location.												
<b>F. Workplan</b>												
Fill in details to the general workplan and delegate tasks to												
<b>G. Flyers</b>												
Create and distribute Save-the-Date flyer.												
<b>H. Memos</b>												
Complete a memo to the District Director with event details.												
Complete CAL-CARD Holder Participation Memo												
<b>I. Buyer and Vendor Roles and Responsibilities</b>												
Schedule and hold first meeting with CAL-CARD holders.												
Draft letter for CalCard holders												
Draft survey for CalCard holders												
<b>J. Online Registration</b>												
Contact district webmaster to assist in creating an online registration												
The online registration should include the Payee Data Record and												
<b>K. Data Tracking and Collection</b>												
Create an Excel database for tracking event registration of vendors												
<b>L. Photographer</b>												
<b>M. Communication Strategy</b>												
Create a small business list for all invitees.												
<b>N. Tote Bags</b>												
Solicit no cost bags and include district-specific information.												
<b>O. Refreshments</b>												
Solicit a certified small business caterer at no cost.												
<b>P. Signs and Banners</b>												
Contact district maintenance and graphic services staff.												
<b>Q. Facility Set Up</b>												
Select Buyers Sitting or Vendors Sitting format.												



## Attachment C

### Sample List of Equipment and Supplies

## Equipment, Electrical Resources and Displays

- Public Address system**
  - Speaker's microphone fixed or hand-held
  - Audience's microphone(s)
  - Speakers and amplifiers
- Podium
- Video system**
  - Projector (check light)
  - Screen
  - Laptop computer**
    - Cables
    - Standard mouse or wireless
- Cable(s)
- Video camera     Digital camera
- Computer table with chair
- Back-up equipment
- Department floor displays
- Banners

## Supplies

- Tape       Scissors     Clips
- Pens       Highlighters
- Paper pads for notes
- Stapler and remover
- Business card collection box or basket
- Event evaluation forms
- Event evaluation collection box
- String or rope

## Miscellaneous

- Registration signage       Instructions to CAL-Card holders and Volunteers
- Registration lists       Agenda
- Registration alpha signs       Bid sheets
- Blank name badges       Tally sheets
- Table signs       Parking signs
- Other \_\_\_\_\_

**At the Registration Table**

- Registration lists
- Registration signage
- Blank name badges
- Enlarged floor map
- Evacuation plan
- Laptop and accessories (cables, standard or wireless mouse, USB)
- Printer
- Calculator
- Programs/Agenda
- Name tag maker
- Brochures (if DPAC, DGS or SBDC not available)
- Selling Goods and Services*
- How to Do Business with California State Government*
- Your Training Highway to Winning Caltrans Contracts*
- Business cards
- Other \_\_\_\_\_

**At the Buyers' Stations**

- Bid sheets
- Pens
- Business cards
- Calculator

**Attachment D**

**Sample Flyer**

Caltrans is pleased to announce a Small Business Procurement Fair to be held:



**Date:** January 22, 2008  
**Time:** 9 a.m. – 2 p.m.  
**Location:** Sacramento Employment & Training Agency (SETA)  
925 Del Paso Blvd.  
Sacramento, CA 95815  
[Map](#)



Caltrans Headquarters and District 3 (Marysville) are hosting a Small Business Procurement Fair. The Procurement Fair is designed to provide contracting opportunities for Small Business Enterprises (SBEs), Disabled Veterans Business Enterprises (DVBES), and Disadvantaged Business Enterprises (DBEs).

The Procurement Fair is an opportunity for state certified Small Business vendors to make on-the-spot sales of your goods or services, meet Caltrans buyers and network with other SBEs, DVBES and DBEs.

[Registration](#)

[www.dot.ca.gov/hq/bep/procurement\\_fair/](http://www.dot.ca.gov/hq/bep/procurement_fair/)

In order for you to sell your goods or services to the State of California, you must complete a Payee Data Record and a Drug Free Workplace Certificate.

Click here for [Payee Data Record](#) and [Drug Free Workplace Certificate](#)

Mail or fax forms to:

Caltrans Office of Civil Rights  
c/o Tiffani Alvidrez  
1823 14<sup>th</sup> Street  
Sacramento, CA 95811  
Fax (916) 324-8760



If you have any questions about the Procurement Fair, contact Tiffani Alvidrez, Office of Civil Rights at (916) 324-0453.

