



WEST BASIN

Municipal Water District

How to Do Business With Us!

Public Works Contracting
November 20, 2024

www.westbasin.org





Who We Are

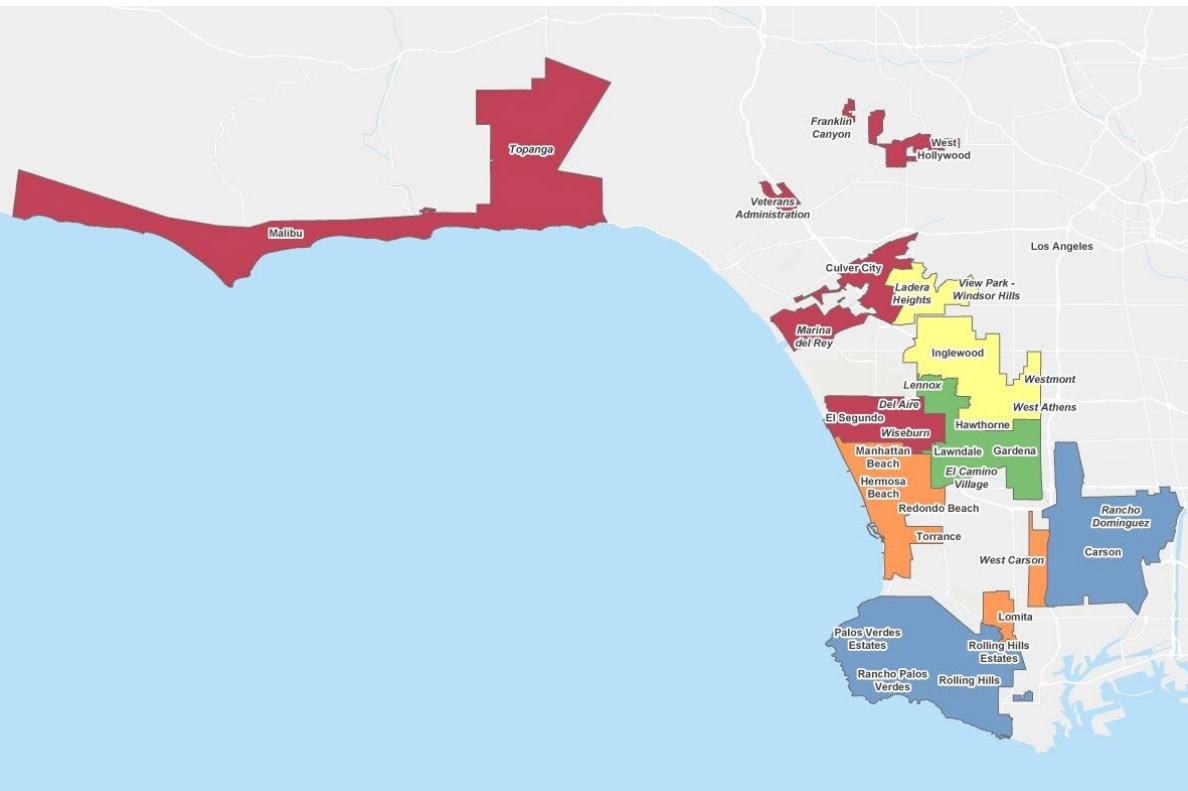


Mission



Provide a **safe** and **reliable**
supply of **high-quality water**
to the communities we serve.

Service Area



Division I

Carson, Palos Verdes Estates, Rancho Palos Verdes, Rolling Hills, Rolling Hills Estates, and the unincorporated LA County areas of Rancho Dominguez

Division II

Inglewood, portions of the cities of Gardena and Hawthorne, and the unincorporated LA County areas of Ladera Heights, View Park-Windsor Hills, West Athens, and Westmont

Division III

Hermosa Beach, Lomita, Manhattan Beach, Redondo Beach, a portion of the city of Torrance, and the unincorporated LA County area of West Carson

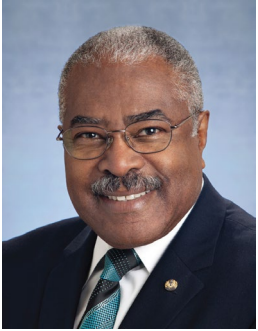
Division IV

Culver City, El Segundo, Malibu, West Hollywood, a portion of the city of Hawthorne, and the unincorporated LA County areas of Del Aire, Marina del Rey, Topanga, and Wiseburn

Division V

Lawndale, portions of the cities of Gardena and Hawthorne, and the unincorporated LA County area of El Camino Village and Lennox

Board of Directors



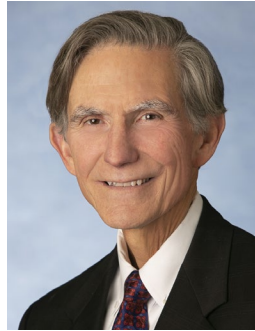
Division I

Harold C. Williams
Vice President



Division II

Gloria D. Gray
Treasurer



Division III

Desi Alvarez
President



Division IV

Scott Houston
Immediate Past
President



Division V

Donald L. Dear
Secretary



WestBasin.org



Public Projects

Public Projects – Applicable Laws

PCC Article 40. Municipal Water Districts [20640 – 20645]

- Conduct a formal bidding process for all public projects over \$35,000
- All bids shall be presented sealed with a bidder's bond

Labor Code Article 1. Scope and Operation [1720-1743]

- Requires Contractor's License for applicable trades
- Requires all public work over \$1,000 to pay prevailing wage
- Requires Contractor Registration for Maintenance Work over \$15,000 and all other Construction Work over \$25,000
 - Contractor must be registered with the DIR prior to bid submittal
 - Contractor must submit certified payroll
 - West Basin will submit a PWC-100
- May require an apprenticeship program for projects over \$30,000



*Resources: www.dir.ca.gov

Public Projects – Applicable Laws Cont.

