

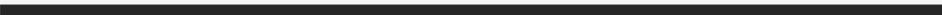


# *TIPS FOR A SUCCESSFUL PROPOSAL SUBMISSION*

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*The following tips are to help proposers avoid common administrative mistakes when submitting a proposal for personal services to the Harbor Department.*



# *Proposal Submission Timing*



Due to the size of our organization, e-mail takes time to travel through several servers and processes, especially those with attachments.

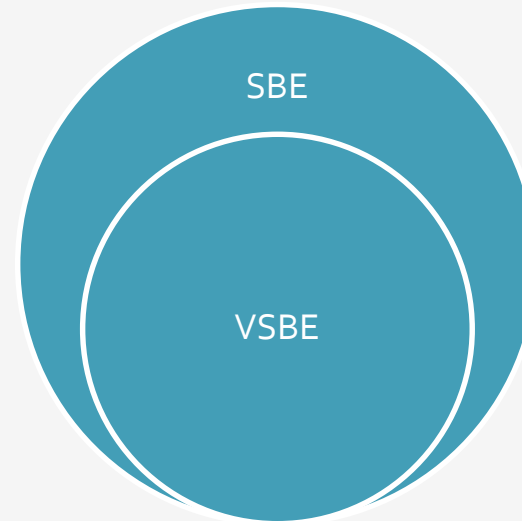
**Do not wait until just before the 3:00 p.m. deadline to hit "send" on your e-mail submission.**

You are responsible for making sure your proposal is *delivered* before 3:00 p.m., and waiting until the last minute to send it puts that delivery time in unnecessary jeopardy.

# *Small Business Enterprise Program Requirement*



- This project has a **mandatory** 25% Small Business Enterprise (SBE) participation requirement, which includes a 5% Very Small Business Enterprise (VSBE) participation requirement.
- The SBE Program was created to provide additional opportunities for small businesses to participate in professional service and construction contracts.
- By definition, a VSBE is *also* an SBE:



# *Small Business Enterprise Program Requirement*



- On the Regional Alliance Marketplace for Procurement (RAMP, [www.rampla.org](http://www.rampla.org)), the Harbor Department has a unique certification called **SBE (Proprietary)**. This is different than the certification called "SBE (Los Angeles)".
- The Harbor Department also has a unique certification called **VSBE (Harbor)**. This is an equivalent certification to an Emerging Business Enterprise, or EBE, on the RAMP. If you are a certified EBE on the RAMP, you will automatically also receive a VSBE (Harbor) certification on your profile.

For simplicity, for the rest of this document "SBE (Proprietary)" will be referred to as "SBE", and "VSBE (Harbor)" will be referred to as "VSBE".

# *Small Business Enterprise Program Requirement*



- If the Prime consultant is both a certified SBE and a VSBE **on the RAMP** ([www.rampla.org](http://www.rampla.org)), the mandatory SBE and VSBE participation requirement will be deemed as met. You must indicate your firm's SBE and VSBE status on both the Affidavit of Company Status and on the Consultant Description Form.
- If the Prime consultant is not a certified SBE and VSBE, the participation requirement must be met through the use of subconsultants. Primes must use the RAMP, which is an industry specific contractor directory, to identify potential subconsultants who are certified SBEs and/or VSBEs.

# *Small Business Program Requirement*



Important note:

If your firm is a certified SBE but is **not** also a certified VSBE, you must utilize the RAMP to find a certified VSBE subconsultant firm. Complete the requested information for that firm on your Consultant Description Form.

Again...

**If your SBE firm is not a certified VSBE, you must award 5% of the project to a certified VSBE firm in order to meet the VSBE participation requirement.**

# *Small Business Enterprise Program Requirement*



- If a subconsultant is both a certified SBE and VSBE, the utilization of that singular subconsultant meets the mandatory SBE and VSBE participation requirement.
- However, the Consultant Description Form must indicate that 25% of the project will be awarded to that subconsultant. Indicate "25%" on the "Award Total" line.
- The participation requirement may also be met by utilizing several subconsultants with SBE/VSBE certification (for example, 5 different certified SBE subconsultant firms can be awarded 5% each, as long as one of them is also a certified VSBE).



# *Small Business Enterprise Program Requirement*



Credit will be granted for each certification indicated on the Consultant Description Form, after verification on the RAMP.

