

2021 - 2022

MOVEBR Small Business Tool Kit



MOVEBR SMALL BUSINESS OUTREACH TOOLKIT



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INTRODUCTION

The [MOVEBR Transportation and Infrastructure Improvements Program](#) (MOVEBR) is the most significant transportation infrastructure investment in the history of East Baton Rouge Parish.

When completed, MOVEBR will have invested more than \$1 billion on projects that reduce traffic congestion, build sidewalks and manage traffic signals in East Baton Rouge Parish.

[Mayor-President Sharon Weston Broome](#)'s goal is to strengthen small business participation in the MOVEBR projects and the program's [Small Business Outreach](#) (SBO) Initiative provides a number of resources and assistance to accomplish this.

This toolkit is designed for East Baton Rouge Parish small business owners who would like to expand their business by working on MOVEBR street, road and sidewalk projects.

ABOUT MOVEBR

MOVEBR is funded by a 1/2 cent sales tax proposition, which excludes food and drugs, and was approved by the voters of East Baton Rouge Parish on December 8, 2018. The tax became effective on April 1, 2019 and will continue for 30 years until March 31, 2049. Proceeds of the tax can only be spent on the list of projects approved by the voters.

On August 28, 2019, the Metro Council approved an initial bond sale of up to \$200 million to kick-start construction on the MOVEBR projects.

MOVEBR will be the industry standard of excellence for delivering transportation a key to building East Baton Rouge Parish economy.

Type of Project	Proposition Funding	Estimated Cost
40 New Capacity Improvements	\$636.2 Million	\$805.5 Million
12 Existing Corridor Improvements	\$170.0 Million	\$204.0 Million
10 Constructing Community Enhancement Road Projects+	\$65.8 Million	\$68.6 Million
Parish-Wide Signalization/ Synchronization*	\$40.0 Million	\$40.0 Million
TOTAL	\$921.0 Million	\$1,118.1 Billion

+ \$49M is for community enhancement projects & \$10M for ADA compliance

*Denotes parish wide projects

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SMALL BUSINESSES ARE POWERING MOVEBR

MOVEBR is helping local small, minority, women, and veteran owned companies do business with the City-Parish. Many of the MOVEBR projects, even the largest of them, often provide contracting opportunities for small businesses.

MOVEBR developed its [Small Business Outreach Initiative](#) (SBO) to educate East Baton Rouge-based small businesses on the program's contracting opportunities and how to access the City-Parish procurement and selection processes.

The overall goal of the initiative is to ensure meaningful small business participation in MOVEBR.



The SBO initiative includes targeted outreach, training, and capacity building opportunities for emerging and established small businesses.

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WHERE DO I START?

Regardless of what type of services you provide there are a few steps involved in letting MOVEBR and the City/Parish know you are available to compete for work.

Register with MOVEBR and the City/Parish

The first step to working with MOVEBR is to complete [Small Business Contact Form](#). By completing this simple form, you will be plugged into MOVEBR and will learn about how the SBO team can help you.

The first step to working with the City of Baton Rouge, Parish of East Baton Rouge (City-Parish) is to register as a Vendor with the City through the [Vendor Self Service System](#).

New vendors need to create a [VSS account](#) before registering. All Vendors are encouraged to review the step-by-step [VSS Registration Guide](#) before beginning the registration process.

The VSS system enables vendors to register and maintain information about their organization for the purpose of doing business with City-Parish and receive notifications of business opportunities. Vendors must be registered to receive bid notifications.

For assistance with registration, please contact the City-Parish Purchasing Department at bridge@brla.gov or (225) 389-2842.

Get Social

You will also want to stay up-to-date on MOVEBR projects by following MOVEBR on social media on [Facebook](#) and [Twitter](#).

Record an Introductory Video

Networking is difficult when in-person meetings are limited, so the MOVEBR team developed a video library as a resource for larger firms to meet small businesses for teaming opportunities. We invite small, minority, woman and veteran-owned companies to record a brief introductory message about their companies. Complete this [form](#) to register to record a small business introductory video.