California Air Resources - In-Use Off-Road Diesel-Fueled Fleets Regulations

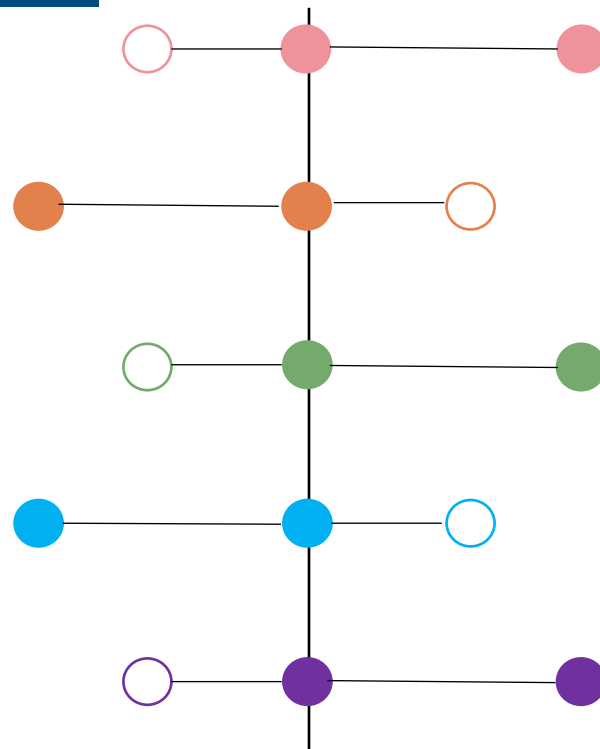
- Throughout the Project, and for three (3) years thereafter, CONTRACTOR shall make available for inspection and copying any and all documents or information associated with CONTRACTOR's and any subcontractors' fleet, including, without limitation, all Certificates of Reported Compliance, fuel/refueling records, maintenance records, emissions records, and any other information the CONTRACTOR is required to produce, keep or maintain pursuant to the Regulation upon two (2) calendar days' notice from the District.



*Resources: <https://ww2.arb.ca.gov/sites/default/files/barcu/regact/2022/off-roaddiesel/appa-1.pdf>

Public Projects – Timeline

- ❖ Post bid on OpenGov
- ❖ Pre-Bid Conference
- ❖ Job Walk
- ❖ Question Submission Deadline
- ❖ Bids Due
- ❖ Post Bid Tabulation
- ❖ Notice of Recommended Award
- ❖ Board Approval
- ❖ Notice of Award



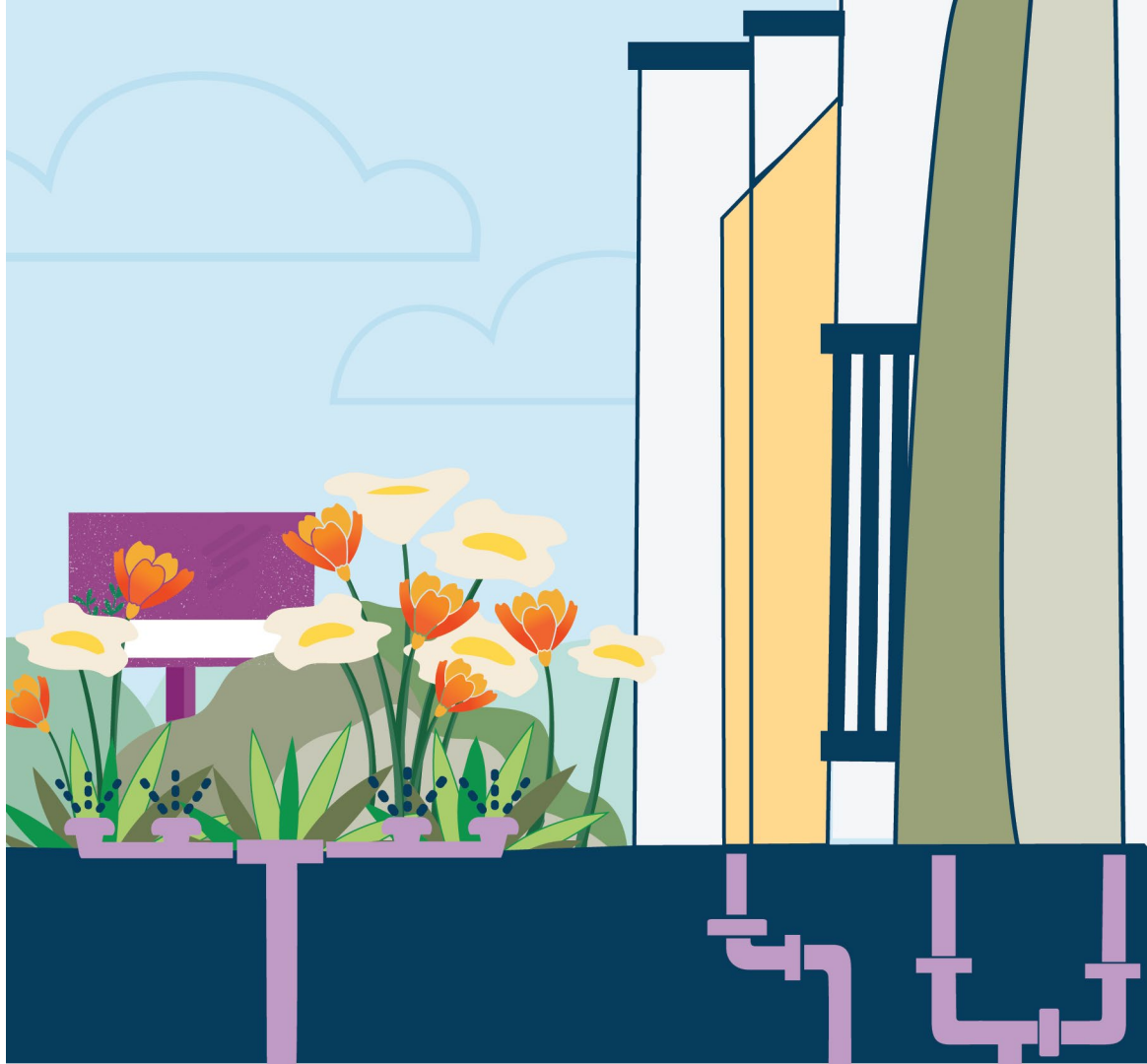
Public Projects – Typical Insurance & Bonds Requirements

