

# Data Mining Strategies for Doing Business with the State of Maryland

Presented by

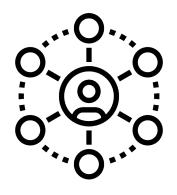
**Eduardo Hayden Small Business Outreach Manager** 



GOVERNOR'S OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS



Implement
Maryland's 3
socioeconomic
procurement
programs across
70+ agencies and
departments



Connect small, minority, women, & veteran business owners to opportunities in the state contracting arena



Conduct free small business webinars, hosts stakeholder engagement events, and participates in outreach programs statewide



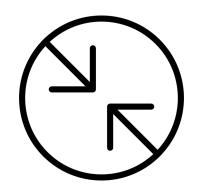
Curate online resources at the federal, state, and local levels for small business growth and development



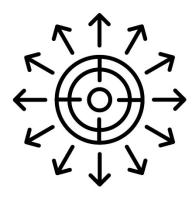
Work with MBEs to address issues that may arise during contract performance through the MBE Ombudsman unit



## **MBE Ombudsman Unit**



Serves as an internal resource across the 70+ agencies and departments engaged in the MBE Program



Serves as an external resource to certified MBEs, prime contractors, legislators, and stakeholder organizations



Enforces compliance during contract performance to maximize implementation of the MBE Program



## Doing Business with the State of Maryland

The State's online public
"Bid Board" is eMaryland
Marketplace Advantage
(eMMA)
emma.maryland.gov

All solicitations over \$15,000 must be published on eMMA All awards over \$50,000 must be published on eMMA

All vendors receiving a contract award from the State must be "In Good Standing" with the Department of Assessments and Taxation

The Board of Public Works
approves all contracts
\$200,000 and above before
final "Notice to Proceed" can
be awarded

MBE, VSBE, and SBR Liaisons are positioned within each state purchasing unit

## **Open & Transparent**



#### **State Finance and Procurement Articles**

https://mgaleg.maryland.gov/mgawebsite/Laws/Statutes



## Code of Maryland Regulations (COMAR), Title 21

https://dsd.maryland.gov/Pages/COMARHome.aspx

## Maryland's Socioeconomic Procurement Programs



- Prime & subcontracting opportunities
- 70+ participating state agencies & departments
- Race & gender specific
- Application-based certification process with MDOT's Office of Minority Business Enterprise



- Prime & subcontracting opportunities
- 50+ participating state agencies & departments
- Veteran specific
- Online certification process in eMaryland Marketplace Advantage



- Prime contracting opportunities
- 60+ participating state agencies & departments
- Race and gender neutral
- Online certification process in eMaryland Marketplace Advantage

No cost to obtain or maintain certification. Annual renewal requirements apply.

## **Certification Overview**



- 51% ownership
- Control
- Size of business
- Personal Net Worth
- UCA 1 application for state MBE + MDOT Fed DBE/ACDBE/SBE
- 90-120 days



- 51% ownership must be a Veteran(s)
- 3-step certification
  - a) eMMA Registration
  - b) Veteran Verification
  - (State or Federal)
  - c) Application
- 3-5 days



- For-Profit business
- Not a broker
- Not a subsidiary
- Not "dominant" in your industry nationally (too big)
- Meet "either" employee or fiscal thresholds
- 20 minutes

## By the numbers... FY 2023



- 8,000+ certified MBE firms
- \$1.2 Billion in awards
- \$991 Million in payments
- 1,516 Firms to Receive payment as an MBE in FY23



- Approx. 900+ certified
   VSBE firms
- \$35.6 Million in awards
- \$141 Million in payments
- 322 VSBE's received contracts in FY23



- 5,200+ certified SBR firms
- \$599 Million in payments
- 1,990 Firms to Receive payment as an SBR in FY23





## Maryland Department of Transportation Office of Minority Business Enterprise



Maryland's official certification unit for state and federal socioeconomic programs (MBE, DBE, ACDBE, SBE)



