



# Good Faith Effort HELPFUL HINTS

The City of Los Angeles implemented its own Minority Business Enterprise (MBE)/ Women Business Enterprise (WBE) /Other Business Enterprise (OBE) Subcontractor Outreach Program, *Good Faith Effort*, through Mayoral Executive Directive 2001-26. This program requires that prime contractors (Proposers) bidding on City - funded contracts actively reach out to MBEs, WBEs and OBEs who can potentially perform subcontracting work. This applies to those City contracts estimated to cost more than \$100,000 and found to offer subcontracting opportunities.

**Nothing set forth in this guide supersedes the information stated in the Request for Proposals.**

Summary of Deadlines for Date Sensitive Indicators		Proposal Due Date:
Indicator	Deadline Guideline	Indicator Deadline
8 – Outreach Letters	15 Calendar days prior to the bid date	
4 – Advertisement	10 Calendar days prior to the bid date	
5 – Letters to Subs	10 Calendar days prior to the bid date	
6 – Follow up calls	3 Calendar days prior to the bid date	
GFE documentation	Same day as proposal response, unless otherwise indicated in RFP	

**Sample on calculating the indicator deadlines based on a February 20 RFP due date.**

<i>Summary of Deadlines for Date Sensitive Indicators</i>		<i>Bid date: 2/20</i>
<i>Indicator</i>	<i>Deadline Guideline</i>	<i>Indicator Deadline</i>
<i>8 – Outreach Letters</i>	<i>15 Calendar days prior to the bid date</i>	<i>2/05</i>
<i>4 – Advertisement</i>	<i>10 Calendar days prior to the bid date</i>	<i>2/10</i>
<i>5 – Letters to Subs</i>	<i>10 Calendar days prior to the bid date</i>	<i>2/10</i>
<i>6 – Follow up calls</i>	<i>3 Calendar days prior to the bid date</i>	<i>2/17</i>
<i>GFE documentation</i>	<i>Same day as proposal response</i>	<i>2/25</i>

February						
SU	M	T	W	TH	F	S
					1	2
3	4	<b>5</b> <i>15 CDP</i>	6 <i>14 CDP</i>	7 <i>13 CDP</i>	8 <i>12 CDP</i>	9 <i>11 CDP</i>
<b>10</b> <i>10 CDP</i>	11 <i>9 CDP</i>	12 <i>8 CDP</i>	13 <i>7 CDP</i>	14 <i>6 CDP</i>	15 <i>5 CDP</i>	16 <i>4 CDP</i>
<b>17</b> <i>3 CDP</i>	18 <i>2 CDP</i>	19 <i>1 CDP</i>	<b>20</b> XXX	21	22	23
24	<b>25</b>	26	27	28	29	



# Good Faith Effort HELPFUL HINTS

## GOOD FAITH EFFORT INDICATORS

INDICATOR #	INDICATOR TYPE	POINTS
1	Level of Anticipated MBE/WBE/OBE Participants	0
2	Attendance at Pre-Bid Meeting	10
3	Sufficient Work Identified for Subcontractors	10
4	Advertisement	9
5	Written Notices to Subcontractors	15
6	Follow Up on Initial Solicitation	10
7	Plans, Specifications, and Requirements	5
8	Contacted Recruitment/Placement Organizations	10
9	Negotiated in Good Faith	26
10	Bonds, Lines of Credit, and Insurance Assistance	5
<b>TOTAL</b>		<b>100</b>

### INDICATOR 2 - PRE BID MEETING (Proposers' Conference)

- Be on time and attend the entire meeting.
- No credit will be given for tardiness or for leaving the meeting before its completion.
- Sign the attendance sheet.
- Ask for a copy of the attendance sheet at the end of the meeting and include it in your GFE documentation.

Did you know?

- If you have attended previous Pre-bid meetings, you don't have to attend subsequent pre-bid meetings to receive credit (unless they are designated as Mandatory). However, to receive credit you must:
  - Fax or mail a waiver letter to the office reviewing GFE documentation (Awarding Authority) and indicate that you are aware of the Good Faith Effort requirements for [project name].
  - Fax or mail must be received before the start of the pre-bid meeting.
  - Submit the fax transmittal confirmation or copy of the metered envelope or certified mail receipt, and the waiver letter with your GFE documentation.



# Good Faith Effort HELPFUL HINTS

## ABC Corporation

1234 Broadway Ave. Suite 1400, Los Angeles, CA 90042

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January 1, 2009

[Insert Contact Information for Awarding Authority]  
1 Main St.  
Los Angeles, CA 90015

Re: Waiver for Pre-bid Meeting

To Whom It May Concern:

I'm aware and understand the requirements of the MBE/WBE/OBE Subcontractor Outreach Program and would like to waive my attendance to the pre-bid meeting for the below referenced project.

Project Title: *(Insert Project Title)*

Pre-bid Date: *(Insert Pre-bid meeting date)*

Sincerely,

*(Insert your name)*

*(Insert your position/title)*



# Good Faith Effort HELPFUL HINTS

\*\* Transmit Conf. Report \*\*

p.1

January 1 2088 08:12

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## ABC Corporation

1234 Broadway Ave. Suite 1400, Los Angeles, CA 90042

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January 1, 2009

[Insert Contact Information for Awarding Authority]

1 Main St.  
Los Angeles, CA 90015

Re: Waiver for Pre-bid Meeting

To Whom It May Concern:

I'm aware and understand the requirements of the MBE/WBE/OBE Subcontractor Outreach Program and would like to waive my attendance to the pre-bid meeting for the below referenced project.

Project Title: *(Insert Project Title)*

Pre-bid Date: *(Insert Pre-bid meeting date)*

Sincerely,

*(Insert your name)*

*(Insert your position/title)*



# Good Faith Effort

## HELPFUL HINTS

### INDICATOR 3 – WORK AREAS

- Work Areas are selected by identifying specific items of the project which the Proposer will outreach to and solicit sub-consultants/vendors who can be used.
- To earn points, work areas must be listed either in Indicator 4 (Advertisement) or Indicator 5 (Letters to Potential Subs).
- Any work area that you cannot complete (as the Proposer) **should** be listed as a work area.
- If as the Proposer, you are able to complete all the work areas yourself you have other options:
  - Identify work areas that are potential areas to subcontract even though you are capable of doing these areas yourself.
  - Perform an outreach to the suppliers which are specific for the project.
- Remember that **ALL** work areas that you propose utilizing a subconsultant or vendor **MUST** be represented in your GFE.
  - Even if you have had a previous relationship with a subconsultant/vendor, you still must list their relevant work area.
- An exception could be granted in the event that your firm has a pre-existing contract, for a specific duration that can only be canceled for cause, and requires the exclusive use of said sub-consultant or vendor.



# Good Faith Effort

## HELPFUL HINTS

### INDICATOR 4 – ADVERTISEMENT

- Advertisement must be PUBLISHED not less than 10 calendar days prior to the proposal due date in a *reputable source*, and a *proof of publication affidavit* must be submitted with your GFE documentation. Consideration will be given to the wording of the ad.
  - 10 days prior to the Proposal due date.
    - Must be **published** by the deadline.
    - It is your responsibility to ensure that the advertisement is published on time, and that the wording is correct.
    - No credit will be given if the ad is published electronically.
    - Here's how to calculate the deadline from the Proposal due date: Please see page 1.
    - Required one day, one publication minimum.
  - Definition of a Reputable publication
    - Not a free publication
    - Not an online publication
    - Please see list of pre-approved publications.
    - Credit may be given for Advertisement published in other publications, outside the pre-approved list. However, it is recommended that you contact the department reviewing your GFE documentation to confirm its acceptability.
  - Proof of publication
    - Submit the publication affidavit which must include a legible copy of the advertisement.
    - Submit the original ENTIRE page of the publication in which the advertisement appears.
      - A cutout of the header along with your advertisement is not acceptable.
  - When publishing in newspapers, the Advertisement should be in the Bids Wanted, Legal Notices section of the Classified Ads, Subcontracting Opportunities or Business Opportunities not the Employment Opportunities Section.
  - Text of advertisement should include:
    - City of Los Angeles project name
    - Your firm's name
    - Areas of work to be subcontracted/supplied
    - Contact person's name



# Good Faith Effort HELPFUL HINTS

- Contact person's address
- Contact person's telephone number
- Detailed information on availability of plans and specifications
- Bidder's policy concerning assistance in obtaining bonds, lines of credit, and insurance
- Is it limiting?
- Must be addressed to MBEs, WBEs, and OBEs.
- If you state a deadline, those solicited should have ample time to respond to the advertisement.

## SAMPLE OF ADVERTISEMENT

Requesting Sub-bids from Qualified MBE/WBE/OBE  
Subcontractors/Vendors for:

**PROJECT NAME**

Owner: City of Los Angeles [Department Name]

Proposal due Date & Time

For information on the availability of plans and specifications and the bidder's policy concerning assistance to subcontractors in obtaining bonds, lines of credit, and/or insurance, please contact our office.

Bidder's Name

Address

Telephone Number and Fax Number

Contact Person



# Good Faith Effort HELPFUL HINTS

## LIST OF PUBLICATIONS

The following publications have been used by previous bidders and were verified as acceptable sources of outreach. The City of Los Angeles does not recommend or endorse any publication. The list is not an all inclusive list of acceptable publications. If you would like to use other publications, it is recommended that you contact staff of the department that will be reviewing GFE documentation to confirm the acceptability of the publication prior to placing your Ad.

### CONSTRUCTION MARKET DATA

2625 Manhattan Beach Blvd.  
Redondo Beach, CA 90278  
Contact: Vikki Darmiento  
800-242-9747; 800-850-9009 Fax

### DAILY NEWS

P.O. Box 4200  
Woodland Hills, CA 91365  
Contact: Jacqueline White  
818-713-3393; 818 713-3377 Fax

### DODGE CONSTRUCTION NEWS/GREENSHEET

148 Princeton Heightstown Rd. N-1  
Heightstown, N.J. 08520  
888-814-0513; 888-478-7703 Fax

### LA OPINION

700 Flower St., Ste. 300  
Los Angeles, CA 90017  
Contact: Yolanda Treto  
213-896-2260; 213-896-2238 Fax

### **ONLY CONSTRUCTION-RELATED PROJECTS**

### LOS ANGELES SENTINEL

3800 Crenshaw Blvd., Suite 202  
Los Angeles, CA 90008  
323-299-3800; 323-299-3896 Fax

### MINORITY BIDDERS

### BULLETIN & CONSTRUCTION UPDATE

16885 W. Bernardo Dr. #335  
San Diego, CA. 92127  
Contact: Jim Wiegale  
858-487-2600; 858-487-3500 Fax

### SMALL BUSINESS EXCHANGE

703 Market St. Ste. 1000  
San Francisco, CA 94113  
1-800-800-8534  
415-778-6250; 415-778-6255 Fax

### DAILY BREEZE

21250 Hawthorne Blvd, Suite 170  
Torrance, CA 90503  
310- 540-5511 x6372 or x6635  
310-316-6827 Fax (for legal ads)

LOS ANGELES TIMES 213-237-5000 x2 (Classified Ads)

GLENDALE NEWS PRESS and BURBANK LEADER 818-637-3401 or 818-637-3200

LOS ANGELES BUSINESS JOURNAL 323-549-5225 x215

LONG BEACH PRESS TELEGRAM 562-499-1236 or 562-499-1473

W/M/S/DVBE CONTRACT & CONSTRUCTION NEWS or THOMAS BID REGISTER  
800-570-7070 or 951-506-1887



# Good Faith Effort HELPFUL HINTS

## SAMPLE AFFIDAVIT

### **SAMPLE OF** Proof of Publication of

California, this 5th day of February 2009

PROOF OF PUBLICATION AFFIDAVIT  
**(AFFIDAVIT IS PROVIDED BY THE  
PUBLICATION**  
(2015.5.C.C.P.)

Jeremiah Brown

Signature

STATE OF CALIFORNIA,  
County of Los Angeles

(BIDDING firm's name here)

I am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of the DEF News a newspaper of general circulation, printed and published 7 times weekly in the Cities of Los Angeles, Burbank & San Fernando, County of Los Angeles, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of Los Angeles, under the date of May 26, 1983, Case **Number Adjudication #** ; that the notice, of which the annexed is a printed copy (set in type not smaller than nonpareil) has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to wit:

February 1, 2009

All in the year of 2009

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Dated **at the City,**

Copy of Ad included here

**INDICATOR 5 – LETTERS TO POTENTIAL SUBS**



# Good Faith Effort

## HELPFUL HINTS

- Letters must be sent to available MBEs, WBEs, and OBEs, not less than 10 calendar days prior to the proposal due date, for *each work area* listed in either Indicator 4 or Indicator 5.
  - Letters must be sent to at least 3 MBEs, 3 WBEs, and 3 OBEs for **EACH** of the work areas listed. Consideration of the amount of firms available for each work area is also a factor for achieving the Indicator's points.
  - Use the [www.labavn.org](http://www.labavn.org) website to identify and contact MBEs, WBEs, or OBEs.
  - Another source of MBEs, WBEs, or OBEs can be found on [www.lacity.org/bca](http://www.lacity.org/bca) website.
  - If you have difficulty locating MBEs, WBEs, or OBEs for any of your work areas, contact the department reviewing your GFE documentation for assistance.
  - The City currently accepts certification from the LA City, MTA, CalTrans, along with other agencies under the California Unified Certification Program (CUCP) and Southern California Minority Business Development Council (SCMBDC).
  - Letters must also be sent to those firms with whom you have had a previous working relationship and believe you may want to use on this contract.
  - In good faith, you must send letters to all available MBE, WBE, and OBE firms who may have an interest in bidding in the same specified work areas as the subcontractors/vendors with whom you have had a previous working relationship.
  
- Letters should contain:
  - City of Los Angeles project name
  - Specified work areas
  - Your company's name
  - Contact person's name
  - Contact person's address
  - Contact person's telephone number
  - Detailed information on availability of plans and specifications
  - Bidder's policy concerning assistance in obtaining bonds, lines of credit, and insurance
  
- Please see Page 1 for notes on:



# Good Faith Effort

## HELPFUL HINTS

- Calculating this Indicator's due date from the Project/ Proposal due date
- To earn points you must:
  - Fax or Mail the letters on time
  - Include all requirements in the letter's language.
  - Submit copies of each of the letters sent or one master notification including a listing of each firm sent the letter, AND
    - If mailed: copies of the metered envelopes or certified mail receipts.
    - If faxed: copies of the fax transmittal confirmation sheet(s). No credit for error messages, busy, cancelled, etc.
    - No credit for information that is emailed.



# Good Faith Effort

## HELPFUL HINTS

### ABC Corporation

1234 Broadway Ave. Suite 1400, Los Angeles, CA 90042

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January 15, 2088

Attn: Estimator  
Subconsultants, Inc.  
468 Los Feliz Blvd.  
Los Angeles, CA 90014

Re: Request for sub bids

To Whom It May Concern:

ABC Corporation is a consulting firm responding to the Request for Proposals (RFP) for the project listed below:

Project: *(Insert Project Title)*

Proposal Due Date: *(Insert RFP Due Date)*

We are seeking sub-bids from MBE, WBE, OBE subcontractors/ subconsultants, and material and/or equipment suppliers in the areas of work included in, but not limited to, those listed below:  
*(List specified work areas here)*

ABC Corporation encourages all interested MBE, WBE, and OBE companies to contact us at least 5 days prior to the proposal due date to review with us your proposed scope of work.

The plans, specifications, and copies of the bid proposal are available for review at our office at 1234 Broadway Ave, Suite 1400, Los Angeles, CA 90042 Monday through Friday, 8:00 am to 5:00 pm.

**We are willing to assist all MBE, WBE, OBE subcontractors/suppliers in obtaining bonds, lines of credit, and/or insurance.**

If you are interested in participating in this project, please contact Shirley Marin at (213)111-2222.

Sincerely,

Shirley Marin  
Project Manager



# Good Faith Effort HELPFUL HINTS

\*\* Transmit Conf. Report \*\*

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## ABC Corporation

1234 Broadway Ave. Suite 1400, Los Angeles, CA 90042

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January 15, 2088

Attn: Estimator  
Construction Superstore  
468 Los Feliz Blvd.  
Los Angeles, CA 90014

Re: Request for sub bids

To Whom It May Concern:

ABC Corporation is a construction firm bidding on the project listed below:

Project: *(Insert Project Title)*  
Bid Due Date: *(Insert Bid Date)*

We are seeking sub-bids from MBE, WBE, OBE subcontractors, and material and/or equipment suppliers in the areas of work included in, but not limited to, those listed below:  
*(List specified work areas here)*

ABC Corporation encourages all interested MBE, WBE, and OBE companies to contact us at least 1 day prior to the bid due date to review with us your proposed scope of work.

The plans, specifications, and copies of the bid proposal are available for review at our office at 1234 Broadway Ave, Suite 1400, Los Angeles, CA 90042 Monday through Friday, 8:00 am to 5:00 pm.

**We are willing to assist all MBE, WBE, OBE subcontractors/suppliers in obtaining bonds, lines of credit, and/or insurance.**

If you are interested in participating in this project, please contact Shirley Marin at (213)111-2222.

Sincerely,

Shirley Marin  
Project Manager



# Good Faith Effort HELPFUL HINTS

## SAMPLE OF METERED ENVELOPE

Your Company Name Street/P.O. Address City, State, Zip Code	Metered Stamp Here
Potential Subcontractor/Vendor Street/P.O. Address City, State, Zip Code	

**Metered date must be readable.**



# Good Faith Effort

## HELPFUL HINTS

Work Area	Subcontractors/Vendors Outreached		
	MBE	WBE	OBE
# 1	(Insert names of MBE companies outreached for specified work area #1)	(Insert names of WBE companies outreached for specified work area #1)	(Insert names of OBE companies outreached for specified work area #1)
# 2	(Insert names of MBE companies outreached for specified work area #2)	(Insert names of WBE companies outreached for specified work area #2)	(Insert names of OBE companies outreached for specified work area #2)

Indicator 5: Breakdown of Subcontractors/Vendors Outreached



# Good Faith Effort

## HELPFUL HINTS

### INDICATOR 6 – FOLLOW UP TO LETTERS

- You must document all efforts to follow up the initial solicitations made in Indicator #5 by contacting ALL subcontractors/vendors to whom you sent letters, not less than 3 calendar days prior to the project's bid due date.
- To earn points, you must call *after the letters have been sent and before the deadline*, and submit a telephone log that includes the following information:
  - Project name
  - Name of person placing the call
  - Name of Company called
  - Contact person's name
  - Date of call
  - Time of call
  - Result of conversation
- You must follow up at least once with all subcontractors/vendors with whom you left messages.

#### Things that will be considered:

- Were your calls made during the lunch hour or too late in the work day?
- Did you make a second follow up call with all companies with whom you left a message?
- Review the result of conversation. If a subcontractor/supplier had offered to provide a quote but does not, you have to follow up.
- Did you attempt other forms of contact as follow up to the initial contact?





# Good Faith Effort

## HELPFUL HINTS

### INDICATOR 7 – PLANS

- You must provide detailed information on how, where, and when interested subcontractors can obtain the plans and specifications for the project.
  - Sample text
    - The plans, specifications, and copies of the proposal are available for viewing at our office at *(Insert your address here)* during our office hours *(Insert your hours here)*.
    - Plans and specifications are available at *(Insert City office location where they may be obtained)*.
    - Plans and specifications are available for download at [www.labavn.org](http://www.labavn.org)
- To earn points you must include the above information in Indicator 4 (Advertisement) or Indicator 5 (Letters to Potential Subs)

### INDICATOR 8 – OUTREACH ORGANIZATION LETTERS

- Letters must be sent to outreach agencies, not less than *15 calendar days* prior to the bid due date, requesting assistance in recruiting MBEs, WBEs, and OBEs.
- Letters should be sent to all the listed agencies and must contain:
  - The specified work areas
  - City of Los Angeles project name
  - The bidder's name
  - Contact person's name
  - Contact person's address
  - Contact person's telephone number
- To earn points you must:
  - Include language stating a recruitment of MBEs, WBEs, and OBEs.
  - Include the specified work areas
  - Fax or Mail the letters on time
  - Submit copies of each of the letters sent or one master notification
    - If mailed: copies of the metered envelopes or certified mail receipts.
    - If faxed: copies of the fax transmittal confirmation sheet.
    - No credit will be given if information is e-mailed.
- Calculation of 15-day deadline – see Page 1.
  - Letters must be faxed or sent 15 calendar days prior to the bid due date



# Good Faith Effort

## HELPFUL HINTS

### RECRUITMENT/PLACEMENT ORGANIZATIONS

Mayor's Office of Economic Development  
Minority Business Opportunity Center (MBOC)  
Attn: Linda Smith, Executive Director ([lamboc@lacity.org](mailto:lamboc@lacity.org))  
200 N. Spring Street, 13<sup>th</sup> floor; Los Angeles, CA 90012  
(213) 978-0671; FAX (213) 978-0690

The MBOC office will work with contractors to identify subs. However, MBOC will not provide lists of subcontractor names for proposal listing purposes only.

**FOR LISTS ONLY - YOU CAN GO TO THESE WEBSITES:**  
[www.labavn.org](http://www.labavn.org) and/or [www.lacity.org/bca](http://www.lacity.org/bca)

National Center for American Indian Enterprise Development (NCAIED)  
Attn: Linda Harris, Management Consultant ([Linda.harris@ncaied.org](mailto:Linda.harris@ncaied.org))  
11138 Valley Mall, Suite 200  
El Monte, CA 91731  
(626) 442-3701; FAX (626) 442-7115  
<http://www.ncaied.org>

Latin Business Association (LBA)  
Attn: Larissa Ordaz, Operation manager ([lordaz@lbausa.com](mailto:lordaz@lbausa.com))  
120 South San Pedro Street, Suite 530  
Los Angeles, CA 90012  
(213) 628-8510; FAX (213) 628-8519  
<http://www.lbausa.com>

Black Business Association (BBA)  
Attn: Earl "Skip" Cooper, CEO  
P.O. Box 43159  
Los Angeles CA 90043  
(323) 291-9334; FAX (323) 291-9234  
[mail@bbala.org](mailto:mail@bbala.org)  
<http://www.bbala.org>

Asian Business Association (ABA)  
Dee Castro, Administrative Assistant  
120 S. San Pedro Street, Suite 523  
Los Angeles, CA 90012  
(213) 628-1ABA  
(213) 628-3222 Fax  
[info@aba-la.org](mailto:info@aba-la.org)  
[www.aba-la.org](http://www.aba-la.org)



# Good Faith Effort

## HELPFUL HINTS

### **RECRUITMENT/PLACEMENT ORGANIZATIONS (continued)**

Engineering Contractors Association (ECA)  
Attn: Anna Jimenez, Administrative Assistant ([ajimenez.eca@verizon.net](mailto:ajimenez.eca@verizon.net))  
8310 Florence Avenue  
Downey, CA 90240  
(562)861-0929; FAX (562) 923-6179  
[www.ecaonline.net](http://www.ecaonline.net)

The National Association of Minority Contractors (NAMC)  
Attn: Kevin Ramsey, Executive Director  
P.O. Box 43307  
Los Angeles, CA 90043  
(323) 296-8005; FAX (323) 296-8381  
[www.namcsc.net](http://www.namcsc.net)

National Association of Women Business Owners (NAWBO)  
900 Wilshire Blvd., Suite 404  
Los Angeles, CA 90017  
(213) 622-3200; FAX (213) 622-6659  
<http://www.nawbola.org>  
[info@nawbola.org](mailto:info@nawbola.org)



# Good Faith Effort HELPFUL HINTS

## ABC Corporation

1234 Broadway Ave. Suite 1400, Los Angeles, CA 90042

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January 15, 2088

Linda Smith, Director  
Mayor's Office of Housing and Economic Development  
Minority Business Opportunity Center  
200 N. Spring Street, 13<sup>th</sup> flr  
Los Angeles, CA 90012

Re: Requesting assistance in obtaining qualified MBE, WBE, OBE subcontractors/vendors

Dear Ms. Smith:

ABC Corporation is a construction firm bidding on the project listed below:

Project: *(Insert Project Title)*  
Bid Due Date: *(Insert Bid Date)*

We are seeking your assistance in recruiting qualified MBE, WBE, OBE subcontractors, and material and/or equipment suppliers in the areas of work included in, but not limited to, those listed below:  
*(List specified work areas here)*

Please forward any information you may have regarding any MBE, WBE, OBE firms that might be interested in working on this project to our office via FAX at (213) 111-2223. Please contact Shirley Marin for any information or questions.

Sincerely,

Shirley Marin  
Project Manager



# Good Faith Effort HELPFUL HINTS

\*\* Transmit Conf. Report \*\*

p.1

January 15, 2088 08:12

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## ABC Corporation

1234 Broadway Ave. Suite 1400, Los Angeles, CA 90042

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January 15, 2088

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Minority Business Opportunity Center  
200 N. Spring Street, 13<sup>th</sup> flr  
Los Angeles, CA 90012

Re: Requesting assistance in obtaining qualified MBE, WBE, OBE subcontractors/vendors

Dear Ms Smith:

ABC Corporation is a construction firm bidding on the project listed below:

Project: *(Insert Project Title)*

Bid Due Date: *(Insert Bid Date)*

We are seeking your assistance in recruiting qualified MBE, WBE, OBE subcontractors, and material and/or equipment suppliers in the areas of work included in, but not limited to, those listed below:  
*(List specified work areas here)*

Please forward any information you may have regarding any MBE, WBE, OBE firms that might be interested in working on this project to our office via FAX at (213) 111-2223. Please contact Shirley Marin for any information or questions.

Sincerely,

Shirley Marin  
Project Manager



# Good Faith Effort

## HELPFUL HINTS

### INDICATOR 9– NEGOTIATION IN GOOD FAITH

- All quotes received must be submitted with the GFE documentation
  - Include all bids for areas of work that were not indicated in the outreach.
  - Include all quotes from both certified and non-certified subcontractors and suppliers (MBEs, WBEs, and OBEs).
  - Sub bid dollar amounts **MUST** match the bid-listed dollar amounts. The Summary Sheet dollar amounts must also match these amounts.
  - All dollar amounts and scopes of work on the sub bid must not be altered by the prime bidder. If a revision is necessary, a revised quote from the sub must be obtained.
  - All verbal quotes received **MUST** be substantiated by a corresponding hard quote from the subcontractor/vendor and submitted **WITH** the GFE documentation.
- All bid-listed subcontractors/vendors must be represented in the GFE documentation.
  - If they were not sent a letter, please detail in the comments section of the summary sheet how these subcontractors/vendors came to submit a bid.
- To earn points you must
  - Submit all quotes received as well as any revised and follow-up hard quotes where necessary.
  - Submit a detailed summary sheet which includes a breakdown of the subcontractors/vendors who responded and their corresponding work areas, listing the quoted amounts, the selected subcontractor/vendor, and the reasons for selection and non-selection.

#### Some considerations:

- If you decide to self-perform a specified work area, you must submit a self quote with your GFE documentation to show that your price is competitive to that of the subcontractors who responded to your outreach.
- You are **NOT** required to select any subcontractor/vendor based solely on their certification status. Your decision to select a subcontractor should be based on the subcontractor's bid amount and/or qualifications.
- Although you may not be required to bid list all the selected subcontractors/vendors, you must indicate a selection for each work area **ON THE SUMMARY SHEET**. This must include any self-performed areas.



# Good Faith Effort

## HELPFUL HINTS

- However, if the amount of the subcontract is greater than  $\frac{1}{2}$  of 1% of the contract amount or \$10,000 (whichever is greater), you are required to bid list that subcontractor.
- You are not required to bid list vendors/suppliers regardless of the value of the contract, unless, MSM credit is desired.



# Good Faith Effort HELPFUL HINTS

## Indicator 9: Summary Sheet

Project name:						
<b>Work Area #1: Demolition</b>						
Company Name	Sent Letter Y/N	Qty	Unit Price	Total / Base Bid	Selected Y/N	Reason for selection or non selection
ABC Demo Co.	Y		\$	\$19,000.00	Y	Selected/Lowest Most Complete Bid
XYZ Demo Co.	Y		\$	\$15,000.00	N	Did not select/Excludes ____
Blue Company	Y		\$	\$ 21, 000.00	N	Did not select/Complete, but bid too high
			\$	\$		
			\$	\$		
<b>Work Area #2: Landscaping</b>						
Company Name	Sent Letter Y/N	Qty	Unit Price	Total / Base Bid	Selected Y/N	Reason for selection or non selection
Mary's Landscaping	Y		\$	\$49,124.00	Y	Selected, lowest price and included backflow preventer
Landscape, Inc.	Y		\$	\$42,800.00	N	Did not select/Although lowest bid, did not include backflow preventer
Ed's Sprinkler & Landscape	Y		\$	\$66,118.00	N	Did not select/Bid too high
			\$	\$		
			\$	\$		
			\$	\$		



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Work Area #3: <b>Electrical</b>						
Company Name	Sent Letter Y/N	Qty	Unit Price	Total / Base Bid	Selected Y/N	Reason for selection or non selection
Tony's Electric Company	Y	50	\$1,301.00	\$65,050.00	N	Did not select/Bid too high
Elliot's Electrical Service	Y	50	\$1,265.40	\$63,270.00	N	Did not select/Bid too high
Your Own Company		50	\$1,186.64	\$59,332.00	Y	Will Self-Perform

## Indicator 9: Summary Sheet

Project name:						
Work Area #1:						
Company Name	Sent Letter Y/N	Qty	Unit Price	Total / Base Bid	Selected Y/N	Reason for selection or non selection
			\$	\$		
			\$	\$		
			\$	\$		
			\$	\$		
			\$	\$		



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Work Area #2:						
Company Name	Sent Letter Y/N	Qty	Unit Price	Total / Base Bid	Selected Y/N	Reason for selection or non selection
			\$	\$		
			\$	\$		
			\$	\$		
			\$	\$		
			\$	\$		

## **INDICATOR 10– Bond, Credit, and Insurance Assistance**

The bidders documented efforts to advise and assist MBEs, WBEs, and OBEs on obtaining lines of bonds, lines of credit, and insurance required by the awarding authority or bidder.

Required documentation: include in Indicator/s 4 (Advertisement) and/or 5 (written notice to Subcontractors) information about the bidders assistance in obtaining bonds, lines of credit, and insurance.

**Sample wording** regarding Indicator 10 is **highlighted** in the **sample advertisement and written notice to Subcontractors**.



# Good Faith Effort

## HELPFUL HINTS

### Additional Information:

- GFE is required of all Proposers regardless of their own MBE/WBE/OBE status.
- GFE documentation must be submitted with the proposal unless otherwise indicated in the RFP.
  - Note: For Public Works Construction projects, GFE documentation can be submitted within three (3) City working days after the day bids are received (only one copy should be submitted, bound separately, and clearly labeled as a GFE package for: *Project name*).
- The person putting together the GFE package may call or e-mail the department reviewing GFE documentation with any questions they may have, within the questioning time period for the respective RFP.
  - There is a very high success rate among those that have called for assistance.
- Although points are assigned to each GFE indicator, the indicators are graded on a pass/fail basis.
- The minimum passing score is 75 of 100 Good Faith Effort points or the bid is deemed non-responsive
- Nothing set forth in this guide supersedes the information stated in the project bid specifications.
- Although the entity submitting the proposal may choose to pay a third party to perform their initial GFE (Ad, letters, 1<sup>st</sup> follow-up call), listing the third party for any project work would be considered a conflict of interest and may invalidate the GFE.

### Definitions:

MBE – Minority Business Enterprise is at least 51% owned and controlled by United States citizens or legal permanent residents who are members of the following groups: Black American, Hispanic American, Native American, Asian-Pacific American, or Subcontinent Asian American.

WBE- Business at least 51% owned and controlled by United States citizens or legal permanent residents who are women.

OBE – Any other business enterprise which does not qualify as a minority or women business enterprise.

**MBE/WBE Certification is available through the BUREAU OF CONTRACT ADMINISTRATION, OFFICE OF CONTRACT COMPLIANCE; 1149 S. BROADWAY, SUITE 300; LOS ANGELES, CA 90015. [Certification Helpline: \(213\) 847-2684](tel:(213)847-2684). Visit <http://bca.lacity.org>**