- Commercial General Liability (\$5M), Business Automobile Liability (\$5), Workers' Compensation (\$1M), Pollution Liability and/or Asbestos Pollution Liability and/or Errors & Omission (\$5M), Builders Risk / Installation Floater Coverage for the Value of the Project:
 - Additional Insured Endorsement for the Commercial General Liability for Ongoing and Completed Operations
 - Waiver of Subrogation Endorsement Form for the Workers Compensation Policy
- Performance Bond & Payment Bond

*Coverage and Bond Requirements subject to change per project. Check all requirements prior to bidding



Small & Local Business Enterprise Program



Small & Local Business Enterprise Program

Small Businesses: vendors can certify with the federal U.S. Small Business Administration or the California Department of General Services. The District also will accept certification from other authorized agencies within the state of California.

Local Businesses: a business located within the District's service area or within 25 miles from the District's Carson headquarters for a minimum of one year. Both SBE and LBE interested businesses must register through the District's online solicitation system to qualify.



Small & Local Business Enterprise Program

If a prime contractor intends to employ subcontractors, and the amount of the contract is **less than \$3 million dollars**, as determined by West Basin's engineer's estimate, the prime contractor will be required to:

1. Attend the Pre-bid meeting.
2. Advertise for subcontractor bids from SBEs or LBEs in one or more daily or weekly newspapers, trade association publications, trade journals, or other relevant media or demonstrate a communication log of direct contact with SBEs or LBEs.

If a prime contractor intends to employ subcontractors, and the amount of the contract is **\$3 million dollars or more**, as determined by West Basin's engineer's estimate, the prime contractor must, in addition to the requirements set forth above in items (1) and (2):

1. Provide written notice of its interest in receiving subcontractor proposals to those SBEs or LBEs having an interest in participating in the work. These notices of interest must be provided not less than 10 calendar days prior to the date the proposals are required to be submitted to the District; and
2. Prime contractor must follow-up the initial solicitations by contacting the interested SBEs or LBEs to determine whether the SBEs or LBEs were interested in performing specific portions of the project. Such follow up contact must be made not less than 3 calendar days prior to the date the proposals are required to be submitted.



Upcoming Solicitations



Potential Upcoming CIP Solicitations

ETA	PROJECT NAME
2024-Q3	<ul style="list-style-type: none">• DLD Elevator Modernization (September)• ECLWRF Fire Protection System Improvements Project (September)
2024-Q4	<ul style="list-style-type: none">• Distributed Control System Backbone Replacement (October)• ECLWRF Solids Handling Improvements Project (October)• JMMCRWRP Site Improvements Project (November)• Chevron Nitrified Product Water Tank Rehabilitation (December)

*** Requests for bids are subject to Board Approval**

Potential Upcoming CIP Solicitations

ETA	PROJECT NAME
2025-Q2	<ul style="list-style-type: none">ECLWRF Title 22 Filters Rehabilitation & Replacement (May)
2025-Q4	<ul style="list-style-type: none">North Gardena Recycled Water Lateral Project (October)Mills Park Recycled Water Lateral Project (December)ECLWRF Bulk Chemical Storage Improvements (November)Hyperion Pump Station Rehabilitation & Replacement Project (November)

*** Requests for bids are subject to Board Approval**

Potential Upcoming CIP Solicitations

ETA	PROJECT NAME
2026-Q1	<ul style="list-style-type: none">JMMCRWRP Bulk Chemical Storage Improvements (March)
2026-Q2	<ul style="list-style-type: none">CNTP Bulk Chemical Storage (April)
2026-Q3	<ul style="list-style-type: none">ECLWRF Disinfected Tertiary Product Pumps & VFDs Rehabilitation (August)Distributed Control System Process Controls Replacement (September)ECLWRF Phase II & III MF Replacement (September)
2026-Q4	<ul style="list-style-type: none">ECLWRF Barrier Basin & Pump Station Rehabilitation (October)
Other	<ul style="list-style-type: none">ECLWRF Title 22 Common Filter Systems (July 2029)Hyperion Force Main Rehabilitation & Replacement Project (January 2030)

*** Requests for bids are subject to Board Approval**



Colette Ayala
colettea@westbasin.org

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West Basin



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West Basin Municipal
Water District

