

GOVERNMENT CONTRACTING ROADMAP

From Invisible to Award-Ready

PROCUREMENT IS **EARNED**, NOT WON.



INVISIBLE BUSINESS

Why most businesses never see a winning bid.



Not registered in RAMPLA or WebVen



Wrong or missing NAICS codes



No relationships with buyers or primes



Not getting bid alerts



Not BIP compliant or no outreach



AWARD-READY BUSINESS

Do the right things. Get seen. Get awarded.



REGISTERED

RAMPLA (City) + WebVen (County)



OPTIMIZED PROFILE

Accurate NAICS codes, commodities, services & compliance docs



BIP COMPLIANT

Proper outreach. Documented. Ready to win.



VISIBLE & CONNECTED

Pre-bid meetings, relationships, prime & subcontracting strategy



WIN SMALL. BUILD. GROW.

Start with micro-wins. Build past performance. Scale to bigger awards.



WINNING CONTRACTS

- ✓ More opportunities
- ✓ Stronger relationships
- ✓ Sustainable growth
- ✓ Lasting impact

THE WINNERS ARE THOSE WHO ARE:



VISIBLE

Show up where opportunities live.



COMPLIANT

Follow the rules. Meet requirements. Master BIP.



RESPONSIVE

Respond on time. Respond completely. Respond professionally.



BUILD RELATIONSHIPS

Connect with buyers. Partner with primes. Stay top of mind.



START SMALL

Win micro-contracts. Build past performance. Grow with confidence.



PARTNER STRATEGICALLY

Collaborate. Add value. Win together.



UNDERSTAND BIP

Outreach. Document. Comply. Win.



MAINTAIN ACCURATE PROFILES

Keep info updated. Stay searchable. Stay in the game.

Get seen. Get ready. Get awarded.

Procurement Strategy – Q&A

1. Should vendors enroll in both RAMPLA (City) and WebVen (County)?

Yes — absolutely. The City and County are *separate procurement universes* with separate vendor systems, separate solicitations, and separate award processes.

- **RAMPLA** is the City’s unified marketplace for all City departments and regional partners. It is the official portal for viewing and downloading City opportunities and managing compliance documents.
- **WebVen** is the County’s vendor registration system. Registering is required to receive County bid notifications and respond to solicitations.

If a business wants access to both City and County opportunities, they must be in both systems.

2. Why do most businesses never see a winning bid?

Because the *default settings* in both systems work against them.

The biggest reasons:

- **Wrong or missing NAICS codes** → RAMPLA only notifies vendors if their NAICS codes match the opportunity.
- **Incomplete vendor profiles** → County explicitly states that departments rely on vendor profiles to find qualified vendors.
- **No visibility into subcontracting opportunities** → Many awards go to primes who then subcontract quietly.
- **Failure to meet Business Inclusion Program (BIP) requirements** → City bids require documented outreach to subs. Many small firms don’t know how to navigate this.
- **Not monitoring both portals** → Opportunities are posted in different places.

3. What are the best practices to start receiving awards?

A. Fix the vendor profile (City + County)

This is the #1 reason small businesses fail.

City (RAMPLA):

- Ensure NAICS codes match your actual services.
- Upload compliance docs (insurance, certifications).
- Bookmark opportunities and follow BIP outreach steps when required.

County (WebVen):

- Keep contact info, commodities, and services updated — County departments search these fields to find vendors.

B. Start with *small, low-risk, or recurring* contracts

Examples:

- Maintenance
- Janitorial
- IT support
- Training
- Supplies

These have lower competition and faster award cycles.

C. Build relationships with procurement officers

County explicitly encourages vendors to maintain accurate profiles because departments *actively search* for vendors. That means outreach works.

D. Respond to subcontracting opportunities

RAMPLA lists subcontracting opportunities from primes and regional partners. This is often the fastest path to your first award.

E. Learn the BIP (Business Inclusion Program)

For City contracts, BIP compliance is mandatory. The City publishes a full walkthrough on how to complete BIP outreach.

Businesses that don't follow BIP lose automatically — even if their price is good.

4. Should businesses try to be both primes and subs?

Yes — but strategically.

When to be a Prime

- You can deliver the full scope.
- You have past performance.
- You can meet BIP outreach requirements.
- You can manage insurance and bonding.

When to be a Sub

- You're new to government contracting.
- You lack bonding or insurance levels.
- You want to build past performance.
- You want to learn how the game works from inside.

Most successful SMBs start as subs, then move into prime roles.

5. What strategies can we arm our clients with?

A. The “Two-Track Strategy”: Prime + Sub

Teach clients to:

- **Prime** on small, simple bids.
- **Sub** on large, complex bids.

This builds credibility while reducing risk.

B. The “Visibility Strategy”: Show up where primes look

- Keep NAICS codes accurate (City notifications depend on them).
- Keep WebVen commodities updated (County departments search them).

- Attend pre-bid meetings — primes often recruit subs there.

C. The “BIP Mastery Strategy”

For City contracts:

- Teach clients how to complete BIP outreach correctly.
- Use the City’s BIP manual as a training tool.
- Document outreach thoroughly — it’s scored.

D. The “Micro-Win Strategy”

Encourage clients to target:

- Small-dollar contracts
- One-off service orders
- Department-level purchases

These build past performance quickly.

E. The “Partnering Strategy”

Help clients:

- Identify primes who frequently win in their category.
- Introduce themselves as reliable subs.
- Offer niche capabilities that primes lack.

F. The “Pipeline Strategy”

Set up:

- Weekly RAMPLA opportunity scans
- Weekly County bid board scans
- Alerts based on NAICS codes

This ensures no opportunity is missed.

6. The Real Game: Positioning, Not Just Bidding

Procurement in LA is not a lottery — it's a **relationship and compliance game**.

The winners are those who:

- Are visible
- Are compliant
- Are responsive
- Build relationships
- Start small
- Partner strategically
- Understand BIP
- Maintain accurate profiles