

Answering Good Faith Effort Phone Calls

By Leslie Ann McMillan

What do you do when someone calls on behalf of a prime contractor bidding or already working on a big public project? I've personally made many thousands of those outreach calls during the past several years, and I'd like to share a few thoughts and examples with you.

If your small business is certified diversity-owned, you've probably received emails, faxes, ads, letters, or phone calls about specific agency projects that require the participation of eligible small business contractors, suppliers, or service providers. This might happen rarely or much more frequently than you ever imagined possible when you first certified your MWBE or SVDDB or DBE or SBE or other disadvantaged business.

You might receive an emailed or faxed bid invitation from a prime contractor, then one or more follow-up phone calls to see if you've gotten the information and are interested in bidding. This is all part of the careful *good faith effort* process to assure greater government contract participation

by small businesses owned by minorities, women, or disadvantaged entrepreneurs.

Let me first give you a cringeworthy real-life recent example of what *not* to do when you receive a follow-up outreach call. If only they had realized then what I'm sharing now . . .

Our company, Small Business Exchange, has been providing outreach services since 1984 on behalf of small and large clients from coast to coast. In the spring of 2018, we were contacting eligible small businesses to invite them to a meeting and networking event hosted by the prime contractors that had recently won the contract to construct the huge new venue for a major professional sports team. During the actual several days that we were phoning, the team was in the playoffs and about to win its third national championship in four years. How exciting! Many small business people were happy about the opportunity and made the extra effort to attend the event, meet the contractors, and perhaps prepare to bid. But one lost opportunity is so, so memorable as an example *not* to imitate.

As always, we were phoning small businesses that had been selected from specialized databases



because their certified business descriptions matched the specific kinds of goals and trades that were needed for that part of the huge project. They had already received meeting invitations, and we were calling to see if they were planning to attend. Our

Small Business Exchange • Voice of Small, Emerging, Diversity-Owned Businesses Since 1984


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Sub-Bid Requests



George Harms Construction is seeking DBE vendors, suppliers, subcontractors

[Click for details](#)



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With over 1.6 million businesses in our active database—the country's largest non-public diversity database—SBE sets the professional standard for diversity outreach across the nation. For more than three decades, we have served small businesses, prime contractors, and agencies—with proven results.

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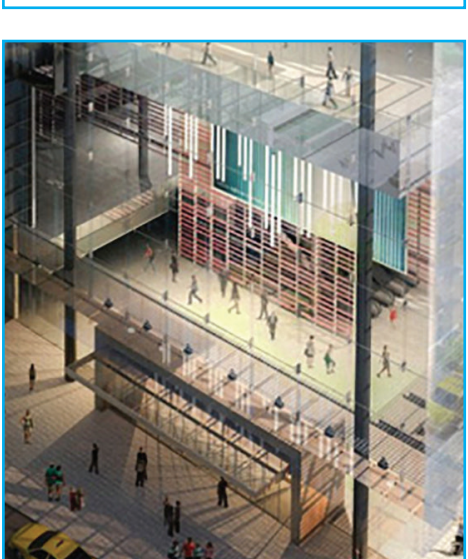
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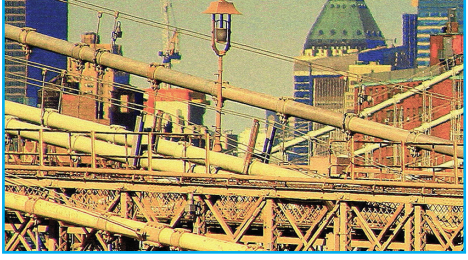

Work Begins on \$555 Million Kosciuszko Bridge Project

You Are Invited
Considered for
Prime and Local Business
Outreach

weekly or whenever wherever to whomever you need to reach among agencies contractors diversity firms

Serving CT, ME, MA, NH, NJ, NY, RI, VT, or any other states that you need to reach