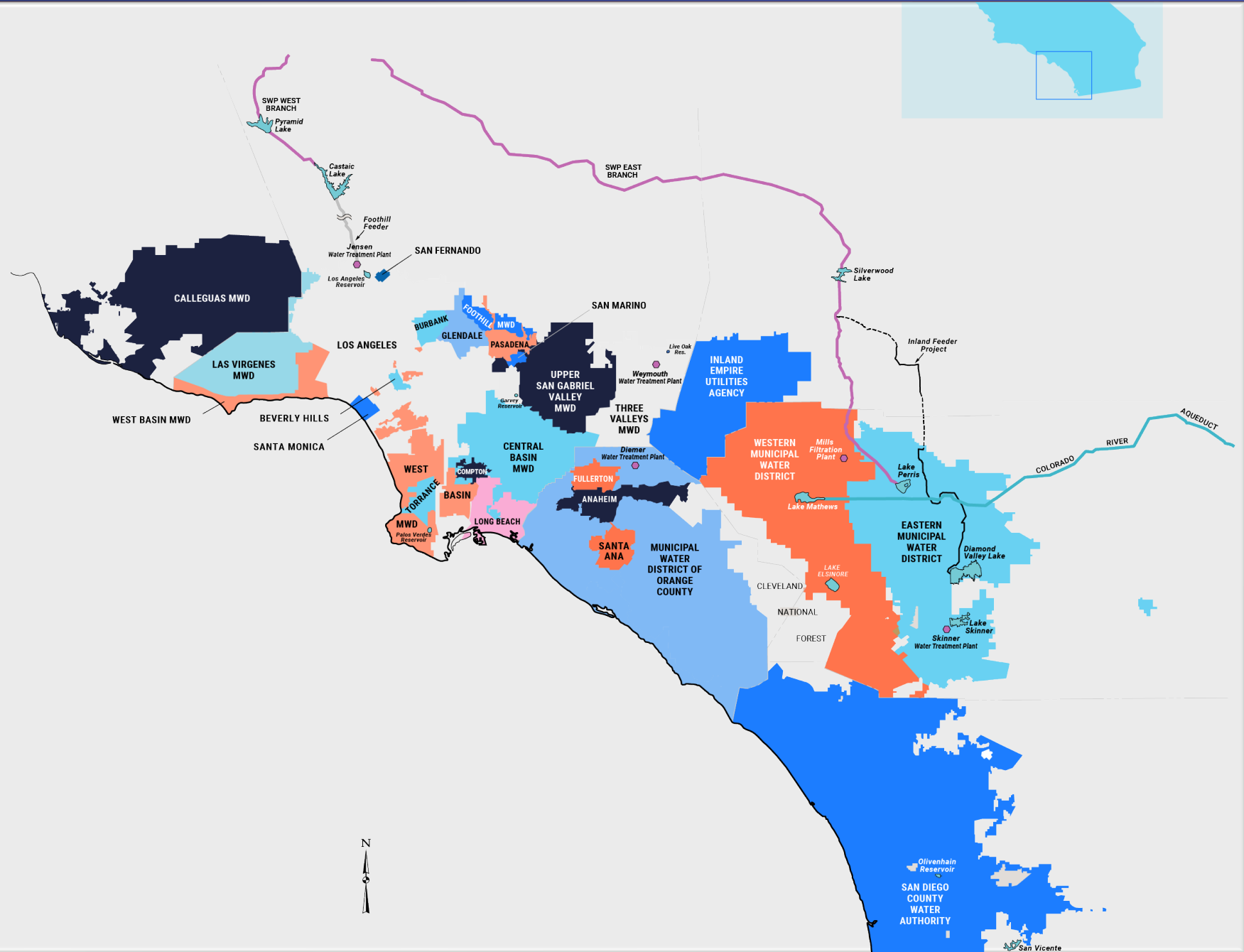


Metropolitan Water District of Southern California (MWD)



About Metropolitan.

- Nation's **largest** wholesale water provider
- 5,200 square miles throughout 6 counties, 19 million people through 26 public member water agencies
- Supports \$1 trillion regional economy
- Imports water from Northern Sierra and the Colorado River, invests in local projects & conservation



Securing Water for Southern California

- Regional Investments
- Colorado River
- State Water Project



Metropolitan Business Outreach Program

Business Outreach Program

- Established in 2001 - By Board of Directors
- SBE Goal set at 25%
- For Contracts over \$100,000
- Contract won by Non-SBE tracked
- MWD does not have a "Good faith effort"
- PlanetBids Platform
- SBE/DVBE Registration & Certification
- Free and takes roughly 30 minutes
- Reciprocity with DGS
- Primes access to view SBE Database

What is a Small Business

Small Business

- SBA **guidelines** based upon industry
- Annual Gross Sales Receipts averaged over three (3) years, or
- Number of Employees
- **Engineering Services - \$25.5 M**
- **Construction – \$45 M**
- **Wholesale/Retail - 500 employees**
- **Computer Systems Services - \$34 M**
- **State of CA - \$16 M and < 100 employees**
- We count all tiers including supplies, subcontractors, & support services on the project towards meeting our goal

PlanetBids MWD Registration & Certification

New Vendor Registration

- Create a Vendor Profile
- Apply for SBE Certification

Bid Opportunities

- View/Download Bid documents
- Attend Pre-Bid Meetings
- Submit/view Vendor Q&A
- View Addenda's/emails
- Submit Electronic Bids



My Contracts

- Once awarded a contract
 - Report SBE/DVBE Utilization
 - Add Subcontractors
 - Run reports/charts

Find Certified Vendors

- View Certified SBE/DVBE Firms
- View other self-reported Classifications/Certifications
 - DBE, Micro, MBE, WBE

MWD UPCOMING PROJECTS



Spec. No.	Project	Advertise
2099	Furnishing Knife Gate and End-of-Line Sleeve Valves for Hollywood Tunnel	Oct 2024
1867	Lakeview Pipeline Rehabilitation – Stage 2	Oct 2024
2062	Desert Microwave Upgrade Project	Oct 2024
2145	HQ Carpet and Baseboard Replacement Low-Rise Levels 2 through 5	Oct 2024
2080	Diamond Valley Lake to Lake Skinner Trail	Oct 2024
M-3069	Diamond Valley Lake Apprentice Training Center Perimeter Fence	Oct 2024
2031	Jensen WWRP 2 Flocculator Rehabilitation	Oct 2024
1935A	Eagle Mountain & Hinds Utility Replacement	Nov 2024
1886	Red Mountain and San Dimas Generators	Nov 2024
2105	Los Angeles/Orange County Wi-Fi Project (Soto, Eagle, Jensen, & Diemer) Sites	Nov 2024
2075	Cabazon Radial Gate Facility Improvements	Dec 2024
2083	Diemer Chemical Tank Farm Improvements	Dec 2024
2129	Skinner Ozone Fire Panels Replacement	Dec 2024
2131	Furnishing Chemical Tanks for Skinner Sodium Hypochlorite	Dec 2024
M-3074	Jensen Urgent FSA Tank Replacement	Dec 2024
2055	Lake Mathews Above Ground Storage	Dec 2024

MetWORKS

METWORKS

Metropolitan Contracting Information Straight from the Source

Stay Mobile

Stay Connected

Keep up with the latest METWORKS updates, news, upcoming projects, events and more. Simply SCAN the QR code to STAY CONNECTED!

