

# SBE TODAY

Volume 28, Edition 758

DIVERSITY IN ACTION - SBE is a certified DBE publication

APRIL 12, 2012

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## Shoestring MARKETING

by Alf Nucifora

### Tantalizing Teen Trends

There seems to be an inversely proportional relationship between our prodigious knowledge of the Boomer sector and our appalling ignorance of the Gen Y, teenager set. Yet the teen market represents enormous, untapped potential even for those companies that market products not traditionally associated with the category. A recent report, "Youth Truths" published by the Detroit-based ad firm, Campbell-Ewald, sheds revealing insight into the motivation and behavior of this easily misunderstood group.

#### Who Are They?

Born during the period 1976-1994, the Gen Y's, 78,000,000 strong, now comprise 30% of the US population, a group larger than the Boomers and twice the size of the Gen X sector. It's in the "sliced and diced" subsets that the information really gets interesting. According to industry trade publication, Advertising Age, "marketers traditionally defined kids as ages 6 to 12...Today, there are at least six recognized youth segments: ages 0-2, 3-5, 6-8, 9-12, 13-15 and 16-18."

Most marketers carry a distinct bias with respect to kids' buying habits and motivations. Some project Gen X behavior to the Y's, an obvious mistake since the personality of either group could not be more distinctive or different from the other. Worse still, many marketers tend to "project back" or interpret current teen behavior based on the filter of their own experiences when they were that age (with all of the forgetfulness and revisionism that accompanies the aging process). In reality, "the interests of each (teen) age group are now in flux" notes Advertising Age. "A tween, a youngster between ages 9 and 12, will have markedly different interests today, than a tween had just a few years ago." A number of factors are at the root of this acceleration process including "access to influences and information, working mothers and the speed with which trends move across the country."

#### The Unifying Elements

They're being called the "next greatest generation" primarily because they share many of the attributes of the World War II generation. As Youth Truths points out, they're idealistic. 95%

indicate that spending time volunteering or helping people is very or somewhat important (Yankelovich). 50% actively participate in volunteer work in their communities (Ifuse).

They're also patriotic. 79% consider themselves to be such, according to Campbell-Ewald's Youth Research. In fact, 68% say they would be willing to make a personal sacrifice for their country. Their patriotism, however, is not the flag waving type of their parents and grandparents. As Arthur Mitchell, Director of Strategic Planning for Campbell-Ewald notes "theirs comes from a nuanced appreciation of the US for the unique freedoms it offers... freedom to be who and what you want to be...a place where even a Dennis Rodman can live happily ever after."

They take their education seriously, which makes sense given their intuitive understanding that their futures will be tied to an education-dependent information society and not an industrial economy. As such, 87% want to go to university or college (Yankelovich). They also possess a stronger moral compass than their parents. "Trustworthiness," "determination" and "honor" are of great importance to this group, understandable, given their constant exposure to the frailties and ills of today's society with its 60+% divorce rate and a political ruling system that rewards and encourages hypocrisy and deceit.

Optimism also prevails. Although they fear being left behind, 87% are still optimistic about their future (Campbell-Ewald Youth Research.) In the 9-17 age group, 69% view owning their own business as a sign of success. (versus 34% for adults.) This is a generation that firmly believes that it can have it all from personal happiness to career advancement to material success.

These are marketing-savvy folk. Don't forget they've been exposed to media saturation. They know the marketer's tricks. Therefore, they don't have the patience to waste time with a product or message that claims to be something that it's not. And if in doubt, they can easily go to the web to validate the claim and verify the truth. But even though they know they're being marketed to, they're accepting of the fact as long as the marketer tells them the truth. What they value more than anything else is authenticity. While they view advertising as fake, that's OK as long as it's fun. What's more, 71% agree that advertising is still the best way to learn about new products (Yankelovich).

