

HARD HAT ZONE

BUILDING CONTRACTOR CAPACITY

CRANES & BACKHOES

To access the City's purchasing Web site for advertisement and bid schedules, follow this link: www.fortworthgov.org/purchasing

Creating a Dynamic Statement of Qualifications (SOQ)

The last issue of Hard Hat Zone (HHZ) talked about ...*Getting Up Off the Porch ... to Run with the Big Dogs*. One way to get off the porch is with a dynamic SOQ. Let's take a look at *helping your dog hunt*.

"You never have a second chance to make a good first impression," is a good rule of thumb in creating the SOQ. In many cases, this is the only impression a potential client or business partner has of your company. The SOQ is a representation of your quality of work. A dynamic SOQ will help put your hunt on target.

Continued on page 3



(above) Lincoln Property's Trinity Bluffs II & III parking garage
(left) Luis Spinola, Owner/President/CEO, Azteca Enterprises, Inc.

COMPANY NAME Azteca Enterprises, Inc.

OWNER/PRESIDENT/CEO Luis Spinola

YEAR ESTABLISHED 1989

NUMBER OF EMPLOYEES 38

TYPES OF WORK CAPABLE OF PERFORMING Construction management and general contracting; pre-cast concrete erection, structural, miscellaneous and ornamental steel; heavy civil, site-work, utilities, concrete and paving work

TYPICAL PROJECT SIZE \$5 million to \$10 million

CITY OF FORT WORTH PROJECTS COMPLETED OR IN PROGRESS None to date

LABOR AFFILIATION Associated General Contractor of America (AGC)

TRADE ASSOCIATIONS/GOVERNMENT CERTIFICATIONS NCTRCA, DFWMBC, HUB, Houston Minority

HOW DID YOU GET STARTED IN YOUR BUSINESS After completing my civil engineering studies, I used my design skills in transportation and heavy civil. My interest moved from designing to building the project. I immigrated to the United States in 1983, began a construction company with a Hispanic U.S. citizen partner, and built Azteca-Omega Group to what it is today.

Continued on page 4

IPM Partners

Integrated Program Management (IPM) continues its work to improve capital project delivery at the City. Last fall 12 Improvement Teams were formed to address the most important issues identified to improve the delivery of projects. Most of the Teams' recommendations involved changing and improving the City's internal processes and practices, which the City is working hard to implement. For example, one of the changes of benefit to contractors and consultants is streamlining the amendment/change order process.

There are a few recommendations that need help from the consulting and contracting community, since this group will deliver a majority of the expected \$1.8 billion in capital projects over the next five years.

SCHEDULES

The Project/Program Controls Improvement Team recommended that the City make sure all projects have updated schedules as a key tool for the City's Project Managers to expedite projects. The team further recommended that those performing the work (i.e., consultants and contractors) are best suited to provide schedule information on projects. Therefore, a team of City staff, consultants and contractors worked for several months to develop a draft Schedule Specification and related Schedule Guidance Document (including sample schedules) to guide this change.

CONSULTANT PROCUREMENT

The Design Consultant Procurement Team made several recommendations for improving the City's processes for contracting with consultants, including:

- Use of consistent selection criteria
- Consistent use of RFQ/RFPs for consultant selection
- Deadlines for negotiations in the RFP to speed the process
- Standardized basis for fee negotiations
 - labor hours (by staff person or labor category and tasks)
 - estimating expenses
 - discontinue use of the "construction curve" for fee estimates
- Use of a standard consultant project evaluation form, including consultant feedback on what worked well and what didn't on the City's end

UPCOMING MEETINGS

A series of meetings is scheduled so that contractors and consultants can help refine these recommended changes. The meetings will provide demonstrations and training on the development and submittal of schedules.

Anticipated rollout of the changes is late spring or early summer.

For more information on upcoming meetings, contact Tanya Miro-Warren at 817.392.2305 or tanya.miro@fortworthgov.org.

Continued on page 3

MYTHBUSTERS...

Bonding 101: Busting the Myths about Bonding and Surety

WHAT IS BONDING? It is a guarantee of correct performance of an obligation arising from, 1) a contractual relationship, or 2) from a statute or ordinance governing the Principal's conduct.

WHAT IS A SURETY BOND? A surety bond is a written instrument in which the Principal and the Surety become obligated to a third party, the Obligee, for the completion of an obligation or for the payment of a sum of money if the obligation is not fulfilled.

WHO IS THE PRINCIPAL? The Principal is the party primarily responsible for the fulfillment of the obligation described in the bond.

WHO IS THE SURETY? The Surety, typically an insurance company, is the party which guarantees performance by the Principal to the Obligee; or failing in performance, the Surety will make good to the Obligee the loss sustained due to lack of performance by the Principal.

WHO IS THE OBLIGEE? The Obligee is the beneficiary of the bond.

HOW DOES SURETYSHIP DIFFER FROM INSURANCE? With insurance, the insurance company indemnifies the insured against loss. As an example, if the insured incurs a loss by fire, and has purchased the appropriate insurance, the insurance company will reimburse the insured for their loss up to the insurance policy limit.

