SF Small Business Summit

RESPONDING TO SOLICITATIONS

SF INTERNATIONAL AIRPORT
SF PUBLIC UTILITIES COMMISSION
BEST Responses to Solicitations

SFPUC & SFO
October 2021
TYPES OF SOLICITATIONS

Request for Proposals: RFP
- Professional Services
- General Services
- Construction (Alternative Delivery)

Request for Qualifications: RFQ
- Create “Pre-Qualified List”
- May be combined with RFP/ ITB/ RFB

Invitation to Bid/ Request for Bid: ITB/ RFB
- Construction (typically low bid)
MILESTONES

Solicitation Released
Pre-bid Pre-proposal
Questions & Answers
Bid & Proposal Due
PREPARING FOR SOLICITATIONS

PLAN... PLAN... PLAN...

- Establish external essential relationships
  - suppliers
  - bonding, insurance, financial/capital
- Market research (costs: material, services, wages, benefits, etc.)
- Current legislative requirements
- Public Record Request: currently performing scope (solicitation & submittal)
- Know Small Business Advocates: CMD, CCO, Social Responsibility
- JOIN: industry related organizations (capacity building, networking, etc.)
- Attend several pre-bid/-proposal/-submittal meetings to learn
SEVEN STEPS TO SUCCESS

1. Thoroughly Read Solicitation
2. Minimum Qualifications
3. Attend Pre-Bid/-Proposal/-Submittal Meeting
4. Ask Questions
5. Prepare Response / Assemble Team
6. Remember Operational Costs
7. Submit Response on Time
1. THOROUGHLY READ SOLICITATION

**Ask:**

**Identify & Understand:**
- Minimum Qualifications
- Small Business Requirements
- Scope/ Plans/ Specifications
- Timeline for Deliverables
2. MINIMUM QUALIFICATIONS (MQs)

- Understand the MQs and how they apply to you
- How / Who meets MQs
  - ensure construction technical specifications
- Specify projects & dates that meet MQs
- Detail how experience meets MQs
- Identify mandatory certifications/licenses
- Notify references of your experience details
3. PRE-BID/PRE-PROPOSAL/PRESUBMITTAL MEETING

Purpose: To learn about the project and network (business development)

Write Out/ Know:
- What scope your business can perform
- How your business adds value to a team
- What similar projects your business has completed

To Do:
- Arrive 15 minutes early
- Proactively introduce yourself as people join meeting
- Provide a ten second elevator pitch when introducing self
- Business development goal: meet three new potential business partners
- Ask Questions (next slide)
4. ASK QUESTIONS

- Clarification of Scope/ Plans/ Specifications
- Timeline for deliverables
- Feedback/objections to Minimum Qualifications
- Who is primary point of contact?
- "Who helps with small business compliance and forms?"
- "How to meet small business participation?"
- Public Records Request: submittals w/ your scope
- Use Q&A period to ask EVERYTHING & express concerns
5. PREPARE RESPONSE / ASSEMBLE TEAM

- Answer solicitation verbatim (sections)
- Specify who satisfies small business goals/requirements
- Who performs scopes / specifications (specs.)
- Timeline for deliverables
- Budget-related forms / bid item
6. REMEMBER OPERATIONAL COSTS

Identify & Understand:
- Bonding & Insurance
- Minimum/Prevailing Wage & Benefits
- Material, Supplies, Equipment (current market values)
- Permits, Authorizations
- Security/Fingerprinting/Badging: Requirements
- Invoicing, Documentation, Meetings
7. SUBMIT RESPONSE ON TIME

- Proposals / Bids: **one minute late will not be accepted or evaluated**

- Small business compliance forms:
  - may submit **early** for **feedback**
  - must be included in final submittal

*Ask for Confirmation*
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