



LA OPTIMIZED 2.0

WEBINAR SERIES

March 13, 2025





WELCOME TO LA OPTIMIZED 2.0

- LA Optimized 2.0 is managed by the City of Los Angeles, Economic Workforce Development Department and implemented by Sherpa Marketing Solutions as a program operator.
- LA Optimized 2.0 provides no-cost marketing resources and support to qualifying local small businesses.
- **For more information and to join the program waitlist, please visit www.lacityoptimized.org**



LA OPTIMIZED 2.0

Accelerator Academy

- The LA Optimized 2.0 Accelerator Academy equips local small businesses with expert insights and practical tools to refine and elevate their marketing strategies.
- The Accelerator Academy video series is now available! Explore over 40 expert-led videos covering a wide range of topics, including:
 - Developing your company's brand
 - Creating a digital media strategy
 - Website optimization
 - And much more!
- To access the Accelerator Academy video series, visit <https://www.lacityoptimized.org/accelerator>



LA OPTIMIZED 2.0 Accelerator Academy





LA OPTIMIZED 2.0 Webinar Series

Grow Your Business on a Budget March 27, 11AM

- With so many marketing options available for small businesses, where should you allocate your budget and resources to maximize results? You're not alone if you feel overwhelmed in how to market your business and stretch the budget to generate the best R.O.I. (return on investment).
- This informative webinar will cover top-producing, cost-effective marketing methods to build brand awareness, increase repeat business, and generate quality leads.

Register Today!

**Scan this QR Code or visit
https://bit.ly/LAOP_Webinar**





LA OPTIMIZED 2.0

Webinar Series

- **Doing business with RAMP and the City of Los Angeles**

Daniel Cho is the Strategy and Policy Manager at the Office of Procurement, where he oversees citywide procurement policy, training, and process improvements.

As one of the founding members of the Office of Procurement, Daniel has played a key role in shaping procurement strategies and advancing best practices within the City.

With over 11 years of experience in the public sector, he is committed to enhancing efficiency, transparency, and compliance in the City's Procurement ecosystem.



RAMMP

REGIONAL ALLIANCE MARKETPLACE FOR PROCUREMENT



A vertical strip on the left side of the slide shows a nighttime city skyline with illuminated skyscrapers against a dark blue sky. A red rectangular block is positioned at the top left, partially overlapping the skyline image.

Agenda

Three Things to Take Away for Today's Presentation

1. Why RAMP
2. How to Find Your NAICS Codes
3. RAMP Resources and Where to Find Them

Office of Procurement

Regional Alliance Marketplace for Procurement

- **The Office of Procurement (OOP)** was established to provide oversight of the City's **\$4.5+ billion procurement** spending.
- Established by ordinance within the Office of the City Administrative Officer (CAO) in January 2023
- **OOP** is responsible for improving the City's procurement ecosystem through establishing policy, processes, technology, and training.

OFFICE OF
PROCUREMENT
CITY OF
LOS ANGELES

Why RAMP?

Regional Alliance Marketplace for Procurement

- **RAMP** is a regional marketplace hosted by the City of Los Angeles and is designed to house in one place solicitation opportunities from public and private organizations.
- Most of the City's procurement spending is through the RAMP platform. RAMP is expected to hold **over \$10 Billion** in opportunities annually.
- RAMP is a valuable resource for vendors to learn about contract opportunities from numerous organizations in a single portal.

Registration is FREE at RAMPLA.ORG



Goals & Objectives

The City of Los Angeles seeks to broaden public procurement opportunities among local and small business enterprises:

- Provide greater access to open solicitations in one central location at RAMPLA.ORG.
- Provide local businesses with visibility among contract and purchasing managers.
- Make it easier for subcontractors and primes to connect and collaborate on large-scale projects.

Public & Corporate Partners



RAMP Use Cases

Local & Small and Diverse Enterprises

- Create your regional business profiles.
- Complete the company profile with up-to-date contact details, NAICS codes, and SBE/MBE/WBE/DVBE certifications.
- Find opportunities!

Public and Private Entities

- Share procurement opportunities, detailing bidding guidelines and relevant contact details.
- Locate and engage with vendors specializing in particular areas or providing essential goods and services.
- Perform direct outreach to prospective subcontractors in accordance with Business Inclusion Program (BIP) requirements.



