READY TO BUILD NEW YORK CITY

BIDDING AND WINNING PUBLIC SECTOR CONSTRUCTION CONTRACTS

A Business Development Program for Small and Emerging Businesses

3 MODULES + 9 WORKSHOPS = A VALUE-ADDED OPPORTUNITY TO BUILD YOUR BUSINESS IN THE PUBLIC SECTOR

2016 PROGRAM BULLETIN
On behalf of Mayor de Blasio, we would like to invite your firm to participate in New York City Department of Design and Construction’s (DDC) Ready to Build New York City, a new Business Development Program, created to support small and emerging companies interested in public sector construction contracts.

This innovative program is designed to enable your firm to grow by becoming pre-qualified to work with DDC, identifying and bidding on the right projects for your company and refining your project management skills.

Through this program, you will learn select industry best practices and achieve some important milestones:

- An understanding of the DDC Pre-qualification Lists (PQL) process.
- Responding to the DDC Request for Qualifications (RFQ) that will allow you to join the pre-qualified list of vendors (PQL).
- Identifying the right contract opportunities for your firm.
- Industry best practices for completing accurate take-offs and estimates.
- Preparing your bid in compliance with agency requirements.
- Learning how to best position and grow your firm in a highly competitive construction industry.

This Program Bulletin details the modules and workshops and introduces you to our instructional team. This Bulletin also highlights additional program requirements.

On behalf of Mayor de Blasio and the staff of DDC, we encourage you to become part of this groundbreaking endeavor. Read through the Bulletin. Learn more about who can apply and what we require of you. Please submit your application to be a member of the inaugural class of Ready to Build New York City.

We encourage you to join us for a unique business development experience designed to transform your business.
ABOUT THE PROGRAM

A NEW BUSINESS DEVELOPMENT PROGRAM, SPECIALLY DESIGNED FOR SMALL AND EMERGING CONSTRUCTION CONTRACTORS

Ready to Build New York City is comprised of three modules, each of which includes three, two-hour workshops, strategically designed to introduce small and emerging construction companies to public sector contracting. Nine workshops — all designed to build your business in the public sector.

Here’s some information you need:

- **Three Modules, Nine Workshops**
  The program is delivered in three modules:

  - **Module I: Ready to Prequalify.** This first module includes three workshops designed to introduce you to public sector contracting and advance you through DDC’s Request for Qualifications Process to help you become pre-qualified with DDC. This module will help you begin to build a successful Public Sector Business Plan.

  - **Module II: Ready to Bid.** This second module includes three workshops developed to help you understand the bidding process so you can submit competitive bids.

  - **Module III: Ready to Build.** This module includes three workshops to provide you with industry intelligence and practical insights into best practices for mobilizing and managing projects.

- **Who Can Apply**
  If you are a small or emerging construction contractor, in business for at least one year and with annual revenues of less than $3 million averaged over the last three years, you are eligible to apply. Here’s a link to the application [www.diversityagenda.com/ddcworkshops/apply](http://www.diversityagenda.com/ddcworkshops/apply). Once you submit, DDC’s team will review it, and you will be informed of your acceptance.

- **Your Commitment**
  The program requires the owner or a principal of each participating firm to attend all three modules (nine workshops) to successfully complete the program which culminates in a DDC Certificate of Completion.

- **Bidding and Winning Contracts**
  The goal of the program is to help you bid and win public sector contracts. However, participation and successful completion of the Program do not guarantee contract awards. The Program is a very critical step in helping your firm understand DDC’s public procurement process and providing the technical assistance you need to work with our agency and begin to bid on the right contracts for your firm.

- **Program Location/Schedule**
  All workshops are conducted from 8:30 am to 10:30 am once a month at DDC headquarters at 30-30 Thomson Avenue, Long Island City, New York, NY 11101. Please note the entrance to DDC is located on 30th Place, not Thomson Avenue. We highly recommend you use public transportation due to the difficulty in parking.

- **Questions**
  If you have any questions regarding the program, please contact Eriam Villalona at (718) 391-1384 or via email at Villalob@ddc.nyc.gov.
THE MODULES

All workshops are two-hours long and begin promptly at 8:30 AM and end at 10:30 AM.

