

SBE NEWS ALERT

6 Golden Rules for Building Your Business with Social Media



This doesn't mean you should spend your time using social media for promotions, instead strive for balance. Try to apply an 80:20 rule – 80 percent of your posts should focus on driving interactions while 20 percent of your posts can incorporate direct offers.

One of the easiest ways to do this is to scope out the week in advance, for example:

- Mondays – Offer an exclusive promotion that's only available to your social media followers and is redeemable with a unique code.
- Tuesdays – Give a behind-the-scenes look at your business or focus on your people

■ Continued on page 7

By Caron Beesley

Is your small business on social media? Is it working for you? Tried it but not convinced?

Social media is the top online activity in the U.S., according to Marketing TechBlog it also has a huge influence on consumer buying decisions. Forty-six percent of web users look towards social media when making a purchase, while 8 out of 10 SMBs report that they are using social media to drive growth.

Social media is clearly a proven channel for helping small business find and convert prospects – but it takes time and effort. Small businesses need to find ways to connect, engage and drive actions.

If you're looking for ideas to kick start or continue building your business using social media, here are six golden rules that can help.

Integrate your marketing channels

How do you get found on Twitter, Facebook or any social media platform? Well, it starts by prompting people with visual clues throughout

your marketing channels, most notably your website. Ways to do this include:

- Adding "Follow" buttons on your static website banners (see the top of this page)
- Add social share buttons alongside content that you want to promote such as blogs or events (check out the ones on the top left of this blog)
- Embed a feed on your site (take a look at the one on the SBA.gov homepage)
- Don't forget your emails, business cards, store signage and other channels

Plan your content

What should you post about? Well, what do your followers respond to best? This will vary greatly from business to business and takes time to gauge. But as a general rule people, follow brands on social media for the following top five reasons:

1. To get promotions and discounts
2. For the latest product information
3. Customer service (feedback, complaints, queries)
4. Entertaining content
5. The ability to offer feedback

SMALL BUSINESS EXCHANGE

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

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Targeted mailings sent to businesses per your criteria.

Telemarketing

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:

703 Market Street, Suite 1000

San Francisco, CA 94103

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



C. Overaa & Co - General Building Contractor
200 Parr Blvd., Richmond, CA 94801
510 234-0926, Fax: 510 237-2435 - www.overaa.com

We request bids from all qualified subcontractors and suppliers for the following Project:

Sacramento Regional County Sanitation District- Flow Equalization Project
Located in Elk Grove, CA

Bid Date: February 5, 2014 before 2:00 PM

Estimator: Larry Etcheverry and/or Lupe Hernandez

Project Description: The project work consists of increasing the storage capacity of the existing Emergency Storage Basins (ESBs) at the Sacramento Regional Wastewater Treatment Plant (SRWTP) by approximately 110 million gallons. This will involve deepening of ESB-B and ESB-C by approximately 8 feet. Additionally, operational flexibility will be increased through the addition of berms in ESB-C to divide this basin into three sub basins. Piping and gates shall be installed to allow flow into each of the basins and drainage from each of the basins. Basin floors will be lined with roller compacted concrete (RCC) and basin berms will be lined with shotcrete. An underdrain system and associated pumping station will be constructed to relieve hydrostatic pressure from the groundwater beneath the basins. A permanent washdown system consisting of both manual and motorized water monitors (cannons) shall be installed to clean the basins. Mass pre-excavation for the Biological Nutrient Removal (BNR) project will also be performed as part of this project.

Trades include, but are not limited to; site clearing, earthwork, dewatering, filter fabric, clay liner, drainage blankets, shoring, AC paving, utilities, concrete curbs/gutters/sidewalks, slide gates, concrete, concrete formwork & accessories, rebar, shotcrete, grout, mass concrete, structural metal framing, metal specialties, metal railings, joint sealants, waterproofing, access doors & frames, painting & coatings, warning signage, misc. pumps, sediment removal equipment, misc. valves & piping, process integration, HVAC, instrumentation, public address system, and electrical work. Complete project details are located in the drawing and specifications.

PREQUALIFICATION REQUIRED FOR THE FOLLOWING TRADES: Roller Compacted Concrete Subcontractors, Electrical Subcontractors, Instrumentation and Control Subcontractors

PRE-BID CONFERENCE (MANDATORY): January 6, 2015 at 2 p.m. SRWTP, Commons Room - 8521 Laguna Station Road, Elk Grove, CA 95758

This Project is being substantially funded by a loan from a Clean Water State Revolving Fund (CWSRF) program. This project is subject to the Davis-Bacon Act, Buy American Requirement, and federal Disadvantaged Business Enterprise (DBE) regulations apply to this project.

Project Location: The Plant is located south of the Sacramento City limits, west of Franklin Boulevard and north of Sims Road at 8521 Laguna Station Road, Elk Grove, California 95758.