Here is a partial list of the types of products Caltrans is interested in purchasing:

Office Supplies  
Computer Accessories  
Janitorial Supplies

Printer Supplies  
Ink Cartridges  
Electrical Testing Equipment

Safety Gear  
Copiers  
Fax Machines

**AND MORE!!**

***“No Fees or Costs... On-the-Spot Purchasing”***

***“Don’t miss this great opportunity to do business with Caltrans!”***

# Attachment E

## Sample Online Registration

CALIFORNIA DEPARTMENT OF  
**TRANSPORTATION**

[Caltrans](#) > [Business](#) > [Civil Rights](#) > [Small Business Program](#) > [Procurement Fair](#) > **Registration**

**Small Business Procurement Fair Registration**

Company Name:	<input type="text"/>	*Last Name	<input type="text"/>
*First Name:	<input type="text"/>		
Title:	<input type="text"/>		
*Address:	<input type="text"/>	*City:	<input type="text"/>
State:	<input type="text"/>	*Zip Code:	<input type="text"/>
*Work Phone:	<input type="text"/>	Fax Number:	<input type="text"/>
*Email:	<input type="text"/>	*Number of Attendees:	<input type="text"/>
Web Address:	<input type="text"/>		
*Products/Services:	<input type="text"/>		
*Certification Type	<input type="text"/>		

\*Fields are mandatory.

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Copyright © 2007 State of California

## Attachment F

Sample Payee Data Record (STD 204), CAL-Card  
Certification (ADM 3026) and Instructions



**PAYEE DATA RECORD**

STD. 204 (Rev. 6-2003) (PAGE 2)

<b>1</b>	<p><b><u>Requirement to Complete Payee Data Record, STD. 204</u></b></p> <p>A completed Payee Data Record, STD. 204, is required for payments to all non-governmental entities and will be kept on file at each State agency. Since each State agency with which you do business must have a separate STD. 204 on file, it is possible for a payee to receive this form from various State agencies.</p> <p>Payees who do not wish to complete the STD. 204 may elect to not do business with the State. If the payee does not complete the STD. 204 and the required payee data is not otherwise provided, payment may be reduced for federal backup withholding and nonresident State income tax withholding. Amounts reported on Information Returns (1099) are in accordance with the Internal Revenue Code and the California Revenue and Taxation Code.</p>
<b>2</b>	<p>Enter the payee's legal business name. Sole proprietorships must also include the owner's full name. An individual must list his/her full name. The mailing address should be the address at which the payee chooses to receive correspondence. Do not enter payment address or lock box information here.</p>
<b>3</b>	<p>Check the box that corresponds to the payee business type. Check only one box. Corporations must check the box that identifies the type of corporation. The State of California requires that all parties entering into business transactions that may lead to payment(s) from the State provide their Taxpayer Identification Number (TIN). The TIN is required by the California Revenue and Taxation Code Section 18646 to facilitate tax compliance enforcement activities and the preparation of Form 1099 and other information returns as required by the Internal Revenue Code Section 6109(a).</p> <p>The TIN for individuals and sole proprietorships is the Social Security Number (SSN). Only partnerships, estates, trusts, and corporations will enter their Federal Employer Identification Number (FEIN).</p>
<b>4</b>	<p><b><u>Are you a California resident or nonresident?</u></b></p> <p>A corporation will be defined as a "resident" if it has a permanent place of business in California or is qualified through the Secretary of State to do business in California.</p> <p>A partnership is considered a resident partnership if it has a permanent place of business in California. An estate is a resident if the decedent was a California resident at time of death. A trust is a resident if at least one trustee is a California resident.</p> <p>For individuals and sole proprietors, the term "resident" includes every individual who is in California for other than a temporary or transitory purpose and any individual domiciled in California who is absent for a temporary or transitory purpose. Generally, an individual who comes to California for a purpose that will extend over a long or indefinite period will be considered a resident. However, an individual who comes to perform a particular contract of short duration will be considered a nonresident.</p> <p>Payments to all nonresidents may be subject to withholding. Nonresident payees performing services in California or receiving rent, lease, or royalty payments from property (real or personal) located in California will have 7% of their total payments withheld for State income taxes. However, no withholding is required if total payments to the payee are \$1,500 or less for the calendar year.</p> <p>For information on Nonresident Withholding, contact the Franchise Tax Board at the numbers listed below:          Withholding Services and Compliance Section: 1-888-792-4900 E-mail address: wscs.gen@ftb.ca.gov          For hearing impaired with TDD, call: 1-800-822-6268 Website: www.ftb.ca.gov</p>
<b>5</b>	<p>Provide the name, title, signature, and telephone number of the individual completing this form. Provide the date the form was completed.</p>
<b>6</b>	<p>This section must be completed by the State agency requesting the STD. 204.</p>
	<p><b><u>Privacy Statement</u></b></p> <p>Section 7(b) of the Privacy Act of 1974 (Public Law 93-579) requires that any federal, State, or local governmental agency, which requests an individual to disclose their social security account number, shall inform that individual whether that disclosure is mandatory or voluntary, by which statutory or other authority such number is solicited, and what uses will be made of it.</p> <p>It is mandatory to furnish the information requested. Federal law requires that payment for which the requested information is not provided is subject to federal backup withholding and State law imposes noncompliance penalties of up to \$20,000.</p> <p>You have the right to access records containing your personal information, such as your SSN. To exercise that right, please contact the business services unit or the accounts payable unit of the State agency(ies) with which you transact that business. All questions should be referred to the requesting State agency listed on the bottom front of this form.</p>

