

Clean Energy Technology for All through CalSEED



[Article was originally posted on <http://greenlining.org>]

By Denise Garcia,

The green and clean energy economy is emerging, but who is at the forefront? What comes to mind first may be those who can afford to buy into the green economy. However, those who do not have access to financial wealth, can't afford to shop at Whole Foods or own Teslas typically use less water, electricity, and gas. These folks — often people of color — already conserve the most natural resources and would like to do more, but are overshadowed by the White-dominated environmental narrative and miss out on clean energy technology.

Since income remains a key limit on access to clean energy technology, low-income folks of color have to rely on their creativity to find ways to use less and save money. I've seen this in my own family, from avoiding the use of heaters and AC units to developing an organized recycling system. Imagine if these same creative folks had financial opportunities to help advance their ideas? CalSEED, a state-funded grant program to promote clean energy technology, does just that! The program funds Californians with innovative clean energy ideas to research and develop ideas into prototypes. If done right, CalSEED can bridge the gap be-

tween clean energy technology and socioeconomic disparities by providing clean energy benefits to the most vulnerable communities. CalSEED's unique approach to center social equity uses Greenlining's Equity In and Equity Out strategy to make it happen.

Equity In: Bring diverse entrepreneurs INTO the CalSEED program

Greenlining works with CalSEED to implement an Equity In/Equity Out strategy. To bring Equity In, Greenlining focuses on creating a targeted outreach plan that ensures we reach a wide range of folks from diverse backgrounds and geographic locations to ensure they know about the program and how to apply. We want to especially make sure folks from marginalized or underrepresented communities, including people of color, womxn, LGBTQ+, rural communities, etc have access to this program. Bringing social equity in means giving every Californian with a brilliant clean energy idea an opportunity to apply for this program.

Equity Out: Bring clean energy technology benefits OUT and into the most polluted communities

Racist policies and practices such as redlining created barriers for lower-income, indigenous,

immigrant, and communities of color from accessing clean energy technology and resources, and causing them to bear the most environmental burdens. To counter the uneven distribution of resources and burdens, CalSEED encourages applicants to create clean energy concepts that reduce pollution and create green job opportunities in communities left out of the clean energy movement. CalSEED, alongside Greenlining's Environmental Equity Team, works to ensure CalSEED awardees bring equity out and into these communities.

One of the CalSEED awardees, The Sustainable Economies Law Center, developed a Permanent Community Energy Cooperative model that encompasses the Equity In and Equity Strategy. Their model aims to create an equitable transition to renewable energy by empowering low-income communities to have long-term ownership and control of their energy. Victoria Paykar wrote about the Sustainable Economies Law Center in her blog post, Nonprofits and Clean Energy Entrepreneurship.

When asked who is an environmentalist, we are conditioned to think of someone White, educated, and middle class. However, a new study proves African-Americans, Asians, Latinx and

Continued on page 2



California Sub-Bid Request Ads



SYBLON REID
General Engineering Contractors
Providing Solutions to Difficult Projects

P.O. BOX 100 Folsom, CA 95763
Phone: (916) 351-0457 Fax: (916) 351-1674
Contact: Will Scott

Sub-Bids Requested From **MBE, DBE, WBE** Subcontractors & Suppliers for:

OWNER: COUNTY OF HUMBOLDT DEPARTMENT OF PUBLIC WORKS
MITCHELL ROAD (C4J090) AT P.M. 1.15 STORM DAMAGE PROJECT
PROJECT NO.: FEMA 4301-DR-CA PW 1029
CONTRACT NO.: 217300
BIDS OPEN: MARCH 26, 2019 AT 2:00 PM

Trades Solicited:

ASPHALT, PILINGS, CONCRETE & CEMENT, REINFORCING BAR SECTION, GUARD RAILINGS & BARRIERS, TRAFFIC CONTROL SYSTEM, PLANE ASPHALT CONCRETE, ASPHALT CONCRETE, FURNISH & DRIVE PILING, REINFORCING STEEL, METAL BEAM GUARD RAILING, CONCRETE BARRIER, PAVEMENT MARKING, SURVEYOR, LAND SURVEYING

If a portion of the work is too large for you to handle, contact us and we will try and break it into smaller portions

Subcontractors and suppliers must be licensed to conduct business in the state of California. Must be able to provide payment and performance bonds provided by approved surety company. SRC will pay bond premium up to 1.5% of subcontract amount and will assist with insurance compliance. SRC will work with subcontractors on joint check agreements. Plans and specs are available for viewing at our Folsom office and upon request will provide FTP site for electronic viewing of project.