Project Duration: Various milestones with the completion date for the Contract shall be April 11, 2018

The estimated cost for this work is \$119 million

Plans and specifications may be purchased from the County of Sacramento, Site Improvement and Permits Section 827 7th Street, Room 105 Sacramento, CA 95814 (916) 874-6544, Hours: 9:00am To 4:00 pm Cost: \$50.00 per CD set. Documents are also available for viewing in our plan room at 200 Parr Blvd., Richmond, CA, and at our iSQFT site, login is required. Contact jasonc@overaa.com for iSQFT access. Please call for additional information about project and/or project documents.

We encourage bids from all Subcontractors/Suppliers including DBE/MBE/WBE/SBE/DVBE/SBRA/LSAF/HUB bidders. We are an equal opportunity employer. We offer to assist you with bonding, credit, and insurance. We are signatory to both Carpenters and Laborers. Subcontractors will be required to sign the Overaa Standard Subcontract Agreement, which includes the right for Overaa to require subcontractors to furnish a faithful performance and labor bond, in a form and from a surety acceptable to Overaa, in the amount of 100% of the Subcontract price. Subcontractors will be required to comply with all subcontract insurance requirements, which includes providing a waiver of subrogation endorsement to their worker compensation insurance. The Overaa Standard Subcontract Agreement is available for viewing at our website: www.overaa.com. Overaa utilizes the environmentally-friendly Textura electronic invoicing and payment system to streamline and expedite subcontractor invoicing and payment. Please contact our office if you would like more information.

Seeking MBE, DVBE, DBE, WBE, Underutilized/Disadvantaged Business Enterprise (U/DBE) subcontractors and suppliers for

SR 15 Mid-City Bus Rapid Transit (BRT) Project

IFB No. 5007000 (CIP No. 1201507)

Project Owner: San Diego Association of Governments (SANDAG)

Project Location: San Diego, CA

Bid Date: January 28, 2015

Trades: SWPPP, Traffic Control, Striping, Fence, Signage, Landscaping, AC Paving, CIDH, Rebar, Coatings, Glass/Glazing, Jack & Bore, Misc. Metal/Structural Steel, Barrier, Electrical, Elevator

Pulice Construction, Inc.

591 Camino de la Reina, Suite 1250 • San Diego, CA 92108

Phone: (619) 814-3705 • Fax: (619) 814-3770

Contact: **Arinda Cale**, acale@pulice.com; **Kimberly Bell**, kbell@pulice.com

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REQUESTING SUB BIDS

From Qualified/Certified MBE/WBE/OBE/SBE/DVBE/DBE Subcontractors & Suppliers on the following trades but not limited to:

Coil Steel, Cement, Sand, Rock, Polyethylene Tape, Flanges, Mechanical Couplings, Welding and Trucking
For the following project:

Los Angeles Department of Water and Power
Welded Steel Pipe and Appurtenances the Lower Franklin Reservoir No. 2 Floating Cover Replacement Project
Specification No. 7609

BID DATE/TIME: January 12, 2015 @ 2:00 PM

Ameron Water Transmission Group

(An Equal Opportunity Employer)

10681 Foothill Blvd., Suite 450

Rancho Cucamonga, CA 91730

Office - 909/944-4100 x 323 • FAX 909/944-4113

Contact: **Dennis Shearer**

Plans and specifications can be viewed at Ameron Water Transmission Group or obtained from LADWP, 111 North Hope Street, Room L-43, Los Angeles, CA 90012 (213/367-4211)

Sub Bids Requested From Qualified DBE Subcontractors & Suppliers for

City of Modesto

2014 HUD Curb Ramp & Storm Drain Improvements

Location: Modesto, CA

Bid Date: January 6, 2014 @ 11:00 AM

McGuire and Hester is seeking qualified subcontractors in the following trades: traffic control; sawcutting; striping; construction area signs; and asphalt.

We will pay up to and including one and one-half percent (1-1/2%) of your bonding cost. Certification assistance is available, as well as viewing plans and specs.

McGuire and Hester

9009 Railroad Avenue • Oakland, CA 94603

Phone: (510) 632-7676 • Fax: (510) 562-5209

Contact: **Robert Herrera**

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[Let us assist you in your efforts.](#)

Sub Bid Requests
Whether you're a Small Business Looking for Opportunities, or a Prime or Agency Seeking Small Businesses

The Small Business Exchange has the resources you need to succeed.

For over 30 years, Small Business Exchange Inc. has been connecting small, minority, woman, disadvantaged- and disabled veteran-owned, businesses with buyers of their

SBE Weekly | SBE Daily

BUSINESS EXCHANGE

California Sub-Bid Request Ads

**ATKINSON/CLARK JV
Requests**

Sub-bids from All Qualified DBE Subcontractors/Suppliers for:

SANDAG

(San Diego Association of Governments IFB 5007000)

SR 15 Mid-City Bus Rapid Transit (BRT) Project

**in Mid-City San Diego along SR 15 at El Cajon Blvd & University Ave
Bids Wednesday, January 28, 2015**

Description of Work: Aggregate Supply, Anti-Graffiti Coating, Architectural Surfacing, Asphalt Paving, Bridge/Road Joint Seals, Canopies, Cast-in-Drill Holes, Clear and Grub, Concrete Barrier, Concrete Supply, Construction Area Signs, Demolition, Dowels, Earthwork, Electrical (Roadway & Building), Elevator Work, Erosion Control, Fencing, Handrailing, HVAC, Landscaping, Metal Beam Guard Rail, Minor Concrete, Misc. Iron and Steel, Pavement Grinding, Pavement Markings, Ornamental Fencing, Potholing, Rebar, Roofing, Sawcutting, Signs, Sign Structures, Soundwalls, Station Platform Improvements, Storm Drain System, Striping, SWPPP, Tie Bars, Traffic Control, Trucking, Wet Utilities, Windows.