I, the official named below, CERTIFY UNDER PENALTY OF PERJURY that I am duly authorized to legally bind the prospective Contractor to the clause(s) listed below. This certification is made under the laws of the State of California.

*Contractor/Bidder Firm Name (Printed)*

*Federal ID Number*

*Seller's Permit Number*

*By (Authorized Signature)*

*Printed Name and Title of Person Signing*

*Date Executed*

*Executed in the County of*

**1. NONDISCRIMINATION CLAUSE:**

- a. During the performance of this contract, contractor and its subcontractors shall not unlawfully discriminate, harass or allow harassment, against any employee or applicant for employment because of sex, sexual orientation, race, color, ancestry, religious creed, national origin, disability (including HIV and AIDS), medical condition (cancer), age, marital status, and denial of family care leave. Contractor and subcontractors shall insure that the evaluation and treatment of their employees and applicants for employment are free from such discrimination and harassment. Contractor and subcontractors shall comply with the provisions of the Fair Employment and Housing Act (Government Code, §12990 et seq.) and the applicable regulations promulgated thereunder (California Code of Regulations, Title 2, §7285.0 et seq.). The applicable regulations of the Fair Employment and Housing Commission implementing Government Code §12990 (a-f), set forth in Chapter 5 of Division 4 of Title 2 of the California Code of Regulations are incorporated into this contract by reference and made a part hereof as if set forth in full. Contractor and its subcontractors shall give written notice of their obligations under this clause to labor organizations with which they have a collective bargaining or other agreement.
- b. The contractor shall include the nondiscrimination and compliance provisions of this clause in all subcontracts to perform work under the contract.

**2. DRUG-FREE WORKPLACE REQUIREMENTS: Contractor will comply with the requirements of the Drug-Free Workplace Act of 1990 and will provide a drug-free workplace by taking the following actions:**

- a. Publish a statement notifying employees that unlawful manufacture, distribution, dispensation, possession or use of a controlled substance is prohibited and specifying actions to be taken against employees for violations.
- b. Establish a Drug-Free Awareness Program to inform employees about:
  - 1) the dangers of drug abuse in the workplace;
  - 2) the person's or organization's policy of maintaining a drug-free workplace;
  - 3) any available counseling, rehabilitation and employee assistance programs; and,
  - 4) penalties that may be imposed upon employees for drug abuse violations.
- c. Every employee who works on the proposed Agreement will:
  - 1) receive a copy of the company's drug-free workplace policy statement; and,
  - 2) agree to abide by the terms of the company's statement as a condition of employment on the Agreement.

Failure to comply with these requirements may result in suspension of payments under the Agreement or termination of the Agreement or both and Contractor may be ineligible for award of any future State agreements if the department determines that any of the following has occurred: the Contractor has made false certification, or violated the certification by failing to carry out the requirements as noted above. (Gov. Code §8350 et seq.)

**CAL-CARD CERTIFICATION**

ADM-3026 (NEW 8/2007)

