



## ***A Guide for Small Businesses*** **Interested in Doing Business with the** **Golden Gate Bridge, Highway and Transportation District**

The purpose of this guide is to assist and encourage small businesses in participating in the procurement activities of the Golden Gate Bridge, Highway and Transportation District (District). The District's goal is to maximize open competition and to promote the participation of small business enterprises in District procurement activities.

### ***Quick Tip:***

***Most District Contracts and RFPs***

***are posted on our website at***

***<http://goldengate.org/contracts/index.php>***

The Procurement Department is responsible for the procurement activities of the District and is comprised of procurement personnel from the District, Bus, and Ferry Divisions. These three units carry the major responsibility for the procurement of equipment, supplies, materials, and services on behalf of the District.

- Procurement staff located at the Golden Gate Bridge Toll Plaza handles all procurements for the District and Bridge Divisions and purchases commodities commonly used by the entire District.
- The Bus Transit Division Senior Buyer and Buyer located in San Rafael handle all bus procurements and related parts and procurements of commodities unique to the Bus Division.
- The Ferry Transit Division Senior Buyer located in Larkspur handles all ferry procurements and related parts and procurements of commodities unique to the Ferry Division.

The Engineering Department has principal responsibility for District construction contracts.

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## Does the District buy what I sell?

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The following is a partial list of commodities and services procured by the District:

### Commodities

Automotive supplies  
Cameras: video, digital  
Computers  
Construction supplies  
Electrical supplies, lamps  
Food and food services  
General maintenance supplies  
Heavy equipment  
Information technology hardware, software  
Janitorial supplies  
Office supplies  
Paint  
Petroleum: fuel, lubricants  
Photocopiers  
Printed forms, paper  
Respirators and filters  
Tools  
Vehicles: buses, cars, trucks, vans  
Ferry Vessels

### Service Contracts

Advertising services  
Building and repair of parking lots and ferry terminals  
Carpet materials and installation  
Collection services  
Construction projects

Copier maintenance and repair  
Elevator repair  
Film and video  
Graphic design  
Janitorial  
Window washing  
Pest control and fumigation  
Printing  
Uniforms and uniform cleaning

### Professional Services

Accounting and auditing  
Architectural and engineering services  
Banking  
Engineering design  
Engineering investigation or study  
Engineering plan and specification preparation  
Environmental impact study  
Information technology consulting  
Insurance  
Legal  
Management consulting  
Materials sampling and testing  
Medical examinations  
Project management  
Public relations  
Training

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## How does Purchasing solicit bids and requests for proposals (RFPs)?

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**There are six types of procurement methods used by the District:**

1. Micro Purchases. This method may be used for any purchase of supplies or services that does not exceed \$2,500. At least one informal quote is obtained.
2. Informal (Small) Purchases up to \$20,000. Informal bidding may be used for purchases estimated to cost: \$20,000 or less for materials, supplies and equipment; nonprofessional services; and \$5,000 or less for construction. Simplified negotiations may be used for professional and non-professional services not exceeding \$25,000. Generally, at least three written quotes or proposals are obtained and award is made to the lowest responsive and responsible bidder.
3. Formal Sealed Competitive Bidding. This method must be used for purchases estimated to cost: over \$20,000 for materials, supplies and equipment (except for certain types of rolling stock and technological equipment); over \$5,000 for construction; and may be used for non-professional services. Generally, formal bid documents are prepared and advertised, and an award is made to the lowest responsive and responsible bidder.

4. Competitive Negotiations. This method may be used for purchases of over \$25,000 for professional and non-professional services; certain types of rolling stock and technological equipment as described by statute; and other purchases for which this method of procurement is permissible as approved by the Board of Directors. A Request for Proposals is issued, and proposals are evaluated based upon qualitative factors in addition to price.

5. Non-Competitive Purchases. These are used for the purchase of approved sole source procurements, emergency procurements, and other procurements as may be approved by the General Manager or Board of Directors in light of special circumstances that justify this method of procurement.

6. Intergovernmental Agreements. Joint procurements, state cooperative purchasing programs, and piggyback procurements with other public agencies may be used when consistent with applicable state statutory and federal grant requirements.

### **How do I learn about procurements?**

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For micro and informal purchases and service contracts under a certain dollar threshold (see 1 and 2 on above list), District Buyers contact appropriate firms directly to request quotes. These bid opportunities do not appear on the District website. In order to be considered for these less formal purchases it is important that you introduce your products and services to District purchasing staff. All vendors are encouraged to take advantage of “meet and greet” opportunities which are offered several times each year. For more information, see the sections “Disadvantaged Business Enterprise Program” and “Business Outreach Committee” at the end of this document.

