Mining Public Data eMaryland Marketplace Advantage

Nichelle Johnson Compliance Manager Minority Business Enterprise (MBE) ProgramOMALY



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

- Oversight, monitoring, and compliance of three socioeconomic procurement programs across 70 state agencies/departments
 - Small Business Reserve Program
 - Minority Business Enterprise Program
 - Veteran-Owned Small Business Enterprise Program
- Conduct statewide outreach and training programs
 - Training Insights for Procurement Success (T.I.P.S.) webinar series
 - Ready, Set, GROW! Procurement Connections webinars and workshops
- Host online resources for small business growth and development

State Procurement Programs

Small Business Reserve (SBR) Program

- Prime contracting program
- 15% set-aside
- Race and gender neutral
- State-defined small business eligibility standards apply
- Online certification process (eMMA)
- Annual renewal

Minority Business Enterprise (MBE) Program

- Subcontracting program
- 29% aspirational goal
- Race and gender specific
- Application-based certification process
- Annual review

Veteran-Owned Small Business Enterprise (VSBE) Program

- Subcontracting program
- 1% aspirational goal
- 3-Step certification process includes *verification* of veteran status
- Annual renewal

MBEs and VSBEs are encouraged to perform as a prime contractor.

What is **Procurement?**



The act of obtaining or buying goods and services through a process that includes preparation, processing, selection, compliance, and approval of payments.

- State Finance and Procurement Articles (SF&P)
- Code of Maryland Regulations (COMAR)

State Contracting Pipeline



eMaryland Marketplace Advantage (eMMA)



Procurement Forecast

Board of Public Works

What is Data Mining?



The information can be used to increase revenues, cut costs, improve customer relationships, reduce risk, and more.

The process of searching out and extracting usable data from a larger data set for the purpose of finding patterns and correlations.

Key Data Points

Prime Contractors

- Competitors
- Pricing
- Contracting cycles
- Purchasing agencies
- Purchasing officers





- Primes who win state contracts
- Contracting cycles
- Socioeconomic program inclusion
- Purchasing agencies



All solicitations over \$15,000 must be publicly posted (advertised) on eMaryland Marketplace Advantage (eMMA).

https://emma.maryland.gov/

Welcome to eMaryland Marketplace Advantage (eMMA)



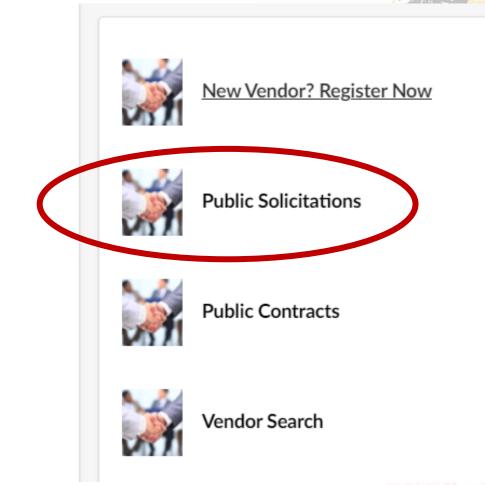
eMMA is Maryland's new online procurement platform used to connect the vendor community with contracting opportunities from state, county, and local government entities. Registered vendors will receive notices of bid opportunities, can submit bid responses online, and may obtain bid results online.