RAMP Webinar Presentation

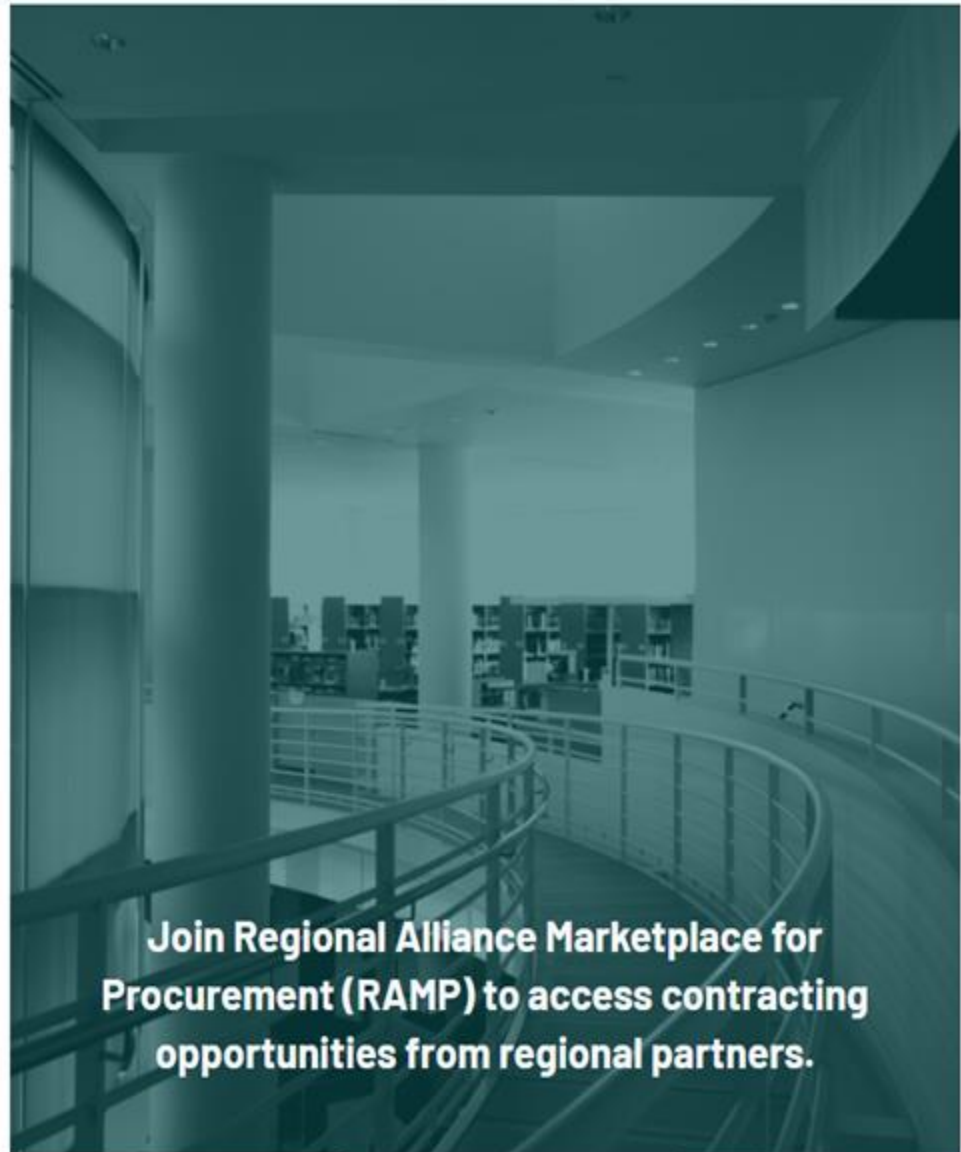
RAMP REGISTRATION PROCESS





[Login/Register](#)

Start here 



Join Regional Alliance Marketplace for Procurement (RAMP) to access contracting opportunities from regional partners.

SEARCH FOR BID OPPORTUNITIES

Opportunity



SIGN IN WITH YOUR ANGELENO ACCOUNT



Continue here

Sign In

Email address

Next

Need help signing in?