Atkinson/Clark JV

27422 Portola Parkway, Suite 250, Foothill Ranch, CA 92610
Phone: 949-855-9755 / 949-382-7145. Fax: 949-855-9923
Contact: Curt Waggoner (curt.waggoner@atkn.com)

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Atkinson/Clark JV will assist in obtaining necessary equipment, supplies, materials or related services. We will split items of work (refer to project specs for full list of bid items) and provide assistance for bonding, LOC and insurance where needed. 100% Performance & Payment Bonds from approved sureties will be required for subcontractors greater than \$100,000. Atkinson/Clark JV will pay the cost of bonds up to 1.5%.

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TO DOWNLOAD BID DOCUMENTS AND PLANS: Please go to the SanDAG Contracts web site: <http://www.sandag.org/contracts>. Register in SanDAG's online database to download plans and specs.

**REQUESTING SUB-BIDS
From All Qualified**

Disadvantaged Business Enterprises (DBE) Subcontractors/Sub-consultants/Suppliers/Vendors registered as a DBE or small business for:

**SEISMIC RETROFIT & RECONSTRUCTION
OF THE LA LOMA ROAD BRIDGE
Federal Project No. HP21L-5064(020)
Owner: City of Pasadena
Public Works Department**

Reyes Construction is requesting bids for: (SUBCONTRACTORS) Temporary Traffic Control, Temporary Fencing, Site Demolition, Bridge Demolition, Sawcut, Tree Removal, Erosion Control, Street Sweeper, Trucking/Dir Export, Earthwork, Construction Trailer, Surveying, Scheduler, Quality Control Material Testing, Structure Concrete, Minor Concrete, Minor Concrete Structures, Reinforcing Steel, Wet Utilities, AC Paving, Signage & Striping, Electrical, Landscaping & Irrigation, Structural Excavation & Backfill, Concrete Barrier, Equipment Rental, Hydroseed, Spall and Crack Repairs, Asphalt Cold Plane, Pump Station, Keystone Retaining Wall, Micropile Foundation, Steel Pile Foundation, Pre-stressing Cast-In-Place Concrete, Anti-Graffiti Coating, Epoxy Crack Injection, Joint Seal, Temporary Sewer Bypass (SUPPLIERS): Miscellaneous Metals, Traffic Control Material and, Equipment, BMP Materials, Aggregates, Filter Fabric, Concrete Supplies, Ready Mix Concrete, Asphalt, RCP, Precast Manholes, Waterwork Materials, Ductile Iron Pipe & Fittings, Formliner, Electrical Conduit, Sewer Pump Station, Steel Casing, Rip Rap, Detectable Warning Surface, Bridge Deck Drainage System, Precast Barrier Pilaster.

BID DATE: January 07, 2015 @ 2:00 PM

Reyes Construction, Inc.

State License Number 507561
1383 South Signal Drive, Pomona, CA 91766
Phone: 909-622-2259 • Fax: 909-622-3053
Contact: Estimating Mon-Fri 8am-5pm

Assistance will be available for obtaining Bonds, Lines of Credit, and/or Insurance, necessary equipment, supplies, materials or related assistance services.

Plans and Specifications can be viewed online at no additional cost at

- 1.) <http://www.bidmail.com/Sublogin.aspx>
(To request an invite please email estimating@reyesconstruction.com)
 - 2.) the City of Pasadena by sending an email request to pw-permits@cityofpasadena.net
 - 3.) Sharefile via email request at estimating@reyesconstruction.com
- Please fax quotes to: 909.622.3053

RGW Construction Inc. is seeking all qualified LBE (Local Business Enterprises) and SLBE (Small Local Business Enterprises) for the following project:

*****SUBS SHOULD BE CERTIFIED WITH THE ALAMEDA COUNTY TRANSPORTATION COMMISSION PRIOR TO BID DAY- (510) 208-7468 http://www.alamedactc.org/app_pages/view/4543 I-880/SR-92 Reliever Route – Phase 1 City Project No. 5197 Engineer Estimate: \$11,960,000 - 260 Working Days Goal: LBE 60%-SLBE 20% Bids: January 13th, 2015 @ 2:00 PM**

Requesting Sub-quotes for (including but not limited to): Fabric & Oils, Construction Area Signs, Traffic Control, Raise Iron-Utilities, Cold Plane, Clear and Grub, Landscaping, Erosion Control, Irrigation, Limetreatment, Aggregate Base, Asphalt Paving, AC Dike, Grinding, Pile Driving (Sheet Pile), Soundwall-Masonry or Precast, Signs Roadside, Concrete Curb & Sidewalk Misc., Fencing, Survey Monument, MBGR, Thermoplastic Traffic Stripe & Marking, Pavement Marking, Signal and Lighting, Lighting & Sign Illumination, Surveyor, SWPPP Planning, Water Truck, Sweeper, Storm Drain (Underground), Relocate Commercial Sign, Dewatering, Pipe Supplier (Storm & Water, Sewer), Electrical (Joint Trench) & Trucker.

