



# Answering Good Faith Effort Phone Calls

**By Leslie Ann McMillan**

What do you do when someone calls on behalf of a prime contractor bidding or already working on a big public project? I've personally made many thousands of those outreach calls during the past several years, and I'd like to share a few thoughts and examples with you.

If your small business is certified diversity-owned, you've probably received emails, faxes, ads, letters, or phone calls about specific agency projects that require the participation of eligible small business contractors, suppliers, or service providers. This might happen rarely or much more frequently than you ever imagined possible when you first certified your MWBE or SVD/DBE or DBE or SBE or other disadvantaged business.

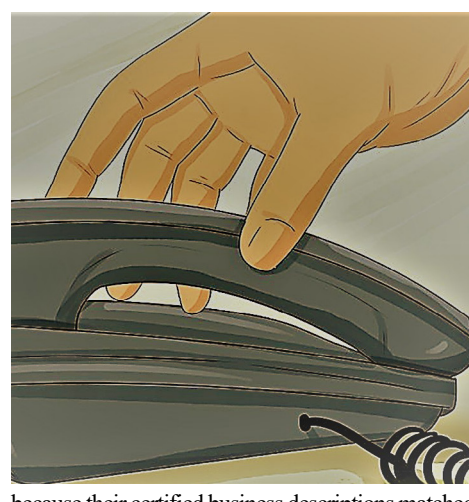
You might receive an emailed or faxed bid invitation from a prime contractor, then one or more follow-up phone calls to see if you've gotten the information and are interested in bidding. This is all part of the careful *good faith effort* process to assure greater government contract participation

by small businesses owned by minorities, women, or disadvantaged entrepreneurs.

Let me first give you a cringeworthy, real-life, unforgettable example of what *not* to do when you receive a follow-up outreach call. If only they had realized then what I'm sharing now . . .

Our company, Small Business Exchange, has been providing outreach services since 1984 on behalf of small and large clients from coast to coast. In the spring of 2018, we were contacting eligible small businesses to invite them to a meeting and networking event hosted by the prime contractors that had recently won the contract to construct the huge new venue for a major professional sports team. During the actual several days that we were phoning, the team was in the playoffs and about to win its third national championship in four years. How exciting! Many small business people were happy about the opportunity and made the extra effort to attend the event, meet the contractors, and perhaps prepare to bid. But one lost opportunity is so, so memorable as an example *not* to imitate.

As always, we were phoning small businesses that had been selected from specialized databases



because their certified business descriptions matched the specific kinds of goals and trades that were needed for that part of the huge project. They had already received meeting invitations, and we were calling to see if they were planning to attend. Our

Small Business Exchange • Voice of Small, Emerging, Diversity-Owned Businesses Since 1984 [Click to read more](#)

# Sub-Bid Requests

**George Harms Construction** is seeking SBE/DV/DBE vendors, suppliers, subcontractors

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## SBE OUTREACH SERVICES

With over 1.6 million businesses in our active database—the country's largest non-public diversity database—SBE sets the professional standard for diversity outreach across the nation. For more than three decades, we have served small businesses, prime contractors, and agencies—with proven results.

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Placed in various Small Business Exchange Northeast digital publications each month, and at [www.sbenortheast.com](http://www.sbenortheast.com)

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**SKANSKA**  
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 IS SOLICITING COST PROPOSALS FROM NEW YORK AND NEW JERSEY DBE SUBCONTRACTORS AND VENDORS

**Manhattan Tunnel Project**  
 Gateway Development Commission RFP No. GDC23-005  
 Bid Date: November 7, 2024

**Description of project:**  
 The Manhattan Tunnel consists of two separate mined tunnels to be constructed utilizing Sequential Excavation Methods ("SEM") tunneling techniques in combination with in-situ ground improvements (e.g., ground freezing and jet grouting) from about 50 feet west of the Manhattan Bulkhead ("Bulkhead") to an interface with the HYCC-3, within the Hudson Yards. The construction of two sets of shafts for support of tunnel excavation: the Temporary Shafts (located by the Manhattan bulkhead) and the 12th Avenue Shaft.

**Many bidding opportunities are available:** geotechnical instrumentation, haul and dispose soil, rodent control, photography, rebar fabrication, electrical sub, soil and water sampling, park restoration, office trailers, fencing, curbs and sidewalks, site work, security guard service, utility work, QA/QC inspections.