Send

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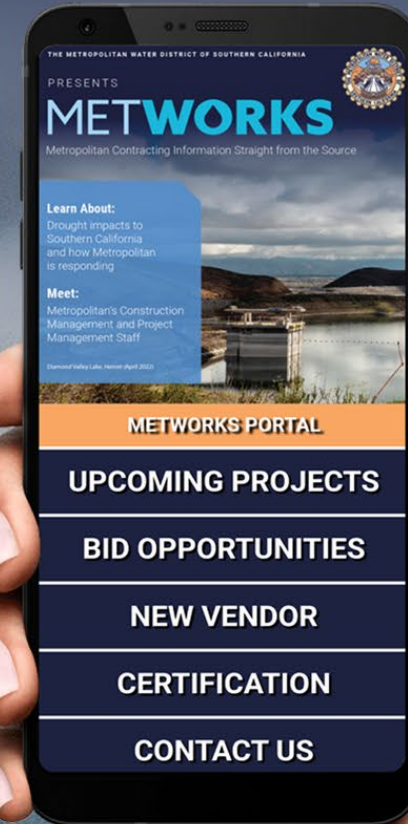
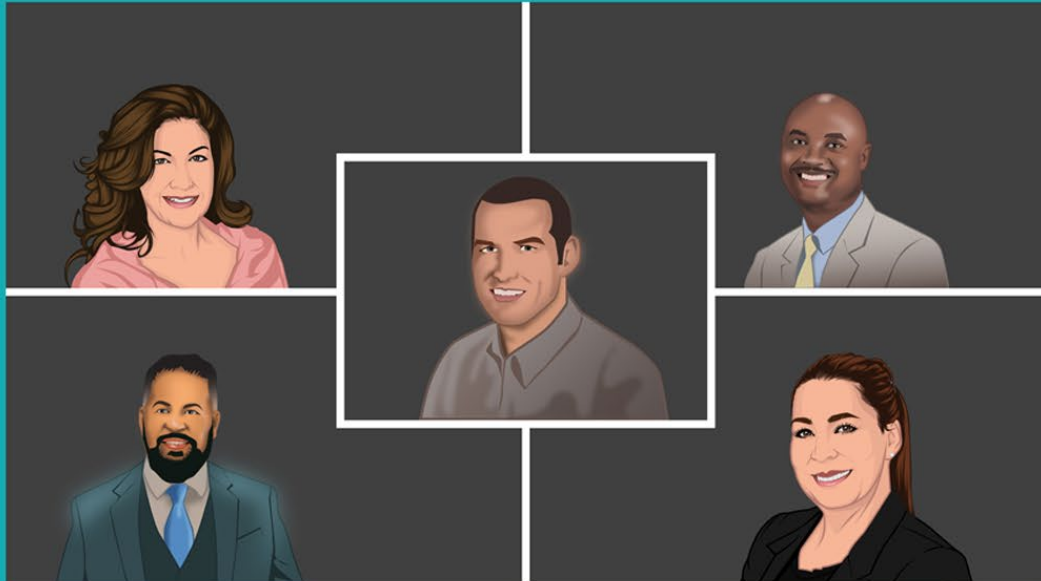
THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA

METWORKS

Metropolitan Contracting Information Straight from the Source



*THE METROPOLITAN WATER DISTRICT
OF SOUTHERN CALIFORNIA*





Thank you



How to do Business with LADWP: Public Works Contracting

Karyn Son
Supplier Diversity Manager
November 20, 2024

About LADWP

- Largest municipal water and power utility in the nation
- Serves 4 million residents and businesses in the City of Los Angeles, covering 473 square miles
- Awards over \$1 billion in contracts for goods and services annually
- \$164M awarded to SBE's in 2023



Electronic Procurement



www.rampla.org

- City of LA procurement portal
- View all City of LA contracting opportunities
- Set up to be automatically notified of new postings
- Vendor searches



**LADWP's
Electronic Requisition,
Solicitation & Procurement**

www.ersp.ladwp.com

- LADWP procurement portal
- View LADWP contracting opportunities
- Set up to be automatically notified of new postings
- Electronic proposal/bid submittals

Procurement Methods

INVITATION FOR BID (IFB)

- Typically used for construction only
- “Low Bid” or “Sealed Bid”- Based on the lowest price
- No Exceptions allowed
- Bid must conform to all material terms, conditions, and specifications of the IFB
- Awarded to lowest-priced responsive and responsible bidder

REQUEST FOR PROPOSAL (RFP)

- Typically used for Design-Build Projects
- Predetermined evaluation criteria, such as technical factors, management factors and cost
- Exceptions may be allowed and should be clearly stated during the evaluation process
- Award to the highest scoring proposer based on stated selection and evaluation criteria

Participating as a Small Business

- Get certified to take advantage of programs you may qualify for
 - Small Business Participation Program
 - Local Business Preference Program
- Participate as a Subcontractor
- Take advantage of Small Business support resources
- Network with Prime Contractors



Small Business Program

SBE/DVBE Participation Program

- Creates more opportunities for small businesses
- Specific mandatory SBE/DVBE participation % requirements in contracts
- Applies to professional services, general services, and construction contracts over \$150k

Local Business Program

Local Business Preference Program

- Provides a bid preference to certified local firms
- LBE/LSBE Certification must be from the *City of LA-Public Works Bureau of Contract Administration*
- LBE/LSBE certification status may be used as a prime contractor or as a subcontractor to a non-local prime



Importance of Certifications

- SBE/DVBE
- MBE/WBE
- LBE/LSBE (City of Los Angeles)