With a bond, the insurance company (Surety) will reimburse a third party (Obligee) for the loss caused to them by the Principal. In the event the Surety is required to pay the Obligee on behalf of the Principal, the Principal is required to reimburse the Surety. A Surety is essentially extending credit to the Principal. The Surety is not insuring the Principal against loss.

If you need any further information or are interested in being bonded, please contact SCDP at 817.336.3866 or www.scdp.com.

IPM Partners continued from page 2

Below are the primary IPM Team members and a summary of their roles.

CH2M HILL Program management, process improvement, project management, program controls development, scheduling, management consulting

CP&Y Administrative support, project management, scheduling

BRUNSON TECHNICAL ASSOCIATES Scheduling

THE BURRELL GROUP Contractor development and outreach

SCDP Bonding, Financial and Technical Assistance for contractors bidding on City of Fort Worth Projects

WARE & ASSOCIATES, INC. Public and stakeholder communications

The IPM Team

900 Monroe | Suite 201 | Fort Worth | Texas 76102

Cranes and Backhoes continued from page 1

For the SOQ to be dynamic, *customize it for each project or venture* you attempt to undertake. SOQ headings are somewhat standard—*company overview, principals/ key personnel, relevant projects, licenses/ certifications, references and company financials*, which we will discuss in the next issue. The key to a dynamic SOQ is in presenting the information so that it is specific to the project or venture you are in the hunt for.

The *company overview* serves as a written *one-minute elevator speech* about your company. It should succinctly describe your core services and capabilities, all the while capturing the interest of the reader.

A critical component of a dynamic SOQ is the *experience and qualifications* of the principals and key personnel assembled. Present information in this section consistently for each person.

For the SOQ to be dynamic, experience of the principals and key personnel should complement the scope of the project or venture.

A list of *relevant projects* is the next most important component of a *dynamic SOQ*. Maintaining an up-to-date summary of the projects completed and/or in progress with details of your company's role on the project team, noting whether your team completed the project on time and within budget, helps ensure you are able to select relevant projects to include quickly. Slot the projects before or after the principals and key personnel, unless otherwise dictated.

Licenses and certifications are included in a number of ways. The company overview may include a statement on licenses and certifications. The section on experience and qualifications of the principals and key personnel may mention company and/or individual licenses and certifications.

Continued on page 4

AMERICAN INDIAN CHAMBER OF COMMERCE
www.aicct.com

CITY OF FORT WORTH MINORITY/WOMAN-OWNED
BUSINESS ENTERPRISES
www.fortworthgov.org/mwbe

FORT WORTH ASIAN AMERICAN
CHAMBER OF COMMERCE
www.tcaacc.org

FORT WORTH BUSINESS ASSISTANCE CENTER
www.fwbac.com

FORT WORTH HISPANIC CHAMBER OF COMMERCE
www.fwhcc.org

FORT WORTH INDEPENDENT SCHOOL DISTRICT
www.fwisd.org

FORT WORTH METROPOLITAN
BLACK CHAMBER OF COMMERCE
www.fwmbcc.org

NORTH TEXAS TOLLWAY AUTHORITY
www.ntta.org/WorkingWithUs/

TARRANT COUNTY
www.tarrantcounty.com
(click on Bid Opportunities)

TRINITY RIVER VISION AUTHORITY
www.trinityrivervision.org
(click on Contracting Opportunities)



Hard Hat Zone is produced in support of the City's effort to build contractor capacity. For more information about the Contractor Capacity Program, please contact Elvenn Richardson at The Burrell Group via elvenn@theburrellgroup.net or 817.350.4449.

Agenda for Building Capacity

PART 3

SMALL CONTRACTORS DEVELOPMENT PROGRAM, INC. (SCDP) JOINS THE IPM TEAM

The Small Contractors Development Program (SCDP, Inc.) has joined the IPM Team. The firm will continue its support of the contracting community for the City of Fort Worth. SCDP provides bonding, financial and technical assistance to all contractors bidding on City of Fort Worth projects. Contractors seeking more information about the SCDP can contact K. Aubrey Hope at the SCDP office located at 1150 South Freeway, Suite 144, Fort Worth 76104, by phone at 817.336.3866, or via e-mail at Willhopecorp@att.net. SCDP's fax and URL are 877.735.4870 and www.scdp.com, respectively.



Face2Face continued from page 1

AWARDS AND RECOGNITION

- **2007** ranked 24th largest minority owned business in the nation by Minority Business News USA
- **2006** "Entrepreneur of The Year" – national nominee
- **2006** "Entrepreneur of The Year" – Hospitality /Real Estate/ Construction (Southwest Region)
- **2006** Ranked 55th The Largest U.S. Hispanic Owned Companies – National Hispanic Business 500

WHAT DO YOU DO FOR FUN Spend time with family and play racquetball

EMAIL luis@azteca-omega.com

WEBSITE www.azteca-omega.com

Cranes & Backhoes continued from page 3

A more detailed SOQ may include a separate section for licenses and certifications. The key is to provide accurate and current information.

References are important. Make sure that you select persons that know your work and will supply positive feedback on its quality.

A dynamic SOQ can be a competitive advantage in "Running with the Big Dogs." Now that you have a blueprint to create your own, you should be ready to "Get up off the Porch" and "Make that Dog Hunt!"