Meet the Small Businesses

To provide a safe networking opportunity for businesses interested in MOVEBR project work or teaming opportunities, the MOVEBR program has invited small minority-, woman- and veteran-owned companies to record a brief introductory video message about their companies. This networking opportunity is provided in response to feedback from small businesses interested in opportunities to make decision-makers aware of their companies for possible work on MOVEBR projects. This video library is accessible 24/7 and these videos are shared with engineering and construction associations and City-Parish officials. Participation in this resource library does not in any way impact City-Parish procurement and selection processes or influence whether or not a company will be selected for work. If you are interested in recording an introductory video for your business, [please sign up here](#).

Engineering & Specialty Services



Alliance Transportation Group
J.D. Allen
Email: atomanna@alliatg.com
Phone Number: 512-621-2081



American Dream Title & Background Checks Services, LLC
Lakita Oliver
Email: adba22@gmail.com
Phone Number: 225-342-3303



Baltazar Electric, Inc.
Tina Baltazar
Email: telectrics@baltazarinc.com
Phone Number: 504-891-5504



BFM Corporation, LLC
Dale Holey
Email: dale.holey@bfmcorporation.com
Phone Number: 504-465-8800



CARBO Landscape Architecture
Zach Broussard
Email: zbroussard@carbo-la.com
Phone Number: 225-302-7452



Eustis Engineering, LLC
Chad Held
Email: chheld@eustiseng.com
Phone Number: 504-613-5779



Genesis 340 Facility Maintenance & Construction
Craig Stevens
Email: craig@genesis360llc.com
Phone Number: 225-445-2283



Gulf South Engineering and Testing, Inc.
Chad Poche
Email: cpoche@gulfsoutheng.com
Phone Number: 504-305-4401



H Davis Cole & Associates, LLC
Davis Cole
Email: hacoole@hdaviscole.com
Phone Number: 504-836-2020

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HOW TO WORK WITH MOVEBR

Throughout the course of the MOVEBR Program, small businesses will be hired for various contracting opportunities. How your small business approaches working with the City/Parish on MOVEBR projects depends on what services you provide.

MOVEBR opportunities are listed in two categories: Construction Services & Engineering and Specialty Services (Professional Services).

Construction Services:

- Asphalt Paving
- Boring
- Clearing & Grubbing
- Construction
- Concrete
- Construction Engineering and Inspection (CE&I) Services
- Paving
- Drainage Structures
- Earthwork
- Electrical (Signalization)
- Erosion Control
- Green Infrastructure & Landscaping
- Heavy Construction
- Pile Driving
- Quality Control & Testing
- Sidewalk/Driveways
- Striping & Signing
- Traffic Control Products
- Trucking
- Other

Engineering and Specialty Services:

- Abstracting
- Acquisition
- Appraisal
- Asbestos & Lead Inspections
- Demolition
- Engineering & Design
- Environmental Site Assessments
- General Civil
- Geotechnical
- Landscape Architecture for Green Infrastructure Standards
- Noise Mitigation Studies
- Program management
- Relocation Assistance
- Right-of-way acquisition
- Roadway Lighting Design
- Subsurface Utility Engineering (SUE)
- Survey Support for Right-of-Way Acquisition
- Surveying
- Traffic Counts (*not design or traffic studies*)
- Traffic Engineering
- Transportation Engineering
- Wetlands Delineation & Permitting

EDUCATIONAL VIDEOS

The Small Business Outreach Team developed a [3-part educational series](#) to assist small businesses in navigating the various steps to do business with the MOVEBR Program. These videos are provided as an informational resource.

Part 1 provides an overview of the City-Parish and MOVEBR procurement process.



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Part 2 is titled "Doing Business 101 - Registrations." It provides information on the various databases businesses should be registered in to ensure they are connected with the City-Parish and the MOVEBR Program.

Part 3 focuses on best practices for competing for work. This episode discusses common businesses practices relevant to compete for work with the MOVEBR Program.

FREQUENTLY ASKED QUESTIONS

What is a MOVEBR small business?