Bonding, insurance, lines of credit and any technical assistance or information related to the plans or specifications for the work will be made available. Assistance with obtaining necessary equipment, supplies, materials, or related assistance or services for this project will also be offered.

CAHILL CONTRACTORS LLC
requests bids from **Certified SBE Subcontractors and Suppliers for ALL trades EXCEPT:**

Structural Concrete / Structural Light Gauge Metal Stud Framing / Exterior Building Maintenance / Elevators / Fire Sprinklers / Plumbing / HVAC / Electrical / Solar / Earthwork / Shoring / Hoist / Crane / Scaffold

YERBA BUENA ISLAND - REMAINING TRADES
301 Macalla Court, San Francisco, CA 94130

This is a TIDA project with a PLA and construction workforce requirements.

BID DATE: 3/18/19 @ 2 PM

BID DOCUMENTS:

Please contact Colby for access to documents on BuildingConnected.

CONTACT: Colby Smith at estimating@cahill-sf.com, (415) 677-0611.

CAHILL CONTRACTORS LLC requests bids from **Certified SBE Subcontractors and Suppliers for the following DESIGN-BUILD trades:**

Fire Sprinkler / Solar / Exterior Building Maintenance / Fire Alarm (Design Only)

1064 MISSION STREET - DESIGN-BUILD BID
1064 Mission Street, San Francisco, CA 94103

This is an SFCMD project with construction workforce and prevailing wage requirements.

BID DATE: 3/18/19 @ 2 PM

BID DOCUMENTS:

Please contact Colby for access to documents on BuildingConnected.

CONTACT: Colby Smith at estimating@cahill-sf.com, (415) 677-0611.



Floating Fire Station 35
Pier 22.5, SF, CA

BID DATE: Friday March 22, 2019 at 3:00 p.m.
EMAIL TO: Bill Krill - BKrill@swinerton.com

Swinerton Builders is requesting STEEL quotations from ALL subs.

20% LBE Participation required, must be Certified by City of San Francisco.

SCOPE OF WORK:

To protect against sea-level rise and earthquakes, the City of San Francisco has awarded to Swinerton Builders a new approximately 16,034 gsf Fire Station on top of a floating barge at piers 22.5/24 (just north of the Bay Bridge) in San Francisco. This is a complete design-build project which is on Port of San Francisco land and will be managed by the San Francisco Department of Public Works (with LBE requirements) with funding through the Emergency Safety and Emergency Response (ESER) Bond passed in 2014. The project includes a steel frame building with metal decking, berthing for three Fire Boats, small craft storage and launching, dive equipment and boat, ambulance access and living quarters for Fire crews and officers.

TRADES:

Structural steel, Metal decking, Miscellaneous metal, Steel stairs and Decorative metal.

PLANS & SPECIFICATIONS:

Available through Swinerton "Smartbid" – contact Bill Krill at BKrill@swinerton.com

WE REQUEST BIDS FROM ALL SUBS

Please submit your bid to BKrill@swinerton.com

"Swinerton is an Equal Employment Opportunity, Minority, Women, Disability, and Veteran Employer"

Clean Energy Technology for All through CalSEED

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low-income populations are more concerned about the environment than Whites, especially when it comes to climate policies. Instead of relying on hipster-like techies to develop new clean energy technology, we should look inwards at the most vulnerable communities. Communities directly impacted by climate change may be closer to the solutions than folks on the outskirts. The Equity In and Equity Out strategy targets disadvantaged communities with hopes of lessening the environmental and economic disparities and diminishing the clean technology divide.

If you have a clean energy concept and would like to apply for a grant or are interested in learning more about CalSEED, please click on the link and join the mailing list to receive updates about the upcoming 2019 application cycle. Clean energy technology should be for everyone.

SOURCE:

<http://greenlining.org/blog/2019/clean-energy-technology-all-calseed/>

SBE OUTREACH SERVICES

With 1.5 million businesses in our database, SBE is California's #1 source for diversity outreach.

Advertisements

Placed in the Small Business Exchange newspaper, SBE Today newsletter, and online at www.sbeinc.com

Faxed and Eblast Solicitations

Targeted mailings sent to businesses per your criteria.

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Telephone follow-up calls that follow a script of 5 questions you create.

Computer Generated Reports

Will fit right into your proposal, along with a list of interested firms to contact.