Maintain the State's online directory of certified firms



Manage expansions and renewals of certified firms



Conduct free application assistance online workshop monthly



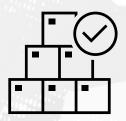
## **MBE** Overview

#### **Uniform Certification Application**



### Allows you to fill out 1 application:

- MBE (state level certification + all state funded projects)
- **DBE** (federal certification – MDOT projects only /
  - federal funding)



#### In addition, you can add the following:

- SBE (federal MDOT projects only / federal funding) \*
  - **ACDBE** (federal MDOT projects only / federal funding) \*
- \* May be other requirements

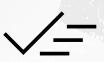


## **VSBE Certification Process**



#### **Vendor Registration**

- Register as a vendor in eMMA
- Indicate interest in the VSBE Program (Procurement Programs section)
- Complete your eMMA Registration



#### **Veteran Verification**

- Maryland Department of Veterans Affairs (submitting DD214)
- U.S. Small Business
   Administration (SBA –
   VetCert)



#### **VSBE Application**

- Complete the VSBE Application
- Include your Verification #
- Update your vendor profile in eMMA with a VSBE Certification #



## SBR Overview: State Defined Small Business Eligibility Standards









<u>Industry</u>	# of Employess	Gross Sales last 3 Years
Retail	25	\$3 million
Wholesale	50	\$4 million
Construction Operations	50	\$7 million
Service Operations	100	\$10 million
Manufacturing Operations	100	\$2 million
Architectural and Engineering	100	\$4.5 million



## **State Contracting Pipeline**



eMaryland Marketplace Advantage (eMMA)



**Procurement Forecast** 



**Board of Public Works** 



**Agency Liaisons** 

## eMaryland Marketplace Advantage (eMMA)

#### emma.maryland.gov

Welcome to eMaryland Marketplace Advantage (eMMA)



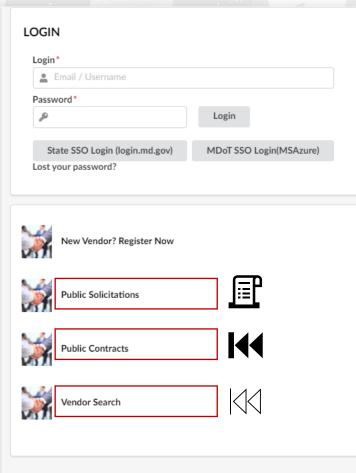
eMMA is Maryland's new online procurement platform used to connect the vendor community with contracting opportunities from state, county, and local government entities. Registered vendors will receive notices of bid opportunities, can submit bid responses online, and may obtain bid results online.

Qualified vendors may also complete the self-certification process for the Small Business Reserve (SBR) Program and Veteran-owned Small Business Enterprise (VSBE) Program.

eMMA facilitates an open, transparent, and efficient procurement process. We look forward to doing business with you!

Additional information can be found in the Frequently Asked Questions and Quick Reference Guides. Any questions please contact the eMMA Help Desk at eMMA helpdesk@

For additional training and resources, please go to the Maryland Procurement Academy homepage at State of Maryland eMMA Training





- ]≣[ 1. Buyer/Agency
  - Procurement Officer
  - Type of Contract
  - Term of the Contract
  - Scope of Work