For the purposes of outreach and engagement, a MOVEBR Small Business is defined as an entity that holds one of the following certifications and/or participates in one of the listed programs:

- [DBE – Disadvantaged Business Enterprise](#)
- [SDB – Small Disadvantaged Business](#)
- [MBE – Minority Business Enterprise](#)
- [WBE – Women Business Enterprise](#)
- [WOSB – Women-Owned Small Business](#)
- [Service-disabled Veteran-Owned Small Business](#)
- [Louisiana Veteran Initiative](#)
- [Hudson Initiative](#)
- [SEDB – City-Parish Socially and Economically Disadvantaged Business](#)

As of August 2021, the City-Parish is establishing guidelines for a Socially and Economically Disadvantaged Business (SEDB) certification program. This is the first time minority, woman and veteran-owned small businesses in East Baton Rouge Parish are eligible for a special designation in contracting.

The City-Parish has also established, by unanimous approval of the Metro Council, the Division of Supplier Diversity, which the Purchasing Department will oversee with goals for increasing small business participation for services, materials and supplies based on availability in market sectors.

When more information is available on these programs, they will be found on the Department of Purchasing website and MOVEBR will share information with our small business database.

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A QUICK LOOK AT THE NEW SEDB PROGRAM:

ACCOUNTABLE

- ✓ Unanimous vote by Metro Council established Division of Supplier Diversity.
- ✓ Defines a formal policy for City-Parish procurement.
- ✓ Purchasing Department responsible for oversight, eligibility, and certification process.

EFFECTIVE

- ✓ New division will define goals for different services, materials and supplies.
- ✓ Establishes eligibility guidelines for certification and decertification.
- ✓ Maintains a Registry of SEDB firms.

FAIR & EQUITABLE

- ✓ This is the first time minority, woman, veteran-owned small businesses are eligible for a key designation in contracting.
- ✓ Individual project goals are set based on availability in market sectors.
- ✓ Diversity study shows capacity exists, but only 5% have been awarded contracts.

GOOD FOR LOCAL ECONOMY

- ✓ Helps build strong local businesses.
- ✓ Brings overall costs down for taxpayers.
- ✓ Promotes small business sustainability.

What is a direct appointment?

Direct appointments are contracts awarded to businesses that **do not** require a public bid process. These contracts **do not** exceed \$150K in value.

How does my business get considered for a direct appointment?

In order to be considered for a MOVEBR Direct appointment, applicable businesses should complete the [Engineering and Specialty Services Interest Form](#).

How do I know if my business is on the direct appointment list?

Businesses that have completed the Engineering and Specialty Services Interest Form will appear on the [Direct Appointment Candidate List](#).

What is a CPES form?

The CPES form is the standard document businesses use to provide their Statement of Qualifications for Request for Qualifications for engineering design services.

How do I find a list of current advertisements?

A list of current advertisements for design services can be found on www.brprojects.com and on the MOVEBR website [Pre-Construction Page](#). All projects being let for construction for the MOVEBR Program will be publicly advertised in The Advocate Newspaper as the official

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journal for East Baton Rouge Parish. Additionally, advertisements can be found on the [East Baton Rouge City Parish Bid Express](#) page.

How do I get notified when a Request for Qualifications (RFQs) is released?

Businesses should register with www.brprojects.com to receive notifications when Requests for Qualifications are released. Procurement packages for individual projects are posted as they are advertised.

How do I get notified when Construction bids are advertised?

Businesses should register on the [East Baton Rouge City Parish Bid Express](#) page.

How do I register to do business with the City-Parish?

All businesses interested in doing business with the City-Parish must follow the City-Parish procurement process, which includes registering with [Vendor Self Service](#).

What type of services are needed in the MOVEBR program?

The MOVEBR programs needs services including by not limited to engineering & design, right-of-way acquisition, construction, demolition, program management and other specialty services.

ONLINE RESOURCES FOR SMALL BUSINESSES

LinkedIn Learning (formerly Lynda.com) is an online educational platform that helps you discover and develop business, technology-related, and creative skills through expert-led course videos. This subscription-based library is available **free** through the East Baton Rouge Library using your library card number.

Visit <https://www.ebrpl.com/digitallibrary/redirect.php?resource=lynda/> You will need your library card number and PIN. (The PIN is the password you use to access your library account to renew books or put books on hold.)

With more than 5,000 courses and personalized recommendations, you can learn skills to help improve your small business success.