Contact Info:

795 Folsom Street, 1st Flr, Room 1124
San Francisco, CA 94107

Email: sbe@sbeinc.com

Website: www.sbeinc.com

Phone: (415) 778-6250, (800) 800-8534

Fax: (415) 778-6255

Publisher of

Small Business Exchange
weekly newspaper



California Sub-Bid Request Ads



SYBLON REID
General Engineering Contractors
Providing Solutions to Difficult Projects

P.O. BOX 100 Folsom, CA 95763
Phone: (916) 351-0457 Fax: (916) 351-1674
Contact: John Pottenburgh

Sub-Bids Requested From **MBE, DBE, WBE** Subcontractors & Suppliers for:
OWNER: NAPA COUNTY DEPARTMENT OF PUBLIC WORKS
RIDGECREST DRIVE MPM 0.40, RDS 18-22 2017 STORM DAMAGE REPAIR – GRADE BEAM WALL PROJECT.
BIDS OPEN: MARCH 21, 2019 AT 1:30 PM

Trades Solicited:

REBAR, CIDH (DRILLING), CONCRETE WORK, MGS – METAL BEAM GUARD RAIL, TRAFFIC CONTROL, READY MIX SUPPLY, AC PAVEMENT AND AC GRINDING.

If a portion of the work is too large for you to handle, contact us and we will try and break it into smaller portions

Subcontractors and suppliers must be licensed to conduct business in the state of California. Must be able to provide payment and performance bonds provided by approved surety company. SRC will pay bond premium up to 1.5% of subcontract amount and will assist with insurance compliance. SRC will work with subcontractors on joint check agreements. Plans and specs are available for viewing at our Folsom office and upon request will provide FTP site for electronic viewing of project.

Bonding, insurance, lines of credit and any technical assistance or information related to the plans or specifications for the work will be made available. Assistance with obtaining necessary equipment, supplies, materials, or related assistance or services for this project will also be offered.



SYBLON REID
General Engineering Contractors
Providing Solutions to Difficult Projects

P.O. BOX 100 Folsom, CA 95763
Phone: (916) 351-0457 Fax: (916) 351-1674
Contact: John Pottenburgh

Sub-Bids Requested From **MBE, DBE, WBE** Subcontractors & Suppliers for:
OWNER: NAPA COUNTY DEPARTMENT OF PUBLIC WORKS
SUNNYHILL DRIVE MPM 0.40, RDS 11-16 2017 STORM DAMAGE REPAIR – GRADE BEAM WALL PROJECT.
BIDS OPEN: MARCH 21, 2019 AT 1:30 PM

Trades Solicited:

REBAR, CIDH (DRILLING), CONCRETE WORK, MGS – METAL BEAM GUARD RAIL, TRAFFIC CONTROL, READY MIX SUPPLY, AC PAVEMENT AND AC GRINDING.

If a portion of the work is too large for you to handle, contact us and we will try and break it into smaller portions

Subcontractors and suppliers must be licensed to conduct business in the state of California. Must be able to provide payment and performance bonds provided by approved surety company. SRC will pay bond premium up to 1.5% of subcontract amount and will assist with insurance compliance. SRC will work with subcontractors on joint check agreements. Plans and specs are available for viewing at our Folsom office and upon request will provide FTP site for electronic viewing of project.

Bonding, insurance, lines of credit and any technical assistance or information related to the plans or specifications for the work will be made available. Assistance with obtaining necessary equipment, supplies, materials, or related assistance or services for this project will also be offered.



(An Equal Opportunity Employer)
Animal Care & Control Project

Clark Construction has released a Request for Proposal (RFP) to pre-qualified prime bidders for acoustical ceilings, ceramic tile, cold storage rooms, fences & gates, lab casework/casework, overhead coiling doors, painting & concrete sealer, polished concrete, resinous flooring, specialties and animal equipment.

For subcontractors interested in lower-tier opportunities on the above scopes, please contact Rachel Browne for the list of pre-qualified prime bidders.

The RFP files can be accessed via Box at the link provided below:

<https://clarkconstruction.box.com/v/sfacc>

Bid Due Date: 3/14/19 2:00 pm

Clark Construction Group- California, LP

Contractor License #839892 • 180 Howard Street, Suite 1200, San Francisco, CA 94105
Contact: Rachel Browne • Phone: (628) 333-1597 • rachel.browne@clarkconstruction.com



Graniterock

5225 Hellyer Avenue, Suite #220
San Jose, CA 95138
Phone (408) 574-1400 Fax (408) 365-9548
Contact: Bryan Jones
Email: estimating@graniterock.com

**REQUESTING SUB-QUOTES
FROM QUALIFIED DBE Firms
SUBCONTRACTORS/SUPPLIERS/
TRUCKERS/FOR:**

**Rebid –
Light Rail Track Intrusion Prevention**

Contract C19003F

**Owner: Santa Clara Valley
Transportation Authority**

Engineers' Estimate: \$3,500,000.