**Examples** of calculations are shown below. These are not required combinations.

Company	Certifications Held	SBE credit	VSBE credit
Acme Inc.	WBE, SBE	20%	0%
Sample LLC	SBE, VSBE	5%	5%
<b>Total</b>		25%	5%

Company	Certifications Held	SBE credit	VSBE credit
Test Company	MBE, SBE, VSBE	6%	6%
AAA & Sons	SBE, VSBE	5%	5%
XYZ Inc.	SBE	5%	0%
EZ Company	SBE	10%	0%
Exemplar, Inc.	WBE	0%	0%
<b>Total</b>		26%	11%

# *Small Business Program Requirement*



All firms, Prime and subconsultants, must be certified on the RAMP **at the time the proposals are due** in order to receive credit for meeting the mandatory SBE and VSBE participation requirement.

Again...

Firms will **not** receive SBE or VSBE credit if they are not shown as certified on the RAMP, with "**Verified**" status!

Don't wait until the last minute to create a profile, or update/verify your firm's RAMP status!

# *Small Business Program Requirement*



- Do **not** submit a completed Proprietary SBE Application (Exhibit C) with your proposal. It will not be reviewed by Harbor Department staff, nor will it be forwarded to the Bureau of Contract Administration for processing.
- You are **not** required to apply for SBE certification for your firm; however, you will be required to use the RAMP to identify a certified SBE and/or VSBE firm that will be used as a subconsultant for this opportunity.

# Small Business Program Requirement



- The “Roadmap for Applicants” has a listing of partner agencies that have certifications which are accepted by the City of Los Angeles.
- You need to make sure that if you are certified by one of the partner agencies that you add SBE (Proprietary) to your RAMP profile. Refer to the [Support section of the RAMP](#) for instructions.

## ROADMAP FOR APPLICANTS

### Should I apply?

**If your firm is currently certified with any of the following agencies, you do NOT need to submit the SBE (Proprietary) Application:**

- Federal Small Business Administration (SBA) - 8(a) Business Development Program
- State of California Department of General Services (DGS) – Small Business (SB), Micro Business (MB) and Public Works (PW)
- California Department of Transportation (CALTRANS)- Small Minority/Women Business Enterprise (SMBE/SWBE)
- L.A. County Metropolitan Transportation Authority (METRO) – Small Business Enterprise (SBE)
- US Women’s Chamber of Commerce (USWCC) - Women-Owned Small Business (WOSB) & Economically Disadvantaged Women-owned Business (EDWOSB)
- National Women Business Owners Corporation (NWBOC) - Women-Owned Small Business (WOSB) & Economically Disadvantaged Women-owned Business (EDWOSB)
- Women’s Business Enterprise Council WEST (WBEC - West) - Women-Owned Small Business (WOSB)
- City of Los Angeles – Local Small Business (LSB)
- Los Angeles County – Local Small Business Enterprise (LSBE)
- California Unified Certification Program (CUCP) – Disadvantaged Business Enterprise (DBE)  
*CUCP Agencies include:*
  - California Department of Transportation (CALTRANS)
  - Central Contra Costa Transit Authority (CCCTA)
  - L.A. County Metropolitan Transportation Authority (METRO)
  - San Francisco Bay Area Rapid Transit District (BART)
  - San Francisco Municipal Transportation Agency (SFMTA)
  - Santa Clara Valley Transportation Authority (VTA)
  - City of Fresno
  - City of Los Angeles
  - San Diego County Regional Airport Authority (SAN)
  - San Francisco International Airport (SFO)
  - San Mateo County Transit District (SAMTRANS)

# *Small Business Program Requirement*



- If you do wish to apply for SBE certification, follow the instructions in the application (Exhibit C).
- **Please start the application process as soon as possible before the proposal is due!** You do not get credit for simply having sent in the application, or having “Pending” status on the RAMP.

# *Small Business Program Requirement*



Do not submit copies of your firm's certificates in your proposal (from DGS, WBEC-West, CUCP, Caltrans, etc.).

The only thing that matters is what's reflected on your firm's RAMP profile!

You also don't need to print out screenshots of your RAMP profile and submit them in your proposal. The Contract Administrator will verify compliance directly from the RAMP system.

# *Affidavit of Company Status form*



- Ownership status verification for your firm will be done on [www.rampla.org](http://www.rampla.org). The certifications that you list on your Affidavit of Company Status form should **match** what is on your RAMP profile.
- If your firm's RAMP profile is missing a certification , it is strongly advised that you log in and update it well in advance of the proposal's due date.
- Submit only **one** Affidavit of Company Status form with your proposal, completed for your firm (Prime). Do **not** submit Affidavit forms for your subconsultants.
- Don't assume that if your firm doesn't hold any certifications, the Affidavit form is not required in your proposal...**it is!** Please refer to the definition of an "OBE".