**SB-PW (CA State Dept of General Services (DGS))*



Upcoming LADWP Projects

TYPE	PROJECT /NAICS	ESTIMATE
RFP	Mulholland Fountain Restoration/325510,237110	\$ 1.5 M
IFB	La Kretz Hollywood Customer Service Center Construction/236220	\$ 13.5 M
IFB	Foothill Trunk Line Unit 3 /331210	\$ 30.0 M
RFP	Design-Build of Mid Valley Facility /541330,236210,236220, 541310	\$ 646.6 M

Looking Ahead to Find Upcoming Opportunities

<http://supplyline.ladwp.com>

A screenshot of the SupplyLINE website showing a table of bid opportunities. The table is titled 'BID OPPORTUNITIES' and is divided into three main sections: 'Water System - Construction Division for Bid', 'Power System - Construction Division for Bid', and 'Joint System - Materials Division for Bid'. Each section contains a table with columns for 'Title', 'Market', 'Investment Type', 'Start/End Date', 'Status', and 'Description'. Below each table, there is a button labeled 'Download PDF'. The footer of the page states 'Published by Corporate Strategy and Communications Division' and has a small yellow button with a plus sign in the bottom right corner.

Title	Market	Investment Type	Start/End Date	Status	Description
Water System - Construction Division for Bid					
Water System - Construction Division for Bid	Water	Construction	2024-07-01 to 2024-07-31	Open	Water System - Construction Division for Bid
Water System - Construction Division for Bid	Water	Construction	2024-07-01 to 2024-07-31	Open	Water System - Construction Division for Bid
Water System - Construction Division for Bid	Water	Construction	2024-07-01 to 2024-07-31	Open	Water System - Construction Division for Bid
Water System - Construction Division for Bid	Water	Construction	2024-07-01 to 2024-07-31	Open	Water System - Construction Division for Bid
Water System - Construction Division for Bid	Water	Construction	2024-07-01 to 2024-07-31	Open	Water System - Construction Division for Bid
Power System - Construction Division for Bid					
Power System - Construction Division for Bid	Power	Construction	2024-07-01 to 2024-07-31	Open	Power System - Construction Division for Bid
Power System - Construction Division for Bid	Power	Construction	2024-07-01 to 2024-07-31	Open	Power System - Construction Division for Bid
Power System - Construction Division for Bid	Power	Construction	2024-07-01 to 2024-07-31	Open	Power System - Construction Division for Bid
Power System - Construction Division for Bid	Power	Construction	2024-07-01 to 2024-07-31	Open	Power System - Construction Division for Bid
Power System - Construction Division for Bid	Power	Construction	2024-07-01 to 2024-07-31	Open	Power System - Construction Division for Bid
Joint System - Materials Division for Bid					
Joint System - Materials Division for Bid	Joint	Materials	2024-07-01 to 2024-07-31	Open	Joint System - Materials Division for Bid
Joint System - Materials Division for Bid	Joint	Materials	2024-07-01 to 2024-07-31	Open	Joint System - Materials Division for Bid
Joint System - Materials Division for Bid	Joint	Materials	2024-07-01 to 2024-07-31	Open	Joint System - Materials Division for Bid
Joint System - Materials Division for Bid	Joint	Materials	2024-07-01 to 2024-07-31	Open	Joint System - Materials Division for Bid
Joint System - Materials Division for Bid	Joint	Materials	2024-07-01 to 2024-07-31	Open	Joint System - Materials Division for Bid

Contact Information/Help

LADWP Office of Small Business and Supplier Relations

Email: SupplierDiversityOffice@ladwp.com

Phone: (213) 367-3732

LADWP Purchasing/Vendor Liaison Center Contact Info:

Email: purchbids@ladwp.com

Phone: (213) 367-2252



Public Works Vendor Outreach Webinar

November 20, 2024
www.wrd.org

SECURING OUR WATER FUTURE TODAY



Tenisha Simeon
Procurement Officer

(562) 275-4268
tsimeon@wrd.org

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www.wrd.org

BOARD OF DIRECTORS



**Joy
Langford**
Division 1



**Robert
Katherman**
Division 2



**John
D. S. Allen**
Division 3



**Sergio
Calderon**
Division 4



**Vera Robles
DeWitt**
Division 5

**Stephan
Tucker**
General Manager

SECURING OUR WATER FUTURE TODAY

WRD Background



**Service Area =
420 Square Miles**



43 Cities



**Population
> 4 Million**



**550,000 acre feet
used per year**



**50% Groundwater
from local water
wells**



50% Imported water



**WRD supplements
natural groundwater
recharge**



Prevailing Wage

What are Prevailing Wages?

Prevailing wages are set and defined by the Department of Industrial Relations (DIR).

Prevailing Wage Requirements by Law

All workers employed on public works projects must be paid the prevailing wage determined by the Director of the Department of Industrial Relations, according to the type of work and location of the project. The prevailing wage rates are usually based on rates specified in collective bargaining agreements.

Contractors Registration

Contractors and subcontractors must register with the Department of Industrial Relations before bidding, being listed in a bid proposal, or working on any public works contract.

Current prevailing wage rates, apprentice wage rates, and additional details on prevailing wages are available on the [DIR's website](#).

What are WRD's Procurement Thresholds?

Professional Services and Material Supplies Equipment (MSE)

Thresholds	Informal or Formal Contract Solicitation	Approval Authority	Signing Authority
Small Dollar Thresholds (<\$10,000.00)	<u>Informal</u> At least three (3) proposals or quotes	General Manager (GM) approval	General Manager
\$10,000.00 to \$40,000.00	<u>Informal</u> At least three (3) proposals or quotes	General Manager (GM) approval	General Manager
\$40,000.00 to \$100,000.00	<u>Informal</u> At least three (3) proposals or quotes	Board approval	Board
>\$100,000.00	Formal Advertise Solicitations	Board approval	Board

What are WRD's Procurement Thresholds?