BID DATE: March 15, 2019 @ 1:00 PM

Items of work include but are not limited to:
Traffic Control, Remove Striping & Markings, Concrete Barrier Wall, Slurry Seal, Chain Link Fence & Swing Gate, Metal Picket Fence & Sliding Gate, Signs, Striping & Markings, Electrical, Irrigation and Trucking.

Granite Rock Company 'Graniterock' is signatory to Operating Engineers, Laborers, Teamsters, Carpenters and Cement Masons unions. 100% performance and payment bonds will be required from a qualified surety company for the full amount of the subcontract price. Bonding assistance is available. Graniterock will pay bond premium up to 1.5%. In addition to bonding assistance, subcontractors are encouraged to contact Graniterock Estimating with questions regarding obtaining lines of credit, insurance, equipment, materials and/or supplies, or with any questions you may have. Subcontractors must possess a current contractor's license, DIR number, insurance and worker's compensation coverage. Subcontractors will be required to enter into our standard contract. Graniterock intends to work cooperatively with all qualified firms seeking work on this project.

We are an Equal Opportunity Employer

Visit www.sbeinc.com to
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California Sub-Bid Request Ads

DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909
Dublin, CA 94568-2909
(925) 829-9220 / FAX (925) 803-4263
Estimator: **JIM YACKLEY**

Website: www.desilvagates.com
An Equal Opportunity/Affirmative Action Employer

DeSilva Gates Construction (DGC)
is preparing a bid as a Prime Contractor
for the project listed below:

**CALTRANS ROUTE 70 –
CONSTRUCTION ON STATE HIGHWAY
IN YUBA COUNTY NEAR LINDA AND
MARYSVILLE FROM 0.3 MILE SOUTH
OF FEATHER RIVER BOULEVARD
UNDERCROSSING TO THE YUBA RIVER
BRIDGE AND OVERHEAD,**

Contract No. 03-0H5104,
Federal Aid Project No. ACHSNHG-P070(136)
Disadvantaged Business Enterprise Goal
Assigned is 16%

OWNER

STATE OF CALIFORNIA -
DEPARTMENT OF TRANSPORTATION
1727 30th Street, Bidder's Exchange, MS 26,
Sacramento, CA 95816

BID DATE: MARCH 14, 2019 @ 2:00 P.M.

DGC is soliciting quotations from certified Disadvantaged
Business Enterprises, for the following types of work and
supplies/materials including but not limited to:

AC DIKE, COLD PLANE, CONCRETE BARRIER,
CONSTRUCTION AREA SIGNS, ELECTRICAL,
EMULSION SUPPLIER, LEAD COMPLIANCE
PLAN, METAL BEAM GUARDRAIL, ROADSIDE
SIGNS, ROADWAY EXCAVATION, RUMBLE
STRIP, STRIPING, SWPPP/WATER POLLUTION
CONTROL PLAN PREPARATION, TEMPO-
RARY EROSION CONTROL, UNDERGROUND,
VEGETATION CONTROL, TRUCKING, WATER
TRUCKS, STREET SWEEPING, CLASS 2 AG-
GREGATE BASE MATERIAL, HOT MIX AS-
PHALT (TYPE A) MATERIAL, RUBBERIZED
HMA (OPEN GRADE) MATERIAL, ASPHALT
OIL/BINDER SUPPLIER.

Plans and specifications may be reviewed at our offices
located at 11555 Dublin Boulevard, Dublin, CA or 7700
College Town Drive, Sacramento, CA, or at your local
Builders Exchange, or reviewed and downloaded from the
ftp site at <ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com> (if prompted the username is
<ftp://ftp%25desilvagates.com> and password is f7pa55wd) or
from the Owner's site at www.dir.ca.gov/hq/esc/oe/weekly_ads/all_adv_projects.php

Fax your bid to (925) 803-4263 to the attention of Estimator Jim Yackley. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: www.dir.ca.gov/Public-Works/PublicWorks.html

If you need DBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center (www.transportation.gov/osdbu/SBTRCs). DGC is willing to breakout portions of work to increase the expectation of meeting the DBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a PREVAILING WAGE JOB. DGC is an Equal Opportunity/Affirmative Action Employer.