MODULE I READY TO PRE-QUALIFY

Workshop #1: Are You Ready? 
Wednesday, March 16, 2016

Workshop #2: Request for Qualifications: Part 1 
Wednesday, April 20, 2016

Workshop #3: Request for Qualifications: Part 2 
Wednesday, May 18, 2016

MODULE II READY TO BID

Workshop #1: Finding the Right Project 
Wednesday, June 15, 2016

Workshop #2: Estimate Accurately 
Wednesday, July 27, 2016

Workshop #3: Preparing to Bid 
Wednesday, August 17, 2016

MODULE III READY TO BUILD

Workshop #1: The Contract Award Process 
Wednesday, September 21, 2016

Workshop #2: Project Management Best Practices 
Wednesday, October 19, 2016

Workshop #3: Managing Payments & Change Orders 
Wednesday, November 16, 2016

Application Information

Your Instructional Team

Location and Schedule
ARE YOU READY?

This workshop introduces contractors to contract opportunities at DDC and helps align their core competencies and current capacity with potential contract opportunities. The workshop will include a comprehensive self-assessment survey, as well as a comprehensive review of certification requirements, profile updates and best practices for managing certification and pre-qualification requirements. This workshop will be your first step to building your Public Sector Business Plan.

Public sector contracting requires a unique set of skills and a discipline to work efficiently and safely to complete a construction project. It is different from private work that may allow you to set your own work schedule and also may not require extensive documentation to start, complete and closeout a project.

Public contracting is not for every contractor. But building a public sector portfolio can be an invaluable part of your company’s skill set and ultimately grow your company in different market sectors.

This workshop is a key step for small and emerging contractors to evaluate their own strengths to enter the public sector market and provides a comprehensive overview of the primary requirements that contractors should know to be successful.

Firms will complete a comprehensive survey designed to help them evaluate their firm’s core capabilities and the financial capacity required to respond to a Request for Qualifications (RFQ) become a prequalified vendor and be placed on DDC’s Pre-qualification List (PQL).

LEARNING OUTCOMES:

- Evaluate your company’s ability to succeed in the public sector contracting market with a self-analysis of your strengths and weaknesses.
- Understand certification and how to leverage it to position your firm in the public sector.
- Accurately develop your on-line profile for public bidding opportunities.

PROGRAM FACILITATOR:

Renee Sacks, Ph.D.
President and CEO
Sacks Communications

WORKSHOP LEADERS:

Elizabeth Velez
President
Velez Organization

Sandra Wilkin
President
Bradford Construction Corporation

Walter Maxwell*
Executive Director for External Affairs
Division of Economic and Financial Opportunity
NYC Department of Small Business Services

Invited*
REQUEST FOR QUALIFICATIONS (RFQ): Part 1
Work Experience, Labor Services and Vendor History

This workshop will help expand access to DDC contracts by being guided through the process for responding to an agency’s Request for Qualification (RFQ). A vendor must respond to the RFQ to be included on the list of pre-qualified vendors. During this workshop contractors will receive extensive guidance and support on successfully responding to DDC’s RFQ.

The workshop will provide an overview of the RFQ process for pre-qualification and help you develop a process for gathering information that is required to submit your application. Topics will include: certification documentation, Vendex compliance, financial statements, MWBE and/or SBS status, evaluation of your experience, insurance documentation, safety certifications, company data, hiring plan information, among other information you will need to respond to an RFQ. This workshop will examine three components of the RFQ, including work experience, compliance with labor laws and vendor integrity.

What is a PQL? The City of New York is committed to achieving excellence in the design and construction of its capital program. Consistent with this commitment, DDC uses Pre-qualification Lists (PQLs) when soliciting bids for selected projects.