- 3. **NATIONAL LABOR RELATIONS BOARD CERTIFICATION:** Contractor certifies that no more than one (1) final unappealable finding of contempt of court by a Federal court has been issued against Contractor within the immediately preceding two-year period because of Contractor's failure to comply with an order of a Federal court, which orders Contractor to comply with an order of the National Labor Relations Board. (Pub. Contract Code §10296) (Not applicable to public entities.)
- 4. **USE TAX COLLECTION (SELLER'S PERMIT VIOLATION):** In accordance with PCC § 10295.1, Contractor certifies that it complies with the requirements of § 7101 of the Revenue and Taxation Code. Contractor further certifies that it will immediately advise State of any change in its retailer's seller's permit or certification of registration or applicable affiliate's seller's permit or certificate of registration as described in subdivision (a) of PCC § 10295.1.
- 5. **EXPATRIATE CORPORATIONS:** Contractor hereby declares that it is not an expatriate corporation or subsidiary of an expatriate corporation within the meaning of Public Contract Code §§ 10286 and 10286.1, and is eligible to contract with the State of California.
- 6. **SWEATFREE CODE OF CONDUCT:**
  - a. All Contractors contracting for the procurement or laundering of apparel, garments or corresponding accessories, or the procurement of equipment, materials, or supplies, other than procurement related to a public works contract, declare under penalty of perjury that no apparel, garments or corresponding accessories, equipment, materials, or supplies furnished to the state pursuant to the contract have been laundered or produced in whole or in part by sweatshop labor, forced labor, convict labor, indentured labor under penal sanction, abusive forms of child labor or exploitation of children in sweatshop labor, or with the benefit of sweatshop labor, forced labor, convict labor, indentured labor under penal sanction, abusive forms of child labor or exploitation of children in sweatshop labor. The contractor further declares under penalty of perjury that they adhere to the Sweatfree Code of Conduct as set forth on the California Department of Industrial Relations website located at <http://www.dir.ca.gov/>, and Public Contract Code § 6108.
  - b. The contractor agrees to cooperate fully in providing reasonable access to the contractor's records, documents, agents or employees, or premises if reasonably required by authorized officials of the contracting agency, the Department of Industrial Relations, or the Department of Justice to determine the contractor's compliance with the requirements under paragraph (a).
- 7. **ELECTRONIC WASTE RECYCLING ACT OF 2003:** The Contractor certifies that it complies with the requirements of the Electronic Waste Recycling Act of 2003, Chapter 8.5, Part 3 of Division 30, commencing with § 42460 of the Public Resources Code, relating to hazardous and solid waste. Contractor shall maintain documentation and provide reasonable access to its records and documents that evidence compliance.

Please return to: California Department of Transportation  
 Division of Procurement and Contracts  
 1727 30th Street, Fourth Floor MS 65  
 Sacramento, CA 95816

Or fax both pages to: (916) 227-6125

CALTRANS USE ONLY	
DATE MAILED TO SUPPLIER:	_____
DATE RECEIVED FROM SUPPLIER:	_____

## **Instructions to CAL-Card Holders and Volunteers**

Make sure to remind the CAL-Card holders that all single purchases are limited to \$4,999.99 and all multi-purchases have a \$15,000 per day limit, but not with the same firm. The following lists examples of prohibited Splitting of Orders that has been taken from the CAL-Card Handbook, Chapter 1, Page 3:

- Making one or more purchases that in total will circumvent the single purchase limit.
- Using two types of purchases (i.e., Purchase order and CAL-Card) which in total will circumvent the single purchase limit.
- Multiple cardholders in the same unit acquiring the same goods or services needed by the program from one or more vendors.
- Acquiring like services for different locations.
- Cardholder making purchases of the same type of item from different vendors.
- Cardholders in separate units procuring various aspects of a remodel project

## Attachment G

Sample Memo from HQ and District Director to HQ  
and District CAL-Card Holders

## Memorandum

*Flex your power!  
Be energy efficient!*

To: HEADQUARTERS CALCARD HOLDERS  
DISTRICT 3 CALCARD HOLDERS

Date: December 17, 2007

From: OLIVIA FONSECA  
Deputy Director  
Civil Rights



JODY JONES  
District Director  
District 3



Subject: Small Business Procurement Fair Pre-Meeting

On December 11, 2007, a letter was sent to your Division Chiefs notifying them of the inaugural Small Business Procurement Fair hosted by Headquarters and District 3. The Procurement Fair is being held in accordance with the Governor's Executive Orders S-02-06 and S-11-06, which encourages and promotes small and emerging businesses to contract with the State of California and ensure that State Agencies and Departments meet or exceed the 25 percent small business participation goal.

The purpose of a Procurement Fair is to increase the contract participation of Small Business Enterprises (SBEs), Disabled Veteran Business Enterprises (DVBES) and Disadvantaged Business Enterprises (DBEs). Procurement Fairs provide SBEs, DVBES and DBEs an opportunity to meet Caltrans purchasers, exhibit and sell their products in on-the-spot sales, and to develop relationships with Caltrans staff.

To ensure the first Procurement Fair is a success, you are invited to attend a pre-meeting. The purpose of the pre-meeting is to discuss the logistics of the day, provide a clearer understanding of the importance of your role and function at the Fair and respond to any questions that you may have concerning the event. Additionally, staff from the Division of Procurement and Contracts will be available at the pre-meeting to present detailed information on your purchasing parameters as it relates to the Procurement Fair.