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

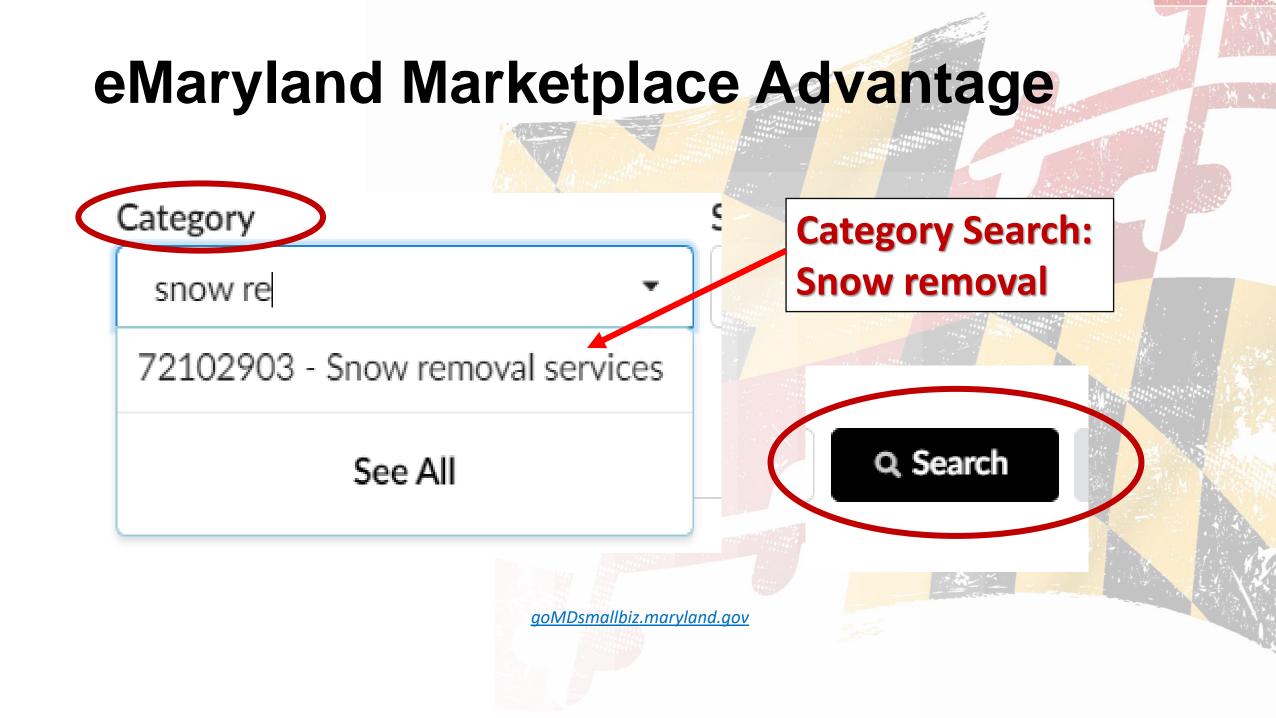
eMMA facilitates an open, transparent, and efficient procurement process. We look forward to doing business with you!

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@maryland.gov.

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	State SSO Login(SecureAuth)	MDoT SSO Login(MSAzure)	
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	Sub Agency					
	Site	VSBE Goal	DBE Goal			
		•				



Filters Category: 72102903 - Snow removal services × Status: Open ×

<u>ID</u>	<u>Title</u>	<u>Status</u>	Due / Close Date	Publish Date UTC-5 Main Category	Solicitation Type	Issuing Agency
BPM035295	Snow Removal - Hollywood Office	Open	2/8/2023	1/18/2023 8:04:55 AM Snow removal services	IFB: Invitation for Bid	Maryland Department of Agriculture
BPM032238	Snow Plow Services	Open	3/17/2023	10/18/2022 2:04:57 PM Snow removal services	IFB: Invitation for Bid	City of Bowie
2 Result(s)						

Click the title name, which is a link to open the solicitation

	New Vendor? Register Now Vendor Search Public Solicitations Public Contracts Register Now Vendor Search Public Solicitations Public Contracts							
< ™	Snow Removal - Hollywood Office (BPM035295) - Lot : 1 / Round : 1							
~			Ret	urn				
Solicitation Info								32
Pricing (Ext)	1 To respond to this solicitation click "Add	to My Solicitation" and either login or register.						
Questionnaire (Ext)	Add to My Solicitations							
	Title Snow Removal - Hollywood Office	ID BPM035295	Lot # Round #	Status Open	Due / Close Date (EST) Feb 8 2023 11:00AM	Due / Close Date (EST) Feb 8 2023 11:00AM		
	Solicitation Type IFB: Invitation for Bid						and a second	
	Main Category Snow removal services						8.5	
	Issuing Agency Maryland Department of Agriculture							
		Email lynn.mcnally@maryland.gov						
	Solicitation Summary Our Mosquito Control office in Hollywood N	MD is seeking a vender to perform snow removal se	ervice during the wint	er months. Job site is 43955 Commerce Av	ve, Hollywood MD 20636			N.
		re due by February 1, 2023. No electronic bids will ruary 8 at 10am. Bids will be opened on February 8		end via FedEx, USPS, or UPS to Colleen Ro	obinson, MD Dept of Agriculture,	50 Harry S Truman Parkway,		
	Pre-Bid Conference Date (EST)		Р	re-Bid Conference Details				
	Jan 25 2023 10:00AM			Valk through will be on January 25. 2023 a	t 10am at 43955 Commerce Ave	e, Hollywood MD 20606		
	Procurement Program Participation Goals							2

