



Doing Business with IndyGo in 2021

An IndyGo Vendor Development Webinar
Led By Chelci Hunter, Supplier Diversity



What We Will Cover Today

- ▶ A Bit About Our:
 - ▶ Procurement Department
 - ▶ Types of Solicitations
- ▶ Tips On:
 - ▶ Marketing
 - ▶ Communications
 - ▶ Supply Chain
 - ▶ Proposal Writing
- ▶ Our Upcoming Bidding Opportunities
- ▶ And More!

Introductions

Stacey Metz:

Director of Procurement and
Supply Chain Management



Chelci Hunter, DBELO:

Senior Supplier Diversity Officer

Kevin McDuffie:

Supplier Diversity Specialist



Katrina Ent

Digital Media Specialist

Procurement Team

Karolyn Ratcliff:
Contract Specialist



Justin Fulford:
Senior Buyer

David Adamson:
Senior Contract Specialist



Melissa Merritt:
Buyer



Procurement and Solicitations

The Procurement Department is responsible for the purchasing of all company goods, services, real estate property, and construction.

The Department has oversight responsibility for all formal contract procurements (small and large) that have been issued, are currently in force, or will expire soon.

About IndyGo's Procurement Department

Levels of Solicitations



- ▶ Micro (up to \$2,999)
- ▶ Small (\$3,000 - \$49,999)
- ▶ Large (\$50,000-\$99,999)
- ▶ Large (\$100,000 and above)
 - ▶ Must receive Board approval

Types of Solicitations

Large Procurements:

- ▶ RFP (Request for Proposal)
- ▶ RFQ (Request for Qualifications)
- ▶ IFB (Invitation for Bid)
- ▶ EQ (Electronic Quote)
- ▶ SS (Sole Source)

Other Procurements:

- ▶ RFI (Request for Information)
- ▶ QPA (Quantity Purchase Agreement)
- ▶ Emergency Purchase

A Bit About RFPs



Components of an RFP

- ▶ No specific specifications are provided.
- ▶ IndyGo provides a situation where interested bidder provides a solution as the proposal.
- ▶ Not subject to low bid, but rather best overall value.
- ▶ Cost is a significant factor, but not the only factor.

A Bit About IFBs

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Components of an IFB

- ▶ Typically used for public works and construction projects.
- ▶ Specific specifications for goods and services are required.
- ▶ Sealed bid process with public bid opening.
- ▶ Apparent low bidder identified at bid opening.
- ▶ Contract awarded to most responsive and responsible low bidder.



Our Expectations of Our Vendors

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Provide	Provide value and demonstrate a strong work ethic
Be	Be performance motivated
Maintain	Maintain open and transparent communication
Pay	Pay your employees and subs on a timely basis
Work	Work problems out with your Prime (if you have one) before coming to us
Acquaint	Acquaint yourself with our industry terms

Frequently Used Industry Terms

- ▶ Responsive and Responsible Bidder
- ▶ Failure to Meet Specifications
- ▶ Curtailment of Quantities
- ▶ Assignment
- ▶ Delay for Causes Beyond Control
- ▶ Warranty of Title
- ▶ Indemnify and Hold Harmless
- ▶ Prohibited Interests
- ▶ Laws of Indiana
- ▶ Federal Laws
- ▶ FTA Requirements
- ▶ Termination for Default
- ▶ Termination for Convenience
- ▶ Resolution of Disputes
- ▶ Cessation of Operation
- ▶ Types of Required Insurance
- ▶ Price Warranty
- ▶ Notification of Material Changes

The Lifecycle of a Solicitation

Before public release: Communication is open throughout the agency so long as no unfair advantages are given.

During the solicitation period: Communication is restricted to procurement staff only to ensure a fair and competitive process.

After executed contract: Awarded vendor receives full access to project team. Unsuccessful bidders can request a debrief or records of the process.



