



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.

Does the District buy what I sell?

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

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

The procedures to solicit bids and requests for proposals are as follows:

1. Micro Purchases. This method may be used for any purchase of supplies or services that does not exceed \$2,500. At least one 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; non-professional services; and \$5,000 or less for construction. Informal bidding consists generally of the issuance of a written solicitation describing the desired product or service and sets forth the terms of the procurement to potential bidders without formal advertising. However, three telephone quotations may be used for small purchase procurements estimated at \$10,000 or less in lieu of the procedure for a written Informal Bid Form. Award is made to the lowest responsible bidder.
3. Professional Services not exceeding \$10,000. Professional services may be retained without obtaining competitive quotations if the estimate does not exceed \$10,000.

4. Service Contracts not exceeding \$25,000. To retain professional services over \$10,000 but not exceeding \$25,000, a simplified negotiations process may be used. This process may also be used to retain non-professional services as an alternative to the Informal Bidding process. Generally, this process consists of an oral or written request for proposals from an adequate number of qualified sources, describing the scope of services required, time frame, and deliverables. Formal advertising is not required. Selection is made based upon the proposer's qualifications and experience, timeliness, approach, and for non-architectural/engineering services, cost.

5. Formal Sealed Competitive Bidding. The formal competitive bidding process begins with the public advertisement of an abbreviated version of the Notice Inviting Sealed Bids and the issuance of comprehensive Contract Documents, of which the Notice is a part. The Contract Documents give a clear description of the products or services sought and all other relevant terms and conditions of the procurement. On the date set forth in the Notice, the Sealed Bids are opened and read publicly. The contract is awarded to the lowest responsible bidder.

Formal bids are required as follows:

- Construction contracts in excess of \$5,000.
- Procurements of equipment, supplies and materials in excess of \$20,000.
- Purchase of insurance in excess of \$5,000.
- Non-Professional Services exceeding \$25,000. The District may use competitive negotiations when it is in the best interest of the District to use qualifications-based criteria in addition to cost.

6. Competitive Negotiations. The District may procure all services without formal competitive bidding. Instead, competitive negotiations procedures may be used, whereby a Request for Proposal ("RFP") is issued, and proposals are evaluated based upon qualitative factors in addition to price. Certain types of rolling stock and technological equipment as described by statute and approved by the Board of Directors can be purchased through the competitive negotiations process.

7. Architectural/Engineering Services. Architectural/engineering services are defined as professional services of an architectural or engineering nature associated with research, development, design, construction, alteration or repair of real property that are required to be performed by a registered or licensed architect or engineer, and such other professional services which uniquely or to a substantial extent require performance by architectural, landscape architectural, engineering, environmental, land surveying, or construction project management firms.

The District will announce all requirements for architectural/engineering services and negotiate contracts for these services based on the demonstrated competence and qualifications of prospective consultants to perform the services required at fair and reasonable prices. Selections for architectural/engineering services shall not use price as factor in determining the best qualified proposer in conformance with California statutes, federal regulations and FTA procurement guidelines.

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

9. 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?

For micro and informal purchases and service contracts under a certain dollar threshold (see 1 through 4 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 5, 6, and 7 are posted on the District’s website at 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?

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, click on “Contract Opportunities,” 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?

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?

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?

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?

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, as further described in category 7 above. Most upcoming RFPs are posted on the District's website.

What about subcontracting opportunities?

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) 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

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 annual 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 classes; 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 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, or call (415) 257-4581.

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 Black, 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.com>.

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 year have included sessions for A&E firms, construction contractors and subcontractors, and supplies, equipment, and services vendors. If you would like to be notified of upcoming BOC events, complete the following form and submit it via facsimile at 415-257-4555, or email to gjackson@goldengate.org. The information you submit will be disseminated to the DBE liaison at each of the BOC agencies.

How Can We Be of Service to You?

- Contact me regarding bidding opportunities. (*Note: most 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, etc.) _____

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

**Submit this form via fax 415-257-4555, or email to gjackson@goldengate.org.
Information submitted will be disseminated to the DBE Liaison Officer at each of the
Business Outreach Committee agencies.**

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
K.J. Quick (415) 923-2281 kquick@goldengate.org

Bus Division:

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

Ferry Division

Jeff Kellogg (415) 925-5583 jkellogg@goldengate.org

Other Contacts

Engineering Department

Karen Collins (415) 923-2334 kcollins@goldengate.org

District Secretary

(415) 923-2223 districtsecretary@goldengate.org

DBE Program Office

Gail Jackson (415) 257-4581 gjackson@goldengate.org

February 2009