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GOVERNOR

STATE OF CALIFORNIA
GOVERNOR'S OFFICE OF BUSINESS AND ECONOMIC DEVELOPMENT (GO-Biz)

**Directive to Enhance Visibility of Small Business/Disabled Veteran Business
Enterprise Advocate
Contact Information on Agency and Department Websites**

Summary

Small Business Advocates are available to assist small businesses and Disabled Veteran Business Enterprise (DVBE) suppliers with contracting issues in State Agencies with annual expenditures over \$100,000, as provided in Government Code Section, 14845-14847. The Department of General Services (DGS) maintains a current directory of all Small Business Advocates. Some Departments also feature Small Business/DVBE Advocate contacts on their respective websites. However, this information is often placed in inconsistent locations and difficult for the user to find. GO-Biz, in coordination with DGS, is requiring that all Agencies and Departments with a Small Business Advocate/DVBE locate their contact information within two clicks of the Agency or Department home page and on a "Contact Us" page or similar website. The California Technology Agency (CTA) will implement this directive through the CTA's Web Users' Group, which includes a broad range of State organizations, as described later in this directive.

Background

Small Business/DVBE Advocates assist California's small businesses and DVBEs in how to do business with State government, help resolve state contract issues, ensure prompt payment and disseminate information on pending solicitations. These positions are located in State Agencies with annual expenditures over \$100,000.

The Department of General Services (DGS) maintains a current directory of all Small Business/DVBE Advocates. Some Departments also provide this information on their respective websites. However, across State Agencies, this information is often in inconsistent locations and difficult for the user to find. As a result, small businesses and DVBEs interested in doing business with the State are unable to reach the appropriate Small Business/DVBE Advocate to obtain information on state contract issues, invoicing and payments, and pending solicitations.

Analysis

GO-Biz's Small Business Unit has received comments from small businesses and procurement staff concerning the difficulty of locating Small Business/DVBE Advocate contact information on many State Agency and Department websites. To promote better visibility of this important resource for small businesses, GO-Biz is directing State Agencies and Departments that have Small Business/DVBE Advocates to locate their current contact information in a more visible location. The directive's main components include the following:

Provide a Consistent, Intuitive, and More Visible Location for Small Business/DVBE Advocate Contact Information

On many Department and Agency websites, the Small Business Advocate/DVBE contact information is placed in varying webpage locations that require multiple clicks beyond the department home page. In some cases, it is not provided on the website. Through this directive, the Small Business/DVBE Advocate's contact information will be placed within two clicks of the home page and located on the "Contact Us" page or, if not available, on the "About Us" page or another similar page that is within two clicks of the home page.

Require that Small Business Advocate/DVBE Contact Information Remain Current on Department and Agency Websites

This directive requires that Agencies and Departments with Small Business/DVBE Advocates update the contact information on State websites, including completing the Advocate Update Form found at www.dgs.ca.gov/pd/advocate. The Small Business/DVBE Advocate title will be hyperlinked to a DGS website (www.dgs.ca.gov/pd/advocate) that will define and describe the role, and provide additional information related to the State's small business procurement program.

Pros:

- Improved access to Agency and Department Small Business/DVBE Advocate contact information.
- Improved customer service to small businesses on State contract issues, invoicing and payments, and pending solicitations.
- Fewer calls to incorrect Agency and Department staff from small businesses seeking help related to procurement matters.

Cons:

- Some loss in Agency and Department authority and independence over websites.
- Initial staff time required to implement the website changes.

Directive

1. Agencies and Departments that are required to have Small Business/DVBE Advocates will place their contact information within two clicks of the home page and under the "Contact Us" page if this page is available on their website. If a "Contact Us" is not

available, the Agency or Department shall locate the information on the “About Us” page or another similar page that is within two clicks of the home page.

2. The Small Business/DVBE Advocate contact information shall include the title, email, and phone number. The Department and Agency may either include the title and a non-name specific email (e.g., advocate@xyz.ca.gov) and a phone number, or the specific staff name, title, email, and phone number. In both cases, the Department and Agency shall ensure that the information remains current and that the email addresses correspond to accounts that are regularly checked.
3. Departments and Agencies shall hyperlink the title of “Small Business/DVBE Advocate” to the page on DGS’ website that defines and describes the duties of the position. A link to that page is below.
www.dgs.ca.gov/pd/advocate
4. DGS shall maintain the above link and notify the Web Users’ Group if the URL changes.

Examples of how Small Business/DVBE Advocate contact could be shown are below.

Contact Us

John Doe, Analyst and Small Business/DVBE Advocate jdoe@xyz.ca.gov 916-555-1212

OR

Small Business/DVBE Advocate advocate@xyz.ca.gov 916-555-1212

Agencies or Departments Impacted

The CTA will implement this directive through the CTA’s Web Users’ Group. The State organizations included in the Web Users’ Group are on the next page.

| CA Technology Agency Web Users Group | |
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| Agricultural Labor Relations Board (ALRB) | Department of Food and Agriculture |
| Air Resources Board | Department of General Services |
| Alcoholic Beverage Control | Department of Health Care Services |
| Assembly – Legislature’s Data Center | Department of Housing and Community Development |
| Board of Equalization | Department of Justice |
| CA Highway Patrol | Department of Mental Health |
| Cal EPA | Department of Motor Vehicles |
| CalExpo | Department of Parks and Recreation |
| CALFire | Department of Pesticide Regulation |
| California Bay Delta Authority | Department of Public Health |
| California Board of Accountancy | Department of Real Estate |
| California Community Colleges | Department of Social Services |
| California Conservation Corps | Department of Water Resources |
| California Digital Library | Dept. of Personnel Administration/Human Resources |
| California Fair Political Practices Commission | Developmental Services |
| California Law Revision Commission | Employment Development Department |
| California Lottery | Employment Training Panel |
| California State Library | Energy Commission |
| California State University | FI\$Cal |
| California Tahoe Conservancy | Franchise Tax Board |
| California Technology Agency | High Speed Rail Authority |
| California Unemployment Insurance Appeals Board | Managed Risk Medical Insurance Board |
| CalPERS | Office of Administrative Law |
| CalRecycle | Office of Environmental Health and Hazard Assessment |
| CalSTRS | Office of Real Estate Appraisers |
| CalTrans | Office of Statewide Health Planning and Development |
| Coastal Commission | Office of Systems Integration |
| Conservation and development Comission | Office of the State Treasurer |
| Contractors' State Licensing Board | POST (police officer standards in training) |
| Department of Aging | Public Employment Relations Board |
| Department of Community Services | Public Utility Commission |
| Department of Conservation | Resources Agency |
| Department of Consumer Affairs | Secretary of State |
| Department of Corrections and Rehabilitation | Seismic safety commission |
| Department of Education | Sierra Nevada Conservancy |
| Department of Fair Employment and Housing | State and Consumer Services Agency |
| Department of Finance | State Controller's Office |
| Department of Financial Institutions | State Water Resources Control Board |
| Department of Fish and Game | Veterans' Affairs |
| | Victims' Compensation Board |

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