

Mining Public Data eMaryland Marketplace Advantage

Nichelle Johnson
Compliance Manager
Minority Business Enterprise (MBE) Program



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

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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



Subcontractors

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

eMaryland Marketplace Advantage

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)

emmaSM
eMaryland Marketplace Advantage

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.

LOGIN

Login*

Login must have a value

Password*

Login

State SSO Login(SecureAuth) MDoT SSO Login(MSAzure)

[Lost your password?](#)

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Public Solicitations

Public Contracts

Vendor Search

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eMaryland Marketplace Advantage



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Public Solicitations



Public Contracts



Vendor Search

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eMaryland Marketplace Advantage

Keywords

Category

Status
Open

Advanced Search

Status

- Open
- Open
- Closed
- Responses Opened

Type

Authority

Award Status

Agency

Sub Agency

Site

SBR Designation SBE Goal

MBE Goal MBE Sub-Goal

VSBE Goal DBE Goal

eMaryland Marketplace Advantage

Category

snow re|

72102903 - Snow removal services

See All

**Category Search:
Snow removal**

Q Search

eMaryland Marketplace Advantage



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

| ID | Title | Status | 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

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[Snow Removal - Hollywood Office \(BPM035295\) - Lot : 1 / Round : 1](#) [Return](#)

Solicitation Info

- Pricing (Ext)
- Questionnaire (Ext)

[Add to My Solicitations](#)

To respond to this solicitation click "Add to My Solicitation" and either login or register.

| Title | ID | Lot # | Round # | Status | Due / Close Date (EST) | Due / Close Date (EST) |
|---------------------------------|-----------|-------|---------|--------|------------------------|------------------------|
| Snow Removal - Hollywood Office | BPM035295 | 1 | 1 | Open | Feb 8 2023 11:00AM | Feb 8 2023 11:00AM |

Solicitation Type
IFB: Invitation for Bid

Main Category
Snow removal services

Issuing Agency
Maryland Department of Agriculture

Procurement Officer / Buyer
Lynn MCNALLY

Email
lynn.mcnally@maryland.gov

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

Pre-Bid Conference Date (EST)
Jan 25 2023 10:00AM

Pre-Bid Conference Details
Walk through will be on January 25, 2023 at 10am at 43955 Commerce Ave, Hollywood MD 20606

Procurement Program Participation Goals

eMaryland Marketplace Advantage

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

Return

Solicitation Summary

Project Cost Class

E - \$2,500,000 to \$5,000,000

Procurement Program Participation Goals

MBE Participation (%)

30.0

Solicitation Info

Technical
Questionnaire

Financial
Questionnaire

Pricing (Ext) (F)

To respond to this solicitation click "Add to My Solicitation" and either login or register.

Add to My Solicitations

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Solicitation Links

Attachments

| Title | Type | Att. |
|-------|-------------------------------------|---|
| Specs | Attachments & Appendixes (Approved) |  SNOW REMOVAL SPECIFICATIONS _ Hollywood Maryland_EMMA_01182023.docx |

1 Result(s)

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SNOW_REMOVAL_SPECIFICATIONS_Hollywood_Maryland_EMMA_01182023.docx

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.

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[Vendor Search](#)

**Click Public Contracts
on the top menu**

OR

**Click Public
Contracts on the
eMMA home screen**

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eMaryland Marketplace Advantage

Keywords

> **Advanced Search**

Commodities

- |
- 10000000 - Live Plant and Animal Mat
- 10100000 - Live animals
- 10101500 - Livestock

Search

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

eMaryland Marketplace Advantage

> Advanced Search

Filters Keywords: billing ✕

| Code | Contract Title |
|----------------------|--|
| CTR006955 | Local Health Department Billing Manual Training, Update, and Maintenance |
| 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 |
| CTR002534 | Direct Billing |
| CTR001513 | Billingsley Elementary School |
| CTR001446 | Billingsley Elementary School |
| CTR001303 | Billingsley Elementary School |

1 2 > 15 Result(s)

**Using
Keyword Search:
billing**

**Multiple Pages?
Click the arrow to
move through results**

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New Vendor? Register Now Vendor Search Public Solicitations Public Cont



Public Contract: CTR003175 - PBX Client Billing Application

| | | | |
|---|--------------------------------------|---|---------------------|
| Contract Title PBX Client Billing Application | Effective Date 2/28/2021 | Contract ID CTR003175 | Alternate ID |
| Vendor NEC CORPORATION OF AMERICA | 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 Date 2/24/2021 | | |
| Federal Funding Yes | BPW Item 16 IT | | |
| Green Contract No | | | |
| VSBE Goal Yes | | | |

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eMaryland Marketplace Advantage

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.



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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



Maryland
GOVERNOR'S OFFICE OF
SMALL, MINORITY & WOMEN
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T.I.P.S. Webinar Series

**Training & Insights for
Procurement Success**



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- **Access video recordings of all classes on our YouTube playlist**

Thank You!

CLASSIFICATION ANOMALY RECORDS CLUST STRUCTU INFORMATION ANALYS WAREH QUANTITY PROCESS DEPENDENCY MODELING ASPECT DETECTION LARGE MINING DATABASE UNDERSTANDABLE COLLECTION VISUALIZATION PATTERNS SET REGRESSION SUMMARIZATION STATISTICS

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