Tips for Marketing Your Business

Promote Electronically

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- Create and maintain a well-functioning website.
 - ❑ WordPress, Squarespace, Wix
- Embrace social media platforms.
 - ❑ Facebook, Instagram, Twitter, SnapChat, TikTok, and/or LinkedIn).
 - ❑ Hootsuite, Later.com
- Start a blog.
 - ❑ Certain words, mentioned in your blog, can be brought up in Google searches. Make sure to always use key and common buzz words that pertain to your business.



More Online Ideas

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- Create podcasts.
 - ❑ Research and identify what podcasts specialize in your businesses industry.
- Create YouTube videos.
 - ❑ Adobe Spark, Canva
- Email newsletters or new releases.
 - ❑ Benchmark, MailChimp

Promote In-Person

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- ▶ Tips for creating a memorable pitch:
 - ▶ Identify Your Goal
 - ▶ Explain What You Do
 - ▶ Communicate Your Unique Selling Proposition
 - ▶ Engage With a Question
 - ▶ Put It All Together
 - ▶ Practice

Promote Your XBE and/or DBE Certifications

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- ✓ Include your certifications on your website and other printed material.
- ✓ Distribute a press release if your certification and/or business is new.
- ✓ Register your business with us, as well as other corporations.
- ✓ Provide value and demonstrate a strong work ethic.
- ✓ Be proactive: Look for bidding opportunities and deliver winning bids and proposals.
- ✓ Certification is not a golden ticket.

Promote Your Capability Statement

A Capability Statement is a **concise, one-page** document listing your firm's core competencies.

It is primarily used to provide specific information to **federal customers**, but it can be sent to non-federal customers as well.

A well-written Capability Statement can open doors to contracting opportunities.

INDOT's DBE Support Services can help you write a CS for your company. It is a **free service for INDOT DBEs**.

CEI Website:

www.indbesupport.com

www.ceihome.com

<https://indbesupport.com/posted-cs>

INDOT Contact Info:

Sean Howard

DBE, Supportive Services Lead

P: 317-416-5470

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Business Communications

Minimize Your Risk and Increase Your Success

1. Utilize proactive, rather than reactive, communication.
2. Develop a relationship with your contract specialist and project manager so that you are comfortable asking them how you are doing on your contract.
 - If they believe that you are doing a good job and you are monitoring your people and your costs, then asking for a necessary change order will be met with open ears.

Tips to Avoid Subpar Subcontractors

1. Thoroughly vet subcontractors before hiring.
2. Create a culture of communication and transparency.
3. Make daily or weekly reports mandatory.
4. Engage in Progress Meetings (whether weekly, bi-weekly or monthly).
5. Provide a form for project managers to fill out to help identify any patterns of poor performance.
6. Require performance or payment bonds from subcontractors.

Tips for Correcting an Underperforming Sub

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1. Sit down and discuss the situation with the sub.
2. Talk with IndyGo.
3. Specify a short remediation turnaround time, which is the period a sub is given to correct its work or catch up to the schedule.
4. As mentioned on the previous slide, utilize a performance or payment bond if you need to replace or supplement the subcontractor's workforce.

Tips: If You Are the Prime

Please do not:

1. Threaten to withhold pay for work they already performed.
2. Terminate them without having first provided them an opportunity to correct their work.
 - ▶ If, however, termination is the only option, please follow protocol, or you may find yourself in a worse position than when you started.
 - ▶ Also, terminations or substitutions of DBEs or XBEs cannot occur without IndyGo's approval.

Please **do** tell us if there is an issue, especially if the subcontractor is an XBE or DBE.

Tips: If You Are the Sub

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If you are a sub, please work problems out with your Prime before coming to us:

- Maintain open and transparent communication with us, your employees and Prime.

Provide value and demonstrate a strong work ethic:

- Pay your employees and subs on a timely basis.
- Be performance motivated.
- Uphold a safety-culture.
- Commit to and meet deadlines.
- Acquaint yourself with our industry terms.
- If required, utilize PPE and social distancing on jobsites, in meetings, and at HQ.

Supply Chain

Perform a SWOT Analysis

Use

- Use your company strengths and outsource weaknesses.