Don't have an account? [Sign up](#)




SIGN IN WITH YOUR ANGELENO ACCOUNT



Create Account

* indicates required field

 I'm not a robot  reCAPTCHA Privacy - Terms

[Back to Sign In](#)

Select Register



SIGN IN WITH YOUR ANGELENO ACCOUNT



Verification email sent

To finish signing in, check your email.

[Back to Sign In](#)

Check your email

Welcome to Angeleno! - Activate your account

External

Inbox x



Angeleno <no-reply@lacity.org>

to me

10:26 AM (0 minutes ago)



Welcome to Angeleno!

Hi Brenda,

Thank you for creating your Angeleno Account!

To verify your email address and activate your account, please click "Activate Account" below.

[Activate Account](#)

To access Angeleno apps and sites with your Angeleno Account, please click the following link: <https://angeleno.lacity.org/apps>

If you experience any difficulties accessing your account, you can submit a help request using the following link: <https://angeleno.lacity.org/help>

YOUR NAME

ⓘ You currently do not have a RAMP account. If you would like to register please check first if your company is already registered by entering the information below

Company Name

Complete this field.

Sole Proprietor

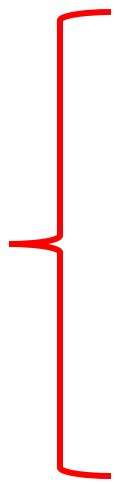
Located

Complete this field.

Tax ID

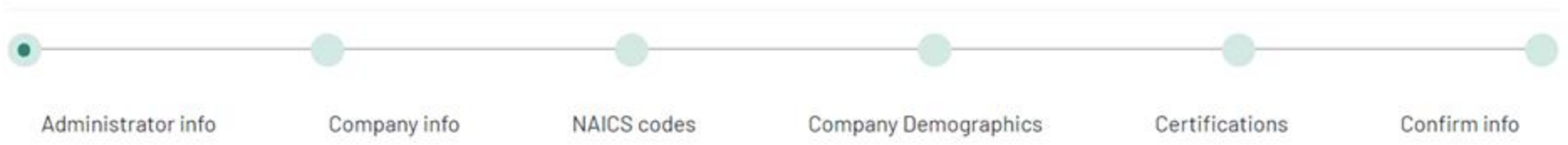
Complete this field.

Complete all these sections





Create a new vendor



First Name

Last Name

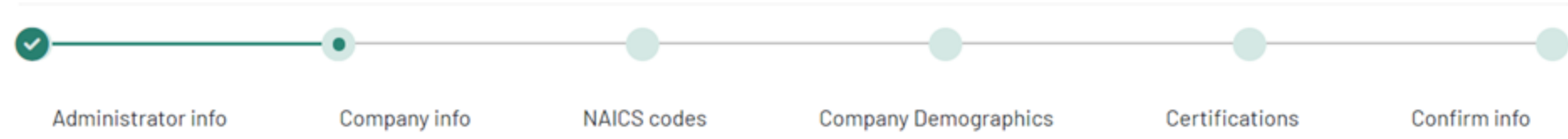
Email

Title

Complete this section

Next

Create a new vendor



Complete all these sections

Company Name
RAMP DEMO

DBA

Logo
Click to upload PNG or JPG

Summary

Website

Business/Billing Address

Address 1

Address 2

City

State

Zip

Website

Phone

Complete this field.

Email

Complete this field.

Hours of Operation

mon tu we th fr sa su

-

Business type

- Sole Proprietorship
- Partnership
- Joint Venture
- C-Corporation
- S-Corporation
- LLC

Tax ID (Do not enter Social Security Numbers)

Country

Mailing Address Change

Same as Business

California entity number

BTRC number

Phone number requires "dashes"

- C-Corporation
- S-Corporation
- LLC

⚠ Tax ID (Do not enter Social Security Numbers)

Non-Profit

⚠ Register as



You may wish to select Prime/Sub, in order to increase the number of notifications you may receive regarding opportunities related to your business type.