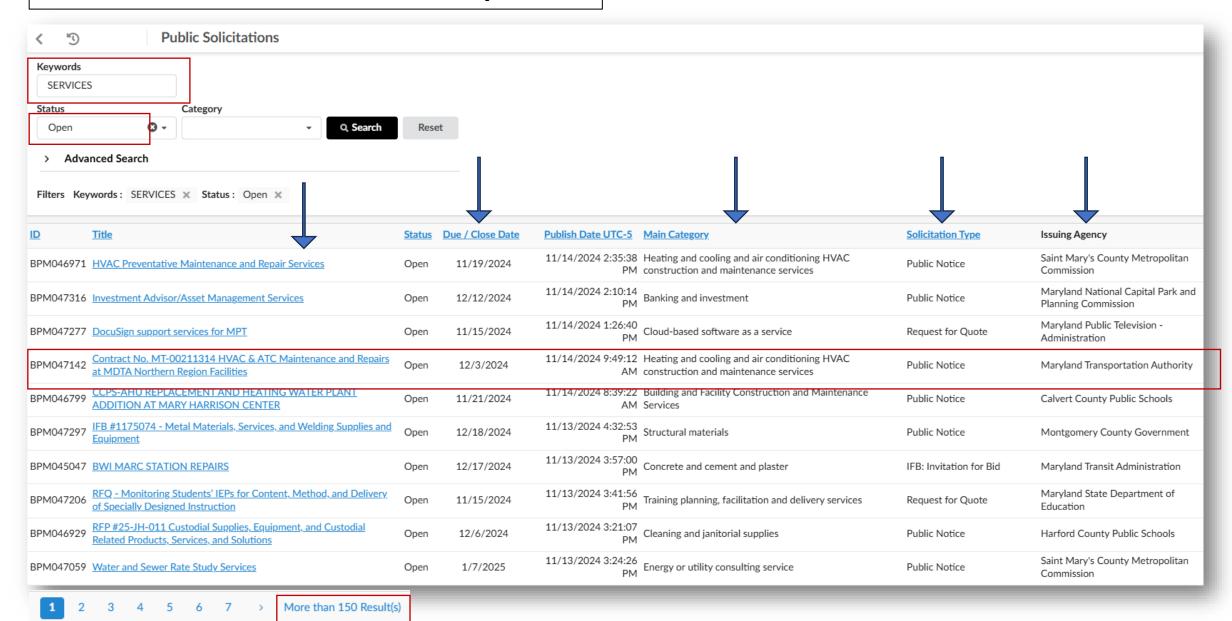


- **Contract Title**
- Vendor
- 3. Type of Contract
- Term of the Contract
- Amount of Contract



- Prime Contractors
- 2. Type of Contract
- Term of the Contract
- 4. Amount of Contract
- 5. Agency

#### Public Solicitations search... example 1



Title
Contract No. MT-00211314 HVAC & ATC Maintenance and Repairs at MDTA Northern Region Facilities
Solicitation Type
Public Notice
Main Category
Heating and cooling and air conditioning HVAC construction and maintenance services
Issuing Agency

Email

mcarlisle1@mdot.state.md.us

ID Alternate ID Lot # Round # Status
BPM047142 MT-00211314 1 2 Open

 Due / Close Date (EST)
 Due / Close Date (EST)

 Dec 3 2024 2:00PM
 Dec 3 2024 2:00PM

## Margaret1 CARLISLE Solicitation Summary

Maryland Transportation Authority

Procurement Officer / Buyer

The Maryland Transportation Authority (MDTA) is issuing this Invitation for Bids (IFB) for the provision of Heating, Ventilation, and Air Conditioning (HVAC) and Automatic Temperature Controls (ATC) Maintenance and Repairs for the MDTA northern region facilities listed herein. Requested services for HVAC Maintenance and Repairs will include, but not be limited to all boilers, dampers, air handling units, chillers, cooling towers, air conditioning and control compressors, electrical, electronic, and pneumatic controls, coils, pumps, valves, gauges, nozzles, motors, exhaust fans, ice makers, window or portable a/c units and any other item directly related to the heating and air conditioning systems at the various MDTA northern region facilities. Requested services for ATC Maintenance and Repairs will include, but not be limited to all pneumatic, electric, direct digital control, automation, data protection and recovery, control loop tuning, and hardware maintenance and on-site coaching. Additional service requirements may include removal of freon from non-operative refrigerators and the disposal process of freon when necessary.

