



Department of Parks & Recreation (DPR)

SB/DVBE Business Opportunities

(www.parks.ca.gov)



Unlike most State departments DPR operates on a decentralized platform. When a need arises, each office independently seeks out or advertises for resources. As there are no dedicated buyers, the buyer can be as spontaneous as the lead for a specific project or task.

So, how do you make your SB/DVBE services visible to DPR buyers?

First and foremost, **Register** and **Certify** as an SB/DVBE company in the State's registered vendor system (www.CaleProcure.ca.gov). There is **no cost to register and certify**. DPR buyers search the State's vendor system for registered and certified SB/DVBE resources.

Then, maximize your virtual visibility to DPR and the State so we can find your business:

1. **Optimize** the keywords and industry codes within your company's profile. These are key to making your company visible to all State agencies searching for a solution to a need:
 - ✓ Eliminate non-descriptive, non-relevant and repeated words to optimize the limited space.
 - ✓ Periodically review and update your company profile to keep pace with changes to your offerings, industry trends, seasonal solutions, point of contact information, etc.
 - ✓ Each search generates a list in random order. If a search is conducted with the exact same criteria, the order of the companies listed will not match, yet the content will remain the same.
2. **Respond** to all direct solicitation invitations rather than simply let them pass by.
 - ✓ You received a direct solicitation because your company profile reflected you were qualified for the job. If the solicitation was not a good fit, you should provide a courtesy 'no thank you' including your reason for declining. The feedback may help the buyer recognize an oversight or gain a better understanding of what the solicitation could or should have contained to be more accessible. At times, an addendum may be issued that may enable your bid.
3. **Search as a Primary** for opportunities.
 - ✓ It is always wise to proactively search for opportunities as your profile may not necessarily fit or match a State buyer's approach or it may have been posted for general response.
 - ✓ Your company may have diversified its services but the opportunity occurred before you updated your profile.
 - ✓ You might uncover an opportunity that you are able to pursue on a case-by-case.
4. **Search as a Subcontractor** for opportunities.
 - ✓ Non-SB and non-DVBE companies can subcontract with registered and certified SB/DVBE companies to take advantage of State SB/DVBE contracting programs for mutual benefit.
 - ✓ If you find a solicitation that you may or would like to participate in, but only in-part, try contacting the Primary contractors who have viewed the solicitation to open dialogue.
 - ✓ Primary contractors also actively search for SB/DVBE companies to subcontract with.

Tip: Most of the dollars spent by DPR in achieving and exceeding its annual SB/DVBE participation goals were associate to subcontracting relationships between Primary contractors and certified SB/DVBES.

For additional information, District information or contact our SB/DVBE Advocate, visit us at:

www.parks.ca.gov

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