Yet when it's all said and done, we cannot forget that they're still kids...irrational, passionate and hormonal to boot. They know it too. 76% of the

Continued on page 3

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# REQUESTS FOR BIDS & SUB-BIDS



## VTA- Mission Blvd/ Warren Ave/Truck Rail Program Contract No. C101 (12004F)

**BID DATE: May 03, 2012 @ 2:00PM**

**UDBE Goal: 8%**

To bid the job with the SSHJV and for general questions,  
please visit the SSHJV website at:

<https://partners.myskanska.com/usa/clients/VTA/WMGs/Outreach>  
On Bid Day Please Call 951-684-5360 and Fax Quotes to 951-788-2449

The following is a list of anticipated potential work items include, but are not limited to: Grading/Earthwork, Drainage, Soundwalls, Retaining Walls, Concrete Barrier, Landscaping, Signing and Pavement Delineation, Signals, Lighting, Curb and Gutter/Sidewalk, PCC Pavement, Lean Concrete Base, Aggregate Base, Asphalt Concrete, Fencing, Contaminated Soil Removal, Traffic Control, Utility Work, Minor Concrete Structures, SWPP, Masonry, Hazardous Material Removal, Surveying, Construction Area Signs, CIDH Piles, SWPP Installation, Structural Steel, Reinforcing Steel, Fire Protection, Trucking, Misc Metal/Iron/Steel, Building Demo, MSE Walls, QC/QA Services, Painting/Coating, Noise Monitoring/Abatement, Dewatering/Monitoring, Deep Soil Mixing, Survey/Monitoring, Concrete Pumping, Crash Cushion, HVAC, Pre-stressing, Street Sweeping, Pre/Post Construction, Welding, First Aid (AMR), Health and Safety Monitoring, Project Progress Photographs/Video.

Skanska Shimmick Herzog, a Joint Venture (SSH, JV) is interested in soliciting in Good Faith all subcontractors as well as certified UDBE companies for this project. In order to assist UDBE subcontractors and suppliers, we will divide total requirements into smaller packages, tasks or quantities and establish delivery and construction schedules which will permit maximum participation when feasible. All interested subcontractors, please indicate all lower tier UDBE participation offered on your quotation as it will be evaluated with your price.

Please call if you need assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. SSH, JV insurance requirements are \$1M GL – each occurrence, \$2M GL – Aggregate & Products/Completed Operations Agg., \$5M Excess/Umbrella, \$1M Workers Comp., and \$1M Auto. Endorsements or waivers required are Additional Insured End., Primary Wording End., and a Waiver of Subrogation (GL & WC). Other insurance requirements may be necessary per scope. Subcontractors may be required to furnish performance and payment bonds in the full amount of their subcontract by an admitted surety and subject to approval by the Joint Venture. SSH, JV will pay bond premium up to 1.5%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. SSH, JV is signatory to Operating Engineers, Laborers, Cement Masons Carpenters unions and Teamsters. If the Owner contract requires certified payroll then subcontractors will be required to submit certified payroll. Subcontractor scope (including any conditions or exceptions) is required 24 hours prior to bid deadline to allow proper evaluation. Skanska Shimmick Herzog, a Joint Venture is an equal opportunity employer.

Project Information available at the following webpages:

VTA Website: <http://www.vta.org/bart/index.html>

Bart Website: <http://www.bart.gov/about/projects/index.aspx>

Contact information is provided on our website:

<https://partners.myskanska.com/usa/clients/VTA/WMGs/Outreach>

1995 Agua Mansa Road • Riverside, CA 92509-2405  
Phone: (951) 684-5360 • Fax: (951) 788-2449

Sub-Bids Requested From Qualified Small /Local  
Business Subcontractors & Suppliers:

**City of Palm Springs**

**2011/2012**

**Annual Asphalt Overlay**

**City Project No. 11-06**

**April 17, 2012 at 2:00 PM**

Prime Contractor requests to subcontract the supply of materials and equipment to local business enterprises and to subcontract services to businesses whose work force resides within the Coachella Valley Area, including but not limited to: Cold Milling, Traffic Striping & Markings, Sewer Manhole, Minor Concrete, Install Detector Loops, Pavement Fabric, Construct 1 1/2" A.C. Overlay, Traffic Control, Crack Sealing

## SKANSKA

1995 Agua Mansa Road • Riverside, CA 92509-2405

Phone: (951) 684-5360 • Fax: (951) 788-2449

Contact: Jeff Russell • Email: [Jeffrey.Russell@skanska.com](mailto:Jeffrey.Russell@skanska.com)