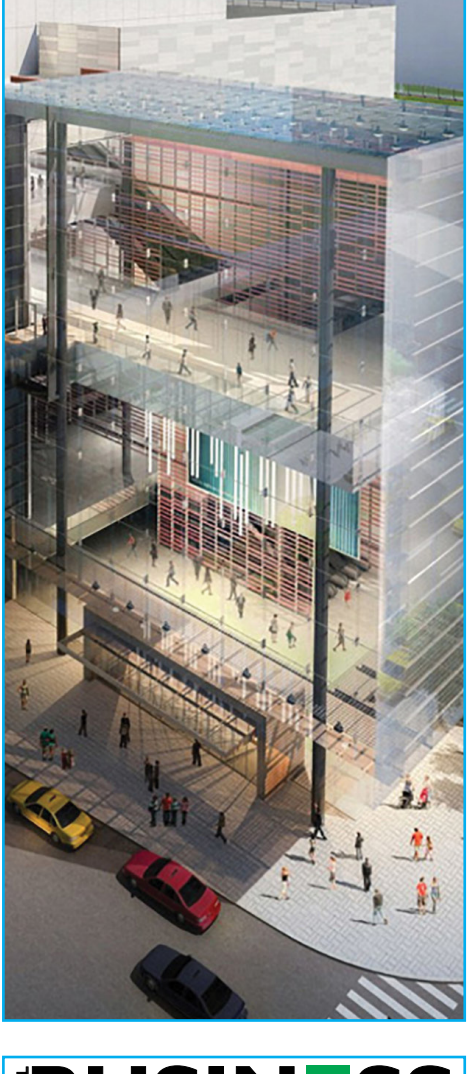
If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: [Aislinn.Speranza@skanska.com](mailto:Aislinn.Speranza@skanska.com) • EOE/M/F/Vet/Disabled

**Tutor Perini**  
 TUTOR PERINI CORPORATION, AN EEO EMPLOYER  
 IS CURRENTLY SOLICITING COST PROPOSALS FROM QUALIFIED AND CERTIFIED MBE, WBE, SDVOB, AND ALL LBE SUBCONTRACTORS, VENDORS, SERVICE PROVIDERS

**AirTrain Newark Replacement Program—Guideway and Stations Project**  
 in the City of Newark, New Jersey  
 PANYNJ RFP No. 6000001763  
 Bid Date: August 29, 2024

**Brief description of work:**  
 The New AirTrain will replace the existing AirTrain, which opened in 1996, has outlived its useful life, and does not currently provide customers with the modern customer service amenities and service reliability expected of a world-class automated people mover (APM) system. The New AirTrain will include three new stations, and connect to the new modern Terminal A, the future Terminal Two (currently Terminal B), the Airport's new ConRAC facility, and the Northeast Corridor Rail Link Station, linking AirTrain customers to regional rail and light rail networks, and thereby encouraging customers and Airport employees to use public transit to and from the Airport. The New AirTrain will be designed to maximize customer convenience with seamless connections to other forms of transportation and provide modern amenities in AirTrain stations and in vehicles (e.g., high-speed Wi-Fi, count-down clocks, and real-time flight information) to enhance the customer's end-to-end journey.

**Invitation to Bid for M/W/SDVOB/LBE Firms: MBE 20%, WBE 10%, SDVOB 3%, and LBE 10% ALL QUOTATIONS ARE DUE BY CLOSE OF BUSINESS Thursday, August 22, 2024.** Administrative and technical proposal bid date August 29, 2024. For further information concerning subcontracting and/or purchasing opportunities, and to register as a subcontractor or vendor, please respond to solicitations at [tutorperini.com](mailto:tutorperini.com) or contact Arlene McBayne at (914) 739-1908. Come and join our team!



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**Design-Build Services for LIRR West Side Yard Flood Mitigation Measures**  
 MTA Construction and Development Contract No. 6401  
 Bid Date: October 11, 2024

**Description of project:**  
 Design, furnish, construct, and install concrete perimeter flood walls, seepage cut-off barriers below the concrete flood walls, flood gates, deployable flood barriers, sump pumps, a tide gate chamber, drainage system improvements, workable aisles and a diesel generator, an automatic transfer switch, ancillary electrical equipment, and required communications.

This project will develop flood protection solutions for the West Side Yard in order to prevent and mitigate flooding of the LIRR Tunnels. The flood protection along the WSY perimeter will be accomplished via a combination of permanent flood walls and deployable flood barriers.

**Many bidding opportunities are available:** deep foundations, minipiles, jetgrout, sheeting, rebar installation, concrete supply, site work, electrical work, painting, paving, curb and sidewalk, site utilities.

If you are interested in bidding on this project, please contact Skanska's Diversity and Outreach Coordinator: [Aislinn.Speranza@skanska.com](mailto:Aislinn.Speranza@skanska.com) • EOE/M/F/Vet/Disabled



**Turner**  
 IS SOLICITING COST PROPOSALS FROM NEW YORK CITY CERTIFIED, MWBE and LOCAL CONTRACTORS AND CONSTRUCTION SUPPLIERS. PLEASE NOTE THIS IS A UNION PROJECT.