Scope of Work: Pavement widening, reconstruction & realignment, curb & gutter, sidewalk, AC dike, concrete lined ditch, grind a& overlay, catch basin, modification of traffic signals, traffic striping, pavement marking and signing.

RGW is willing to breakout any portion of work to encourage LBE/SLBE participation. Contact us for a specific item list.

Plans and Specs are available to view and copy at our office or the City of Hayward, 777 "B" Street, 2nd Fl., Hayward, CA 94541 510-583-4730. Contact John Pitsch 925-606-2400 johnp@rgwconstruction.com for any questions, including bonding, lines of credit, or insurance or equipment or material suppliers. Subcontractors should be prepared to submit payment and performance bonds equal to 100% of their quotation. For bonding and other assistance, please call.

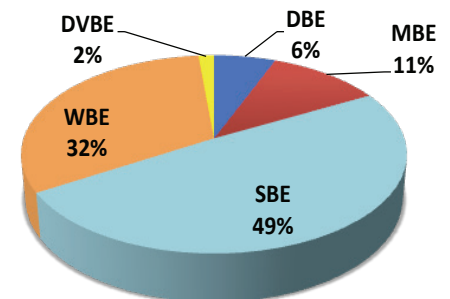
RGW Construction, Inc.

Contractors License A/B 591940
550 Greenville Road • Livermore, CA 94550 • Phone: 925-606-2400 • Fax: 925-961-1925

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AUDIENCE PROFILE

Small Business Exchange, Inc.



California Sub-Bid Request Ads

REQUESTING BIDS FROM QUALIFIED DVBE SUBCONTRACTORS AND SUPPLIERS FOR THE FOLLOWING PROJECT:

Rt. 280 Various Locations Treat Bridge Decks Project

San Mateo County, Caltrans Project No. 04-4H8504, Bid Date: January 7, 2015 at 2:00 pm

We hereby encourage responsible participation of local Disabled Veteran Business Enterprises (5% Goal), and solicit their subcontractor or material quotation for the following types of work. This is a highway project with the typical items of work associated, but not limited to: Lead Compliance Plan, Construction Area Signs, Traffic Control, Portable Changeable Message Signs, Job Site Management, Prepare Water Pollution Control Program, Temporary Drainage Inlet Protection, Street Sweeping, Temporary Concrete Washout, Remove Yellow Thermoplastic Traffic Stripe, Public Safety Plan, Remove Thermoplastic Traffic Stripe, Remove Thermoplastic Pavement Marking, Remove Pavement Marker, Remove Concrete Deck Surface, Cold Plane Asphalt Concrete Pavement, Prepare Concrete Bridge Deck Surface, Furnish Polyester Concrete Overlay, Place Polyester Concrete Overlay, Treat Bridge Deck, Furnish Bridge Deck Treatment Material, Structure Backfill (Slurry Cement), Hot Mix Asphalt (Type A), Tack Coat, Paint Bridge Identification, Clean Expansion Joint, Joint Seal, Striping and Marking, Construction Equipment and Rentals, Trucking.

C.C. Myers, Inc. is willing to break down items of work into economically feasible units to encourage DVBE participation. If you are interested in any of this work, please provide us with a scope letter or contact us immediately. Plans and Specifications are available from the Caltrans website at http://www.dot.ca.gov/hq/esc/oe/contractor_info/.

Conditions or exceptions in Subcontractor's quote are expressly rejected unless expressly accepted in writing. Subcontractor and Supplier quotes are required 24 hours prior to the bid date to enable thorough evaluation.



C.C. Myers, Inc.

3286 Fitzgerald Rd. • Rancho Cordova, CA 95742 • 916-635-9370 • Fax 916-635-1527

Each Subcontractor shall be prepared to submit faithful performance and payment bonds equal to 100% of their quotation. The Contractor will pay standard industry rates for these bonds. **Contact C. C. Myers, Inc. for assistance with bonds, insurance, lines of credit, equipment, supplies or project plans and specifications.** C.C. Myers, Inc., is a Union Contractor. AN EQUAL OPPORTUNITY EMPLOYER

REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Nevin Avenue Pedestrian Improvements
City of Richmond**

BID DATE: January 9, 2015 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Traffic Control System, Construction Staking, Construction Project Signs, Storm Water Pollution Control, Clearing & Grubbing, Grinding, Geotextile Fabric, Minor Concrete, Underground, Adjust Utilities, Traffic Signal Modification, Electrical, Roadside Signs, Striping & Marking, Planting & Irrigation, Relocate Gas Line and Construction Materials

O.C. Jones & Sons, Inc.

