

# BOC PROCUREMENT SERIES

## WELCOME Business Outreach Committee (BOC) 2023 PROCUREMENT SERIES

WEEK ONE – PROFESSIONAL SERVICES  
FEBRUARY 7<sup>th</sup> | 9-11AM

WEEK TWO – CONSTRUCTION  
FEBRUARY 16<sup>th</sup> | 12:30-2:30PM



# PANELISTS

HOST: Brooklyn Moore-Green, **Program Specialist, Contracts Compliance Department**  
Alameda County Transportation District (AC Transit)

Karen Strickland, **Consultant**  
Caltrans District 4, Calmentor

Mydria Clark, **Supplier Diversity Manager**  
HNTB

Herman Adams, **Project Manager**  
Baines Group, Inc.

Ron Leong, **Management Analyst**  
San Francisco County Transportation Authority (SFCTA)

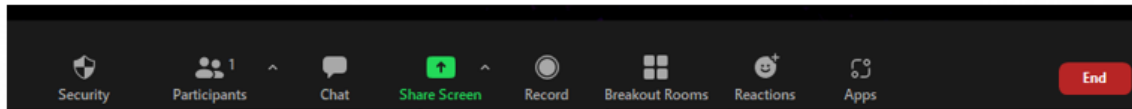
Ken Hendricks, **Procurement Manager**  
Sonoma-Marín Area Rail Transit (SMART)

Seung Cho, **Director of Procurement and Information Technology**  
Alameda County Transportation Commission (Alameda CTC)

# HOUSEKEEPING

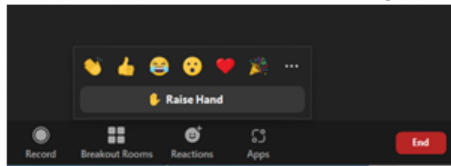
## Please keep your device on mute!

Chat Box: Q & A and Resources



Chat Box

Reaction: Raise hand to request to be unmuted



Reaction

For dial-in, \*9 to unmute

Recording and presentation available on BOC webpage within 24 hours.

# AGENDA

Time	Topic	Panelists
9:00a	Welcome	Artemisé Davenport, GGBHTD
9:05a	Introductions	Karen Strickland, Caltrans District 4 Calmentor Mydria Clark, HNTB Herman Adams, Baines Group, Inc. Ron Leong, SFCTA Ken Hendricks, SMART Seung Cho, Alameda CTC Brooklyn Moore-Green, AC Transit
9:10a	Calmentor Overview/Teaming Success	Karen Strickland, Caltrans District 4 Calmentor Mydria Clark, HNTB Herman Adams, Baines Group, Inc.
9:45a	Common Mistakes/Tips & Tricks	Ken Hendricks, SMART Ron Leong, SFCTA
10:15a	Procurement Panel Q&A	Ken Hendricks, SMART Ron Leong, SFCTA Seung Cho, Alameda CTC
10:45a	Closing	Brooklyn Moore-Green, AC Transit



# Quick Tips for Teaming Readiness

BOC Procurement Series  
Professional Services  
February 7, 2023

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## PRESENTERS

HERMAN ADAMS, BAINES GROUP, INC.

MYDRIA CLARK, HNTB

KAREN STRICKLAND,  
CALTRANS DISTRICT 4 CALMENTOR PROGRAM/  
C/O GOLDEN BEAR ASSOCIATES



## GOAL

Increase pool of qualified small architectural & engineering (A&E) firms available for public sector transportation projects

## HOW

- Mentor Pairings
- Quarterly Meetings
- Education
- Networking Opportunities

**Next Meeting:** April 27, 2023



**Calmentor**



## QUALIFICATIONS

- California-based
- District 4 boundary preference
- \$5m or ↓ average annual gross revenues
- Professional services  
(e.g., architectural, environmental engineering, cultural resources, land surveying, construction management)

## APPLICATION

<https://dot.ca.gov/caltrans-near-me/district-4/d4-programs/d4-calmentor/calmentor-application>

Email to:  
kstrickland@goldenbearassociates.com

# Relationships Are Everything

- Mentoring as a business strategy
- Constant contact
- Network, network...net worth
- Peer-to-share



## Value We Offer

- ❑ Expertise: *clarity* on business focus
- ❑ Experience: *relevant* project experience
- ❑ Excellence: *specific* project successes



## Go, No Go!

- ❑ Capacity, experience – what support, infrastructure is in place for project support; do we have the specific service experience requested
- ❑ Thinking outside the box – where might our services “fit” in a larger project
- ❑ Ring a prime or peer – who might we contact about teaming



## Contact Info

### HNTB

**Mydria Clark**, Supplier Diversity Manager, HNTB

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**Herman Adams**, Project Manager, Baines Group, Inc.