Skanska is interested in soliciting in Good Faith all subcontractors as well as certified Small /Local Business for this project. Please call if you need assistance in obtaining bonding, lines of credit, insurance, necessary equipment, materials and/or supplies. Skanska insurance requirements are \$1M GL – each occurrence, \$2M GL – Aggregate & Products/Completed Operations Agg., \$5M Excess/Umbrella, \$1M Workers Comp., and \$1M Auto. Endorsements or waivers required are Additional Insured End., Primary Wording End., and a Waiver of Subrogation (GL & WC). Other insurance requirements may be necessary per scope. Subcontractors may be required to furnish performance and payment bonds in the full amount of their subcontract by an admitted surety and subject to approval by Skanska. Skanska will pay bond premium up to 1.5%. Quotations must be valid for the same duration as specified by the Owner for contract award. Conditions or exceptions in Subcontractor's quote are expressly rejected unless accepted in writing. Skanska is signatory to Operating Engineers, Laborers, Cement Masons Carpenters unions and Teamsters. If the Owner contract requires certified payroll then subcontractors will be required to submit certified payroll. Subcontractor scope (including any conditions or exceptions) is required 24 hours prior to bid deadline to allow proper evaluation. In order to assist Small /Local Business subcontractors and suppliers, we will divide total requirements into smaller packages, tasks or quantities and establish delivery and construction schedules which will permit maximum participation when feasible. All interested subcontractors, please indicate all lower tier Small /Local Business participation offered on your quotation as it will be evaluated with your price. Skanska is an equal opportunity employer

## REQUEST FOR UDBE/DBE SUBCONTRACTORS AND SUPPLIERS FOR:

**Highway 219 Modesto • Caltrans #10-0A8724**

**BID DATE: May 1, 2012 @ 2:00 PM**

We are soliciting quotes for (including but not limited to): Trucking, SWPPP, Temp. Erosion Control, Sweeping, Storm Water Annual Report, Construction Area signs, Traffic Control System, Striping & Marking, Portable Changeable Message Sign, Abandon Drywell, Fencing, Adjust Utilities to Grade, Cold Plane AC, Clearing & Grubbing, Develop Water Supply, Lead Compliance Plan, Highway Planting & Irrigation, Erosion Control, Data Core, Tack Coat, CIDH Concrete Piling, Minor Concrete, Sound Wall (Masonry Block), Sign Structure, Roadside Sign, Underground, Misc. Iron & Steel, Delinquent, Object Markers, MBGR, Electrical, and Construction Materials

**O.C. Jones & Sons, Inc.**

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

Contact: Mark Mahboubi

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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 UDBE & DBE Participation. Plans & Specs are available for viewing at our office or through the Caltrans Website at [www.dot.ca.gov/hq/esc/oe/weekly\\_ads/index.php](http://www.dot.ca.gov/hq/esc/oe/weekly_ads/index.php).

EVRA Construction is Request For  
Qualified DVBE Subcontractors, Suppliers and  
Truckers for the following project:

**Owner: San Francisco Unified School District  
Renovations Elementary School Merge at Buena  
Vista/Horace Mann K-8  
SFUSD Project #11480**

**Location: 3351 23rd Street, San Francisco, CA**

**Bid Date: April 24, 2012 @ 11:00 AM**

**Evra Construction, Inc.**

100 North Hill Drive, #45 • Brisbane, CA 94005

Phone: 415-467-1336 • Fax: 415-467-1356

For more information,

please contact Jeff Ostrovskiy

We Are An Equal Opportunity Employer

# REQUESTS FOR BIDS & SUB-BIDS



Requesting Sub-bids from Qualified DBE Subcontractors & Suppliers:

**City of Thousand Oaks**  
**CI 5131 - Municipal Service Center Expansion**  
**00 40 00A - 112006 Specification No. 2011/2012-13**  
**Bid Date: April 18, 2012 at 3:00 PM**

**Scope:** Transportation terminal, government – miscellaneous building the work comprises the construction of the following: work to be construction is located at 2010 conejo center dr and 1993 rancho conejo blvd., thousand oaks, ca household hazardous waste facility (hhw): the work includes a new freestanding building as well as two free standing canopies and a free standing trash enclosure. The proposed household hazardous waste facility (hhw) is a free standing, leed certified, building. A loading dock and ramp will be provided for transport of materials out of the facility and will include two dock levelers. Adjacent to the building is a free standing canopy at the vehicle unloading area and a free standing building canopy. This site shall be secured with a tube steel fence and electric gates. New landscape and hardscape areas will serve as rain gardens and detention for stormwater management. Proposed transit center: The work includes free standing covered parking canopies. The Bus Canopy is a free standing structure which provided covered parking for 12 buses. A Compressed Natural Gas (CNG) System will be extended from an existing compressor to provided fueling for the buses to the canopy, complete with dispensers. Several roof surfaces of the canopy will receive photovoltaic panels to serve the HHW Facility. Covered Parking for Fleet Vehicles are provided by a free standing canopy structure. This site is to be secured with a tube steel fence and electric gate. New landscape and Hardscape areas will serve as rain gardens and detention for stormwater management. Existing MSC expansion. The work includes a New Freestanding Building, a Free Standing Canopy and a small remodel to an existing room. The addition to the existing building 'A' is a LEED certified Annex Building which will serve as a multipurpose room and will also contain a kitchenette and restrooms. Adjacent to the building is a free standing building canopy. New landscape and hardscape areas surround the Annex Building. Limited Demolition and reconfiguration of the existing parking and security fence will be necessary. An addition of an electric gates is also required. In the existing building 'C' the current multipurpose room will be remodeled as a wellness center, per specification.