1520 Fourth Street • Berkeley, CA 94710 • Phone: 510-526-3424 • FAX: 510-526-0990

Contact: Donat Galicz

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100% Performance & Payment Bonds may be required. Worker's Compensation Waiver of Subrogation required. Please call OCJ for assistance with bonding, insurance, necessary equipment, material and/or supplies. OCJ is willing to breakout any portion of work to encourage DBE Participation. Plans & Specs are available for viewing at our office.

Turner

City of San Jose Tenant Improvements and Office Restack REQUEST FOR LUMP SUM PROPOSALS Request for Proposal and Proposals from MBE/WBE/DVBE

Proposals and Pre-qualifications are due, January 5, 2015 at 3:00PM

Turner Construction is accepting lump sum proposals from Union Contractor's only for the City of San Jose Tenant Improvement and Office Restack.

Project Description:

Tenant Improvements for 37,000 s.f. over 3 floors of office build out in the existing City Hall Wing and various tenant improvements of approximately 50,000 s.f in the existing tower building.

Project Schedule:

Proposals and Pre-qualifications are due, January 5, 2015 at 3:00PM
Construction is January 2015 to September 2015

Prequalification:

PREQUALIFICATION PACKAGES MUST BE COMPLETED AND SUBMITTED PRIOR TO OR WITH YOUR BID PROPOSALS. AWARDS WILL ONLY BE MADE TO CONTRACTORS WITH AN APPROVED PRE-QUALIFICATION. TO RECEIVE THE PRE-QUALIFICATION PACKAGE (THIS IS THE STANDARD TURNER PRE-QUALIFICATION PACKAGE, NOT PROJECT SPECIFIC), E-MAIL: turnersfbids@tcco.com

Project Documents:

Project Documents will be available December 15, 2014, to receive the link to the project bid site, please e-mail: turnersfbids@tcco.com

QUESTIONS DURING PROPOSAL PROCESS

Direct all questions to Turner Construction via fax, attention Purchasing Department at 415-705-7949 (FAX) or e-mail at: turnersfbids@tcco.com

Bid Packages Turner Construction is signatory to the Carpenters and Laborers Union. For this project, all trades must be Union and all contractors are required to pay at a minimum State Prevailing Wage.

BP#01 - Demolition: vol +/- \$200,000
BP#02 - Misc Steel / Structural Steel: vol +/- \$95,000
BP#03 - Millwork / Finish Carpentry: vol +/- 330,000
BP#04 - Doors / Frames / Hardware: vol +/- \$340,000
BP#05 - Operable Partition: vol +/- \$150,000
BP#06 - Glass & Glazing: vol +/- \$250,000
BP#07 - Drywall: vol +/- \$880,000

BP#08 - Acoustical Ceiling Tile: vol +/- \$500,000
BP#09 - Flooring: vol +/- \$340,000
BP#10 - Painting: vol +/- \$230,000
BP#11 - Misc Accessories: vol +/- \$10,000
BP#12 - Signage: vol +/- \$100,000
BP#13 - Equipment: vol +/- \$10,000
BP#14 - Window Treatments: vol +/- \$40,000
BP#15 - Ceramic Tile: vol +/- \$10,000



Best Contracting Services, Inc.
Is requesting bids from all LBE, SBE Suppliers,
Subcontractors and Truckers
for the following Project:

**City of Richmond
Recreation Center Roof Replacement
Owner: City of Richmond
Bid Date: Jan. 8, 2015 at 2:00 P.M.**

Trades included but not limited to: Material Supplier,
Trucking, Demolition, ACM Removal

To request plans and specs please go to city website:
www.ci.richmond.ca.us/bids

Contact: Candys/Tom Ryan with any questions at
P: (310) 328-6969, F: (310) 328-9176
E: tryan@bestcontracting.com,
cruffin@bestcontracting.com

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California Sub-Bid Request Ads

REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Hwy 80, 580 Overlay Oakland
Caltrans #04-4H2214**

BID DATE: January 15, 2015 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Portable Changeable Message Sign, Water Pollution Control Program, Sweeping, Treated Wood Waste, Noise Monitoring, Adjust Inlet, Cold Plane AC, Clearing & Grubbing, Roadway Excavation (Type Z-2, Aerially Deposited Lead), Shoulder Backing, Structure Excavation (Type Z-2, Aerially Deposited Lead), Fiber Weed Control Mat, Rolled Erosion Control Product, Hydromulch, Fiber Rolls, Hydroseed, Rapid Strength Concrete Base, Lean Concrete Base Rapid Setting, Base Bond Breaker, High Friction Surface Treatment Epoxy Resin, Prepaving Inertial Profiler, AC Dike, Geosynthetic Pavement Interlayer, Rumble Strip, Data Core, Tack Coat, Jointed Plane Concrete Pavement (RSC), Drill and Bond (Dowel Bar), Isolation Joint Seal, Grind Concrete Pavement, Structural Concrete (Approach Slab), Minor Concrete, Joint Seal, Panel Sign, Roadside Sign, Misc. Iron & Steel, Delineator, Object Marker, Midwest Guardrail System, Vegetation Control, Transition Railing, Crash Cushion, Concrete Barrier, Striping & Marking, Electrical, Traffic Operation System and Construction Materials

O.C. Jones & Sons, Inc.