Snow Removal - Hollywood Office (BPM035295) - Lot : 1 / Round : 1

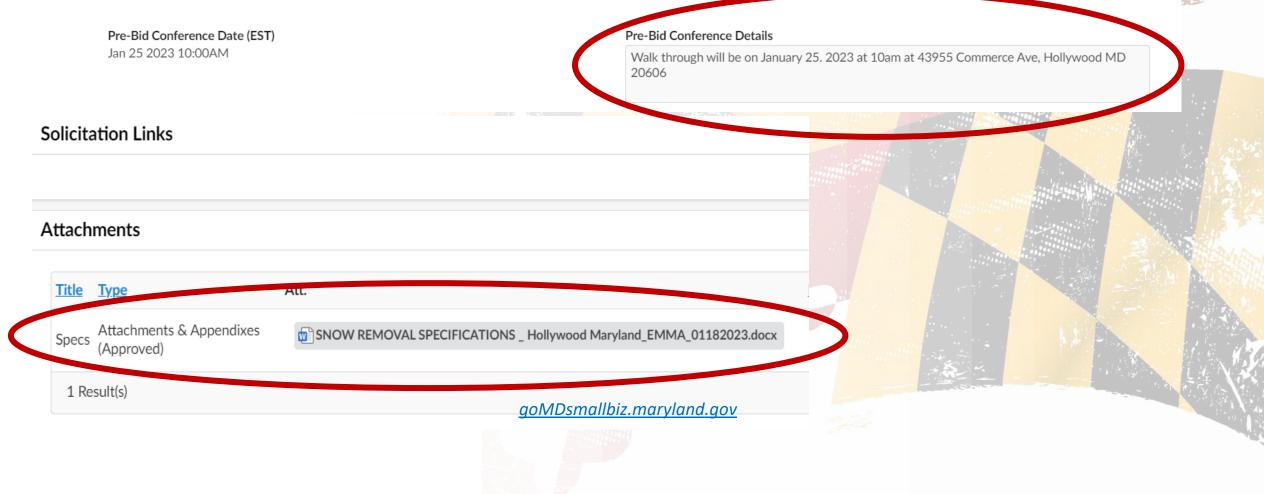
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i Solicitation Info	To respond to this solicitation	n click "Add to My Solicitation" and	either login or regis	ster.		Project Cost Class E - \$2,500,000 to \$5,000,000 Procurement Program Participation Goals
Questionnaire Financial Questionnaire	Add to My Solicitations					MBE Participation (%) 30.0
Pricing (Ext) (F)	Title Snow Removal - Hollywood Off Solicitation Type IFB: Invitation for Bid Main Category Snow removal services Issuing Agency Maryland Department of Agricu Procurement Officer / Buyer Lynn MCNALLY	lture Email Iynn.mcnally@maryland.gov	BPM035295 1	ot # Round #	Status Open	
		<u>goMDsmallbiz.maryland</u>	<u>1.gov</u>			

Solicitation Summary

Our Mosquito Control office in Hollywood MD is seeking a vender to perform snow removal service during the winter months. Job site is 43955 Commerce Ave, Hollywood MD 20636

Additional Instructions

for more specs see attachment. Question are due by February 1, 2023. No electronic bids will be accepted. Please send via FedEx, USPS, or UPS to Colleen Robinson, MD Dept of Agriculture, 50 Harry S Truman Parkway, Annapolis MD 21401. Bids are due by February 8 at 10am. Bids will be opened on February 8 at 11am.



Home

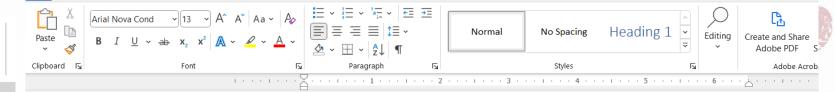
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SNOW REMOVAL SPECIFICATIONS

1. Contractor shall provide snow and ice removal services from November through February. Estimated total square footage is 259 feet (132 wide X 127 long)

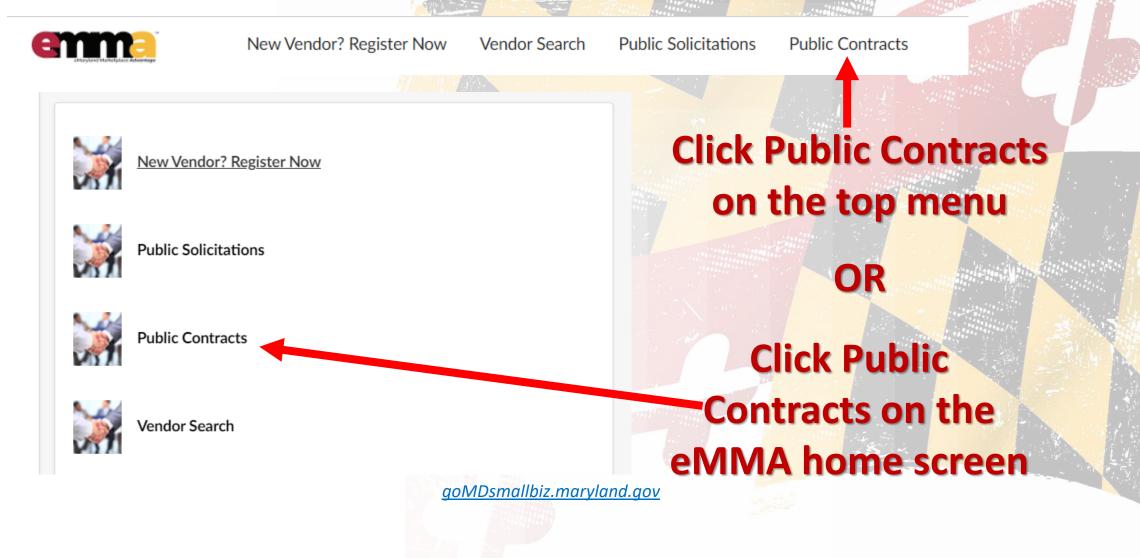
2. Contractor shall provide its own employees, equipment, and supplies necessary to complete the Services described hereunder which include clearing all drive lanes, fire lanes, parking areas, sidewalks adjacent to buildings and public sidewalks.