The pre-meeting will be held:

**Tuesday, January 8, 2008  
10 a.m. – 12 p.m.  
Caltrans Office of Civil Rights  
1823 14<sup>th</sup> Street, Room 207  
Sacramento, CA**

# Attachment H

## Sample Cardholder Purchasing Survey



## Attachment I

**Sample Satisfaction Survey for Vendors/Purchasers  
and Evaluation Sheet for Volunteers and Guests**

VENDOR/PURCHASER SATISFACTION SURVEY



Caltrans Business Procurement Fair  
October 26, 2006

Circle the rating that best describes your experience at today's procurement fair.

1 = Poor Rating      10 = Outstanding Rating

1. My overall experience with today's procurement fair was a positive one.      1 2 3 4 5 6 7 8 9 10
2. My expectations prior to participating in today's procurement fair have been met.      1 2 3 4 5 6 7 8 9 10
3. When comparing with other procurement fair experience(s) I would give today's experience a comparison rating of:      1 2 3 4 5 6 7 8 9 10
4. Caltrans staff provided assistance when needed.      1 2 3 4 5 6 7 8 9 10
5. Caltrans staff conducted themselves in a professional and courteous manner throughout today's event.      Yes \_\_\_\_\_ No \_\_\_\_\_
6. How did you learn about today's event? \_\_\_\_\_
7. I would like to be invited to participate in future Caltrans procurement fairs.      Yes \_\_\_\_\_ No \_\_\_\_\_

Your comments and suggestions are important to us, as we work towards meeting vendor/purchasers' needs:

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Company Name: \_\_\_\_\_ Phone \_\_\_\_\_ Zip Code: \_\_\_\_\_

Name of contact, if you wish to participate in future procurement fair events: \_\_\_\_\_

**WE THANK YOU FOR TODAY'S PARTICIPATION and WE THANK YOU FOR COMPLETING THIS SURVEY!**



# 2007 PROCUREMENT FAIR EVALUATION



March 6, 2007

1. How did you learn about the Procurement Fair?

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2. On a scale of 1 – 5 (5 being the highest rating), how would you rate the Fair?

- a.) Commitment to Small Business Enterprise/DVBE? \_\_\_\_\_
- b.) Opportunity to sell goods or services? \_\_\_\_\_
- c.) Networking opportunities for business? \_\_\_\_\_
- d.) Ease of identifying prospective purchasers? \_\_\_\_\_
- e.) Location of event? \_\_\_\_\_

3. What aspect of the Procurement Fair would you like to see improved or expanded?

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4. This is an annual event, will you attend again? Please circle one: Yes or No

5. Who else would you recommend be invited to future Procurement Fairs?

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**ADDITIONAL COMMENTS/SUGGESTIONS:**

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*District 11's Small Business Council (SBC) and the San Diego Public Agency Consortium (PAC) thank you for participating and completing this evaluation. We appreciate your feedback.*

## Attachment J

Sample SurveyMonkey©

## Small Business Networking Fair

### 1. The overall event registration process was conducted in an efficient manner.

		Response Percent	Response Count
Strongly Agree	<input type="checkbox"/>	54.5%	42
Agree	<input type="checkbox"/>	42.9%	33
Neutral	<input type="checkbox"/>	2.6%	2
Disagree	<input type="checkbox"/>	0.0%	0
Strongly Disagree	<input type="checkbox"/>	0.0%	0
How would you improve registration? Please explain.			8
<i>answered question</i>			77
<i>skipped question</i>			0

### 2. Rank the three main event segments of Opening Remarks, Panel Discussions, and Networking Stations in the order of your perceived value.

	Most Value	Second Most Value	Third Most Value	Rating Average	Response Count
Opening Remarks	6.5% (5)	24.7% (19)	68.8% (53)	2.62	77
Panel Discussions	26.0% (20)	55.8% (43)	18.2% (14)	1.92	77
Networking Stations	67.5% (52)	19.5% (15)	13.0% (10)	1.45	77
Please comment on why you ranked your "Most Value" selection as such.					40
<i>answered question</i>					77
<i>skipped question</i>					0

**3. The event informational handouts (including CDs) were useful.**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Strongly Agree</b>	<input type="checkbox"/>	20.8%	16
<b>Agree</b>	<input type="checkbox"/>	63.6%	49
<b>Neutral</b>	<input type="checkbox"/>	14.3%	11
<b>Disagree</b>		0.0%	0
<b>Strongly Disagree</b>	<input type="checkbox"/>	1.3%	1
<b>Please identify which hand-outs were most and least useful to you and why.</b>			15
<b><i>answered question</i></b>			<b>77</b>
<b><i>skipped question</i></b>			<b>0</b>