**Tel** (510) 387-9701 **Email:** [herman@bgiconstruction.com](mailto:herman@bgiconstruction.com)



**Karen Strickland**, Facilitator, Caltrans D4 Calmentor

**Tel** (415) 661-4343 **Email:** [KStrickland@goldenbearassociates.com](mailto:KStrickland@goldenbearassociates.com)

# PROFESSIONAL SERVICES COMMON MISTAKES / TIPS & TRICKS

Presented by:

**Ron Leong, Management Analyst**  
San Francisco County Transportation Authority (SFCTA)

**Ken Hendricks, Procurement Manager**  
Sonoma-Marín Area Rail Transit (SMART)

February 7<sup>th</sup>, 2023 | 9 – 11AM



# Common Mistakes / Tips & Tricks

## Objectives for Today

1. Review common proposal mistakes.
2. Provide “Tips & Tricks” to set you up for success!
3. Open Panel Q & A - **We are here to help!**

# Common Proposal Mistakes

Request for Proposals for Services are typically **Best Value** procurements meaning that they are evaluated against using criteria that include price and other factors (*Qualifications, Service Approach, Key Personnel Qualifications, Demonstrated History of Performing Similar Work, etc.*)

Often Architecture & Engineering (A&E) Procurements are issued using a Request for Qualifications or Request for Proposals and are evaluated only on technical merit without review of pricing until a later stage.

**Why is understanding the Agency review process important?**

- ▶ Cater your Proposal accordingly!

# Common Proposal Mistakes

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**Failure to submit all requested items (Responsiveness)**

**Failure to sign the Proposal (Responsiveness)**

**Submitting blank or incomplete forms (Responsiveness)**

**Not signing the required certification documents (Responsiveness)**

- Suspension & Debarment Certificate
- Lobbying Certificate
- Buy America(n) Certificate
- DBE/SBE/LBE Certificate

# Common Proposal Mistakes



**Typos and grammatical errors in the Proposal**



**Not proofreading – Using the wrong Municipality name**



**Not following the Agency's requested organizational structure**



**Adding unnecessary marketing materials**



**Check Your Math!**



# Common Proposal Mistakes

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**Failure to acknowledge receipt of addenda (Responsiveness)**



**Failure to meet the mandatory minimum requirements (Responsiveness)**



**Consultant or Subcontractors do not hold appropriate licenses that are active and in good standing. (Responsiveness/Responsibility)**



**Missing Parts of the Proposal (Responsiveness)**

# Common Proposal Mistakes

- **Firm or Subcontractor is included on a Suspension or Debarment List (Responsibility)**
- **Firm is not in Good Standing with California Secretary of State or other Regulatory Agencies if Required (Responsibility)**
- **Customer Reference contact information is not correct (Responsibility)**
- **Customer Reference Projects are not relevant to Project that you are submitting a Proposal for.**

# Tips & Tricks for Success

## Understand Your Audience!

- A Responsiveness Review will first take place to ensure your Proposal is Responsive to the RFP or RFQ...Don't be deemed non-responsive out of the Gate!
- A Selection Committee (Typically 3-5) will be reviewing the Technical Proposal following the Responsiveness Review. They may be subject matter experts, or they may not be.
- Almost always, these individuals are extremely busy, and they are required to fit the review of these Proposals in during their busy days.

# Tips & Tricks for Success

## Understand the Evaluation Criteria!

- Agencies give you the scoring key and explain how they are going to evaluate the Proposals!
  - Review each criteria and understand the impacts to the score and how that relates to your Proposal:
    - If Key Personnel Qualifications are 30%, make sure you have put together a strong team! Things like certifications, similar project experience, and length of time with your firm matter.
    - If Service Approach equals 30%, make sure you clearly describe your process, capacity, and procedures for ensuring successful performance of the scope of work.
    - If Interviews are weighted 30%, be sure your key personnel will be present and prepared! Anticipate agency questions (potential challenges, critical path timelines, etc.). All interview attendees should participate!

# Tips & Tricks for Success

## Understand the Evaluation Criteria! (Cont'd)

- **Demonstrated History:** Be sure that you are listing relevant and recent projects as well as current customer reference contact information for those projects.
- **Pricing:** Submit the pricing in the format requested by the agency and be prepared to discuss level of effort, direct costs, indirect costs, and in some cases your profit margin. Agencies typically must establish the cost to be fair and reasonable to be able to move forward.

# Tips & Tricks for Success

## What Information is the Agency Asking you to Submit in the Proposal?

- Agencies tell you what information they are seeking in the RFP/RFQ.
- Be sure to cover the information **clearly** in your response. Be concise and direct...usually less is more!
- Better to use common language and less technical jargon in your responses. Remember individuals on the selection committee may or may not be subject matter experts.
- Personalize the Proposal to the Agency...even a little bit goes a long way. Show you understand what they do, what their objective is, and that you've visited their website or reviewed recent Board Meeting Minutes and understand the challenges.