< **Next**

CITY OF LOS ANGELES

- City of Los Angeles
- Mayor's Office of Karen Bass
- Open Data
- Bond Assistance Program
- Building Permits

BUSINESS SERVICES

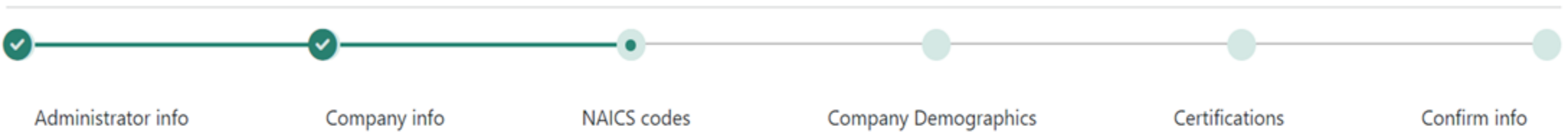
- Business Source Centers
- Business Tax Resources
- Minority Business Development Agency
- Office of Small Business
- City of Los Angeles Green Business Program

A SERVICE BROUGHT TO YOU BY





Create a new vendor



Currently Selected NAICS codes

Show all 2 digit NAICS codes **Start here**

Input your business NAICS codes.
Look up at
<https://www.census.gov/naics/>
RAMP allows up to 10 NAICS codes
Select one digit at a time and don't select next till you are done

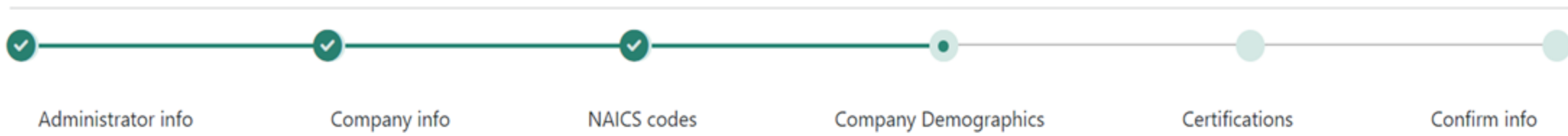
▶ 11 Agriculture, Forestry, Fishing and Hunting

▶ 21 Mining

▶ 22 Utilities

▶ 23 Construction

Create a new vendor



Business owner info

- Asian / Pacific Islander
- Black / African-American
- Caucasian
- Hispanic / Latinx
- Middle Eastern
- Native American
- Subcontinental Asian
- Other
- Prefer not to disclose

Other Identifying Info

Complete Demographics

Show your experience here



Number of Employees

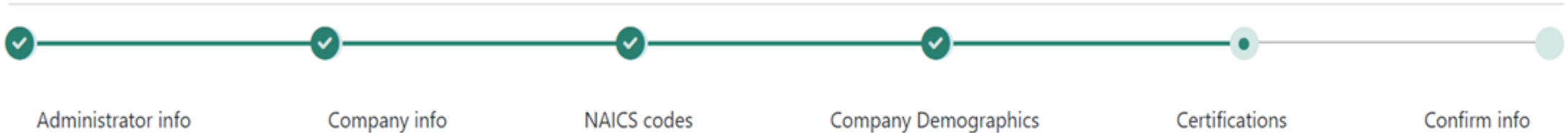
Annual Revenue

Work history

Previous contracts



Create a new vendor



This is NOT an Application. This is a request for verification of current certifications with recognized agencies.

If your business is certified by:

- CA Dept. of General Services
- CA Public Utilities Commission
- METRO
- Federal government

Select next, if not certified

- DBE: DISADVANTAGED BUSINESS ENTERPRISE
- DVBE: DISABLED VETS BUSINESS ENTERPRISE
- DVBE: DISABLED VETS BUSINESS ENTERPRISE (LAWA)
- EBE: EMERGING BUSINESS ENTERPRISE
- LBE: LOCAL BUSINESS ENTERPRISE (HARBOR)
- LBE: LOCAL BUSINESS ENTERPRISE (LOS ANGELES)
- LEG: LEGACY CERTIFICATION
- LGBTQE: LGBT BUSINESS ENTERPRISE
- LTE: LOCAL TRANSITIONAL EMPLOYER
- MBE: MINORITY OWNED BUSINESS ENTERPRISE
-

Allowed to skip this step, if the business is not certified.

This is not a required step, select next below.