**Construction Services for the New York City Football Club Stadium Project**

**Description of Project:** The project consists of an over 600,000 GSF open-air soccer stadium with an approximate 25,000-seat capacity including State-of-the-art video, scoreboards, & sound system. The stadium will be located adjacent to Citi Field in Flushing Queens, NY. The Stadium will also be the location of the NYCFC and City in the Community Non-Profit Headquarters. This project will include concrete, structural steel, HVAC, Electrical, Fire Protection, and much more.

**Available Opportunities and Bidding Dates:**  
 -Exterior Wall Trades – Package to be released April 2024  
 -MEP Trades – Package to be released 3rd Quarter 2024  
 -Architectural Trades – Packages to be released 3rd and 4th Quarter 2024

If you are interested in getting involved in the construction portion of this project, please scan the below QR code and fill out the attached form. All questions should be directed to [NYCFC@TCCO.COM](mailto:NYCFC@TCCO.COM)

*Building the Future*

**Turner PROJECT INTEREST**

If you have any interest in working on the New York City Football Club Stadium Project, please scan the QR Code and fill out the form.

**Prime Contractor**

- Large volume contractor
- Prior experience handling packages of this size and complexity

**Sub-Tier**

- Lower volume contractor
- Contractor looking to perform work under a prime contractor

**Supplier**

- Construction supplier that can deliver materials to Queens New York

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## PUBLIC LEGAL NOTICES

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**Call for more information: 800-800-8534**

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**Small Business Exchange Northeast DEI**

- Advertise
- ITB to Targeted (NAICS/SIC/UNSPSC) Certified Businesses
- Telephone Follow-Up (Live)
- Agency/Organization Letters
- Computer Generated Dates and Timed Documentation
- Customized Reports Available

For more info contact Valerie Voorhies at [vvv@sbeinc.com](mailto:vvv@sbeinc.com)

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weekly or whenever you need to reach among contractors diversity firms



**NORTHEAST EVENTS FOR YOUR BUSINESS 2024**

**8(a) Orientation and SAM**  
 Wednesday, August 21, 2024, 10:30 am–11:30 am Online  
**Main Sponsor(s): US Small Business Administration**  
**Contact: SBA Illinois District Office, 312-353-4528, illinois.do@sba.gov**  
**Fee: Free; registration required**  
 Join the Small Business Administration (SBA) Illinois District Office for a virtual workshop providing an overview of the 8(a) Business Development program, eligibility requirements, and program benefits. Also learn how to increase your potential for federal contract opportunities through System for Award Management (SAM) registration, including information that you need for the registration process. SBA presenters will offer additional tips, address FAQs, give directions on where to get further assistance, and answer your other questions. To register for this free webinar, visit <https://www.eventbrite.com/e/8a-orientation-sam-registration-tickets-518989961947>

**Selling to the Federal Government Webinar**  
 Thursday, September 12, 2024, 1:00 pm–4:00 pm Online  
**Main Sponsor(s): US Small Business Administration**  
**Contact: George Tapia, 610-382-3086, george.tapia@sba.gov**  
**Fee: Free; registration required**  
 Did you know that the federal government is the largest purchaser of goods and services in the world? Interested in learning how your business can market your services or goods to the federal government? Register on line at <https://www.eventbrite.com/e/how-to-sell-to-the-federal-government-tickets-21790713611> SBA helps to ensure small-businesses get fair opportunities to share federal government prime contracts. Topics will include: How to Register, Small Business Certifications, Finding Opportunities, Marketing Your Firm, Federal Supply Schedules, Getting Paid, Tips to Prepare Your Offer, How to Seek Additional Assistance. All training sessions are held via Microsoft Teams Meeting. Participants must ensure Microsoft Teams is functioning.

**Federal Contracting: Woman-Owned Small Business (WOSB) Program Webinar**  
 Tuesday, September 17, 2024, 2:00 pm–3:30 pm Online  
**Main Sponsor(s): US Small Business Administration**  
**Contact: Patrice Dozier, patrice.dozier@sba.gov**  
**Fee: Free; registration required**  
 Are you a woman owner of a small business? The federal government's goal is to award at least five percent of all federal contracting dollars to woman-owned small businesses each year. Join us for training on how to register for SBA's Woman-Owned Small Business (WOSB) program, which helps eligible small businesses to qualify for federal contracting opportunities. The monthly sessions will include an overview of the self-certification process, as well as a discussion of the NAICS codes that qualify as WOSB or EDWOSB. Register for this free webinar at <https://www.eventbrite.com/e/woman-owned-small-business-wosb-program-tickets-817459181417>