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Contact: Jean Sicard

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REQUEST FOR DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Hwy 29 Bridge Replacement, Calistoga
Caltrans #04-4A0904**

BID DATE: January 21, 2015 @ 2:00 PM

We are soliciting quotes for (including but not limited to): Trucking, Lead Compliance Plan, Construction Area Signs, Traffic Control System, Flashing Beacon (Portable), Portable Changeable Message Sign, Temp. Crash Cushion Module, SWPPP, Rain Event Action Plan, Storm Water Sampling & Analysis, Storm Water Annual Report, Sweeping, Water Quality Sampling & Analysis, Water Quality Monitoring Report, Temp. Wildlife Exclusion Fence, Work Area Monitoring (Bridge), Bridge Removal, Clearing & Grubbing, Develop Water Supply, Dust Palliative, Structure Excavation, Structure Backfill, Concrete Backfill, Lean Concrete Backfill, Imported Borrow, Soil Amendment, Commercial Fertilizer, Planting & Irrigation, Imported Biofiltration Soil, Hydromulch, Hydroseed, Compost, AC Dike, Tack Coat, Steel Soldier Pile, Structural Concrete, Minor Concrete, Ashlar Stone Texture, Precast Prestressed Concrete Girder, Joint Seal, Bar Reinforcing Steel, Roadside Signs, Timber Lagging, Clean and Paint Solider Piling, Prepare & Stain Concrete, Stain Galvanized Surfaces, Anti-Graffiti Coating, Underground, Rock Slope Protection, Minor Concrete, Misc. Iron, Steel & Metal, Fencing, Delineator, Object Marker, Special Marker, Midwest Guardrail System, Tubular Bicycle Railing, Transition Railing, End Cap, Concrete Barrier, Striping & Marking and Construction Materials

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Turner

Turner Construction Company, representing UCSF Benioff Children's Hospital, formally announces the upcoming bidding opportunity for the project listed below.

**UCSF Benioff Children's Hospital – Outpatient Clinic 2 (OPC2)
Owner: UCSF Benioff Children's Hospital**

This project is a new, 6-story, steel-frame, medical clinic, approximately 88,000gsf, with associated landscaping, site utility work and existing parking garage modifications.

We are seeking the following trade packages for our upcoming Bid Group 3: Site Demo / Earthwork / Paving, Deep Foundations / Drilled Piers, CMU, Metal Fabrications, Roofing / Waterproofing, Flashing / Sheet Metal / Exp Joints, Garage Renovations, Acoustical Ceilings / Wall Panels, Site Concrete, Landscaping, Lab Casework, Architectural Millwork, Fireproofing, Doors / Frames / Hardware, Flooring, Ceramic Tile, Painting and Wall Coverings, Specialties Package

Plans, Specs and Bid Documents for Bid Group #3 will be released January 5, 2015.

You are invited to attend a Pre-Bid Meeting

Date: Monday, January 12, 2015

Time: 9:00 AM – 11:00 AM

Location: Contractors Resource Center - 8055 Collins Drive, Oakland, CA 94621

Representatives from Turner will be present to answer questions regarding the bid packages, timing, schedules and certification

There is a 35% Local Firm goal for this project. We are seeking businesses located within the East Bay Green Corridor (Alameda, Albany, Berkeley, El Cerrito, Emeryville, Hayward, Oakland, Richmond and San Leandro)

Turner has a 20% SBE/MBE and WBE goal for this project.

Bidders are encouraged to seek certification for SBE, DVBE, MBE and WBE for this project.

For information on how to Pre-Qualify with Turner, please contact Sylvia Strowe [sstrowe@tcco.com](mailto:ssrowe@tcco.com)

Please direct all questions to Shirley San Diego at 510.267.8114 or ssandiego@tcco.com

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California Sub-Bid Request Ads

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

Restoration Of San Leandro Creek (LINE P) Between Hegenberger Road And 75 Feet Upstream of 98th Avenue in Oakland, Alameda County California Zone NO. 12 Project

Owner: Alameda County Flood Control Conservation District Hayward, CA

BID DATE: January 8, 2015 at 2:00pm.

We hereby encourage responsible participation of D/M/WBE's Disadvantaged Minority/Women-Owned Enterprises and solicit their subcontractor or materials and/or suppliers for the following types of work including but not limited to:

Concrete, Trucking, Fencing, Hydroseeding

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 supplies for this project.

This will be a PREVAILING WAGE JOB.