Create a new vendor



RAMP DEMO
Test

Review profile for business information

Administrator	Information	Addresses
<p>Name</p> <p>Ochoa</p>	<p>Hours of Operation</p> <p>Monday, Tuesday, Wednesday, Thursday, Friday</p>	<p>Website</p>
<p>Email</p> <p>rampla@infinitygpc.com</p>	<p>Email</p> <p>rampla@infinitygpc.com</p>	<p>Business/Billing</p> <p>200 N Spring St Los Angeles, CA 90012 United States</p>
<p>Title</p>	<p>Phone</p> <p>213-266-7754</p>	<p>Mailing</p> <p>200 N Spring St Los Angeles, CA 90012 United States</p>

BTRC Number

City of LA Business Tax Registration
Certificate Number

Employees

Under 20

Annual Revenue

Under 1 M

Ethnicity

Hispanic / Latinx

Other Identifying Info

Male

Business Structure

LLC

Work History

Previous Contracts

Select Submit



Submit

Thank you for registering.

[Please click here to go home.](#)

A vertical strip on the left side of the slide shows a nighttime city skyline with illuminated skyscrapers. The top of this strip is a solid red rectangle. The main title is centered in a light gray banner.

COMPLIANCE DOCUMENTS QUESTIONS


Where do I submit my compliance documents?


- All companies registered on RAMP may complete compliance documents in advance, or at the time of responding to a contracting opportunity.
- All forms may only be completed and submitted by the company Administrator on RAMP under the “Compliance Documents” section of your business profile, as shown on the next slide. Each form is only valid for a specified amount of time, as indicated.
- Please refer to the “Company Compliance Documents” manual under the RAMP Support section for detailed submission instructions.


 Company Details

 User Management

 **Compliance Documents**

 Certification

 NAICS Codes and Licenses

 Bookmarks

 BIP Management

 Related Opportunities

 RAMP Support

Compliance Documents

The uploaded forms will be verified by the Bureau of Contract Administration (BCA) only if your company is the successful Proposer/Bidder selected for contract award.

Upon BCA verification, the Awarding Authority shall award the contract. If in the process of verifying the uploaded forms, BCA finds that the form(s) are incomplete, the awarding department shall be notified and your company will be required to re-upload the form(s).

Currently, all other forms pertaining to the Living Wage Ordinance and the Contractor Responsibility Ordinance shall be submitted with each bid/proposal.

Company Compliance Documents	Status	Upload/Submit By	Upload/Submit Date	Expires	Menu Options
Disclosure Ordinance	Not Completed	Disclaimer			Please log in as company administrator to complete this form.
Equal Benefits / First Source Hiring Ordinance	Not Completed	Disclaimer			Please log in as company administrator to complete this form.
Executive Directive 35 Compliance	Not Completed	Disclaimer			Please log in as company administrator to complete this form.

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RAMP RESOURCES



RAMP RESOURCES (found at <https://www.rampla.org/s/support>)

Have Some Questions?

Here you can find our Frequently Asked Questions (FAQs) and RAMP support contacts

FAQS

[Most Popular](#)

[Registration](#)

[RAMP Profile](#)

[Certification](#)

[Opportunities](#)

[Opportunity Notification](#)

[Other Support](#)

RAMP RESOURCES

USER MANUAL DOWNLOAD

[Registering on RAMP](#)

[Submit Company Compliance Documents on RAMP](#)

[ED 35 Procedure on RAMP](#)

[Certifications on RAMP](#)

[RAMP Business Inclusion Program \(BIP\) Walkthrough Manual](#)

[Opportunity Forms Guide](#)

[CIP-13](#)

[Adding NAICS Interest Codes and Licenses](#)

[RAMP Account Management](#)

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NAICS CODES



NAICS CODES

What are NAICS Codes?

The **North American Industry Classification System (NAICS)** is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

RAMP uses the **2017 NAICS** Codes publication

You can find the official website here: <https://www.census.gov/naics/>

NAICS Demo



North American Industry Classification System

Main	History	Development Partners	Federal Register Notices	FAQs	Reference Files ▾	NAPCS
------	---------	----------------------	--------------------------	------	-------------------	-------

NAICS Search

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Enter keyword or 2-6 digit code

Introduction to NAICS

The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the [Standard Industrial Classification \(SIC\) system](#). It was developed jointly by the [U.S. Economic Classification Policy Committee \(ECPC\)](#), [Statistics Canada](#), and Mexico's [Instituto Nacional de Estadística y Geografía](#), to allow for a high level of comparability in business statistics among the North American countries.