Responding to an RFQ allows an agency to evaluate the qualifications of vendors for the provision of particular categories of goods, services, construction or construction-related services, based on the prospective vendor’s work experience, size, the estimated cost of a project, and other factors as determined by the Agency Chief Contracting Officer (ACCO), before issuing a solicitation for a specific contract. Under New York City Procurement Policy Board Rule 3-10 and N.Y. General Municipal Law Section 103(15), prospective vendors must first pre-qualify for open PQLs. Only those contractors successfully pre-qualified as a result of the RFQ process will be invited to bid on these projects.

There are two types of PQLs listed for which RFQs may be downloaded: those that are open continuously and for which applications may be submitted at any time; and those that relate to specific construction projects and therefore have a due date by which RFQ applications must be submitted.
This workshop is the second half of the RFQ application process. It will focus on two additional components required for responding to an RFQ: safety experience and financial capacity. This workshop will provide attendees the knowledge they need to review their response before submitting it to DDC.

During this workshop, each firm will review their final response to the RFQ. The workshop also provides participating firms with a better understanding of what public sector procurement officials are looking for in the response. This workshop will focus on safety and financial information required for the RFQ.

The workshop will provide an interactive opportunity for each participating firm to review completed responses to RFQs, with the goal of helping each firm improve its presentation of the required information. The final goal of this workshop is to submit the completed response to an RFQ.

**LEARNING OUTCOMES:**

- Understand what information is required to respond to an RFQ.
- Better manage the data and information process to respond to an RFQ.
- Implement documentation archival systems to expedite the process for future responses to RFQ.
- Increase awareness of the type of information procurement officers are seeking in a response to an RFQ.

**WORKSHOP LEADERS:**

**Alla Ayzenshtat**  
Deputy Director, Safety and Site Support  
NYC Department of Design & Construction

**Lorraine Holley**  
Deputy Agency Chief Contracting Officer  
NYC Department of Design & Construction
FINDING THE RIGHT PROJECT

This workshop is all about finding the right opportunities for your business! Learn from experts about the contracting opportunities tailored specifically for small and emerging businesses. This workshop will help you identify potential projects that match your company’s area of expertise.

This workshop is designed to build upon the work completed in Module 1 to help you identify the right construction projects for your company. Based on your own determination of which projects make dollars and sense for your firm, you will have an opportunity to evaluate upcoming DDC projects and identify those that will be a great match for your firm.

The challenge for any contractor is to find the right project that matches its core capabilities and its capacity to complete these types of projects. Bidding on projects that are too large or require skills and qualifications that you don’t have are likely to produce unsuccessful bids and are certainly a waste of valuable time, energy and money. This workshop will help you develop a focused lens on selecting the right projects to grow your business.

LEARNING OUTCOMES:

- An understanding of which projects make the most dollars and sense for your firm.
- Target projects at DDC that you should consider bidding on.
- What other agencies and authorities you can bid with.
- How to apply your understanding of project selection in both the public and private sector.

WORKSHOP LEADERS:

Deborah Bradley  
President  
Deborah Bradley Construction & Management Services, Inc.

Spurgeon Robinson  
President  
Impact Strategic Consulting
ESTIMATE ACCURATELY

This workshop will give small and emerging businesses the opportunity to hear from experts on the best practices for take-offs, estimates and building a competitive bid that can win a project.

As soon as you download or pick up bid documents, you need to hone in on the process by which you will bid a project.

This workshop will take you through several completed projects and examine a step-by-step process for considering how to complete a take-off and build an estimate for a DDC project. It will introduce you to key best practices for estimating a project, that will include specification reviews, take-offs, pricing and overhead markups, estimating labor, equipment and fabrication costs and other bid documentation requirements. The workshop will also introduce you to other factors such as schedule delays and project disruptions that may affect your cost estimate.

LEARNING OUTCOMES:

■ Understand the anatomy of a successful bid, including accurate takeoffs, project costs and profit structures.

■ Consider project disruptions, delays and other factors that may impact your estimate for completing a project.

■ Better understand how to calculate overhead costs and final project profit.

■ Gain industry intelligence on how to protect project profitability.

WORKSHOP LEADER:

Aleksandra Chancy, PE
President
DACK Consulting Solutions
LEARNING OUTCOMES:

- Understand the anatomy of a bid.
- Integrate risk mitigation approaches in your final bid.
- Gain industry insights into the competitive bidding process in the construction industry.