SKANSKA USA CIVIL

IS SOLICITING COST PROPOSALS FROM PANYNJ CERTIFIED M/WBE AND SDVOB SUBCONTRACTORS AND VENDORS

JFK Airport Work Order 113 Project PANYNJ Contract No. JFK-174.115.C007 Bid Date: August 16, 2022

Description of project:
The scope of work for the project consists of the construction of multiple utility lines across the Blue Parking lot area to the point of connection to similar lines being constructed by the contractor for the New Terminal One (NTO) development. There are also utility lines run on the north side of the Van Wyck Expressway from the KIAC facility to similar lines being constructed by the contractor for JetBlue Millennium Partners (JMP). The work also includes the maintenance of traffic, work zone protection, utility relocation, dewatering, hazardous material mitigation, and site restoration made necessary by the construction of the new utilities. Note that the electrical and communication systems are duct bank and conduit only, the cable and subsequent energization occurring by others. Similarly, the Medium Temperature Hot Water and Chilled Water systems (collectively the TDS system) are not activated at the end of this contract.

Many bidding opportunities are available: electrical sub, survey subcontractor, MPT supplies, photography, landscaping/arborist, F-H rebar curbs and sidewalks, containers, CPM, utility sub, fill materials, H&D contaminated soil, pipe material, computers/furniture, fuel, office cleaning/supplies, testing and inspection, rodent control, portable toilets, lumber material, soil samples/borings.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled



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IS SOLICITING COST PROPOSALS FROM PANYNJ CERTIFIED M/WBE SUBCONTRACTORS AND VENDORS

Jet Fuel Transmission System Contract 20 Project PANYNJ Contract Bid Date: August 18, 2022

Description of project:
The work of this contract includes the phased construction of the dual fuel transmission mains at LaGuardia Airport. The scope of work includes the construction of two jet fuel transmission lines, electrical and communication duct banks, belowground isolation valve vaults, cathodic protection systems and modifications to existing civil, utilities, electrical and communication duct banks, electrical power and infrastructure to support the operations and maintenance of the hydrant fueling system. The work is performed over a two year period and is split into 29 phases to support airport operations.

Many bidding opportunities are available: electrical, supply fill materials, waterproofing, security, rebar fabrication/rebar material, hauling/disposal of soil, janitorial services, support of excavation, asphalt paving, concrete supply, line striping, and dewatering.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled



SKANSKA USA CIVIL NORTHEAST

IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE AND SDVOB SUBCONTRACTORS AND VENDORS


Construction of the New West 28th Street Substation Project MTA Construction and Development Contract No. P-36317 Bid Date: August 25, 2022

Description of project:
The work of this contract includes construction of a new 2-unit underground substation at 28th Street and 8th Avenue, in the Borough of Manhattan. The new substation will be a reinforced cast in place concrete structure and will be furnished with all the required equipment and associated feeder cables and utility ducts. The scope of the work is summarized as follows:

1. Construction of a new two-unit underground substation with all ancillary facilities including ventilation flues, ingress/egress stairways, and connections to the tracks
2. Furnishing of new substation equipment with all required and associated power, communication, control, supervisory systems, and all associated cabling and hardware
3. Relocation of utilities
4. Installation of new manholes, property line boxes (PLBs), cable ducts, and associated feeder cables
5. Surface restoration work

Many bidding opportunities are available: secants, support of excavation, hauling and disposal of soil, monitoring of structures, dewatering, waterproofing, concrete supply, rebar fabrication, rebar installation, electrical work, utility work, painting, miscellaneous metals, supply fill materials, fireproofing, doors, tile installation, HVAC, plumbing, curb and sidewalk installation, asphalt paving, line striping.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled



SKANSKA EJCICO

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SKANSKA ECCO III HPA 3 JOINT VENTURE

IS SOLICITING COST PROPOSALS FROM NEW YORK DBE SUBCONTRACTORS AND VENDORS

Hunts Point Interstate Access Improvement Project Contract 3 NYSDOT Contract No: D900055 Bid Date: August 26, 2022

Project overview: The project involves design-build services for the final phase of Hunts Point Access Project to provide improved access between the Hunts Point Peninsula and Sheridan Boulevard and the Bruckner Expressway for automobiles and trucks traveling to and from the commercial business located on the peninsula. This phase will include reconstruction of the at grade and elevated roadways for Bruckner Expressway, Bruckner Boulevard, and Sheridan Boulevard from Phase 2 at Baretto Street north to Phase 1 at the previously reconstructed Sheridan Boulevard.