#### Soliciting ALL TRADES

Tower General Contractors is committed to assisting you in your effort to bid this project. To that end, if you require assistance in building relationships with or introductions to business professionals who can assist you in the areas below, please email

Alex Guerrero Executive Vice President of Tower General Contractors at alexg@towergeneralcontractors.com

- Bonding
- Lines of Credit
- Insurance Assistance

Tower intends to negotiate in good faith with interested DBEs.

Tower General Contractors requires all qualified subcontractors to be prepared to furnish performance and payment bonds issued by an admitted surety in the amount of their bid. Premium cost to be included in bid as a separate item. Tower General Contractors, at its sole discretion, reserves the right to waive the requirements for such bonds, to permit substitute security, or to accept alternate guarantees in lieu of such bonds. Tower General Contractors intends to seriously negotiate with all subcontractors, and requires each selected to execute the Tower General Contractors.

Copy of the master subcontract is available for review at:

### Tower General Contractors

10923 Randall Street, Suite 'E' • Sun Valley, CA 91352  
 Phone: 818-768-3530 • Fax: 818-768-3534  
 Contact Name: **Bruce Potter**  
 Email: brucepot@towergeneralcontractors.com

Contact **Bruce Potter** to request a formal invitation to bid or request for plans and specs.

**Any subcontractor bidding project must break out bid per bid schedule in specifications and must fill out pages 17 and 21 (Buy America and Debarment Certification). Please submit in advance of bid.**

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**Project Name: Mission Bay Blocks 2-13: Long Bridge Phase II and Blocks 5 & 6 Infrastructure**  
**Location: San Francisco, California**  
**Bid Date: April 17, 2012 @ 2:00pm**

Nibbi Brothers General Contractors is requesting bids from qualified subcontractors & Suppliers including those certified with the Office of the City Administrator (Successor Agency to SFRA) for DIV's 1-3 on the Mission Bay Blocks 2-13: Long Bridge Phase II and Blocks 5 & 6 Infrastructure. Work of this contract consists of the improvements within the City Right of Way, City land, and Owner's land proposed for future dedication supporting certain Mission Bay Public Improvements. Such work includes site preparation, demolition and rough grading, deep utilities, joint trench and street lighting. The SFRA participation goal has been established for this project at: 31% for MBE Subcontractors and 10% for WBE Subcontractors and we highly encourage all SFRA certified Subcontractors to bid. To obtain bid and contract documents please email Kristin Medwick (kristinm@nibbi.com). Interested subcontractors will receive an email notification via NewForma to download drawings and provide proposals by Tuesday, April 17, 2012.

**PLEASE FAX OR EMAIL PROPOSALS TO**  
**Scottc@nibbi.com / Fax: (415) 241-2951**

**For information regarding this project contact:**

ATTN: Scott Council (scottc@nibbi.com)  
 or Kristin Medwick (kristinm@nibbi.com)

## Tantalizing Teen Trends

### Continued from page 1

9-17 age group tell us that "they are in no hurry to grow up" (Yankelovich). The problem is that teens are being given more adult responsibility particularly in households where both parents work. This can encompass buying the groceries as well as voicing an influential opinion on the next auto purchase for the family. For parents and for marketers, there must be a realization that their (teens) opinion must be taken seriously.

The marketing lesson to be gleaned from the data and trend information is a simple one... get to know this generation now and not when it's too late, particularly if you don't market "of the moment" products such as music, cosmetics and fashion. Gen Y's will have long memories. Loyalty to person or product will therefore be one of the defining elements of their personality and ultimately their buying behavior.

Website: [www.nucifora.com](http://www.nucifora.com)

Alf's syndicated writings appear in business publications throughout the U.S.