Most District procurements that fall under the above categories 3 and 4 are posted on the District’s website at [www.goldengate.org](http://www.goldengate.org) (click on “Contract Opportunities”). Notices are added on a regular basis. Notice of upcoming contracts and RFPs may be advertised in the Small Business Exchange and Marin Independent Journal. The Disadvantaged Business Enterprise office also maintains an email outreach list which is used to contact interested vendors to announce upcoming contracts and RFPs. See the section “Disadvantaged Business Enterprise Program” at the end of this document.

### **How do I get a copy of a request for bid or request for proposal?**

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Most bid documents and requests for proposals are included on the website. The best way to get a copy is to go to the District website at [www.goldengate.org](http://www.goldengate.org), click on “Contract Opportunities,” scroll down to the contract you are interested in and download the entire bid/proposal package. However, you may request a copy of these documents through the office of the District Secretary at (415) 923-2223.

### **How do I submit a bid/proposal?**

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Each formal bid package/proposal includes the due date and time, project manager, and address for your submittal. Because of the structured nature of government contracting, the District has little flexibility if the bid/proposal you submit does not include all submittals required. It is critical that you submit a bid/proposal that is correct the first (and most likely only) time, or else the District will not be able to consider your bid/proposal. Things to consider are:

- **Be timely.** Submit your bid/proposal by the date and time specified. Late bids/proposals will not be accepted.
- **Read the bid conditions and special provisions.** Each bid/proposal contains a number of bid conditions/provisions. Prices must be firm for the period specified. Some contracts include multiple years with options to renew.
- **Adhere to bid/proposal conditions; failure to do so may result in rejection of the bid/proposal.**

- **Be responsive.** Bid on the items and in the quantities the bid/proposal requests and the services requested. If you add any qualifications or reservations to your bid/proposal, the bid/proposal may be considered nonresponsive and may be rejected.

### **May I be present when formal bids are opened?**

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Yes, for formal bids. The Notice Inviting Sealed Bids notes when bids will be opened. Formal proposals are generally opened publicly at the Golden Gate Bridge Toll Plaza administration building on Tuesday or Thursday at 2 p.m. Generally, the District Secretary announces the names of firms and the submitted bids. Only summary pricing may be announced.

### **How does the bid evaluation process for formal sealed competitive bids work?**

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Depending on the complexity of the bid, it can take from several days to several weeks to evaluate all the bids submitted. In most bids, the District has an approved equal process. A Bidder may submit to the District requests for approved equals, modifications, or clarifications regarding any requirements, terms, or conditions. Any such request must be received by the time specified in the contract documents. Any requests of approved equals must be fully supported with technical data, test results, or other pertinent information as evidence that the substitute offered is essentially equal or better than that specified in the Contract Documents. The District shall make the final determination on each Bidder's request under this procedure in writing. Approved equals submitted after the date specified for this process will be rejected as non-responsive. When bids have been evaluated, the District Secretary sends a summary to the requesting department for review and recommendation. The District awards the contract to the lowest responsible bidder. For a bid with many items, the District, at its discretion, may award the entire contract to one bidder based on comparisons of the aggregate bids, or may make individual line item awards to the lowest responsible bidders. This option will be stated in the bid package.

### **How does the District contract for non-architectural/engineering professional services?**

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The competitive negotiation method bases the selection on qualitative criteria, in addition to price, and permits the District to negotiate the terms of the contract with the selected contractor. The District's RFP procedure consists of acquisition planning, solicitation of proposals, evaluation of proposals, negotiation with prospective consultants, award of contract, and contract administration. This process may be used to retain specially trained persons or firms to provide services in connection with financial, economic, accounting, engineering, administrative, or other matters involving specialized expertise or unique skills. Professional services for architect/engineering services are procured on the basis of qualifications, not cost. Most upcoming RFPs are posted on the District's website.

### **What about subcontracting opportunities?**

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If you are a subcontractor interested in which potential prime bidders/proposers have requested bid/proposal documents on a specific contract, some bids/proposals have a potential bidders'/proposers' list available from the District Secretary. For other bids/proposals, you should contact the person listed as the Contact on the bid or proposal documents. The District Disadvantaged Business Enterprise (DBE) Program Administrator makes every effort to supply the names of certified DBEs to prime bidders/proposers. Subcontractors are encouraged to attend pre-bid/proposal conferences in order to introduce their services to prime bidders/proposers.