DESILVA GATES CONSTRUCTION

11555 Dublin Boulevard • P.O. Box 2909
Dublin, CA 94568-2909
(925) 829-9220 / FAX (925) 803-4263
Estimator: **VICTOR LE**

Website: www.desilvagates.com
An Equal Opportunity/Affirmative Action Employer

DeSilva Gates Construction (DGC)
is preparing a bid as a Prime Contractor
for the project listed below:

**ZINFANDEL COMPLEX PROJECT –
CONSTRUCTION ON STATE HIGHWAY IN SAC-
RAMENTO COUNTY ON STATE HIGHWAY 50 IN
THE CITY OF RANCHO CORDOVA AT ZINFANDEL
DRIVE FROM 0.2 MILE SOUTH
TO 0.1 MILE NORTH OF
ZINFANDEL DRIVE OVERCROSSING**

City Project No. CP14-2132,
Federal Aid Project No. STPL-5482(032)
Disadvantaged Business Enterprise Goal
Assigned is 11%

OWNER

CITY OF RANCHO CORDOVA –
2729 Prospect Park Drive,
Rancho Cordova, CA 95760

BID DATE: MARCH 14, 2019 @ 2:00 P.M.

DGC is soliciting quotations from certified Disadvantaged
Business Enterprises, for the following types of work and
supplies/materials including but not limited to:

BRIDGE, CLEARING AND GRUBBING/DEMOLITION,
COLD PLANE, CONCRETE BARRIER, CON-
STRUCTION AREA SIGNS, ELECTRICAL, EROSION
CONTROL, FENCING, LEAD COMPLIANCE PLAN,
METAL BEAM GUARDRAIL, MINOR CONCRETE,
MINOR CONCRETE STRUCTURE, ROADSIDE
SIGNS, DELINEATORS, MARKERS, SIGN STRUC-
TURE, SLURRY SEAL, STRIPING, SURVEY/STAK-
ING, SWPPP/WATER POLLUTION CONTROL PLAN
PREPARATION, TEMPORARY EROSION CON-
TROL, TRAFFIC CONTROL SYSTEMS, UNDER-
GROUND, VEGETATION CONTROL, TRUCKING,
WATER TRUCKS, STREET SWEEPING, IMPORTED
BORROW, CLASS 2 AGGREGATE BASE MATE-
RIAL, HOT MIX ASPHALT (TYPE A) MATERIAL,
ASPHALT TREATED PERMEABLE BASE, RUBBER-
IZED HMA (OPEN GRADE) MATERIAL.

Plans and specifications may be reviewed at our offices lo-
cated at 11555 Dublin Boulevard, Dublin, CA or 7700 Col-
lege Town Drive, Sacramento, CA, or at your local Builders
Exchange, or reviewed and downloaded from the ftp site at
<ftp://ftp%25desilvagates.com:f7pa55wd@pub.desilvagates.com>
(if prompted the username is <ftp://ftp%25desilvagates.com> and
password is f7pa55wd) or from the Owner's site.

Fax your bid to (925) 803-4263 to the attention of Estimator Victor Le. If you have questions for the Estimator, call at (925) 829-9220. When submitting any public works bid please include your DUNS number and DIR number. For questions regarding registration for DIR use the link at: www.dir.ca.gov/Public-Works/PublicWorks.html

If you need DBE support services and assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies or related assistance or services, for this project call the Estimator at (925) 829-9220, or contact your local Small Business Development Center Network (<http://californiasbdc.org>) or contact the California Southwest Transportation Resource Center (www.transportation.gov/osdbu/SBTRCs). DGC is willing to breakout portions of work to increase the expectation of meeting the DBE goal.

At our discretion, 100% Payment and 100% Performance bonds may be required as a subcontract condition. This will be a PREVAILING WAGE JOB. DGC is an Equal Opportunity/Affirmative Action Employer.

Pacific States

ENVIRONMENTAL CONTRACTORS, INC.