**Procurement Program Participation Goals** 

VSBE Participation (%)

1.0

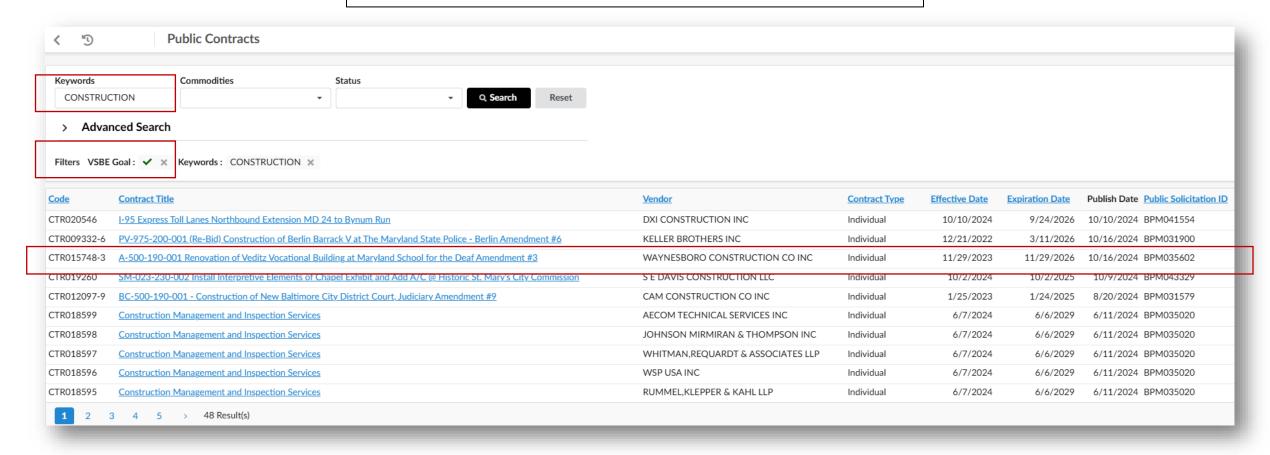
MBE Participation (%)

14.00

#### **Attachments**

<u>Title</u>	<u>Туре</u>	Att.	Last Modified on UTC-5	Creation Date UTC-5
MT-00211314 HVAC & ATC Northern Region Facilities Addendum 1	Attachments & Appendixes (Approved)	MT-00211314 HVAC and ATC Northern Region Addendum No. 1.pdf	11/14/2024 9:47:11 AM	11/14/2024 9:47:11 AM
MT-00211314 HVAC & ATC Maintenance and Repairs Bid Worksheet	Attachments & Appendixes (Approved)	MT-00211314 HVAC Bid Worksheet Northern Facilities.xlsx		11/4/2024 1:39:10 PM
MT-00211314 HVAC & ATC Maintenance and Repairs IFB	Attachments & Appendixes (Approved)	MT-00211314 HVAC AND ATC Maintenance and Repairs IFB.pdf		11/4/2024 1:36:03 PM
3 Result(s)				

#### Already Awarded – Past Contracts over \$50,000



## Public Contracts search... example 2

#### Public Contract: CTR015748-3 - A-500-190-001 Renovation of Veditz Vocational Bu...

USD

#### Contract Title

A-500-190-001 Renovation of Veditz Vocational Building at Maryland School for the Deaf Amendment #3

Vendor

WAYNESBORO CONSTRUCTION CO INC

Contract Type

Individual

Contract Amount

19,569,394.58

Procurement Officer / Buyer

Michael CAVANAUGH

**Linked Solicitation** 

Organizations

Department Of General Services

Commodities

Building and Facility Construction and Maintenance Services, Commercial and office building renovation and repair service

Effective Date

11/28/2023

Expiration Date 11/28/2026

Contract ID CTR015748-3

Alternate ID

Email

Michael.Cavanaugh@m...

Site map] [Legal mentions]

eMaryland Marketplace Advantage (eMMA) v5.0 @

#### www.goMDsmallbiz.maryland.gov





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Outreach	
News	
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#### **NEW Program Seals**

Program seals are now available to certified vendors. Certification status will be verified during the procurement process.







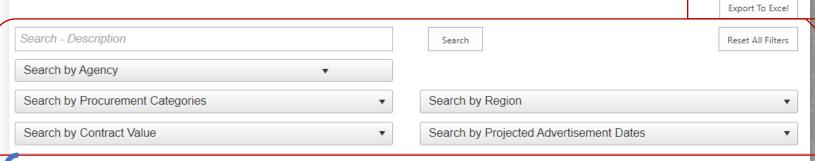
#### **Procurement Forecast**

Welcome to Maryland's Procurement Forecast Portal.