Construction Services (excludes Maintenance)

Thresholds	Informal or Formal Contract Solicitation	Approval Authority	Signing Authority
<\$25,000.00	<u>Informal</u> At least three (3) proposals or quotes	General Manager (GM) approval	General Manager
\$25,000.00 to \$40,000.00	<u>Formal</u> Advertise Solicitations	General Manager (GM) approval	Board
\$40,000.00 to \$100,000.00	<u>Formal</u> Advertise Solicitations	Board approval	Board
>\$100,000.00	<u>Formal</u> Advertise Solicitations	Board approval	Board

Insurance and Bond Requirements

Commercial General Liability Insurance (contractual, products, and completed operations coverages included) with a combined single limit of no less than \$2,000,000 per occurrence or the full per occurrence limits of the policies available, whichever is greater for bodily injury, personal injury and property damage.

Business or Comprehensive Automobile Liability Insurance for owned, scheduled, non-owned, or hired automobiles, with a combined single limit of no less than \$1,000,000 per accident.

Professional Liability Insurance with limits of \$1,000,000 per claim and \$1,000,000 in the aggregate.

Employers' Liability Insurance with limits of \$1,000,000 per claim and \$1,000,000 in the aggregate.

Workers' Compensation Insurance as required under the Workers' Compensation Insurance and Safety Act of the State of California.

CONTRACTOR'S Performance BOND, Payment BOND and Certificates of Insurance are due within ten (10) calendar days from the date of this Notice of Award.

Upcoming Solicitations

Project Name	Project Title	Approximate Date
WRD's Climate Resiliency Plan	RFP for the development of a Climate Resiliency Plan	10/15/2024
On-Call Professional Environmental Services	RFP for qualified environmental consulting firms to provide professional services, as needed, for the preparation of environmental documentation required under the California Environmental Quality Act (CEQA) and/or the National Environmental Policy Act (NEPA).	2/1/2025
LVL MF System Upgrade	RFP for design services for LVL MF System Upgrade	Q3 2025
LVL MF System Upgrade	RFB for LVL MF System Upgrade	Q3 2026
LVL Chemical System Upgrade	RFP for design services for LVL Chemical System Upgrade	Q3 2026
On-Call Mechanical & I&E Maintenance	RFP for On-Call Mechanical & I&E Maintenance	Spring 2026
On-Call Engineering/CM	RFQ for On-Call Engineering/CM	Fall 2026
LVL Chemical System Upgrade	RFB for LVL Chemical System Upgrade	Q3 2027
LVL Control Building Improvements	RFB for LVL Control Building Improvements	2028

Helpful Tips

Pre-bid meetings are at the discretion of the Project Manager.

Bid openings are conducted in a public setting, either virtual or in person, at the discretion of the Project Manager.

All bids must be submitted in person so that District staff can record the submission time using a timestamp. Each bid will be read aloud and displayed on a screen, indicating the company's name and bid amount.

Please carefully follow the bid instructions to avoid bid rejection.

How to do Business with WRD?

Business Opportunities

>>> Visit WRD Bonfire Hub

All Requests for Bids (RFBs), Requests for Proposals (RFPs), and Requests for Qualifications (RFQs) can be found at the WRD Bonfire Hub (<https://wrd.bonfirehub.com>).

>>> Helpful Tips

- To use the WRD Bonfire Hub, you must create an account. It's **easy** and **free**!
- Need help creating an account? Here's a video: [Vendor Registration video tutorial](#)

Vendor Registration Steps

1. **Account Creation**
2. **Create a Password**
3. **Account Confirmation**
4. **Account Information**
5. **Documentation**
6. **Commodity Codes**
7. **Do I need to register with multiple Bonfire portals**

Have questions about Bonfire?
Follow these steps:

- Search for help on the [Bonfire Support](#) page
- Email support@gobonfire.com
- Call Bonfire Support at **(800) 354-8010 ext. 2**

Have questions for WRD?
Contact procurement@wrd.org



Thank you

Tenisha Simeon
Procurement Officer

(562) 275-4268
tsimeon@wrd.org

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www.wrd.org

SECURING OUR WATER FUTURE TODAY

APEX Accelerators

LOS ANGELES COUNTY

APEX ACCELERATOR PROGRAM

An Introduction

Free Services offered by LA County APEX

- One-on-One Counseling
- Vendor Registration Assistance
- NAICS, Product/Service & Commodity Codes Identification
- Certification Application Assistance
- Bid Matching Service
- Capability Statement
- Solicitation Interpretation
- Proposal Guidance & Review
- Subcontracting Assistance
- Webinars

Prepare for Registration

The following items are needed:

- Legal Business Name
- Legal Evidence of Business Start Date
- Physical Address
- Your Federal EIN/TIN Number
- NAICS Codes
- Your Business Bank Routing & Account Number
- Average 3-5 Years Sales Figures

Business Activity Codes

- What they Are?
 - A classification system designed to identify primary activities undertaken by businesses by using a sequence of codes (ex. selling of types of goods or services)
- How they Are used:
 - Used as a tool to identify what you do as a business
 - Used to categorize/further identify competitively solicited contracting opportunities (across Federal, state, local solicitations)
 - Used to facilitate creation of an automatic Email notification systems

APEX Accelerators

- Important to note
Government Platforms can be used to map and tailor your Vendor Registration Profiles created to cross different levels of government.

Certifications

FEDERAL

Women Owned
Small Business
(WOSB or
Economically
Disadvantaged –
EDWOSB)

Service-Disabled
Veteran Owned
Small Business
(SDVOSB)

Historically
Underutilized
Business Zone
Areas
(HUBzone)

8(a) Business
Development
Program

STATE

Small Business(SB)

Disabled Veteran
Business Enterprise
(DVBE)

LOCAL-LA COUNTY

Local Small Business
Enterprise (LSBE)

Disabled Veteran
Business Enterprise
(DVBE)

Social Enterprise (SE)

Community Business
Enterprise (CBE) :

- Woman Business
Enterprise (WBE),
Minority Business
Enterprise (MBE),
Disadvantaged
Business Enterprise
(DBE) and LGBTQQ
owned businesses.