## Advertisewith the Small Business Exchange

Utilize SBE's TARGET DISTRIBUTION to reach the DBEs, SBEs, DVBEs, MBEs, and OBEs that match the trades and goods you need.

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# PUBLIC LEGAL ADVERTISEMENTS



UCLA

## ADVERTISEMENT FOR BIDS

Subject to conditions prescribed by the University of California, Los Angeles, sealed bids for a lump-sum contract are invited for the following work:

### PS 9 SEISMIC CORRECTION Project Number 946745.01

**DESCRIPTION OF WORK:** Seismically strengthen Parking Structure 9 by performing carbon fiber wrapping of concrete columns; separating the concrete columns from the cast-in-place concrete spandrel panels; repairing cracks with epoxy injection; patching spalls; strengthening the decorative block and brick veneer; repair and patch existing structure expansion joints; limited parking space striping; signage; painting; electrical service temp relocations; alternate to add area drains for storm water control; alternate for installation of new concrete ADA ramp.

The estimated construction cost is \$1,800,000.00.

1. Bidding Documents will be available beginning on April 10, 2012 and will be issued at:

ARC  
2435 Military Ave.  
Los Angeles, CA 90064  
Telephone (310) 477-6501  
Website: <http://social.fordgraphics.com/>

2. Bidders may view the Bidding Documents online at the ARC PlanWell Public Plan Room, and purchase digital and/or hard copies of the Bidding Documents by contacting ARC as indicated above. All parties

will make arrangements with and payment to ARC directly. (NOTE: Bidding Documents will not be issued at the University's office.)

**BID DEADLINE:** Bids will be received only at the following location:

Contracts Administration  
University of California, Los Angeles  
1060 Veteran Avenue, Suite 125  
Box 951365  
Los Angeles, California 90095-1365  
310-825-7015

and must be received at or before:

**2:00 p.m., May 16, 2012**

### MANDATORY PRE-BID CONFERENCE & JOB WALK:

A mandatory Pre-Bid Conference and mandatory Pre-Bid Job Walk will be conducted on April 18, 2012 beginning promptly at 10:00 a.m. Only bidders who participate in both the Conference and the Job Walk, in their entirety, will be allowed to bid on the Project as prime contractors. Participants must arrive at or before 10:00 a.m. Persons arriving later than said time will not be allowed to bid on the Project as prime contractors. Participants shall meet at Capital Programs Building, 1060 Veteran Avenue (follow signs to the meeting room), UCLA campus (refer to the online UCLA Campus Map at [www.ucla.edu/map](http://www.ucla.edu/map)). For further information, contact Eric Hunnes at 310-825-5181.

*(NOTE: Bidders are advised that parking may be difficult. Bidders should allow ample time to drive to the above location in heavy traffic, find a parking space, walk to the building, and arrive in the designated Meeting Room prior to the required time. It is currently anticipated that the Conference/Job Walk will last at least 2 hours.)*

**LICENSE REQUIREMENTS:** The successful Bidder will be required to have one of the following Cali-

fornia current and active contractor's licenses at the time of submission of the Bid:

A License (General Engineering) OR  
B License (General Building)

In addition, the successful Bidder (or its hazardous materials abatement subcontractor, if applicable) must also have the following from the State of California:

### HAZ (Hazardous Substance Removal Certification)

Bidder shall maintain or cause to be maintained Contractor Pollution Liability Insurance as specified in the Supplementary Conditions of the Contract Documents.

**BIDDER QUALIFICATIONS:** To be allowed to submit a bid, Bidders must have the minimum experience set forth in the Bidder Statement of Experience contained in the Bidding Documents and posted on the website listed below. Bidders must submit to the above-listed location a completed Bidder Statement of Experience in a sealed envelope no later than:

**3:00 p.m., April, 25, 2012**

Every effort will be made to ensure that all persons have equal access to contracts and other business opportunities with the University within the limits imposed by law or University policy. Each Bidder may be required to show evidence of its equal employment opportunity policy. The successful Bidder and its subcontractors will be required to follow the nondiscrimination requirements set forth in the Bidding Documents and to pay prevailing wage at the location of the work.

The work described in the contract is a public work subject to section 1771 of the California Labor Code.