This database is populated with <u>projected</u> purchases of \$100,000 and above for the current fiscal year. Not all projected purchases will be made as indicated in the Procurement Forecast.

We strongly advise you to connect with the buyer directly for details and updates.

To obtain the contact information of the buyer, download your search results by clicking on "EXPORT TO EXCEL" below.



Agency Name: Information Technology

Procurement Category: Information Technology - Services

Procurement Method: To Be Determined

Description: GIS SOFTWARE AS A SERVICE MASTER CONTRACT

Location/Delivery: STATEWIDE

Estimated Advertisement Date: To Be Determined

Estimated Total Contract Award (no options): \$10,000,001 to \$20,000.000

Term of Contract: To be Determined

#### Fiscal Year - July - June

- Q1 July September
- Q2 October December
- Q3 January March
- Q4 April June

- 1. Keyword
- 2. Agency
- 3. Procurement Category
- 4. Contract Value
- 5. Region
- Advertisement date by Quarters

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## **Procurement Forecast – Export to Excel**

	<b>V</b> 4442	Current MBE/DBE	Procurement		Estimated	Estimated Total Contract Award (no	.6036			
Agency Name	Incumbent Name	Participation Goal	Category	Description	Advertisement Date -	options)	Term of Contract	PO Name	PO Phone	▼ PO Email
Transportation -										
Transportation				Traffic and Revenue		\$1,000,001 to				avadasz@mdta.state
Authority	CDM Smith, Inc.	MBE 5%	Services	Services	Q2 (OctDec. 2024)	\$5,000,000	5 years or more	Agnes Vadasz	410-537-7811	md.us
Transportation - Aviation	Jacobs Engineering Group, Inc.	19.00%	Architectural Services	Program Management of Architecural & Engineering Services at BWI & MTN Airports	To Be Determined	\$10,000,001 to \$20,000.000	5 years or more	Gayle Mealy	410-859-7331	gmealy2@bwiairport
Transportation - Aviation	Jones Payne Group,	25.00%	Architectural Services	Comprehensive Professional Services for the Residential Sound Insulation Program at BWI	Q1 (July-Sept. 2024)	\$5,000,001 to \$10,000,000	5 years or more	Gayle Mealy	410-859-7331	gmealy2@bwiairport
Transportation -	Airport Design			Program Management of Architecural & Engineering Services at BWI & MTN		\$10,000,001 to				gmealy2@bwiairport
Aviation	Consultants, Inc.	19.50%	Architectural Services	Airports	To Be Determined	\$20,000.000	5 years or more	Gayle Mealy	410-859-7331	com
Transportation - Port	P2 Cleaning	SBR Designated &		Janitorial Services at		\$500,001 to				kgower3@marylandp
Administration	Services, Inc.	16% MBE	Maintenance	DMT & SMT	Q2 (OctDec. 2024)	\$1,000,000	5 years or more	Kelli Peters	410-385-4834	orts.com



## **Board of Public Works**



Highest administrative body in state government



Control procurement policy & adopts procurement regulations



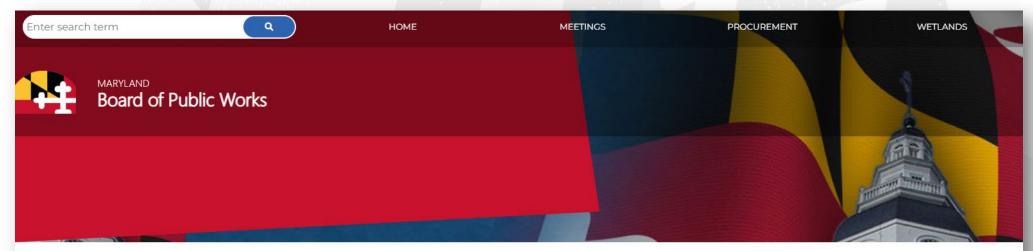
Approve most contracts exceeding \$200K



Livestream meetings and public documents

## **Board of Public Works**

#### bpw.maryland.gov





#### **BPW Meetings**

- BPW Meeting Documents
- Meeting Calendar

#### **Publications**

- All Publications
- · Reports Due to BPW
- Advisories
- Debarments
- · Pending Regulations
- Procurement Agency Activity Report (PAAR)