WORKSHOP LEADERS:

Aleksandra Chancy, PE  
President  
DACk Consulting Solutions

Stephen Gianotti  
President  
Arcadia Electrical Company

Norma Negron  
MWBE Compliance Analyst  
NYC Department of Design and Construction

PREPARING TO BID

Learn how to structure a successful bid. Participating firms will be introduced to the basic criteria used to evaluate and assess their bids from the perspective of public and private sector procurement professionals.

Everyone agrees the lowest bid wins. But, how do you develop a competitive bid that considers price and profit? What are public sector procurement buyers looking for in your bid? How do you ensure that you have bid on all aspects of a job? If you leave out a project factor, you could win the bid, but lose your profit.

This workshop is designed to take an intensive deep dive into public sector bidding. It will provide you with an understanding of key must-have components and other factors that you need to consider. It will also review risk and some strategies you need to know in advance of bid submissions to ensure that your bid includes risk mitigation strategies.

The workshop will cover the following topics: estimating and pricing, insurance requirements, performance bonds and the required Schedule B establishing the MWBE utilization rate that must be submitted with a bid.
You’ve won the contract, now what? This workshop reviews the contract documents and other areas that you should consider for mobilizing your team to start the project. Topics include: essential best practices for project management, labor management, prevailing wage documentation and other related project requirements and documentation needed to begin, complete and closeout a project for final payment.

Winning a new contract for a project is an exciting moment. For many companies, a contract award translates into at least two avenues of action. First, completing contract documents, final negotiations and final contract award; and second, ramping up for the project in terms of labor, equipment, materials and capital. Both of these activities drive an action plan for mobilizing the project, completing it successfully and ensuring that the project will be a successful and profitable one.

This workshop will help you understand your options in negotiating your final contract and all of the factors that you need to consider as you ramp up to begin a project. This is the first step in your project management process. A thorough understanding of project variables – labor, materials, equipment, cash flow, contract requirements, and schedules, among others – will enable you to better control the project and plan for it efficiently.
LEARNING OUTCOMES:

- Understand the role of planning in project management.
- Create a master project management approach for a sample or current project.
- Create exigency plans to overcome delays and other project challenges.

WORKSHOP LEADERS:

Aleksandra Chancy, PE
President
DACK Consulting Solutions

Edgard Hernandez
Director
La Guardia Community College PTAC

PROJECT MANAGEMENT BEST PRACTICES

This workshop will guide you on strategies and approaches for effectively managing your project and anticipating challenges that may affect your project’s timely and on-budget completion. Topics will include: staffing the project, preparing schedules, supplies and long-lead item purchasing, safety requirements, material and equipment management, on-the-job performance and other project management concerns. The workshop will also review what clients require for successful project completion and best practices for achieving 100% customer satisfaction.

This intensive workshop will prepare you to create a project management plan that will include a project budget, schedule, material and equipment requirements, among other task lists. In planning a typical project, or one that you are currently performing, you will also be asked to consider project challenges that may interrupt efficient project delivery and plan for them.

Project delivery approaches that makes sense for smaller projects will also be reviewed. The role of BIM and other software that may increase project efficiency will also be introduced. The goal of this workshop is to increase your awareness about project management best practices that you can apply to your own jobs.
MANAGING PAYMENTS & CHANGE ORDERS

Getting paid is the key to project success. Managing payment requisitions, change orders and prevailing wage requirements are key elements to ensuring timely payments, and ultimately your bottom line profitability and cash flow stream. In this workshop, you will be introduced to specific requirements and procedures for managing payments and preparing and submitting change orders. In addition, you will learn more about prevailing wage enforcement programs at DDC.

Change Orders. There are several change order classifications, including: field conditions, administrative change, design error, design omission, scope change (material and non-material) and no cost change orders. Change orders follow a specific process at DDC. Managing the process is tied to approval for payments. The workshop will also review specific articles and procedures regulating extra work and change orders, including: Article 26 of the Standard Construction Contract, Article 28 of the Standard Construction Contract, Negotiated Lump Sum Change Orders, Time and Material Change Orders, Unit Price Change Orders, No-Cost Change Orders and Completion of Change Order Forms. You will also learn more about best practices for determining reasonable costs.

Payment Procedures. Payments follow a specific process, and once all supporting documents are in place, payments can be approved and scheduled. This part of the workshop will help you understand what you need to know to ensure timely payments for approved work.

Prevailing Wage Requirements. The workshop will also detail the contractor’s requirements for complying with the Prevailing Wage Law and how to submit certified payroll reports.

LEARNING OUTCOMES:

- What are different types of change orders.
- How to develop supporting documentation for change orders.
- How to manage prevailing wage requirements.
- Best practices for getting paid.

WORKSHOP LEADERS:

Chris Igweatu, PE
Engineering Audit Officer
NYC Department of Design & Construction

Stephen Malusa
Deputy Agency Chief Contracting Officer
NYC Department of Design & Construction
APPLICATION INFORMATION

PROGRAM DISCLAIMER

The goal of this program is to help you respond to a Request for Qualifications to be included on a list of pre-qualified vendors. Once approved you will be placed on the Pre-qualification List (PQL) and be able to bid on DDC contracts. Participation and successful completion of the Program does not guarantee approval of your response to the RFQ, listing on a DDC Pre-qualification List and/or contract awards.

However, this program is a very critical step in helping your firm understand DDC’s public procurement process and providing the technical assistance you need to work with our agency and begin to bid on the right contracts for your firm.

Apply to Ready to Build New York City: Business Development Program for Small and Emerging Businesses, and acquire the skills needed to grow your business in the public sector and beyond!

HOW TO APPLY

To submit a program application, please visit: www.diversityagenda.com/ddcworkshops/apply

Please submit your application online no later than March 4, 2016. You will be informed of your acceptance by March 11, 2016. Participation is extremely limited and applications will be processed on a first come, first serve basis.

WHO IS ELIGIBLE TO APPLY

Entry into the program is limited to 30 firms. Firms should meet the following minimum criteria:

- Construction contractors with annual revenues less than $3 million averaged over the last three years of revenue may apply for the program.
- NYC Minority and Women Business Certification is preferred, but not required. (The program is designed to assist you in certifying your company, if it is not already certified).
- Preferred applicants should be in business for a minimum of one year and be located in New York City and/or Long Island

PROGRAM REQUIREMENTS

The program requires the principal of each participating firm to attend all of the workshops. If attendance is precluded by another commitment, the participating principal may send a designated representative to that class in his or her place. Successful completion of the three-module, nine-workshop program requires your commitment to attend and participate in all of the workshops.

WHAT DOES SUCCESSFUL COMPLETION MEAN?

The Ready to Build New York City Business Development Program facilitates your ability to successfully complete DDC’s Request for Qualifications (RFQ) application and be listed on the Pre-qualification List.

Completion of the three-module workshop series will enable your firm to better identify the right contract opportunities for your firm, apply best practices and strategies for submitting your bids, acquire effective project management skills and help you begin to build a successful public sector business plan.

CERTIFICATE OF COMPLETION

Upon completion of the 18-hour program, companies will receive a DDC Certificate of Completion.
We gathered leading experts to provide you with practical information, proven approaches and best practices to guide your entry into public sector pre-qualification, bidding and managing projects at NYC Department of Design and Construction. Meet them in the pages that follow and in class.

**PROGRAM FACILITATOR**

**Renee Sacks, Ph.D.**  
President and CEO  
Sacks Communications

**Ally Ayzenshtat**  
Deputy Director, Safety and Site Support  
NYC Department of Design & Construction

**Deborah Bradley**  
President, Deborah Bradley Construction & Management inc.

**Aleksandra Chancy**  
President  
DACK Consulting Solutions

**INSTRUCTORS**

**Stephen Gianotti**  
President  
Arcadia Electrical

**Olive Henry**  
Director, Vendor Integrity  
NYC Department of Design and Construction

**Edgard Hernandez**  
Director  
La Guardia Community College PTAC

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YOUR INSTRUCTIONAL TEAM

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Sandra Wilkin  
President  
Bradford Construction Corporation

Norma Negron  
MWBE Compliance Analyst  
NYC Department of Design & Construction

ADDITIONAL INSTRUCTORS

Helen Wilson  
Assistant Commissioner  
Division of Labor Services  
NYC Department of Small Business Services

Melissa Hester*  
Executive Director Vendor Services/PTAC  
NYC Department of Small Business Services

Kim Muldrow-Maxwell  
Director  
NYC Department of Small Business Services

Walter Maxwell*  
Executive Director for External Affairs  
Division of Economic and Financial Opportunity  
NYC Department of Small Business Services

Spurgeon Robinson  
President  
Impact Strategic Consulting

Invited*
PROGRAM SCHEDULE

All workshops are two-hours long and begin promptly at 8:30 AM and end at 10:30 AM.

Module I: Ready to Pre-Qualify
#1: Are You Ready? Wednesday, March 16, 2016
#2: Request for Qualifications: Part 1 Wednesday, April 20, 2016
#3: Request for Qualifications: Part 2 Wednesday, May 18, 2016

Module II: Ready to Bid
#1: Finding the Right Project Wednesday, June 15, 2016
#2: Estimate Accurately Wednesday, July 27, 2016
#3: Preparing to Bid Wednesday, August 17, 2016

Module III: Ready to Build
#1: The Contract Award Process Wednesday, September 21, 2016
#2: Project Management Best Practices Wednesday, October 19, 2016
#3: Managing Payments & Change Orders Wednesday, November 16, 2016

LOCATION

All workshops will be held at NYC DDC headquarters
30-30 Thomson Avenue, Long Island City, NY 11101

Parking is extremely limited, and we strongly suggest public transportation. Please follow our directions on our website. http://www1.nyc.gov/site/ddc/about/directions.page
READY TO BUILD NEW YORK CITY
BIDDING AND WINNING PUBLIC SECTOR CONSTRUCTION CONTRACTS

PROGRAM BENEFITS

- Gain technical assistance to help you complete the DDC Request for Qualifications Process to become accepted for listing on the PQL.

- Learn how to identify the right contract opportunities for your firm.

- Acquire practical and proven strategies for completing take-offs and estimates.

- Learn about different change orders, prevailing wage requirements and other documentation procedures to ensure progress and final payments.

- Prepare your bid in compliance with NYC Department of Design and Construction requirements.

- Meet DDC and other public and private sector decision makers who are interested in learning about your firm.
SAVE THE DATE

Department of Design and Construction

ANNUAL CONFERENCE ON CONTRACT OPPORTUNITIES

Join us on September 13, 2016 at DDC’s Headquarters in Long Island City to learn about the new contract opportunities available to New York’s Construction and Design Industries.

Mark Your Calendar for an Unparalleled Business Development Opportunity!

SEPTEMBER 13, 2016

www1.nyc.gov/ddc/
The NYC Department of Design and Construction (DDC) is the City’s primary capital construction project manager, building many of the civic facilities New Yorkers use every day.

DDC provides communities with new or renovated structures such as firehouses, libraries, police precincts, courthouses, senior centers and more. To successfully manage this $10 billion portfolio, we collaborate with other City agencies, as well as with emerging and world-renowned architects and consultants. We strive to work with people whose experience and creativity bring efficient, innovative, and environmentally-conscious design and construction strategies to the projects we build.

Our work doesn’t stop at buildings – we also design and improve vital infrastructure.

Our staff of almost 1,300 delivers roadway, sewer and water main construction projects in all five boroughs. Over the last decade, DDC has completed more than 818 miles of new roadway, 816 miles of water mains, 598 miles of storm and sanitary sewers and installed more than 43,000 sidewalk pedestrian ramps and replaced over 17,000 hydrants – all of which are essential for a vibrant city like New York.

As our city grows, so does DDC. Join us and help build a resilient, healthy city for all.

NYC Department of Design and Construction
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Long Island City, NY 11101
(718) 391-1000
www1.nyc.gov/ddc