CAL LIC. NO. 723241

**11555 Dublin Boulevard
Dublin, CA 94568-2909**

Phone: (925) 803-4333 • FAX: (925) 803-4334

**Estimator: Keith Donahue
KDonahue@pacificstates.net**

Pacific States Environmental Contractors, Inc. (PSEC) is
preparing a bid as a Prime Contractor for the
project listed below:

PROJECT:

**Laguna Creek (Line E) Improvements 1200 feet
Downstream of Cushing Parkway to Starboard
Drive in Fremont, Alameda County California,
Zone No. 6 Project.**

OWNER:

**Alameda County Flood Control and Water
Conservation District
951 Turner Court, Room 300
Hayward, CA 94545**

BID DATE: April 2, 2019 @ 2:00 PM

We hereby encourage responsible participation of
Disadvantaged Minority/Women Owned Business
Enterprises and solicit their subcontractor or materials
and/or suppliers and trucking quotation for the following
types of work including but not limited to:

**Survey, Concrete, Fencing, Shoring,
Landscaping and Underground Utilities.**

At our discretion, 100% Payment and 100% Performance
bonds may be required as a subcontract condition. Please call if you need assistance in obtaining
bonding, insurance, equipment, materials and/or sup-
plies for this project.

This will be a PREVAILING WAGE JOB.

Plans and specifications may be viewed at our of-
fice located at 11555 Dublin Boulevard, Dublin, CA,
or may be viewed or purchased by contacting Cen-
tral Blue Print at 17132 E. 14th Street, Hayward, CA
94541 (510-276-2275), East Bay Blue Print and Sup-
ply at 1745 14th Ave. Oakland, CA 94606 (510-261-
2990), or Custom Blue Print, 1944 Mt. Diablo Blvd.
Walnut Creek, Ca 94596 (925-932-3113).

PSEC is willing to breakout any portion of work to
encourage Disadvantaged Minority/Women Owned
Business Enterprises and solicit their subcontractor
or materials and/or suppliers and trucking quotations
as well as increase the expectations of meeting the
D/M/WBE goal. If you require any assistance, please
contact the Estimator, Keith Donahue, email him at
KDonahue@pacificstates.net or call (925) 803-4333.
Bids may be faxed to us at (925) 803-4334. When
submitting any public works bid please include your
DUNS number and DIR number. For questions re-
garding registration for DIR use the link at: www.dir.ca.gov/Public-Works/PublicWorks.html. We are an
Equal Opportunity Affirmative Action Employer.

If you need D/M/WBE support services and assis-
tance in obtaining bonding, lines of credit, insurance,
necessary equipment, materials and/or supplies or
related assistance or services, for this project call the
Estimator at (925) 803-4333.

At our discretion, 100% Payment and 100% Perfor-
mance bonds may be required as a subcontract con-
dition. This will be a PREVAILING WAGE JOB.

**PSEC is an Equal Opportunity/Affirmative
Action Employer.**

Is Your Marketing Inclusive?

By Rieva Lesonsky,

Consumers are more attuned than ever to whether a company's marketing reflects them. If your marketing only shows pretty young women or middle-aged men, you could be driving some prospects away. Why is inclusion so important, and how can your marketing incorporate it? Here's a closer look.

Why inclusive marketing matters

The US population is more diverse than ever before. Some 43% of millennials over 18 are nonwhite — more than any other generation, according to Pew. According to estimates from the 2017 Census, 40% of the U.S. population overall is multicultural. Specifically:

- There are 60 million Hispanics, accounting for 18.2% of the population
- There are 40 million African-Americans, accounting for 12.3% of the population
- There are 19 million Asians, Hawaiians and Pacific Islanders, making up 5.8% of the population
- 11 million Americans are mixed race or "Other," accounting for 3.4% of the population.

Inclusion is more than a multicultural issue

Multicultural consumers are not the only ones who care about diversity and inclusion, however. A whopping seven in 10 millennials say they're more likely to choose one brand over another if that brand demonstrates diversity and inclusion.

Increasingly, consumers are supporting brands that they believe in. Fully half of millennials in a BCG survey say the brands they choose "say something about my values and who I am," and a whopping 88% of consumers in a Salesforce poll say businesses have a responsibility to foster positive social change.

In the past, diversity was seen as focused on race, ethnicity and gender. Baby boomers and Generation X still define it this way, a study by DeloitteDownload Adobe Reader to read this link content shows, but millennial and younger consumers have a much different view. For them, diversity goes beyond the obvious markers of gender and skin color to include age, geography, religion, socio-economic class, sexuality, body type, marital status and more.