**4. How many actual business connections did you make at the event?**

		<b>Response Percent</b>	<b>Response Count</b>
<b>0</b>	<input type="checkbox"/>	2.6%	2
<b>1-5</b>	<input type="checkbox"/>	59.7%	46
<b>6-10</b>	<input type="checkbox"/>	32.5%	25
<b>11+</b>	<input type="checkbox"/>	5.2%	4
<b>Comments (Optional)</b>			14
<b><i>answered question</i></b>			<b>77</b>
<b><i>skipped question</i></b>			<b>0</b>

**5. Does your company normally work as a prime or sub contractor?**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Prime</b>	<input type="checkbox"/>	41.6%	32
<b>Sub</b>	<input type="checkbox"/>	58.4%	45
<b>answered question</b>			<b>77</b>
<b>skipped question</b>			<b>0</b>

**6. Please check all applicable certifications of your company:**

		<b>Response Percent</b>	<b>Response Count</b>
<b>DBE</b>	<input type="checkbox"/>	27.3%	21
<b>SB</b>	<input type="checkbox"/>	59.7%	46
<b>WBE</b>	<input type="checkbox"/>	14.3%	11
<b>DVBE</b>	<input type="checkbox"/>	10.4%	8
<b>Other</b>	<input type="checkbox"/>	33.8%	26
<b>If Other, Please specify</b>			<b>14</b>
<b>answered question</b>			<b>77</b>
<b>skipped question</b>			<b>0</b>

**7. Has your company previously worked on a Caltrans project?**

		<b>Response Percent</b>	<b>Response Count</b>
<b>Yes</b>	<input type="checkbox"/>	62.3%	48
<b>No</b>	<input type="checkbox"/>	37.7%	29
<b>Comments (Optional)</b>			<b>8</b>

# Attachment K

## Sample Program Agenda

## *Special Thanks to Our Sponsors*

*City of San Diego*  
*Sullivan International, Inc.*  
*San Diego County Water Authority*  
*Metropolitan Water District of Southern California*  
*Centre City Development Corporation*  
*USE Credit Union*  
*Acme Safety & Supplies, Inc. – Candace Freidman*  
*Payco Specialties - Rebecca Llewelyn*  
*Padilla & Associates – Pat Padilla*  
*Squwincher*

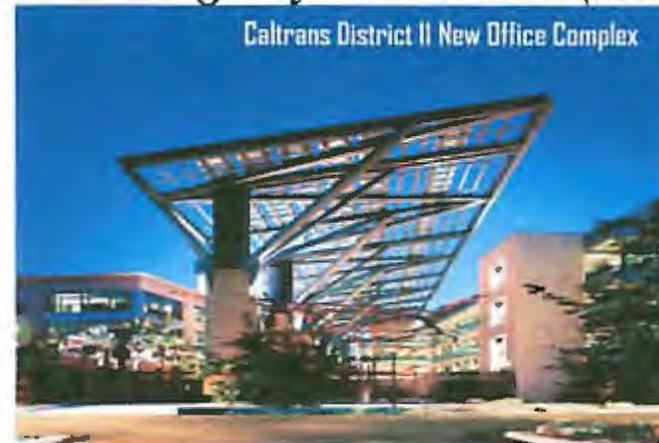
## *Thanks to Our Partners*

*Caltrans, District 7*  
*Caltrans, District 11*  
*Caltrans Civil Rights*  
*Caltrans Division of Procurement and Contracts*  
*SANDAG*  
*County of San Diego*  
*San Diego County Regional Airport Authority*  
*Small Business Council*  
*Public Agency Consortium*



# **Caltrans District 11** *3rd Annual* **Procurement Fair**

*In Partnership with the San Diego Public  
Agency Consortium (PAC)*



**March 6, 2007**

**9:00 am – 2:00 pm**

**BALBOA PARK CLUB**  
**2150 Pan American Road West**  
**San Diego, CA 92101**

*“Caltrans – We’re Here to Get You There!”*

***A Message From  
Caltrans District 11 Director  
Pedro Orso-Delgado***

*I would like to welcome you to our 3rd Annual Procurement Fair. District 11 and its Small Business Council have joined with the San Diego Public Agency Consortium to host this Small Business Procurement Fair. The Fair is designed to give vendors, particularly Small Business and Disabled Veterans Business Enterprises, the opportunity to meet, network, and sell their products and services to the people who make those purchases for state and local agencies. Many of our Caltrans representatives and some of our agency partners are prepared to make instant on-the-spot purchases of goods essential to their daily business operations. This event has been very successful in the past in enhancing our partnerships with the small and disabled veteran business communities.*