Plans and specifications may be reviewed at our office located at 11555 Dublin Boulevard, Dublin, CA, or by purchasing online www.ipdservices.com/clients/easbay?ALCO

Or by contacting: Central Blue Print at 17132 E. 14th Street Hayward, CA 94541 (510) 276-3375, East Bay Blue Print and Supply at 1745 14th Avenue, Oakland, CA 94606 (510) 261-2990 or Custom Blue Print 1944 Mt Diablo Boulevard, Walnut Creek, CA 94596 (925) 932-3113 PSEC is willing to breakout any portion of work to encourage D/M/WBE's Disadvantaged Minority/Women-Owned Enterprises, and solicit their subcontractor or materials and/or suppliers and trucking quotation. If you require any assistance, please contact the Estimator, Keith Donahue email him at kdonahue@pacificstates.net or call (925) 803-4333 and bids may be faxed to us at (925) 803-4334. We are an equal opportunity 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
EMAIL: kdonahue@pacificstates.net

An Equal Opportunity Employer



Kiewit

Requests sub-bids from qualified Subcontractor and/or Supplier seeking to participate in the Sacramento Regional County Sanitation District (SRCSD) Flow Equalization (FEQ) Project in Elk Grove, CA.

<http://www.epa.gov> / <http://www.sba.gov> / www.californiaucp.org

Subcontractors and Suppliers for the following project:

Flow Equalization Project – Contract No. 4205

Owner: Sacramento Regional County Sanitation District

Bid Date: February 5, 2015 @ 2:00 P.M.

Disadvantaged Business Enterprises (DBEs)

Disabled Veteran Business Enterprise (DVBE) Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Small Business in a Rural Area (SBRA), Labor Surplus Area Firm (LSAF), or Historically Underutilized Business (HUB) Zone Businesses wanted for the following scopes, including, but not limited to:

Asphalt Paving, Aggregates, Minor Concrete, Concrete Pumping, Concrete Readymix, Concrete Reinforcement Supply & Install, Concrete Forms, Clear & Grub, Grouting, Dewatering, Access Doors & Frames, Grading, Heating, Ventilating, & Air Conditioning (HVAC), Metals, Maintenance of Traffic (MOT), Paintings & Coatings, Precast Concrete, Signage, Street Sweeping, SWPPP, Support of Excavation, Temporary Power, Thermal & Moisture Protection, Trucking & Hauling, Water Truck, Quality Control & Demolition.

Bonding, insurance, and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested CUCP, DVBE, MBE, SBE, SBRA, LSAF or HUB Certified DBE business suppliers and subcontractors. Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

Subcontractor and Supplier Quotes are due NO LATER THAN February 3, 2015 at 5 PM.

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

All subcontractors that are registered in our SBN database will receive an invitation to bid. Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to register your company to be able to receive bidding information.

Kiewit Infrastructure West Co.,
4650 Business Center Drive Fairfield, CA 94534
Attn: Victor Molina victor.molina@kiewit.com

You can view the plans in our office during regular business hours by appointment.

100% Performance Bond and Payment Bonds are required for this project.

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Kiewit

Requests sub-bids from qualified Subcontractor and/or Supplier seeking to participate in the Sacramento Regional County Sanitation District (SRCSD) Site Preparation (SP) Project in Elk Grove, CA.

<http://www.epa.gov> / <http://www.sba.gov> / www.californiaucp.org

Subcontractors and Suppliers for the following project:

Site Preparation Project

Owner: Sacramento Regional County Sanitation District

Bid Date: February 3, 2015 @ 2:00 P.M.

Disadvantaged Business Enterprises (DBEs)

Disabled Veteran Business Enterprise (DVBE) Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), Small Business in a Rural Area (SBRA), Labor Surplus Area Firm (LSAF), or Historically Underutilized Business (HUB) Zone Businesses wanted for the following scopes, including, but not limited to:

Reinforcement Supply & Install, Concrete Forms, Clear & Grub, Grouting, Dewatering, Access Doors & Frames, Grading, Heating, Ventilating, & Air Conditioning (HVAC), Metals, Maintenance of Traffic (MOT), Paintings & Coatings, Precast Concrete, Signage, Street Sweeping, SWPPP, Support of Excavation, Temporary Power, Thermal & Moisture Protection, Trucking & Hauling, Water Truck, Quality Control, Demolition, Masonry, Electrical, Communication Towers, Chain Link Fencing, Elevated Water Tanks and Welded Steel Pressure Tanks

Bonding, insurance, and any technical assistance or information related to the plans or specification and requirements for the work will be made available to interested CUCP, DVBE, MBE, SBE, SBRA, LSAF or HUB Certified DBE business suppliers and subcontractors. Assistance with obtaining necessary equipment, supplies, materials, or services for this project will be offered to interested certified suppliers and subcontractors.

Subcontractor and Supplier Quotes are due NO LATER THAN January 30, 2015 at 5 PM.

Plans are available for viewing at our office at our address below and through SmartBidNet (SBN).

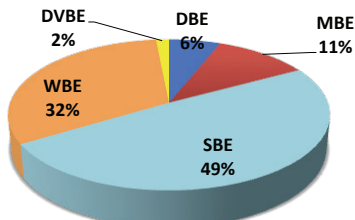
All subcontractors that are registered in our SBN database will receive an invitation to bid. Please visit <http://www.kiewit.com/districts/northern-california/overview.aspx> to register your company to be able to receive bidding information.

Kiewit Infrastructure West Co.,
4650 Business Center Drive Fairfield, CA 94534
Attn: Victor Molina victor.molina@kiewit.com

You can view the plans in our office during regular business hours by appointment.