# *Consultant Description Form*



- Ensure that **all fields** on your form are completed, for both your firm (Prime) and your subconsultants. If completed manually, ensure that the handwritten information is **legible**.
- If you are selected, this form will become part of your written agreement with the Harbor Department. Make sure that the correct address and contact person is listed. The information on this form will also be used to communicate with your firm about this RFP, so using “generic” or unmonitored e-mail addresses is not recommended.
- SBE and VSBE certification status for all subconsultants will be verified using the RAMP. Please make sure that what you complete on this form for your sub’s certifications matches their RAMP profile. Your subs should be strongly encouraged not to wait until the last minute to create/update their profiles, or apply for certifications!



# Consultant Description Form



- When asked to provide a "Company RAMP ID#", **do not** provide the RAMP ID number of the opportunity, which is shown on the cover page of the RFP document. You must provide the ID number of *your company's* profile that is shown on the RAMP system. If you have duplicate accounts, you should make an effort to eliminate or consolidate them (contact RAMP Support at <https://snow.lacity.org/rampla> for assistance with this).
- Codes to use when asked for "Owner's Ethnicity":

<b>AA:</b> African American	<b>APA:</b> Asian Pacific American
<b>C:</b> Caucasian	<b>HA:</b> Hispanic American
<b>NA:</b> Native American American	<b>SAA:</b> Subcontinent Asian American

# *Consultant Description Form*



- If the opportunity is for **on-call** or **as-needed** services, the Prime should leave the “Award Total” field blank.
- However, if that opportunity has a mandatory SBE and VSBE participation requirement, you must indicate a **percentage** amount in the “Award Total” for each subconsultant listed.

# *Local Business Preference Program*



- If applicable for the contract opportunity, proposers may receive an additional 8% on their score for being a Local Business Enterprise (LBE), or up to an additional 5% for utilizing LBE subconsultants.

**In order to qualify for the 8% LBE preference, your firm must meet one of the following criteria:**

1. Business is headquartered within Los Angeles, Orange, Riverside, San Bernardino or Ventura County

**OR**

2. Business has at least 50 full-time employees, or 25 full-time employees for specialty marine contracting firms, working in the five Counties listed above.

# *Local Business Preference Program*



- If the opportunity is for **on-call** or **as-needed** services, the Prime will not receive additional points for the utilization of LBE subconsultants. LBE subconsultant preference points are determined by the percentage of the total amount of compensation proposed under the Agreement, which cannot be determined for on-call or as-needed assignments.

# *Insurance Verification Letter Requirement*



The only acceptable submission for this requirement is a **letter** from your insurance carrier/broker, signed and dated, which includes the title of the RFP.

Your insurance carrier/broker should review the entire Section 4.4 of the RFP. The insurance verification letter's purpose is to confirm in writing that they've reviewed it.

And, the letter should state that either:

Your firm currently meets all of those insurance requirements

OR

Your firm will meet all of those insurance requirements if you're selected for contract award.

**That's it!**

They should not include more information in their letter than that (such as a line item description of your current coverage).

# *Insurance Verification Letter Requirement*



- Do **NOT** submit an ACORD® Certificate of Liability Insurance sheet
- Do **NOT** submit a quote from your insurance carrier or broker
- Do **NOT** submit a copy of your current insurance policy
- Do **NOT** submit a copy of your policy renewal documents

Many firms have had their entire proposal deemed as non-responsive because they failed this requirement.

Don't let yours be on that list!

# *Insurance Verification Letter Requirement*



Do not submit any insurance documents on KwikComply (<http://kwikcomply.org>) at the proposal stage.

**ONLY** the firm selected for contract award will be required to submit proof of insurance documents through KwikComply.

An automated message received through KwikComply stating that your insurance is approved is not acceptable as an insurance verification letter.

# *Standard Provisions Letter Requirement*



Submit a letter, signed by an authorized principal of your firm, attesting that your firm accepts all of the Harbor Department's Standard Contract Provisions exactly as set forth in Section 4 of the RFP. The letter should also confirm that if selected for award, your firm will comply with the demographic reporting requirements of Executive Directive 35.

**If your firm cannot agree to the Standard Contract Provisions, exactly as set forth, please do not submit a proposal.**



# *Read the Checklist carefully*



- Make sure that you refer to the Proposal Submission Checklist in the Request for Proposals (RFP) document, so that all of the required documents and/or areas are addressed.
- Do not assume that an administrative form does not apply to your firm.
- It is the proposer's responsibility to review their proposal before submission to ensure that all required administrative documents are included, and complete.
- Do not submit administrative documents that are not specifically requested in the RFP. The "Opportunity Forms" link on the RAMP has several forms that do not apply to Harbor Department opportunities.

# Questions?

We are happy to answer any administrative requirement questions before your proposal is due, to avoid any potential problems, but please reach out well before the deadline!

Please contact the Contract Administrator noted on the opportunity.