#### **About BPW**

- Staff
- · Organizational Chart
- · Directions and Parking
- About BPW

#### Spotlight

- 2024 BPW Meeting Schedule
- FY 2024 State Tax Rate
- FY 2023 State Tax Rate
- Maryland Department of Health Coronavirus Disease 2019 (COVID-19) Information
- FY 2023 Procurement Advisor's Report
- eMaryland Marketplace Advantage (eMMA) Registration Now Open!
- NASPO State Preference Repository

Meeting LiveStream

### **Board of Public Works**

#### **2024 Meeting Documents**

Doc Title
<b>1/3/2024</b>
<b>■1/17/2024</b>
<b>⊞1/31/2024</b>
<b>⊞2/14/2024</b>
<b>■2/28/2024</b>
<b>3/13/2024</b>
±4/3/2024
±4/17/2024
<b>⊞5/1/2024</b>
⊞5/15/2024
<b>e</b> 6/5/2024
<b>⊴7/3/2024</b>
<b>⊴7/17/2024</b>
⊪8/7/2024
⊞8/28/2024
⊞9/11/2024
⊞10/2/2024

## Board of Public Works Meeting Documents

Board of Public Works Meeting Documents consist of:

- . Agenda Collection of all Items presented to the Board
- Summary Synopsis of all Items presented to the Board
- Audio Recording Voice recording of the Board meeting
- Transcript Written recording of the Board meeting
- Minutes (historic files) Collection of all Items presented to the Board with notes/summary of actions during the meeting incorporated within.

Before a meeting, the Agenda is posted - generally ten days in advance. The Summary is posted a few days later. After posting, these two documents may be updated to reflect revised, supplemental, and hand-carried Items.

After a meeting, the Agenda and Summary are updated with notations showing the Board's action on each Item. The Audio Recording and the Transcript are added when available.

Note: Our historic files do not contain the full collection of e-documents. You will find:

- Present-Day 2010: Agenda, Summary, Audio Recording, Transcript
- 2011 1995: Agenda, Summary, Transcript
- 1994 1971: Agenda, Transcript
- 1971 1904: Minutes



## DEPARTMENT OF GENERAL SERVICES OFFICE OF STATE PROCUREMENT ACTION AGENDA October 2, 2024



Contact: Christa Speicher 410-764-3492 christa.speicher@maryland.gov

7-S. SERVICES CONTRACT

Health Services Cost Review Commission

Contract ID: Value Based Program Design; HSCRC-23-0296

ADPICS No.: M00B5600325

**Contract Description:** Assist in researching, designing, and refining methodologies to define and measure care transformation programs with a focus on episode-based models, which include literature reviews, program design, episode development, and technical expert panels.

Award: ABT Global LLC; Rockville, MD

**Contract Term:** 11/01/2024 - 10/31/2027

Amount: \$2,053,144

Procurement Method: Competitive Sealed Proposals

Proposals:

Offerors	Technical Rankings	Financial Offers (Rankings)	Overall Rankings
ABT Global LLC, Rockville, MD	1	\$2,053,144.00 (2)	1
Mathematica, Inc., Washington, DC	3	\$1,685,024.49 (1)	2
ATI Advisory, Washington, DC	2	\$2,599,904.00(3)	3

<sup>\*</sup>Technical rankings were weighted greater than financial rankings

MBE/VSBE Participation: 10% / 3%

Performance Security: No

Hiring Agreement Eligible: Yes

Incumbent: Same



## DEPARTMENT OF GENERAL SERVICES OFFICE OF STATE PROCUREMENT ACTION AGENDA October 2, 2024



#### 7-S. <u>SERVICES CONTRACT</u> (cont'd)

Requesting Agency Remarks: A notice of the availability of the Request for Proposals (RFP) was advertised on eMaryland Marketplace Advantage (eMMA) on May 15, 2024. A total of 15 potential vendors were directly solicited. Seven proposals were received and three were determined to be reasonably susceptible of being selected for award. Four were deemed not reasonably susceptible of being selected for award because they did not meet the minimum score. They lacked experience and expertise regarding HSCRC, the Total Cost of Care (TCOC) model and global budgets. Additionally, they had limited relevant experience with Centers for Medicare and Medicaid Services (CMS) value-based programs and Medicare value-based models. The recommended offeror ABT Global LLC was determined to be most advantageous to the State as its proposal was both ranked highest technically and was ranked highest overall.