How to make your marketing more inclusive

- Use inclusive imagery. It can be difficult to find stock photography that goes beyond stereotypes. You'll have to make a conscious effort to search for images that feature people from a wide range of demographic groups in non-stereotypical poses (smiling senior citizens learning to use a laptop, I'm talking about you). Try using sites like RepresentationMatters, the Lean In Collection or Tonl that specialize in diverse stock photography.
- Go beyond racial diversity. Do you show people in wheelchairs? Heavyset people? People who aren't conventionally attractive? "It's also about age. Geography. Socio-economic diversity," Google's Lorraine Twohill notes in writing about how Google made its marketing more inclusive. "Our images had lots of racial diversity. But everyone looked like they worked in tech and lived in hip, urban neighborhoods."
- Think beyond your target market. You may feel that you don't need inclusive marketing because your target market is primarily one demographic. For example, if you sell tools and 80% of your customer base is suburban men, why should you change your advertising? You have no way of knowing how many women, men or urban residents you're missing out on because they don't see themselves in your advertising. What about some ads

showing a young woman using tools to set up her first city apartment or a multiracial couple fixing their plumbing? Use gender-neutral pronouns in your marketing and advertising. "They" is now a widely accepted substitute for "he," "she," or "he or she," and ensures that transgender and nonbinary customers feel seen.

- Diversify your team. The best way to create an inclusive marketing is to include many voices in creating it. It's often difficult to spot our own biases and preconceptions. Make your team feel comfortable challenging the status quo and suggesting new ways to approach your marketing messages.
- Make sure your business walks the walk. Your marketing and advertising may promote your business as inclusive and supportive, but what will your customers find when they walk in the door? Educate your employees on the importance of an inclusive environment.

Creating inclusive marketing and advertising won't happen overnight. But as business owners, it's our responsibility to lead the change — not just to attract more customers, but also because it's the right thing to do.

About the Author:

Rieva Lesonsky is CEO and President of GrowBiz Media, a media company that helps entrepreneurs start and grow their businesses. Follow Rieva at [Twitter.com/Rieva](https://twitter.com/Rieva) and visit SmallBizDaily.com to sign up for her free TrendCast reports. She's been covering small business and entrepreneurial issues for more than 30 years, is the author of several books about entrepreneurship and was the editorial director of Entrepreneur magazine for over two decades

SOURCE:

<https://www.sba.gov/blogs/your-marketing-inclusive>

Five Common 8(a) Failure Types

By Robin James,

The SBA reports that 2,000-2,500 firms apply each year for admittance into the 8(a) program. Admittance into the 8(a) program is very rigorous and on average approximately 550 8(a) applicants are approved each year or 28%. The SBA is very careful to make sure the 8(a) program does not admit ineligible firms as the value of the certification is over \$6MM per year per recipient in federal contracting dollars.

Failure Cause 1: Incomplete Application

A firm internally prepares its application, completes the online application, and mails in its hard

copy. For most applicants, the documentation is not provided to the SBA in the correct order or not enough documents are present to warrant the SBA's review of the application. When this occurs the SBA will provide an instructional letter allowing the applicant to know a number of deficiencies in the application. To some, this can make people believe that several runs at the trial and error approach and the application will be complete. Unfortunately, it takes the SBA approximately 15 days to review the application for completeness, by the time the application is returned to the applicant and the applicant is able to fix the problems the financial information provided as part of the application in almost all cases has no longer

been completed within the 90 day window and a large portion of the application must be redone. When an applicant has this occur, one or more times typically they abandon the 8(a) process.

Failure Cause 2: Blowing your Foot Off

An example of blowing your foot off to the SBA would be an 8(a) prospect that is attempting to show that they are highly economically disadvantaged. In the processes of demonstrating this to the SBA inadvertently paint such a dire picture to the SBA that the SBA no longer feels like the company has the potential to complete Federal



California Sub-Bid Request Ads

Request for Quotes from Certified DBE Subcontractors and Suppliers

Project: Centennial Corridor Mainline Project, Project No. NCIIIP 5109 (251)

Owner: City of Bakersfield

BID SUBMITTAL DATE: March 28, 2019 at 11:00 AM

Request for quotes from Certified DBE Subcontractors and Suppliers for the following, but not limited to scopes of work: Aggregates, Asphalt Dike, Asphalt Paving, Bridge Bearing Pads, Bridge Deck Drainage System, CIDH Pile, Clean and Paint Bridge Railing, Clearing and Grubbing, Cold Plane AC, Concrete Barrier, Construction Area Signs, Decomposed Granite, Electrical, Fencing and Railing, Formliner, Guardrail, Hydroseed, Jacking Superstructure, Joint Seal Assemblies, Masonry Soundwall, Minor Concrete, Miscellaneous Iron and Steel, Miscellaneous Metal, MSE Wall Materials, Noise and Vibration Control, Overhead Signs, PCC Supplies, Post Tensioning CIP Concrete, Precast Manholes, RCP Pipe, Ready Mix Concrete, Reinforcing Steel, Roadside Sign, Rock Slope Protection, Slope Paving, Street Sweeping, Striping, Survey, Textured Concrete.

