



Certification Workshop 101

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Benefits of Becoming Certified

- Small business certifications, similar to professional certifications document a special capability or status that will help you compete in the marketplace.
- Increases your visibility to prime contractors. Prime contractors are required to meet SBE or DBE utilization goals – as a certified firm you are critical to the prime contractors towards successfully meeting these goals.
- Levels the playing field by providing small businesses owned and controlled by socially and economically disadvantaged individuals a fair opportunity to compete for federally or non-federally funded transportation contracts.

Small Business Certification

- ❑ Metro currently certifies and accepts two types of certifications: Disadvantaged Business Enterprise (DBE) and Small Business Enterprise (SBE).
- **Disadvantaged Business Enterprise (DBE)**
 - DBE program requires that the applicant(s) be socially and economically disadvantaged as outlined in CFR 49 Part 26. Metro is a member of the **California Unified Certification Program (CUCP)** and accepts DBEs certified by other member agencies.
- **Small Business Enterprise (SBE)**
 - SBE Program is unique to Metro and mirrors the DBE program but is race and gender neutral.

Disabled Veteran Business Enterprise (DVBE)

- Metro does not process DVBE certification, but through MOU, accepts DVBE certifications provided by the Department of General Services (DGS).

Requirements for DBE and SBE

- Independent business organized for profit.
- Personal net worth is less than \$1.32 million.
- Annual gross receipts three-year average less than \$30.40 million
- The qualifying individual is in control of management and daily business operations.
- 51% ownership by one or more economically disadvantaged individuals

Additional Requirements for DBE

- DBE's must also be socially disadvantaged
- Socially and economically disadvantaged individual means any individual who is a citizen of the United States (or lawfully admitted permanent resident) who is a member of the following groups: African Americans, Hispanics, Native Americans, Asian-Pacific Americans, Subcontinent Asian Americans and Women

NAICS Codes

- The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments: <https://www.census.gov/naics/>
- NAICS Codes requested should match your primary line of work
- Five-year annual gross receipts average utilized for NAICS Code size standard calculations
- Once certified with Metro, approved NAICS codes will be listed with your firm in the DBE and/or Metro's SBE certified firm directory. Entities looking for certified firms use these databases to find businesses that have the NAICS codes that match the goods and services they want to contract for or buy.

Application Process – NAICS Codes

<https://www.census.gov/naics/>

The screenshot shows the United States Census Bureau website. At the top, there is a navigation bar with links for Topics, Geography, Library, Data, Surveys/Programs, Newsroom, and About Us. Below this is a search bar and a breadcrumb trail: "You are here: [Census.gov](#) » [Business & Industry](#) » NAICS". The main heading is "North American Industry Classification System". Below the heading are several tabs: Main, History, Development Partners, Federal Register Notices, NAPCS, and FAQs. The "NAICS Search" section contains three search boxes for the years 2017, 2012, and 2007. The "Reference Files" section lists links for 2017 NAICS, 2012 NAICS, 2007 NAICS, 2002 NAICS, 1997 NAICS, Concordances, Downloadable Files, and NAICS Update Process Fact Sheet (PDF 90KB). The "Introduction to NAICS" section provides a brief overview of the system and its development. The "2017 NAICS Manual" section features a cover image of the manual and a link to "View or download this publication".



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Application Process – PNW

Personal Net Worth Statement

- The PNW shall be completed by each socially and economically disadvantaged owner that make up the 51% majority ownership of the firm.
- If the owner is married, he or she should only list all assets and liabilities for the qualifying 51% owner(s).

Personal Net Worth Statement

❑ <https://www.transportation.gov/sites/dot.gov/files/docs/DBE%20PNW%20Statement%2011-3-2014.pdf>

Application Process



Annual Update & Five (5) Year Review Requirements

Annual Update Affidavit

- All DBE firms are required to submit an Annual Update Affidavit (aka **No Change Declaration**) each year.
- The firm's owner is declaring under penalty of perjury that there has been no changes affecting the firms ability to meet size standards, disadvantaged status, ownership, or control requirements as per 49 CFR, Part 26, and
- The past year's taxes for the firm must also be submitted.

Five (5) Year Comprehensive Review

- Every five(5) years, each DBE or SBE certified firm will undergo a comprehensive certification status review.

B2G Online Certification Application

- ❑ Metro was the first California Unified Certification Program (CUCP) member agency to implement an on-line certification and management system. This application has been designed to streamline the process for applicants and eliminate the need for hard copy submissions.
- ❑ Only one application is required for both DBE and SBE.
- ❑ ***Online Certification Key Features***
 - User-friendly platform
 - Tracking tool to check on the status of applications
 - Free webinar system training to walk you through the form and process
 - 24-hour technical support



Your Role After Certification

- You must be proactive
- Educate yourself – training, new skills, etc.
- Actively market your firm
- Attend Metro Events – Meet the Primes and How To Do Business with Metro
- Register as a Vendor with agencies you are seeking to do business with
- Network with other businesses



Certification Resources

- ❑ On-line certification is available at:
<https://metro.gob2g.com>
- ❑ CUCP database for DBE firms:
<https://californiaucp.dbesystem.com/>
<https://dot.ca.gov/programs/civil-rights/dbe-search>
- ❑ Metro database for SBE firms:
<https://smallbusinessquery.metro.net/>
- ❑ Vendor Portal - <https://business.metro.net>
- ❑ North American Industry Classification System (NAICS):
<https://www.census.gov/naics/>



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Online application: <https://metro.gob2g.com>

Thank You for Attending!