### **Disadvantaged Business Enterprise Program**

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The District, as a recipient of funding from the U.S. Department of Transportation through the Federal Transportation Administration and Federal Highway Administration, actively seeks

Disadvantaged Business Enterprise (DBE) participation in its procurement and contracting opportunities. The District establishes an overall DBE goal to encourage utilization of certified DBE firms. Services the District provides include alerting DBEs and other small businesses of upcoming contracts and RFPs; answering questions about specific bid opportunities; offering DBE certification workshops; providing contact information of prime contractors on specific jobs; adding your firm to small procurement bidders lists; and helping you to locate support services. In addition, the DBE Program Administrator makes every effort to supply the names of certified DBEs to prime bidders/proposers on specific contracts and RFPs.

For questions about the District's DBE program and/or to have your firm added to the DBE office outreach list for notification about just released bidding opportunities, contact the DBE Program Administrator at [gjackson@goldengate.org](mailto:gjackson@goldengate.org), or call (415) 257-4581.

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## Who can qualify as a DBE?

A DBE is defined as a small business concern owned and controlled by socially and economically disadvantaged individuals. Such individuals could be African American, Asian Indian, Asian Pacific Islanders, Hispanic, Native American, and women of any race, and, on a case-by-case basis, any other individual found to be socially and economically disadvantaged. There are business size standards and personal net worth qualifications as well.

The District participates in the California Unified Certification Program (CUCP), which offers "one stop shopping" to firms interested in becoming DBE-certified. Your firm only has to apply once to become certified by all the participating UCP agencies in California. For more information on becoming a certified DBE and to download an application, visit <http://www.californiaucp.org>.

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## Business Outreach Committee (BOC)

The District is a member of the BOC, a consortium of Bay Area transit and transportation agencies whose mission is to assist DBEs and other small and/or local companies with expansion of their businesses by developing relationships with transit agency staffs and the contracting community of the San Francisco Bay Area. The BOC accomplishes their mission through a quarterly newsletter and an annual calendar of outreach events. These events vary, but in the past have included sessions for A&E firms, construction contractors and subcontractors, and supplies, equipment, and services vendors. BOC also sponsors DBE certification workshops. If you would like to be notified of upcoming BOC events, complete the form below and submit it via facsimile at 415-257-4555, or email to [gjackson@goldengate.org](mailto:gjackson@goldengate.org). The information you submit will be disseminated to the DBE liaison at each of the BOC agencies.

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## Purchasing Contacts

Each Division keeps a list of potential bidders/proposers for procurements, products and services.

### Bridge and District Divisions

Vincent Moy (415) 923-2316 [vmoy@goldengate.org](mailto:vmoy@goldengate.org)  
K.J. Quick (415) 923-2281 [kquick@goldengate.org](mailto:kquick@goldengate.org)

### Bus Division:

Nicole Gilardi (415) 257-4455 [ngilardi@goldengate.org](mailto:ngilardi@goldengate.org)  
Jason Brewer (415) 257-4481 [jbrewer@goldengate.org](mailto:jbrewer@goldengate.org)

### Ferry Division

Joe Wojewodzic (415) 925-5583 [jwojewodzic@goldengate.org](mailto:jwojewodzic@goldengate.org)

**Other Contacts**

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**Purchasing Officer**

Jeff Kellogg (415) 923-2317 [jkellogg@goldengate.org](mailto:jkellogg@goldengate.org)

**Engineering Department**

Karen Collins (415) 923-2334 [kcollins@goldengate.org](mailto:kcollins@goldengate.org)

**District Secretary**

(415) 923-2223 [districtsecretary@goldengate.org](mailto:districtsecretary@goldengate.org)

**DBE Program Office**

Gail Jackson (415) 257-4581 [gjackson@goldengate.org](mailto:gjackson@goldengate.org)

*How Can We Be of Service to You?*

- Contact me regarding bidding opportunities. *(Note: almost all outreach notification is via email.)*
- Share my company information with procurement officers.
- Organize a DBE certification workshop in my area.
- \_\_\_\_\_
- \_\_\_\_\_

Name/Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

**E-Mail Address** \_\_\_\_\_

Telephone \_\_\_\_\_

I am a certified DBE  Yes  No

My company is a  Supplier;  Construction Trade;  Consultant;  
 Manufacturer;  Other, specifically \_\_\_\_\_

The main focus of my company is (for example, paving contractor, office supply supplier, construction mgmt, civil engineer, etc.) \_\_\_\_\_

\_\_\_\_\_

NAICS codes/categories for which my company qualifies (if known) \_\_\_\_\_

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Submit this form via fax 415-257-4555, or email to [gjackson@goldengate.org](mailto:gjackson@goldengate.org).

**Information submitted will be disseminated to the DBE Liaison Officer at each of the Business Outreach Committee agencies.**