This official U.S. Government Web site provides the latest information on plans for NAICS revisions, as well as access to various NAICS reference files and tools. Additional information on the background and development of NAICS is available in the [History](#) section of this Web site.



NAICS Demo (TIPS)

Disclaimer

The City of Los Angeles neither endorses nor supports any AI product and is using the following website solely as a demonstration for locating your NAICS codes.

NAICS Demo (TIPS)

What can I help with?

Message ChatGPT



Make a plan



Help me write



Summarize text



Brainstorm



Code

More



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FINDING OPPORTUNITIES



COMMON OPPORTUNITY QUESTIONS

How do I access or download documents for an opportunity?

To download and view opportunity documents, you need to be logged into your RAMP account as a registered user. If not logged in, you can only see the document list without the option to download.

How will I know when an opportunity is online?

To receive notifications about opportunities on RAMP, you must be an active registered user. Make sure to select the appropriate NAICS codes during registration or in your profile updates. You will get alerts when relevant opportunities are posted. For more details, refer to the Opportunity Notification Questions section of this FAQ.

COMMON OPPORTUNITY QUESTIONS (cont.)

How can I obtain additional details about a particular opportunity?

- Please reach out to the designated Department Contact person associated with that opportunity. Each listing on RAMP includes a contact individual from the respective department who is available to provide information related to that specific opportunity.

Home > Search for Opportunities

Opportunity

Title or Keyword

Organization

Los Angeles City

Category

All ▼

Status

All ▼

Type

All ▼

Online BIP

Opportunities

Displaying 1 - 10 of 1000 records

No	Opportunity ↕	Organization ↕	Post Date ↕	Due Date ↕	
1	Innovative Partnership	Housing Authority, City of Los Angeles	1/3/2023	12/31/2025	▼

Description

SOLICITATION FOR INNOVATIVE DEVELOPER, INVESTOR, ACQUISITION AND OTHER PARTNERSHIPS TO EXPAND THE AFFORDABLE HOUSING PORTFOLIO OF THE HOUSING AUTHORITY OF THE CITY OF LOS ANGELES

2	100001 ROOF MATERIALS	Los Angeles Department of Water & Power	8/1/2023	8/22/2023	▼
3	MEMBERSHIP, UPDATED WESTERN ENERGY INSTITUTE (WEI)	Los Angeles Department of Water & Power	6/30/2023	7/29/2023	▼

Innovative Partnership

 Add to bookmarks



Status
Stage Open
Posted 1/3/2023
Bid Due 12/31/2025, 05:00 PM PST
Partner Yes



Contact
Organization Housing Authority, City of Los Angeles
Name Geoffrey Moen
Email ✉ geoffrey.moen@hacla.org
Phone

Summary

Opportunity ID
205219

Organization
Housing Authority, City of Los Angeles

Category
Personal Services

Bid Method
Whole Item

Type
RFI - Request For Interest

Description

SOLICITATION FOR INNOVATIVE DEVELOPER, INVESTOR, ACQUISITION AND OTHER PARTNERSHIPS TO EXPAND THE AFFORDABLE HOUSING PORTFOLIO OF THE HOUSING AUTHORITY OF THE CITY OF LOS ANGELES

- Company Details
- User Management
- Compliance Documents
- Certification
- NAICS Codes and Licenses
- Bookmarks
- BIP Management
- Related Opportunities
- RAMP Support



TestAccount-Fictitious Vendor

This is a test account that tests the features of RAMP.

Edit

! Your profile is missing a valid tax ID. Without a valid tax ID, companies that are not sole proprietors may not be added to summary sheets.