LOCAL-LA CITY

Disabled Veteran
Business Enterprise
State Local (DVBE)

Lesbian, Gay, Bisexual,
and/or Transgender
Business Enterprise
(LGBTBE)

Minority Business
Enterprise (MBE)

Women Business
Enterprise (WBE)

Small Business
Enterprise LA (SBE -
Los Angeles)

Local Small Business
(LSB)

APEX Accelerators

Identify & Understand Target Market

- Federal
- State
- Local

APEX Accelerators

Marketing - Capabilities Statement

One page statement accounting for an organization's:

1. Core Competencies
2. Differentiators
3. Past Performance
4. Corporate Data
5. Contact Information
 1. NAME
 2. POC Info: Phone / email
 3. UEI / CAGE / Vendor Number
 4. Vendor Registration #
 5. NAICS/ UNSPSC /PSC

Deconstructing a Capabilities Statement

Capabilities statements can take a variety of forms, but there are key pieces of information that anyone who is interested in doing business with you will want to know.

5 CORE ELEMENTS OF A STRONG CAPABILITIES STATEMENT



CORE COMPETENCIES

Services and solutions you bring to the market with a high degree of success



DIFFERENTIATORS

What sets you apart from other companies in your field



PAST PERFORMANCE

Relevant problems you have solved and the outcomes you achieved for the customer



CORPORATE DATA

Relevant certifications and codes/numbers (DUNS, etc.)



CONTACT INFORMATION

How the customer can reach you

Capabilities Statement – Examples:

Capability Statement	
<div>LOGO</div>	<p><u>BUSINESS SUMMARY:</u></p> <p>The Summary should be a paragraph that tells your reader who you are and what you do. If you wish, the paragraph can include a brief history of the business.</p> <p><u>CAPABILITIES</u></p> <p>Areas of expertise – types of work you can do for your client. Use short sentences or bullet statements. This should not be a long narrative about your capabilities or areas of expertise.</p> <p><u>FACILITIES AND EQUIPMENT:</u></p> <p>List all facilities, equipment and resources used to manufacture the products or provide the service(s). Include unique qualifications, techniques and approaches used to perform work, including any state-of-the-art equipment or capabilities that are part of your business.</p> <p><u>EXPERTISE:</u></p> <p>A brief summary of your expertise, as well as that of your key personnel/staff, highlighting their education and technical experience as it relates to your business.</p> <p><u>CUSTOMERS:</u></p> <p>Provide a list of at least three or four of your key customers, past or present. Company names are sufficient.</p> <p><u>SUMMARY</u></p> <p>Capability Statement should be no more than 2 pages – remember, keep it simple, but tell the reader what makes you special and why they should choose to do business with you. This can be used as a stand-alone document to market your business, or attached to any pertinent literature you may already have, which will complete the story you want to tell about your business. This along with a simple cover letter can introduce your company to any government agency or large business.</p>
<div>PO XXXXX XXXX, PA 19xxx</div> <div>Contact: xxxxxxxxxxxx</div> <div>Tel: 215.xxx.2698 FAX: 215.xxx.09xx</div> <div>Email: xxxxx@xxxxxxxx.com</div> <div>NAICS: 541611 541614 541618 561110</div> <div>Cage Code: xxxxx</div> <div>D&B: xxxxxxxxxxxxxx</div> <div>Certifications: XXXXXXXX is certified in XXXXXXX and XXXXX by the XXXXXX, and is expert in XXXXXX.</div>	<div>LIST CONTACTS</div>

CAPABILITY STATEMENT Guide

specific person's name, phone and email.

Title this document: Capability Statement.

Tip: Consider developing a unique, targeted Capability Statement for each agency you want to do business, unless you are developing a generic CS.

This is a CONTENT guide, not a design guide. Add color & graphic elements!

Use this section title: Core Competencies

Short introduction statement providing the company's core competencies followed by **keyword heavy bullet points**.

Tips:

- No long paragraphs -use short sentences followed by keyword heavy bullet points
- Call this document a Capability Statement
- Preferably, this Capability Statement is one page, one side
- Go to two sides only if absolutely necessary
- Save and distribute as a PDF, not a Word, PowerPoint or other format
- Keep the file format small, definitely under 1MB
- Use the whole page – very limited blank space

Section Title: Past Performance

List past customers for whom you have done work. Prioritize by related agency to include federal to other government to commercial contracts. If the past projects do not relate to the targeted agency's needs, do not list it.

Tip: Ideally, include specific contract details and contact information for immediate references. Include name, title, email, phone.

Section Title: Differentiators

Identify what makes you different from your competitors and how this benefits the targeted agency

Tip: Relate your key differentiators to the specific needs of the agency, prime or teaming partner.

Company Data

One very brief company description detailing pertinent data.

Tip: Readers will visit your web site for additional information. Make sure your web site is constantly updated and government-focused. Use graphics if they help tell your story.

List of Specific Pertinent Codes and Data

- DUNS
- CAGE Code
- NAICS and Product and Service Codes (a reasonable number)
- NIGP for state and local agencies (as applicable)
- Socio-economic certifications: 8(a), HUBZone, SDVOSB, WOSB, MBE, WBE, PDBE, etc.
- Accept Credit and Purchase Cards
- GSA Schedule Contract Number(s) and SINs
- Other federal contract vehicles

Add your logo, address, phone numbers (voice, mobile) email, website and other related contact information

APEX Accelerators



RSVP Upcoming APEX events

<https://bit.ly/LACountyAPEXEvents>



Schedule an Appointment

<https://bit.ly/APEXAppointment>



Phone: (844) 432-4900



Email: apex@opportunity.lacounty.gov