PLEASE SUBMIT QUOTES BY FAX TO (760) 471-4860 OR EMAIL TO SoCalBids@FlatironCorp.com

Plans and specifications can be downloaded, at no cost from City of Bakersfield PlanetBids Portal website: <https://www.planetbids.com/portal/portal.cfm?CompanyID=14660&BidID=57417> (registration required). Additionally, plans and specifications are available at Flatiron's San Marcos, CA and Chino Hills, CA offices. Please call to make an appointment to view plans and specifications.

This project has a 16% DBE Goal. In addition to request for participation from Certified DBE subcontractor's suppliers, Flatiron/Griffith, a Joint Venture ("Flatiron/Griffith") requests Non-DBE subcontractors to provide lower-tier DBE subcontractor and/or supplier participation. Non-DBE Subcontractors, please indicate lower-tier DBE participation offered on your quote as it will be evaluated with your price.

Flatiron/Griffith, a Joint Venture ("Flatiron/Griffith") analyzes and considers each DBE quote, including those that are broken down into economically feasible units to facilitate bidding. Assistance in obtaining bonding, lines of credit, insurance, equipment, supplies and materials is available upon request. Additionally, please contact us if you require technical assistance.

Quotations must be valid for same duration as specified by Owner for contract award.

Subcontractors are required to possess and maintain a current contractor's license and must also be registered with the Department of Industrial Relations (DIR) as required by Public Contract Code Section 1725.5. Subcontractors will be required to execute Flatiron's Standard Subcontract Terms and Conditions and insurance requirements. A copy of our Standard Subcontract Terms and Conditions is available in electronic format upon request.

Bond Requirements: Notwithstanding any contrary language in a bid to Flatiron/Griffith, a Joint Venture ("Flatiron/Griffith") or any prior course of dealing between Flatiron/Griffith and a bidder, and unless waived in writing by Flatiron/Griffith, Flatiron/Griffith reserves the right to require each bidder to provide payment and performance bonds assuring bidder's obligations to Flatiron/Griffith in the amount of 100 percent of the bid to Flatiron/Griffith. Flatiron/Griffith will reimburse the bond premium at actual cost not to exceed 3%. The surety on the bonds must be a California admitted surety.

Flatiron/Griffith, A Joint Venture

1770 La Costa Meadows Drive, San Marcos, CA 92078

Phone (760) 916-9100 / FAX (760) 471-4860

Email: SoCalBids@flatironcorp.com

Point of Contact: Veronica Garcia, Estimating Admin.

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Five Common 8(a) Failure Types

Continued from page 5

Contracts. Other mistakes people make is playing up other members of their management team to the SBA to show that they have the potential to complete Federal Contracts which then inadvertently creates a control issue for the applicant firm. The list of ways in which applicants "blow their feet off" is pretty endless and sometimes we as consultants are shocked by applicant's creativity.

Failure Cause 3: Non-Presumed Group Socially Disadvantaged Applicants not doing Their Homework

It is true that not presumed group applicants, usually people of middle eastern descent, service disabled veterans and Caucasian women, can get 8(a) certified. However, they have to spend the time to go over their lives and develop a compelling narrative with supporting documentation usually in

the form of letters from people willing to attest to the person's stories. Failure to properly structure a narrative will always result in a failed application as these applications are already difficult but not impossible to get approved by the SBA.

Failure Cause 4: Not Taking the SBA Seriously

The one thing we I always tell clients is that you can expect the SBA to read every page of your 300-500 page application. The SBA takes the award of an 8(a) certification to a business very seriously. Therefore, if the SBA is going to review every page of your 300-500 page application, you need to do that yourself or have someone do it for you. The number of times I have heard applicants say "that is not accurate of the way things are at my firm today?" sure enough the SBA has reviewed a document that has portrayed exactly their rationale for the denial of the application.

Failure Cause 5: Making a Misrepresentation to the SBA

We have had clients that have gotten into trouble in their youth, had business relationships that from the outside looking in look like affiliations but when explained in advance are not an issue and the list goes on. The old adage of "ask for forgiveness instead of permission" does not work with the SBA. A firm has one chance with its application and credibility. The burden of proof is on the applicant. Therefore, problems that exist within the application should be explained to the SBA.

If your firm would like to see if you qualify for the 8(a) certification feel free to give us a call at 703-688-3546 usually in around 10-minutes we can make this assessment.

SOURCE: Advance GSA/8a