<b><u>Pro Fair</u></b>	<b><u>Certified SBE/DVBE Purchases</u></b>
2005	\$468,000
2006	\$484,000

*Caltrans, the San Diego Public Agency Consortium, and the Small Business Council will continue in our efforts to reduce those barriers which impede our commitment to the Small and Disabled Veterans Business communities.*

*On behalf of all those working the Fair today, I welcome you as partners in this ongoing effort and thank you for helping to make our 3<sup>rd</sup> annual Procurement Fair a most successful event.*

**PROGRAM**

**Opening Remarks**

***Debra Stout***  
*Procurement Fair Project Manager*  
*Caltrans District 11*

**Welcome**

***Pedro Orso-Delgado***  
*Caltrans District 11 Director*

**Closing Remarks**

***Debra Stout***  
*Procurement Fair Project Manager*  
*Caltrans District 11*

## **Attachment L**

### **Sample Welcome and Closing Remarks**

## Welcome and Closing Remarks

### Welcome

- Good morning. My name is Tiffani Alvidrez and I work for Caltrans in the Office of Civil Rights.
- I would like to welcome you to today's Small Business Procurement Fair.
- This is our first Small Business Procurement Fair to be held in Northern California and we are excited at the prospect of hosting many more in the future.
- The purpose of a procurement fair is to provide small businesses with an opportunity to do business with Caltrans in a forum outside of the multi-million dollar construction contract.
- Caltrans is committed to increasing our small business participation and meeting our 25% small business participation goal.
- At today's fair, we have Caltrans buyers standing at the ready in the Shasta Room ready to make on-the-spot purchases of your goods.
- We have also provided you with an opportunity to network with some of our partners such as the Small Business Development Centers and SBA who can provide you with assistance in how to grow your business.
- We have our state partner, the Department of General Services; here to discuss the benefits of becoming a state certified small business.
- We encourage you to make your rounds both in this room as well as the next.
- Engage conversation with one of our Caltrans purchasers and at the very least, exchange business cards.
- While we encourage you to buy-buy-buy and sell-sell-sell, we also encourage you to network.
- A contact today could lead to a business opportunity tomorrow.
- Again, welcome and thank you for attending our small business procurement fair.
- At this time I'd like to invite the Director of the Department of Transportation, Mr. Will Kempton, to say a few words followed by Kathy Kossick, the Executive Director of SETA and Jody Jones, the District Director for District 3 (Marysville).

### **Purchasing Instructions**

- We will conduct all purchasing in the Shasta Room.
- Caltrans purchasers are positioned at their tables with stanchions to identify their division name and the types of items they will be purchasing today.
- We will not ring bells or call a halt to the purchasing session until 2PM.
- If we determine that our purchasers need a break, we will suspend purchasing for a brief period of time and resume shortly thereafter until 2PM.
- This is an open purchasing session and small businesses are encouraged to approach the stations that intend to buy those products that you are here to sell.
- Each station has Direct Quote Worksheets that Caltrans purchasers will complete for each transaction.
- If you, as a small business have not conducted business with Caltrans in the past and do not have a Payee Data Record or CALCard Certificate on file with Caltrans Accounting, please do not leave this building today without completing them at the Registration desk.
- The Payee Data Record and CALCard Certificates are an Accounting requirement and makes it possible for us to promptly pay you when you submit your invoice for today's sales and purchases.
- Should you have any questions, feel free to ask me, the runners in the green vests or any Caltrans staff at the Registration table.

### **Closing Remarks**

- Thank you again for attending today's procurement fair.
- Thank you CALCard Holders for participating, purchasing and for your contribution in making this first Small Business Fair a success.
- As a reminder, any additional purchases that you make over the next 30 days may be counted towards today's procurement fair totals if you purchase from one of the small business that attended today's fair.
- And finally, thank you SETA for hosting us today. We look forward to working more closely with you and a continued partnership.