3. Contractor will begin plowing at the Property as soon as the snow or ice reaches a depth of 2 inches, regardless of the time of day or night or the day of the week.

4. Contractor shall supply and mechanically spread deicing rock salt at Contractor's own discretion. Contractor shall spread non-harmful treatment on concrete driveway and walkways.

5. For snowfalls of 2"-6" depth, all snow shall be plowed away from the buildings and pushed to the farthest end of the parking lot.

6. Contractor shall return during the day to plow vacant parking stalls, if a majority of the parking stalls are still occupied. Contractor shall return the next day before 8 a.m. to plow as many stalls as possible.



Keywords	Commodities
> Advanced Search	10000000 - Live Plant and Animal Mat
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↑	10101500 - Livestock

Use a keyword or chose a UNSPSC code , then click Search

	vanced Search		Using
Filters Key	ywords : billing ×		Keyword Search :
<u>Code</u>	Contract Title		billing
CTR006955	Local Health Department Billing Manual Training, Update, and Maintenance		NIIIIB
CTR006786	Direct Billing		
CTR006780	Direct Billing		
CTR006776	Spring 2022 Direct Billing		
CTR003820	Local Health Department Billing Manual Training, Update, and Maintenance		
CTR003175	PBX Client Billing Application	41	
CTR002534	Direct Billing		
CTR001513	Billingsley Elementary School	N	ultiple Pages?
CTR001446	Billingsley Elementary School		
CTR001303	Billingsley Elementary School	Cli	ick the arrow to
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New Vendor? Register Now Vendor Search

Public Solicitations

Alternate ID

Public Cont

Public Contract: CTR003175 - PBX Client Billing Application

Contract Title PBX Client Billing Application		Effective Date 2/28/2021	
Vendor NEC CORPORATION OF AME	RICA	Expiration Date 12/30/2022	
Contract Type Individual			
Contract Amount 2,380,547.60	USD		
Procurement Officer / Buyer Sean WATSON			Email sean.watson@maryland
Linked Solicitation			
Statewide Contract	BPW E 2/24/2		
Federal Funding Yes	BPW l t 16 IT	tem	
Green Contract No			
VSBE Goal Yes			

Contract Scope

Organizations

Department of Labor Licensing & Regulation

Commodities

Information Technology Broadcasting and Telecommunications

Documents



Sample Starter Emails



Hello [Enter Name Here],

While exploring Public Contracts in eMMA, I learned that you have purchased [XYZ products or services] in the past.

I would like to be on your contact list for any purchases below the \$15,000 threshold that would not be published on eMMA.

Are you the right point of contact at [Department Name Here]?

Sample Starter Emails

Hello [Enter Name Here],

While exploring Public Contracts in eMMA, I learned that you were the procurement officer for [insert contract information here] in 2019.

This contact is set to expire in [enter date here]. Do you expect it will be re-opened for competition at that time?

This type of work is an excellent fit for my company. Please add me to your contact list for any similar opportunities that may open in the future.

Sample Starter Emails

Reach out to the incumbent to:

- Introduce yourself
- Build a relationship
- Provide a capability statement

Hello,

While exploring eMaryland Marketplace Advantage, I learned that you have previously won Maryland state contracts.

I would like to connect with [Name of Company Here] and explore opportunities to work as a subcontractor.

My capability statement is attached. Can we set up a time to talk in the next two weeks?



State Contracting Pipeline



eMaryland Marketplace Advantage (eMMA)

Procurement Forecast

Board of Public Works

Keep Learning



- 2 free webinars every month
- No cost to attend
- Register in advance to receive the participation link
- Download the presenter's slide deck
- Access video recordings of all classes on our YouTube playlist

