


General overview of the  
**Disadvantaged Business  
Enterprise (DBE) Supportive  
Services Program**


# **Disadvantaged Business Enterprise (DBE) program Objective**



The primary objective of the DBE program is to level the playing field by providing small businesses owned and controlled by socially and economically disadvantaged individuals, a fair opportunity to compete for federally funded transportation contracts.

# DBE criteria:

- Company must be owned by **51%** socially and economically disadvantaged individuals
- **A For Profit Business**
- Personal Net Worth of 51% socially and economically disadvantaged individual must be less than **\$1.32m**
- Company Gross Revenue less than **\$30.4 million** - avg. over three years
- 51% owner(s) must **demonstrate Control**
- 51% owner(s) must **demonstrate Independence**



**Uniform Certification Application/Personal Net Worth forms** - Required to apply for DBE/ACDBE

**Interstate Affidavit Application** – Required for DBE certified in another state, requesting certification in Florida

**No Change Affidavit (Renewal)** – Required each year to renew/update an existing DBE/ACDBE certification:

# DBE uniform certification Application

Site Visit is part of the Certification Process

- The application process can take 90 days from when the application is submitted in its entirety (with all supporting documents)

NAICS Codes – North American Industry

Classification System – is a standard used by Federal agencies in classifying entities. Used in the DBE application to identify the type of business or work performed by a company.



Below is the link to the Census where you can do a search for the North American Industry Classification System for your specialty:



<https://www.census.gov/naics/>



Link to the application: <https://www.fdot.gov/equalopportunity/dbcertification.shtm>

# SERVICES

Assistance in  
Certification

Website  
Building

Capability  
Statement

Business Plan

Marketing  
Plan

Tech  
Assistance

Contract  
writing


CMP  
Courses

Bid  
Matching  
Program

1 on 1 DBE  
supportive  
Services



# Capability Statement



A capability statement is your business's 1-page resume. This can be one of the most important items to have us provide you with. Once completed you will be able to print this out as a handout at events, we post this on our website for other companies to view your capabilities. A capability statement is a tool to be used to promote, propel and market your company in the most information-rich way possible.



# Business Plans

Our DBE support services work in conjunction with you on writing your business plan. We assist you in building this so that you can determine many aspects of your company's goals, strengths, weaknesses, financial goals, and general overview of your direction. We build these for you for free as part of the DBE services we provide you with.

# Business Plans (Cont)

- ▶ Business Plan Benefits
- ▶ Keeping an Eye on the big picture
- ▶ Management's Guidance with respect to employees
- ▶ Accurate Communication
- ▶ Increased opportunities
- ▶ Continuous Improvement
- ▶ Action, Not reaction
- ▶ Isolating root problems



# Website building

Here at CEI we are always trying to help you build the best foundation for your company. One of our many services we provide you is assisting you with building and setting up your website.



# Marketing Plan


Things to keep in mind when creating a strong marketing plan

- ▶ Have clear marketing objectives
- ▶ Develop your online presence
- ▶ Set realistic goals
- ▶ How will you measure your marketing success
- ▶ What is your marketing budget?
- ▶ Create a timeline for your marketing goals
- ▶ How will you achieve these objectives?

Social media/Website

- ▶ If you have social media and a website, are they linked to one another?
- ▶ Do you have a QR code reader you can hyper link to your company social media page or website?
- ▶ Can customers book online?
- ▶ How will you run ads online or in social media?
- ▶ Understand how to boost a social media post.

# Bid Matching



This is a service that we provide like no other. Each month, the lettings pushed out by FDOT are sent to us. We then extract the NAICS codes that they have associated with those lettings. We match those codes up to your specific NAICS codes and we send you those opportunities in an email each month. Our Bid Matching program you will find extremely helpful and yet again a service we provide you with for free.



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