Information

ID
200086

Hours of Operation
Monday: 9:00:00 AM - 5:00:00 PM
Tuesday: 9:00:00 AM - 5:00:00 PM
Wednesday: 9:00:00 AM - 5:00:00 PM
Thursday: 9:00:00 AM - 5:00:00 PM
Friday: 9:00:00 AM - 5:00:00 PM

Email
✉ emailme@test.com

Phone
213-555-5555

Address

Website
<https://www.fakeaccount.com>

Business/Billing
1234 Home Address
Fake Account, California 0

Mailing
1234 Business Address
Fake Account, 0

Registered as a
Prime & Sub



- Company Details
- User Management
- Compliance Documents
- Certification
- NAICS Codes and Licenses
- Bookmarks**
- BIP Management
- Related Opportunities
- RAMP Support

OPEN CLOSED AWARDED

Bookmarks

Remove	Opportunity	Department	Posted	Bid Due	Status
	MEMBERSHIP, WESTERN ENERGY INSTITUTE (WEI)	Water & Power	7/5/2023	10/17/2023	Open
	Innovative Partnership	Housing Authority, City of Los Angeles	1/3/2023	12/31/2025	Open

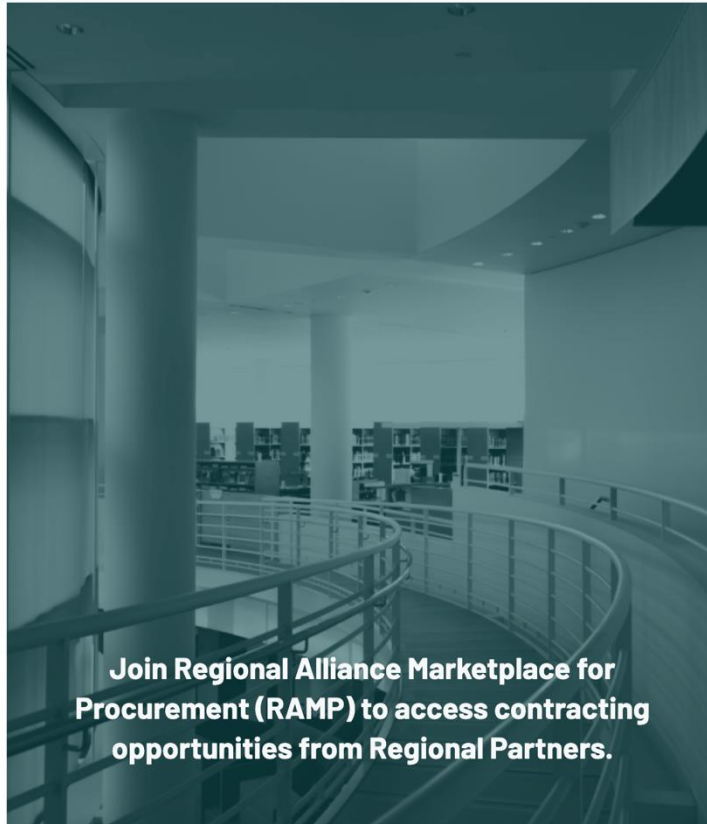


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[Home](#) [Search For Opportunities](#) [Contracts](#) [Business Profiles](#) [Support](#)

[Login/Register](#)



SEARCH FOR BID OPPORTUNITIES

Opportunity

Category

Status

Type



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BUSINESS RESOURCE LINKS



BUSINESS RESOURCES

Office of Procurement Small Business Webinars

Citywide Procurement Overview:

<https://www.youtube.com/watch?v=QBfUqmosKeY>

Construction Contracting:

<https://www.youtube.com/watch?v=FjCQYZYdO3c>

Commodities Contracting:

<https://www.youtube.com/watch?v=6tBDqiiV1dA>

Compliance in Construction Contracting:

<https://www.youtube.com/watch?v=di3Xk3YgAJw>

Professional Services Contracting:

https://www.youtube.com/watch?v=k5CoBL__Hcl

BUSINESS RESOURCES (cont.)

BusinessSource Centers:

- [PACE](#)
- [NEW Economics for Women](#)
- [CRCD](#)
- [VSEDC](#)
- [MCS](#)
- [ICON](#)
- [Economic Workforce Development Dept.](#)

BUSINESS RESOURCES (cont.)

Other Small Business Workshops & Resources:

- [Accessing LA](#) (Board of Public Works and Mayor's Office)
- [Small Business Academy](#) (Bureau of Contract Administration and Proprietary Depts.)
- [Small Business Pamphlet](#)

Register Now @ www.rampla.org

Contact us:

For RAMP Support: <http://snow.lacity.org/rampla>

Follow us on social media @lacityprocurement