In evaluating the offeror's proposal related to the economic benefit to the State, consideration was given to awarding this contract to the firm that will have the most direct and indirect benefits to the State of Maryland's economy. The awardees headquarters is in Rockville, MD. They will subcontract with a small business located in Columbia, and a Service-Disabled Veteran-Owned small business located in Rockville. The awardee and all its subcontractors will purchase supplies, equipment, and services in Maryland.

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SBR Liaisons

- MBE Liaisons
- VSBE Liaisons

the procurement process.

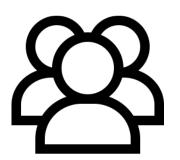






#### TOP WEBSITE PICKS

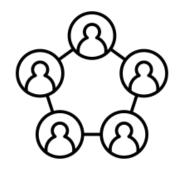
- · State of Maryland Disparity Study
- · Expanding Opportunities Magazine
- eMaryland Marketplace Advantage (eMMA)
- Maryland Financial Incentives for Businesses
- Maryland Business Express
- · Maryland Entrepreneur Hub
- SBR Liaisons
- MBE Liaisons
- VSBE Liaisons
- MBE Rights & Responsibilities
- FY2021 Customer Service Annual Report



## MBE/VSBE/SBR Liaisons



Positioned at all participating purchasing units; implements socioeconomic programs.



Member of the Procurement Review Group which evaluates contracts for socioeconomic goals



Reports MBE, VSBE, & SBR performance to the Governor's Office of Small, Minority & Women Business Affairs.



Conducts and participates in outreach programs to promote opportunities.



Advocates for certified firms if a problem arises when performing on a contract.

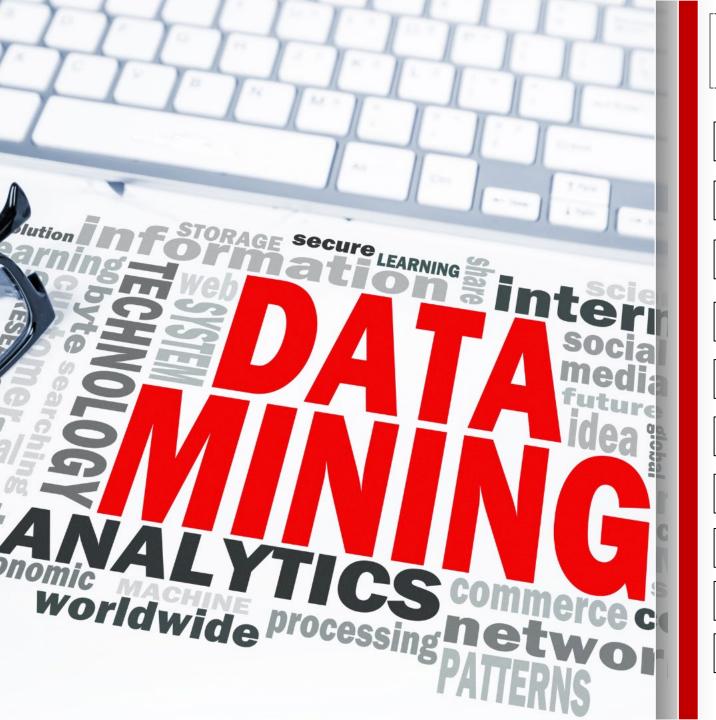
## **Agency Liaisons**

- 1. Entry point with an agency
- 2. Primary contact
- 3. Small Procurements under \$15,000
- 1. Liaisons are listed by Program (SBR, MBE, & VSBE)
- 2. Alphabetical order by Agency
- 3. Contact information