Bidding opportunities: asphalt paving, concrete base pavement, trucking, fills, hauling and disposal, containers, landscaping, structural concrete, ready-mix concrete supply, concrete reinforcement, utilities, structural steel supply and erection, MPT, electrical, ITS, roadway lighting, signs and guardrail, sign structures, deep foundations (pile/micropiles, etc.), line striping, curb and sidewalks, sawcutting, sawcut grooving, bridge demolition, pavement demolition, support of excavation, precast barrier, cast in place barrier, bridge bearings, bridge expansion joints, fence, concrete retaining walls, asphalt milling, trailers, cleaning, furniture, computer services, hazardous material remediation (asbestos, lead, etc.), concrete sealing, contaminated soil disposal, environmental testing, vibration monitoring, settlement monitoring, survey, photography, rodent control, security, BIM modeling, painting, waterproofing, structural steel repairs, crack and spall repairs, bird deterrent system, noise barriers, ornamental fence, utilities, watermain, drainage, downspouts.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com • EOE/M/F/Vet/Disabled



Tutor Perini

INVITATION TO BID FOR M/W/SDVOB/LBE FIRMS

TUTOR PERINI CORPORATION, AN EEO EMPLOYER

IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED MBE, WBE, AND SDVOB, AND ALL LBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS

JFK International Airport Central Terminal Area Roadways, Utilities, and Ground Transportation Center Project in the cities of Queens and parts of Nassau County PANYNJ RFP No. 6000000974 Bid Date: November 28, 2022

ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Monday, November 21, 2022. For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to JFKRoadwaysUtilities@tutorperini.com or contact Arlene McBayne at (914) 739-1908. Come and join our team!



NORTHEAST EVENTS FOR YOUR BUSINESS 2022

Fee: Free; registration required
Starting a new business? Looking for capital and finance options? Looking for general advice on starting or maintaining your business? Hear from representatives from the local SBA office and the New Hampshire Secretary of State Corporation Division. This workshop (currently held online during the pandemic) is offered on the first Thursday of every month. To join this free webinar, copy and paste the link below into your browser, then register for tickets for the date of your choice to receive the access code. <https://www.eventbrite.com/e/secretary-of-state-quickstart-and-small-business-administration-programs-tickets-262004180557>

Getting Registered into the System for Awards Management (SAM.gov)
Tuesday, September 13, 2022, 11:00 am–12:00 pm Online
Main Sponsor(s): US Small Business Administration, West Virginia Women's Business Center
Contact: Melissa Loder, 304-623-7448, Melissa.Loder@sba.gov
Fee: Free; registration required
The West Virginia Women's Business Center is hosting a valuable webinar on the System for Awards Management (SAM.gov). Join us as Melissa Loder (SBA's West Virginia District Office) and Sommer Straight (RCAC Procurement Technical Assistance Center—PTAC) guide you through how to register for your SAM.gov account. They will also provide tips, FAQs, and directions on where to get additional assistance, as well as answer questions you may have. To register, visit <https://www.eventbrite.com/e/getting-registered-into-the-system-for-awards-management-samgov-tickets-275814347137>

Selling to the Federal Government Webinar
Thursday, August 25, 2022, 1:00 pm–4:00 pm Online
Main Sponsor(s): US Small Business Administration
Contact: George Tapia, 610-382-3086, george.tapia@sba.gov
Fee: Free; registration required
Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register on line at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.

SBA and SOS Monthly Webinar
Thursday, September 1, 2022, 9:00 am–11:00 am Online
Main Sponsor(s): US Small Business Administration, New Hampshire Secretary of State Corporation Division
Contact: Miguel Moralez, 603-225-1601, miguel.moralez@sba.gov

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