



**AGC San Diego Chapter's**  
*Daily Construction Reporter*  
**Trade & Focus Paper**

---

**Good Faith Advertising**

*Approved by the California Department of General Services*

Meet your firm's Disabled Veteran Business Enterprise (DVBE),  
"Good Faith Effort" requirements as well as your MBE, DBE, and WBE  
"Good Faith Effort" requirements by advertising in AGC's DCR.

**AGC's**  
**Daily Construction Reporter**

**Approved by the State as a DVBE Focus Paper**  
**and as a MBE/WBE/DBE Trade Paper**  
**DVBE, MBE, FBE**  
**Good Faith Efforts**

The State of California has acknowledged the service and sacrifice of its disabled veterans, in part, through the Disabled Veteran Business Enterprises (DVBE) Participation Program. The DVBE Program that the legislature has mandated requires bidders on projects in California to comply using one or more of the following three options:

Option #1: Subcontract at least 3% of the work on the project to certified DVBE firms or

Option #2: Document the contractors "Good Faith Effort" to obtain participation or

Option #3: Adapt an approved DVBE Utilization Program that guarantees your firm will contract at least 3% of total anticipated cost of doing business with DVBE firms. If your firm fails to meet this requirement after you have adopted the Utilization Program, you may be prevented from working on most public projects in California.

**Most contractors achieve compliance utilizing the "Good Faith Effort" (Option #2).** There are five steps to the "Good Faith Effort", **but it is extremely important to advertise in a state approved Focus Paper and a state approved Trade Paper.** There are only 20-25 papers in the state that are approved Focus/Trade Papers. The agency that oversees the approval process is the California Department of General Services.

**On May 3, 2004 the California Department of General Services approved AGC's Daily Construction Reporter (DCR) as a Focus Paper. DCR was also approved as a Trade Paper publication, which assists contractors in complying with MBE, WBE, OBE, etc. "Good Faith" requirements. The "Good Faith Effort" requirement requires advertising in both a Focus and Trade Paper.**

AGC's DCR was approved as a Focus Paper because AGC provides DCR free of charge to a number of certified DVBE construction oriented firms statewide. We have also been publishing articles that detail DVBE firms. Most public projects in San Diego require publishing ads soliciting DVBE interest in a Focus and Trade Paper.

We invite you to use AGC's Daily Construction Reporter to place these ads. A packet detailing the DCR DVBE ad process is enclosed. Please contact Jessica Kovack at (858) 874-8560 ext. 11, [jessica@agcsd.org](mailto:jessica@agcsd.org), or Lisa Lovelace at (858) 874-8560 ext. 10, [lisa@agcsd.org](mailto:lisa@agcsd.org) with questions.

**AGC's Daily Construction Reporter**  
**Pricing Special! AGCSD Members receive 25% off listed rates!**  
**DCR is a Focus and Trade Publication**

DCR Publishes on Mondays of each week (*except some holidays*)

**Ad Deadline:**  
**Tuesday at 4:00 PM**

Phone: (858) 874-8560  
Fax: (858) 874-8569

The Cost for a Single Ad that covers your Focus & Trade Paper "Good Faith Effort" advertisement obligations is:

For a 3" x 2.5" ad: \$ 50

For a 3" x 4" ad: \$ 100

*Price includes publishing advertisement for 2 consecutive weeks. Additional weeks are available at an additional cost.*

**REQUEST FOR SUB BID AD PLACEMENT ORDER FORM**

Company Name: \_\_\_\_\_  
Contact Person: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax # \_\_\_\_\_

**Request for certified DVBE/MBE/WBE/DBE/ etc Sub Bids**  
**Enter Project Information:**

Project Name \_\_\_\_\_  
Project # \_\_\_\_\_ Location \_\_\_\_\_  
Your Company \_\_\_\_\_  
Bid Date: \_\_\_\_\_ Time \_\_\_\_\_ Contact Name \_\_\_\_\_  
Trades/Work Items to include in ad: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Select Ad Format as per the samples on next sheet:

Check One:

- Sample 1,    Sample 2,    Sample 3,    Sample 4,    See Attached  
*(Your own format)*

Project Owner \_\_\_\_\_ Phone # \_\_\_\_\_

Run Dates: 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_

**Fax this information to (858) 874-8569**

**Ad Deadline is Tuesdays at 4:00 PM**  
**14-Day Requirement Starts on Mondays!**

# AGC's Daily Construction Reporter Good Faith Advertising

## Sample Advertising Formats

*These are only samples. They may be used or you may use your own.*

### Sample #1

Company Name

**Requesting bids from Certified  
MBE/WBE/DVBE Subcontractors and  
Suppliers**

**Name of Project**  
**Bid Pkg #**  
**Owner**

Bid Date: \_\_\_\_\_

Contact Information: Name  
Address  
Phone/Fax

### Sample #2

Requesting Sub-Bids from Qualified DBE's and OBE's  
for the following work: Demolition, CID11 Piles,  
Striping, Fencing, Electrical, Rebar, Trucking

**Name of Project**

**Bid Pkg #**  
**Owner**

Bid Date: \_\_\_\_\_

Plans, specifications and requirements for the work are  
available for review in our office, Mon-Fri 8am-5pm,  
or can be obtained from the Owner:  
\_\_\_\_\_

Company Name will provide information to interested  
business enterprise including DBE/OBE's in obtaining  
bonds, lines of credit and Insurance required for  
subcontracts.

Company Name will provide information to interested  
business enterprises including DBE/OBE's in obtaining  
necessary equipment, supplies, materials or related  
assistance/services upon request.

For technical assistance related to plans, specs and  
requirements for the work call \_\_\_\_\_

**Company Name**

Address  
Phone/Fax  
Contractor's License # \_\_\_\_\_

An Equal Opportunity Employer

### Sample #3

Requesting bids – All Trades Especially From  
**Certified MBE/WBE/DVBE**  
For The Following:

**Name of Project**  
**Bid Pkg #**  
**Loc/Owner**

Bid Date: \_\_\_\_\_

**Company Name**  
Contact Information: Name  
Address  
Phone/Fax

### Sample #4

Company Name  
Contact Information: Name  
Address  
Phone/Fax

Requesting bids from Certified  
MBE/WBE/DVBE Subcontractors and  
Suppliers

**Name of Project**  
**Bid Pkg #**  
**Owner**

Bid Date: \_\_\_\_\_