# Tips & Tricks for Success

## What Information is the Agency Asking you to Submit in the Proposal?

- Incorporate a mix of appropriate graphs, charts, color, and black and white. Remember the Selection Committee may be reading 3 Proposals or 25...Keep it Interesting.
- Don't add unnecessary information! Leave out the marketing materials and unnecessary propaganda...it usually doesn't come across in a positive light.
- If you must take exceptions to the Agency's terms and conditions incorporate those exceptions into the Proposal so the team can review all of the information at once.
- Pay attention to deadlines. Late submissions result in rejections.

# Tips & Tricks for Success

## Best Practices to Ensure a Responsive Proposal!

- Include a Table of Contents that matches to the RFP/RFQ Format Structure and Structure your Proposal in that same manner.
- Create a checklist of all the required parts of the Proposal, supplemental documents, and all other information being requested. Use the checklist as you create your Proposal and even include the checklist in the Proposal.
- In each Part of the Proposal, lead with what is being requested followed by your response. Ex. Question and Answer Structure.
- Familiarize yourself with Caltrans' Local Assistance Procedures Manual. Many projects are funded by the Department of Transportation.



## Carefully Review Key Timelines for the Procurement:

- Pre-Proposal Meeting Date (If Applicable)
- Questions Deadline
- Addenda Issuance Deadline
- Proposal Deadline
- Interview Schedule (Be Available)
- Anticipated Notice to Proceed Date

# Tips & Tricks for Success

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## Attend the Pre-Proposal Conference!

- Make note of any *Mandatory* Pre-Proposal Conferences – If you are going to submit a Proposal you **must** attend these meetings!
- Attend Pre-Proposal Conferences whenever possible...even if you don't need to attend to put together a competitive proposal.
  - Great networking opportunity with Prime Consultants, subcontractors, DBEs, and key agency staff.
  - You get to “know who's in the room” and who your competitors might be.
  - Learn more about the Agency!

## Don't be afraid to ask questions during the Q & A period!

- Clarifies any ambiguities in scope of work and deliverables resulting in a more refined Proposal.
- This is your chance to question the terms and conditions, insurance requirements, etc.
- Don't understand the procurement process or the information you are being asked to submit...ask for clarification!

# Tips & Tricks for Success

# Tips & Tricks for Success

## Review the Planholder List!

- Many Agencies publicize this list which shows the individuals & firms who have downloaded the Solicitation documents.
- If you are a Subcontractor, this list can provide you with an understanding of which Prime Consultants may be interested in submitting a Proposal.
- If you are a Prime Consultant, this list can provide you with an understanding of your potential competition, as well as subcontractors who are looking to team up.
- **Hint:** Many planholder lists show if the planholder is a DBE or SBE!

# Tips & Tricks for Success

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## Carefully Review Addenda and be sure to incorporate all changes into your Proposal.

- These changes may modify level of effort required, deliverables, quantities of materials, travel costs, etc.
- Don't let addenda information be the reason your Proposal was not competitive.

## Do not wait to submit your Proposal until the last minute!

- Give yourself enough time to ensure there are no technical issues when submitting your Proposal (eProcurement Platforms)
- Give yourself enough time in case of courier delays due to traffic, weather, etc. (Hard Copy Submittals)
- Give yourself enough time in case of printer delays (Hard Copy Submittals)
- Confirm your submission was received

# Tips & Tricks for Success

## View past solicitation information!

- eProcurement Portals have changed the game for not only Public Agencies but also for potential Proposers!
  - Many agencies keep the Solicitation documents public from past projects.
  - By downloading the past project documents, you can get a feel for the agency's process and format **BEFORE** a solicitation process begins.
  - You can see the planholder lists on past projects ahead of time.
  - You can estimate how long an RFP may be out on the street for.
  - You can get familiar with agency terminology.
  - Most importantly you can see the Proposal structure and typical level of effort.

# Tips & Tricks for Success

## Ensure documents are up to date!

- Determine which type of DBE/SBE/LBE certificates are accepted by the public agency issuing the RFP/RFQ.
- DBE/SBE/LBE certification – Must be certified by submission date.
- Note when DBE/SBE/LBE certificates expire and keep them active!
- Have audited financial information prepared in advance (Ex. ICR Rate).
- Ensure that you can meet the minimum insurance requirements BEFORE you Propose. Note and keep these policies up-to-date!
- Resumes for Key Personnel should be prepared and ready to go in advance (Teaming Tip).

# Tips & Tricks for Success

## Didn't Get the Award? Request a De-Brief Meeting!

- Many Agencies offer a debrief opportunity if requested within a certain timeframe. Take advantage of this!
  - Understanding what came across as strengths in your proposal helps you to keep doing those things!
  - Understanding what came across as areas of weakness in your proposal helps you focus on those areas in your next Proposal!
  - You can provide feedback to the Agency! Let them know how their process was, if their solicitation documents were clear and detailed enough, if the communication was good throughout, if the eProcurement System they used was simple and easy to use...



# Tips & Tricks for Success

## The # 1 Take-Away for Today

Always refer back to the Request for Proposal or Request for Qualifications documents for what is required!