#### State of Maryland MBE Liaison Directory

Reporting Agency	MBE Liaison Name/Contact Info	Address
AGING	Christopher Nehmer christopher.nehmer@maryland.gov 410 767-2157	301 W. Preston Street, Suite #1007 Baltimore, MD 21201
AGRICULTURE	Colleen Robinson colleen.robinson@maryland.gov 410-841-5917	50 Harry S. Truman Parkway, Room 320 Annapolis, MD 21401
ARCHIVES	Teresa Fawley teresa.fawley@maryland.gov 410-260-6405	350 Rowe Boulevard Annapolis, MD 21401
ASSESSMENTS & TAXATION	Tara L. Gray tara.gray@maryland.gov 410-767-1194	301 W Preston Street #808 Baltimore, MD 21201
ATTORNEY GENERAL'S OFFICE	Janice Clark jclark@oag.state.md.us 410-573-7033	200 St. Paul Place, 17th Floor Baltimore, MD 21202-2021
BALTIMORE CITY COMMUNITY COLLEGE	Anna Lansaw ALansaw@bccc.edu 410-209-2378	2901 Liberty Heights Avenue Baltimore, MD 21215
BOWIE STATE UNIVERSITY	Steven Jost sjost@bowiestate.edu 301-860-4212	41000 Jericho Park Road Bowie, MD 20715
BUDGET & MANAGEMENT	Thomas McLamore thomas.mclamore@maryland.gov 410-260-7663	45 Calvert Street, 1st Floor Annapolis, MD 21401-1907
CANAL PLACE PRESERVATION	Nicole Gray Nicole.gray@maryland.gov 301-742-3655	13 Canal Street, Room 301 Cumberland, MD 21502
COMMERCE	Tonya Wigfall tonya.wigfall@maryland.gov 410-767-6869	World Trade Center 410 East Pratt Street, 15th Floor Baltimore, MD 21202
COMMISSION ON CIVIL RIGHTS	VACANT	6 Saint Paul Street, Suite 900 Baltimore, MD 21202-1631
COMPTROLLER	Laura Gutierrez Igutierrez@marylandtaxes.gov 667-262-0535	Louis L. Goldstein Treasury Building Post Office Box 466 Annapolis, MD 21404-0466
COPPIN STATE UNIVERSITY	Thomas Dawson thdawson@coppin.edu 410-951-3790	2500 West North Avenue Research Building, 2nd Floor Baltimore, MD 21206





## DATA MINING TIPS

- 1. Product & Service Codes
- 2. Terminology Used (Keywords)
- 3. Terms of the Contracts (1 year, 3, years, 5 years...)
- 4. Identify Agencies
- 5. Types of Contracts (Bids and/or Proposals)
- 6. Contract Amounts
- 7. Prime Contractors
- 8. Pricing Levels
- 9. Procurement Officers
- 10. Socioeconomic Programs



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## **Upcoming**

## <u>Thursday</u> <u>December 5, 2024</u>

9:30 a.m.

Doing Business with Maryland
Department of Transportation
(MDOT)

hosted by Maryland Port Authority

## Friday December 6, 2024

10:00 a.m.

**Small Biz** 

**Resource Connections:** 

MarylandSaves Employer Retirement Program

## <u>Tuesday</u> <u>December 10, 2024</u>

10 a.m.

Ready, Set, GROW!

Procurement Connections

Workshop



Silver Spring Civic Center

## Governor's Office of Small, Minority & Women Business Affairs

- Public Data Mining Strategies
- T.I.P.S. Small Business Webinar Series (Training & Insights for Procurement Success)
- Ready, Set, GROW! Procurement Connections Workshops
- Resources
- Events

goMDsmallbiz.maryland.gov





GOVERNOR'S OFFICE OF SMALL, MINORITY & WOMEN BUSINESS AFFAIRS



#### **Eduardo D. Hayden**

Small Business Outreach Manager

eduardo.hayden@maryland.gov

## Thank You!

https://gomdsmallbiz.maryland.gov