Delegate

- Your weaknesses. You can use other resources to build proficiencies into your process, which leads to fewer mishaps and lost revenue.

Outsource

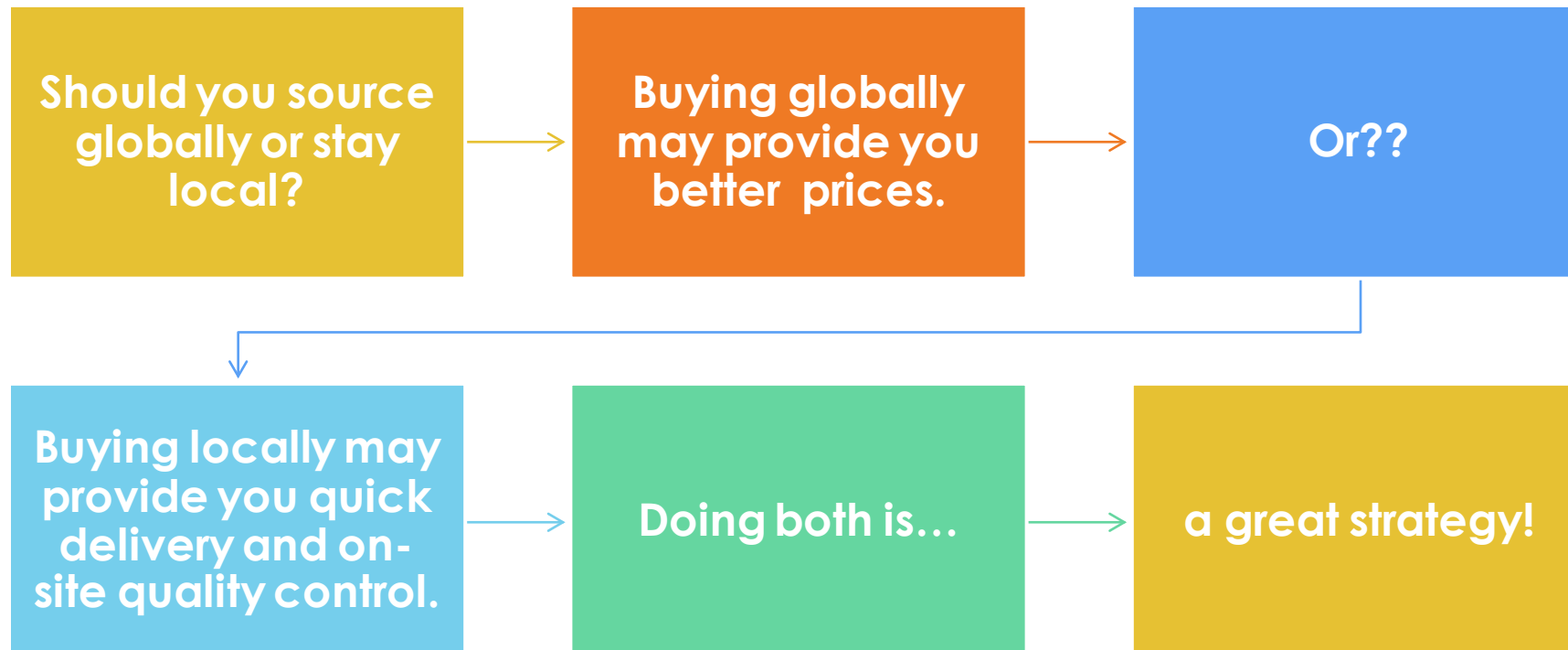
- Similar to delegating. While there are costs involved, outsourcing can save companies quite a bit of money.

Invest in

- Good software. The right software, even something simple, can eliminate the need for outsourcing.

Go Global or Shop Local?