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA

(Visit our website at: <http://www.capital.ucla.edu>)

## CITY & COUNTY OF SAN FRANCISCO DEPARTMENT OF PUBLIC WORKS

Contract No. 7431A-2  
(ID No. FCA12067)

### ESER 1 FIRE STATIONS NO. 2, 10, AND 13 ROOF REPLACEMENT

Sealed bids will be received at 875 Stevenson Street, Room 420, San Francisco, California 94103 until **2:30 p.m. on April 25, 2012**, after which they will be publicly opened and read. Digital files of Bid Documents may be downloaded at no cost from the Department of Public Works (DPW) Electronic Bid Documents download site at <http://bsm.sfdpw.org/contractadmin>, or purchased on a CD format from 875 Stevenson Street, Room 420, San Francisco, California 94103, telephone 415-554-6229, for a non-refundable \$15.00 fee paid by cash or check to "Department of Public Works".

Addenda and other bid changes will be distributed by email only to plan holders with email addresses, and will be posted on the Bids and Contracts page at the City's Office of Contract Administration website address: <http://mission.sfgov.org/OCABidPublication/>

The work is demolition of existing roofing and wood decking, installation of new roofing system, HVAC work, painting, and all other associated work. The time allowed for completion is 75 consecutive calendar days. The Architect's estimate is in excess of \$400,000. For

more information, contact the Project Manager, Gabriella Cirelli at (415) 557-4707.

Pursuant to San Francisco Administrative Code (SFAC) Section 6.25, "Clean Construction" is required for the performance of all work.

The Specifications include liquidated damages. Contract will be on a Unit Price basis. Progressive payments will be made.

Bid discounts may be applied as per SFAC Chapter 14B. Subcontracting goal is **20% LBE**. Call Romulus Asenlloo at (415) 252-2539 for details. In accordance with SFAC Chapter 14B requirements, all bidders, except those who meet the exception noted below, shall submit documented good faith efforts with their bids and must achieve 80 out of 100 points to be deemed responsive. Bidders will receive 15 points for attending the pre-bid conference. Refer to HRC Form 2B for more details. Exception: Bidders who demonstrate that their total LBE participation exceeds the above subcontracting goal by 35% will not be required to meet the good faith efforts requirements.

A pre-bid conference will be held on **April 12, 2012 10:30 a.m.** at 30 Van Ness Avenue, 5th Floor Electrical Conference Room.

For information on the City's Surety Bond Program, call Jennifer Elmore at (415) 217-6578.

A corporate surety bond or certified check for ten per-

cent (10%) of the amount bid must accompany each bid. SFAC Sec. 6.22(A) requires all construction contracts awarded by the City and County of San Francisco to include performance and payment bonds for 100% of the contract award.

**Class "C-39"** license required to bid.

In accordance with San Francisco Administrative Code Chapter 6, no bid is accepted and no contract in excess of \$400,000 is awarded by the City and County of San Francisco until such time as the Mayor or the Mayor's designee approves the contract for award, and the Director of Public Works then issues an order of award. Pursuant to Charter Section 3.105, all contract awards are subject to certification by the Controller as to the availability of funds.

Minimum wage rates for this project must comply with the current General Prevailing Wage as determined by the State Department of Industrial Relations. Minimum wage rates other than applicable to General Prevailing Wage must comply with SFAC Chapter 12P, Minimum Compensation Ordinance.

Right reserved to reject any or all bids and waive any minor irregularities.

4/12/12

CNS-2294384#

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California Small Business No. 27118

Human Rights Commission No. HRC 071410535, *Minority-Owned SF Local Business*

Department of Transportation (DOT) No. 35208, *Disadvantaged Business Enterprise (DBE)*

LBE-PUC (Public Utilities Commission) NPE No. 52662, *Minority-Owned (MBE) Firm*

State of California license/certificate, Consumer Affairs Division,  
California Shorthand Court Reporter No. 3077

Registered Professional Reporter, NCRA No. 703

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## *Diversity Outreach* Outreach Professionals

- Review and analyze specific requirements to ensure compliance with regulations
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- Quick turnaround to ensure deadlines are met efficiently

### **An Outreach Standard**

- Cited as a resource by the State of California Office of Small Business Certification Resources
- Listed in plans and specs of many local agencies
- Utilized by many agencies and primes

### **One Location...Thousands of Certified Businesses**

- SBE imports State DOT DBE's (nationwide)
- SBE imports US SBA "CCR" listed businesses (nationwide)
- SBE maintains businesses certified by many local agencies

p. (415) 778-6250 • f. (415) 778-6255 • e. sbe@sbeinc.com