100% Performance Bond and Payment Bonds are required for this project.

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Affordable Housing



New Affordable Homes at 870 Harrison

870 Harrison is pleased to announce a new affordable homeownership opportunity in San Francisco's SOMA district.

The four new homes consist of four two-bedroom homes available through the Mayor's Office of Housing. Prices range from \$266,195 - \$269,258 without parking and \$362,265 - \$367,030 with parking. Two parking spaces will be made available to Below Market Rate buyers for \$100,000 each by final lottery rank. The three parking spaces will be offered to Below Market Rate buyers until three of the Below Market Rate buyers have entered into a contract to purchase one parking space. Buyers must be first-time homebuyers and buyers must not exceed the following income levels:

100% of Maximum Income by Household Size derived from the Unadjusted Area Median Income (AMI) for HUD Metro Fair Market Rent Area (HMFA) that contains San Francisco 2014.

A one person household can make no more than \$67,950

A two person household can make no more than \$77,700

A three person household can make no more than \$87,400

A four person household can make no more than \$104,850

Applications are due on February 2nd by 5:00pm PST.

Please contact Dilan Urin at the 870 Harrison Sales Center for an application and more information; dilan@870harrison.com and 415-539-9100

For information on the building, please visit <http://870harrison.com/BMR>.

Please visit the Mayor's Office of Housing website for further program details and buyer guidelines www.sf-moh.org. Homes are available through the San Francisco Mayor's Office of Housing and are subject to monitoring and other restrictions.



New Affordable Homes at Thirty Five Dolores

Thirty Five Dolores is pleased to announce a new affordable homeownership opportunity in San Francisco's Mission Dolores.

The four new homes consist of 1 one-bedroom and 3 two-bedroom homes available through the Mayor's Office of Housing. Prices range from \$245,519 - \$277,958 without parking and \$370,519 - \$402,958 with parking. Three parking spaces will be made available to Below Market Rate buyers for \$125,000 each by final lottery rank. The three parking spaces will be offered to Below Market Rate buyers until three of the Below Market Rate buyers have entered into a contract to purchase one parking space. Buyers must be first-time homebuyers and buyers must not exceed the following income levels:

100% of Maximum Income by Household Size derived from the Unadjusted Area Median Income (AMI) for HUD Metro Fair Market Rent Area (HMFA) that contains San Francisco 2014.

A one person household can make no more than \$67,950

A two person household can make no more than \$77,700

A three person household can make no more than \$87,400

A four person household can make no more than \$104,850

Visit www.sf-moh.org for larger households. Applications are due on Saturday, January 26th by 5:00pm PST.

Please contact Matthew Joseph at the Thirty Five Dolores Sales Center for an application and more information; matthew@thirtyfivedolores.com and (415) 770.9170. For information on the building, please visit <http://thirtyfivedolores.com>

Please visit the Mayor's Office of Housing website for further program details and buyer guidelines www.sf-moh.org. Homes are available through the San Francisco Mayor's Office of Housing and are subject to monitoring and other restrictions.

Visit www.sf-moh.org for program information.

Social Media

Continued from page 1

- Wednesdays – Create a series of helpful tips (link back to your blog to expand on the details)
- Thursdays – Focus on your customers. Whether it's responding to questions or highlighting a positive review.
- Fridays – Feature industry experts or news. Retweet content, share articles or pin images that are relevant to your business.

Use photos and videos and other rich media

A visual is worth a thousand words. Look for ways to integrate images and rich media content into your social media posts. Using rich media like YouTube videos, memes, photos, and infographics can double engagement. Download Adobe Reader to read this link content.

Engage your audience

If you are posting interesting content, engagement will follow naturally. However, there are a few things you can do to encourage these relationships – listen to fans, chime in when you think you can add something, respond to comments, open the doors to shared experiences/needs, offer exclusive content (offers, downloads, etc.), encourage fans to share photos and experiences and always communicate authentically. Think of social media as a form of conversation – it's a two-way dialog. If you're not prepared to listen to what is being said to you, about you, or with you, then you simply aren't "being social."

It takes time to figure out what works. For example, you might think about using polls and surveys to engage with followers, but if you are still growing your network, you might not get the right results – yet. So, keep trying new things until you find a sweet spot.

Treat social media as a customer service tool

Customer service is a very important aspect of social media. Be prepared to monitor and respond to questions and complaints, make a point of recording feedback and sharing it with whoever owns that aspect of your business. These blogs offer more advice on this topic:

How to Use Social Media to do a Better Job of Customer Service -

<https://www.sba.gov/blogs/how-use-social-media-do-better-job-customer-service>

7 Tips for Dealing with Criticism of Your Business on Social Media -

<https://www.sba.gov/blogs/7-tips-dealing-criticism-your-business-social-media>

Measure

Don't forget to measure the impact of your social media efforts. Use third party apps or Facebook's Insights tool to monitor click-through rates. Compare these across posts to see if there's a trend as to the type of content that's popular. Measure engagement by tracking how many likes and shares your posts get (measured by Facebook as "reach"). Use this data to inform and adjust your content strategy.

Source: <https://www.sba.gov>

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