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Build a Responsive Supply Chain

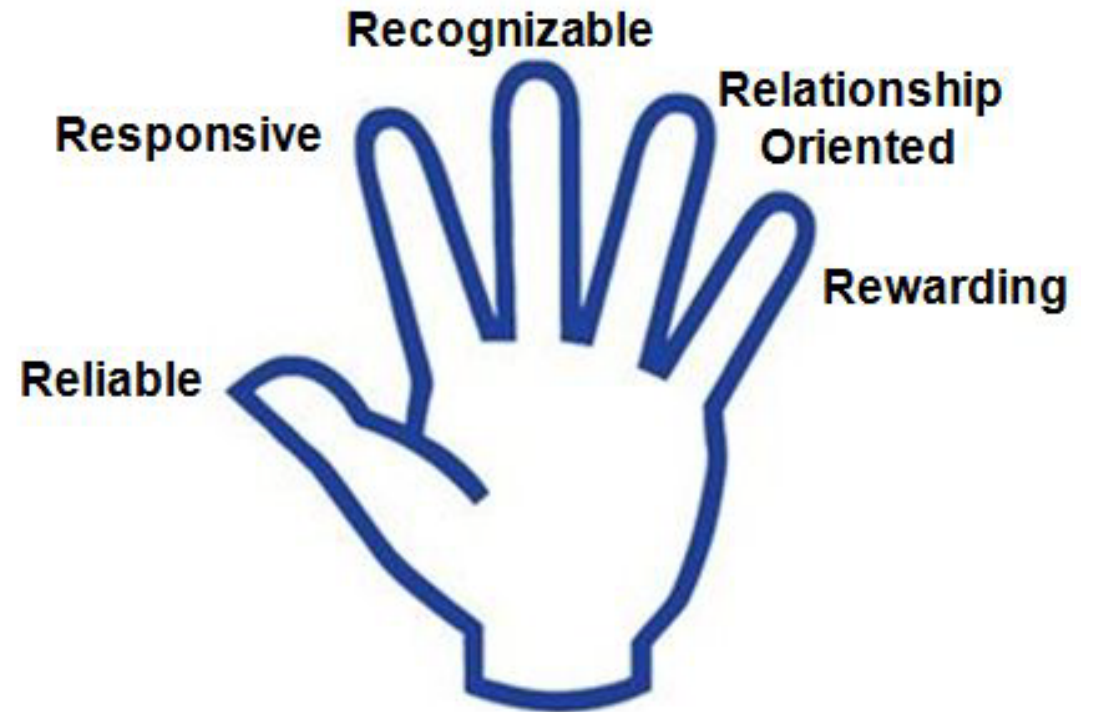
Finding ways to get your customers what they need, when and where they need it, is essential to every business.

- ▶ Use data and market intelligence to gain insights into forecasting, planning and inventory which will allow you to pivot in real-time.
- ▶ Managing your supply chains offers a solution for delivering to your customers in the most efficient way possible.

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The 5 R's of Keeping Customers for Life

Ensure Your Company is



Make Ordering Easy for Your Customers

(This website was built on a
free platform called
Bravenet.com)

Online Ordering!



IndyGo Order Form

IndyGo Fleet Oil & Lubricants IFB18-01-282

Order Form

Purchaser Name *

Your first and last name

Request delivery before this date

mm/dd/yyyy



PO Number

PO#10223

Email Address *

you must enter a valid email address

Item #1 - Product

None



Item #1 - Quantity

Quantity

Item #2 - Product

None



Item #2 - Quantity

Quantity

Delivery Instructions

Submitting Proposals

Great Proposals

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- ▶ Demonstrate understanding of the owner’s need or problem.
- ▶ Provide solutions to the owner’s “pain.”
- ▶ Outline the benefits of doing business with your company.
- ▶ Strictly adhere to solicitation instructions or directions.
- ▶ Describe related projects your company has completed.
- ▶ Are original.

Professional Tip:

Do an open records request for an awarded proposal through an APRA or FOIA submission.

Common Writing Mistakes

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- ▶ Unnecessarily long proposals.
- ▶ Exceeding page limits.
- ▶ Typos and incorrect grammar.
- ▶ Assuming we know your core competencies and business jargon.
- ▶ Scanning Word documents instead of turning them into PDFs.
- ▶ Resisting technology.