# Attachment M

## Sample Director Talking Points

## **TALKING POINTS For Director Kempton**

- Good morning, ladies and gentlemen, thank you for attending today's Small Business Procurement Fair.
- I'd also like to thank Kathy Kossick, Executive Director of the Sacramento Employment and Training Agency (SETA), for allowing us to use the facility for today's fair.
- SETA is an important partner in the Sacramento community. The job-seeker and employer services you provide through the Local Workforce Investment Board and One-Stops are vital to the small business community that we both serve.
- We look forward to a continued partnership with you through Caltrans' Pre-Apprenticeship and On-the-Job Training Programs. Thank you.
- Thank you Jody Jones, District Director for District 3 (Marysville) for embracing the Procurement Fair and partnering with Headquarters on this unique event.
- Caltrans is committed to increasing small business participation. Caltrans is the first State Department to host Procurement Fairs.
- A Procurement Fair is an opportunity for small business vendors to make on-the-spot sales of goods and services, meet Caltrans buyers and network with other Small Business Enterprises, Disabled Veteran Business Enterprises and Disadvantaged Business Enterprises .
- In the last 12 months, we have held Procurement Fairs in San Diego, Los Angeles, San Bernardino, Fresno and Oakland that have accounted for more than \$1.5 million in procurement of goods and services to small businesses. We are very proud of that and will continue to host Procurement Fairs statewide.
- The Governor has Executive Order S-02-06 and S-11-06, which require State Department to make efforts to meet or exceed a 25% small business goal. I am proud to say Caltrans met the goal last year.
- This Procurement Fair would not have been possible without the dedicated Caltrans staff, CalCard holders, and Contract Managers. I thank you for your dedication and I empower you to develop relationships here — trade business cards and make yourselves available to the small business community all year around!
- With that, I wish you all a great experience and day.

# Attachment N

## Sample After Action Report

## After Action Report (AAR)

**Title/Date of Event:**

**Purpose of an After Action Report:** Evaluation tool for *lessons learned* and *best practices*

**Purpose:** of attending an activity (from your point of view) eg, outreach events, industry presentations, local agency assistance and the like.

**Date/Time:** Note the date/time of the event. Is the date during a period of time that's busy every year?

**Issue or Concern:** of the activity (from the presenter's point of view)

**Expectations:** what are you expecting from your attendance?

**Preparation:** are you doing anything to prepare for the conference or event?

**About how many people were in attendance?** If this was an event where you had a booth, count the people who came by and took a brochure, in addition to the people with whom you actually spoke.

**Evaluation:** Summarize the actual event.

- Did it meet your expectations?
- Was the purpose met?
- Were you prepared?
- Were there things that you could have done to better prepare?
- What did you learn?
- Did you learn anything new?
- What is the impact on your program? (positive/negative)

**Advising management:** Is the event or conference worth repeating or recommended for future attendance?

**Cost considerations,** if applicable

Create your own AAR utilizing the above described elements. The initial concerns of purpose, date and time could satisfy initial management approval for attendance. Then, the remainder of the report is completed *after* the activity. Keeping track, once a template has been set up, shouldn't be too involved. But, it's a good way to track your effectiveness and concisely summarizes what other staff may need to know about any particular Small Business activity.

# Attachment O

## Sample Closeout Report

CALTRANS DISTRICT 11 PROCUREMENT FAIR

March 6, 2007

Balboa Park Club, San Diego, CA

11:00	12:00	1:00	2:00	GRAND TOTAL	Quantification	Description
			\$1,142.15	\$1,142.15		
\$15,000.00	\$800.00			\$0.00		Tables with Fair Participants (Workers)
				\$0.00		Registered Small Businesses
				\$15,800.00		Walk-Ins
				\$0.00		Vendor Attendance at Peak (Not incl.Participants)
				\$0.00		Purchases the day of the fair
\$538.75			\$210.10	\$210.10		% of Registered in Attendance (xx of xxx)
	\$1,476.79	\$647.60		\$538.75		Estimated Cost Savings determined due to Lower Fair prices
				\$2,124.39		
				\$0.00	6-Apr-07	Final Cut-Off Date for Subsequent Purchases Resulting from Fair Contacts
				\$0.00		
				\$0.00		Profair purchases through HQ Accounting May '07
		\$438.88		\$0.00	\$0	Profair purchases by other Agencies
				\$438.88		Profair total thru May 2007 (Accounting totals are 30 days in arrears.)
				\$0.00		
		\$694.74		\$0.00		
				\$694.74		
\$776.16		\$6,257.75	\$83,430.46	\$0.00		
				\$90,464.37		
				\$0.00		
	\$20,129.69	\$16,690.00	\$18,399.17	\$55,218.86		
				\$0.00		
				\$0.00		
				\$0.00		
				\$0.00		
				\$0.00		
				\$0.00		
				\$0.00		
				\$0.00		
				\$0.00		
				\$0.00		
				\$0.00		
\$16,314.91	\$22,406.48	\$24,728.97	\$103,181.88	\$166,632.24		

Day of the Fair

Testimonies from Fair Evaluation Sheets:

Additional Benefits: