Contract Connections
Bids for PGH

September 22 & 23, 2020

Session 1: New Contracts, Identify Availability
City of Pittsburgh

Jennifer L. Olzinger
Assistant Director/Procurement Manager
City of Pittsburgh, Office of Management Budget
http://purchasing.pittsburghpa.gov
Second Vice President
Pennsylvania Public Purchasing Association
www.pappainc.org
jennifer.olzinger@pittsburghpa.gov

Dan Tobin
Sourcing Specialist, City of Pittsburgh
Office of Management and Budget
City-County Building, Room 502 414 Grant Street
Pittsburgh, PA 15219
daniel.tobin@pittsburghpa.gov

Chuck Durham
Equity and Inclusion
414 Grant Street, 5th Floor
Pittsburgh, PA 15219
Durham, Chuck
chuck.durham@pittsburghpa.gov

Ms. Riley Stewart
Senior Manager, Contracting
City of Pittsburgh Office of Management and Budget
414 Grant Street, Room 502
Pittsburgh, PA 15219
riley.stewart@pittsburghpa.gov
Session 1: New Contracts, Identify Availability

I. Guidance: Bidding on City of Pittsburgh
II. Submission: Checklist to Navigate

Session 2: Respond to Solicitations

I. Contracts & Capability
II. Winning Proposals

Session 3: Close the Deal: Presenting Your Presence

I. Interview process & preparation
II. Capacity to fulfill contract requirements
Session 1: Agenda

1) Pennsylvania Small Business Development Centers
2) Navigating the City of Pittsburgh Solicitations
3) Resources & Checklists
4) Are You Ready? Steps & Specifics
5) Growth Wheel
6) Business Model Canvas
7) Centers of Excellence
8) Search Engine Optimization reports
9) Counseling & Additional Training
10) Ready for Session 2 & 3
To find your nearest SBDC, visit www.pasbdc.org/centers
Start, Grow, Prosper
Business Consulting, Market Research and Training

- Business Planning
- Strategic Planning
- Market Research
- Human Resources
- Financial Analysis
- Information Technology
- Loan Packaging
- Product Commercialization
- Franchise Evaluation
- Environmental Management
- International Trade
Linwood Mitchell  
Sr. Financial Management

Christina Wilcox  
Management Consultant

Lee Ann Briggs  
Environmental Consultant

Siddharth Farzala  
IT Consultant

Victoria Hassett  
Management Consultant

Cassie Fly  
Management Consultant

Lynne Nincke  
Management Consultant
Session Packet 1

1) City of Pittsburgh Beacon Guide
2) Vendor Registration Guide
3) City Low Bids
4) Commitment Forms
5) Certifications
6) EORC Sample
7) Financial Materials
8) References & Resources: City, Allegheny
You Will Receive

Session Packet 2
1) City of Pittsburgh Submission Guide  
2) Sample Standard City Contracts  
3) Sample Solicitations

Session Packet 3
1) Elevator Pitch Worksheet  
2) Interview Worksheet  
3) Mission & Vision: Growth Wheel
Are You *Really* Ready?

1. Employee Contracts – 1099 / W-2, Employee Handbook
2. 1-2 years of Previous Tax Returns
3. Capability Statement
4. Search Engine Optimization report – SBDC
5. Social Media sites – LinkedIn, etc.
6. Line of Credit
7. Bank Account – Merchant Services, Debt to Income Ratio
8. Video’s – Website & Mobile Access
9. Bank, Attorney, CPA, Real Estate Agent, Consultant/Mentor
10. Clearances: Child Abuse, PA State Police, FBI
Ready...Specifics

a) Invoicing the City = Get Paid
Accounting = QuickBooks?

b) Low Bids = Lowest Price WINS,
No Council Approval Required

da) Deadlines ARE Deadlines for Submission
3 pm MEANS by... 3 PM
I. Equal Opportunity Review Commission, EORC

II. Minority & Women Business Enterprise and Veteran-Owned Small Business Certification Chart

a) Professional Services OVER $50K
   Construction OVER $250K
   Requires Approval

b) City Tracks & Sets Goals - MBE, WBE, VOSM, DBE
Let’s Review Your Packet # 1

1) City of Pittsburgh Beacon Guide
2) Vendor Registration Guide
3) City Low Bids
4) Commitment Forms
5) Certifications
6) EORC Sample
7) Financial Materials
8) References & Resources: City, Allegheny
The Softer Skill Rules Will Make or Break Any Relationship

We Are All In the Relationship Business
Rule # 1
Proper Communication
• Response to Emails, Phone, Video, In-Person

Rule # 2
Practice Rule # 1
<table>
<thead>
<tr>
<th><strong>KEY PARTNERS</strong></th>
<th><strong>KEY ACTIVITIES</strong></th>
<th><strong>VALUE PROPOSITIONS</strong></th>
<th><strong>CUSTOMER RELATIONSHIPS</strong></th>
<th><strong>CUSTOMER SEGMENTS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Who are our key partners?</td>
<td>What key activities do our value propositions require?</td>
<td>What value do we deliver to the customer?</td>
<td>How do we get, keep, and grow customers?</td>
<td>For whom are we creating value?</td>
</tr>
<tr>
<td>Who are our key suppliers?</td>
<td>Our distribution channels?</td>
<td>Which one of our customers’ problems are we helping to solve?</td>
<td>Which customer relationships have we established?</td>
<td>Who are our most important customers?</td>
</tr>
<tr>
<td>Which key resources are we acquiring from our partners?</td>
<td>Customer relationships?</td>
<td>What bundles of products and services are we offering to each segment?</td>
<td>How are they integrated with the rest of our business model?</td>
<td>What are the customer archetypes?</td>
</tr>
<tr>
<td>Which key activities do partners perform?</td>
<td>Revenue streams?</td>
<td>Which customer needs are we satisfying?</td>
<td>How costly are they?</td>
<td></td>
</tr>
</tbody>
</table>

**KEY RESOURCES**
- What key resources do our value propositions require?
- Our distribution channels?
- Customer relationships?
- Revenue streams?

**CHANELS**
- Through which channels do our customer segments want to be reached?
- How do other companies reach them now?
- Which ones work best?
- Which ones are most cost-efficient?
- How are we integrating them with customer routines?

**COST STRUCTURE**
- What are the most important costs inherent to our business model?
- Which key resources are most expensive?
- Which key activities are most expensive?

**REVENUE STREAMS**
- For what value are our customers really willing to pay?
- For what do they currently pay?
- What is the revenue model?
- What are the pricing tactics?
Sponsors – Professional Referrals

Kyle Logue
Huntington - Assistant Vice President
Office: 412-395-7960
Kyle.Logue@huntington.com
5823 Forbes Ave PT 650
Pittsburgh, PA 15217
Huntington.com

Maria Frollo, CPA
Wilke & Associates, LLP
1721 Cochran Road, Ste. 200
Pittsburgh, PA 15220
412-278-2200
www.wilkecpa.com

John H. Prorok, Esquire
MAIELLO BRUNGO & MAIELLO, LLP
SouthSide Works
424 South 27th St., Suite #210,
Pittsburgh, PA 15203
412.242.4400
jhp@mbm-law.net
mbm-law.net
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<thead>
<tr>
<th><strong>SEO Reports</strong></th>
<th><strong>E-Commerce</strong></th>
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<tbody>
<tr>
<td>No-Cost, 10-14 Report</td>
<td>Current Traffic Trends</td>
</tr>
<tr>
<td>Report, No Cost</td>
<td>User Experience – Tags &amp; Ad Words</td>
</tr>
<tr>
<td>Social Media Review</td>
<td>Searchability, Mobile Access</td>
</tr>
<tr>
<td>High Priority Fixes</td>
<td>Security &amp; Analytics</td>
</tr>
<tr>
<td>Recommendations &amp; Suggestions</td>
<td>Personal Data &amp; Financial Transactions</td>
</tr>
<tr>
<td>Browser Compatibility</td>
<td>33 Point Questionnaire</td>
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</tbody>
</table>
Request for Counseling

Send a request to receive SBDC consulting to: SBDC@innovation.pitt.edu

You will receive an email with a link for instructions.

If you have questions, please do not hesitate to contact Terri Cook, Tcook@innovation.pitt.edu or 412-648-1542
Keep Learning + Additional Revenue

**September 24** – Powering Partnerships
- Department of Energy
- National Energy Technology Laboratory

Register at: [http://entrepreneur.pitt.edu/events/](http://entrepreneur.pitt.edu/events/)
Ready for Session 2

Tuesday October 6\textsuperscript{th} at 8:30 am – 10 am

\textbf{OR}  Wednesday October 7\textsuperscript{th} at 1 pm – 2:30 pm

\textbf{Respond to Solicitations}

\begin{enumerate}
\item Contracts & Capability
\item Winning Proposals
\end{enumerate}
412.648.1542
entrepreneur.pitt.edu

@PittSBDC