Other Mistakes

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- ▶ Not taking the time to configure a solution before writing answers.
- ▶ Assuming reviewers have the same technical expertise as you.
- ▶ Selling a service or products without a successful sales record.
- ▶ Ignoring critical issues or “hot topics.”
- ▶ Not aligning your proposed solution with your messaging.
- ▶ Not clearly explaining how you are going to help your customers solve their problems.
- ▶ Not including all required documentation or forms.

What Happens After You Submit Your Proposal to Us?

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1. Phased evaluation approach (typically two-three steps).
 - a) Please reference the solicitation packet for exact evaluation procedures.
2. There will be a quiet period where you may not hear much.
3. May or may not have to go in front of IndyGo's Board of Directors for approval.
 - a) Depending on overall contract amount.
4. Notice to Proceed (NTP) if construction or Notice of Award (NOA) if not construction.
5. Contracts signed.
6. Project kickoff meeting.

Some Upcoming Solicitations

IndyGo Solicitations for 2021

Department:	Project Name:
Capital Projects/Facilities	64th & College Property Renovations(Quotes) Cleaning Services 64th & College (Quotes) E. Madison Ave. Property Renovations(Quotes) Cleaning Services E. Madison Ave.(Quotes) Signage for East Campus East Campus (Formerly Celadon) Property Renovations A Building - Admin Renovations B Building - Training, Elevator, and Public Meeting Spaces C Building - Operations C Building - Dorm Demolition C building- New Garage Cleaning Services East Campus Facility Signage for West Michigan/64th College/ Madison West Michigan Property Renovations/Phase 1&2 W Michigan Property Renovations Phase 3-exterior Blue Line Construction Management Purple Line Bus Rapid Transit Construction New Furniture Blue Line Bus Rapid Transit Construction

Capital Projects/Strategic Planning	Carson Transit Center Level Boarding Construction Super Stops 2.0 Construction Facility Assessments for Asset Management Red Line Traffic Impact Study Purple Line Survey AIM Grant/Mobility Concierge Program- Technical Solutions Blue Line Economic Baseline Study TOD Zoning Fare System Analysis Local Route Transit Signal Priority
Operations/Mobility Services	Transmission Repair Radiator Repair Fuel Car Washes Lifts (Quotes) West Side Bus Stop Construction (Quotes)
Facilities	HVAC Pressure Washing Floor Scrubber Service (Quotes) Industrial Soaps Pest Control Emergency Cleaning Services Mezzanine Cleaning
IT	Distributed Antenna System (Quotes) IT Infrastructure Services (Quotes)
Public Affairs	Transit Advertising Printing Services Web Development & Support Services
Risk Management	Safety Management Suite UV lights
Finance	Procurement System (RFI) Office Supplies & Bulk Paper
Governance & Auditing	Independent Audit Services

IndyGo Solicitations for 2021

Upcoming IndyGo Events

Event: Write Better Proposals

Date: Summer-Fall 2021

Hosted By: IndyGo

Other information pertaining to upcoming events can be found on IndyGo's Supplier Diversity webpage.



How We Are Helping Businesses to Connect

LinkedIn Purple Line & General Networking Group:

- ▶ The formation of this group is an act of our community stewardship to assist vendors connect.

Connect with Chelci and Kevin:

- ▶ <https://www.linkedin.com/in/chelci-hunter-a7303b139/>
- ▶ <https://www.linkedin.com/in/kevin-mcduffie-138b60190/>

Connect with Aleta Mungal, our Supplier Diversity Consultant:

- ▶ <https://www.linkedin.com/in/aletamungal/>



A stylized logo for a Q&A session. The letter 'Q' is blue with a white outline, the ampersand '&' is blue with a white outline, and the letter 'A' is green with a white outline. The letters are arranged in a slightly overlapping, horizontal sequence.

Let Us Know
What You
Are
Thinking!

Contact Us!

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Bid Opportunities:

<https://www.indygo.net/procurement/bid-opportunities>

Upcoming Projects: <https://www.indygo.net/procurement/upcoming-solicitations>



Thank you!