



U.S. General Services Administration

General Services Administration



Amy Lineberry
Deputy Associate Administrator
Office of Small and Disadvantaged
Business Utilization (OSDBU)

NDIA 34th Annual
Department of the Navy
Gold Coast Small Business
Procurement Event
September 6, 2022



Amy Lineberry

Deputy Associate Administrator

**Office of Small & Disadvantaged
Business Utilization**

OSDBU Overview

GSA's Office of Small and Disadvantaged Business Utilization connects small businesses with people and resources to help them grow.

We are your advocates and believe Small Business First!



GSA OSDBU has 11 regional offices across the country.





GSA Small Business Goals

FY 22 Goals and Achievements (Year-to-Date*)
Total Eligible Dollars \$4.40B

SB Category	FY22 Goals	FY 22 Achievement %	FY22 Achievement \$
SB	34%	48.15%	\$2.12 Billion
SDB	21%	21.48%	\$945.9 Million
WOSB	5%	9.49%	\$417.8 Million
SDVOSB	3%	9.70%	\$427.2 Million
Certified HUBZone	3%	6.94%	\$305.7 Million

*Achievements as of 8-18-2022

Connecting with Industry Virtually



GSA OSDBU Webinar Courses Include:

- Getting on the GSA Schedule: What You Need to Know
- Understanding SAM.Gov
- Marketing Your GSA Contract

www.gsa.gov/osdbuevents

What is a GSA Schedule?

- Indefinite delivery, indefinite quantity (IDIQ), long-term contracts
- Provides fast, flexible, cost-effective procurement solutions
- Represents approximately 11% of overall Federal procurement spending
- Requires commitment and effort to be successful





The 12 MAS Categories

IT

**Professional
Services**

**Industrial
Products &
Services**

Transportation

Travel

Human Capital

Office MGMT

Furniture

Facilities

**Scientific
MGMT**

Security

Miscellaneous

Items to Consider Before Applying to the Program:

- **Must Meet Minimum Qualifying Sales:** You must generate at least \$25,000 in sales within the first 2 years of your GSA Schedule contract and at least \$25,000 each year thereafter.
- **Takes Time to Secure a Order:** The average time it takes to secure a contract is between 18-24 months (according to the SBA).
- **Your GSA Contract Can be Cancelled:** The government may cancel your schedule contract in accordance with clause 552.238-73, for failure to meet minimum sales criteria, specified above.



IT Category Startup Springboard:

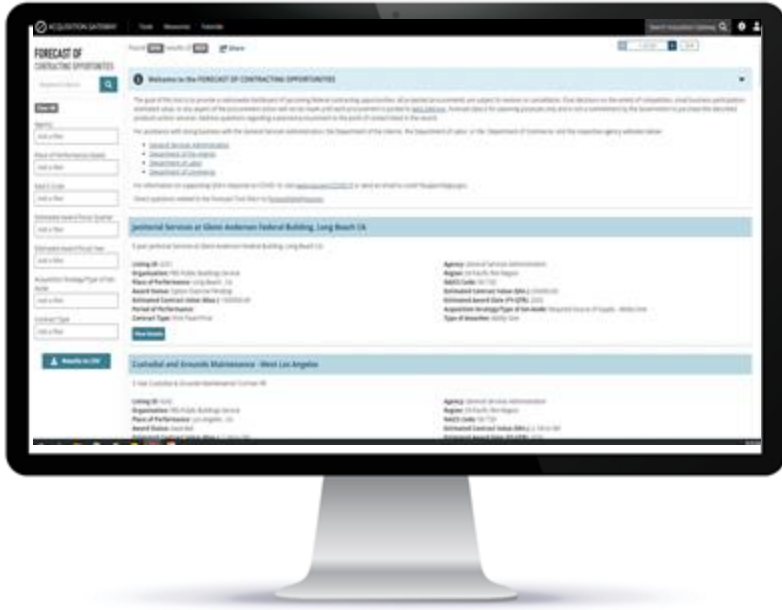
In lieu of the 2-year corporate experience requirement, you can now:

- Use professional experience of executives and key personnel as a substitute
- Use project experience of key personnel, and
- Provide financial documentation that demonstrates the company's financial responsibility in lieu of submitting 2 years of financial statements.

For more information visit <https://www.gsa.gov/startupspringboard>



Looking toward the Future: Forecast Tool



Visit: www.fbf.gov

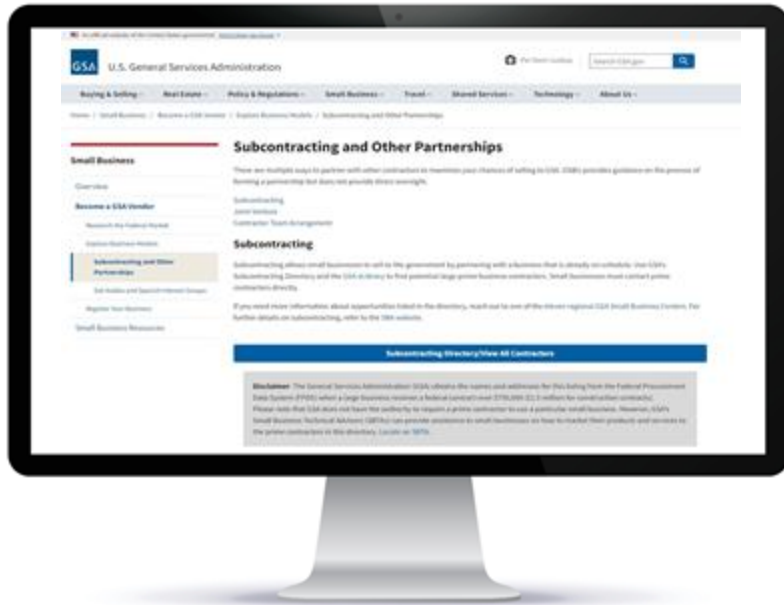
What is the Forecast Tool?

→ Provides forward looking data about future requirements.

Why is this helpful?

→ Helps you learn about potential contracting opportunities.

GSA Subcontracting Directory



What is the Subcontracting Directory?:

→ Provides information on the contract award process to make it easier to do business with the government.

Why is this helpful?

→ Breaks down the offer process into easy to follow step-by-step instructions.

www.gsa.gov/subcontracting

OSDBU Factsheets



GSA
U.S. General Services Administration

Marketing to Federal Customers: What Every Small Business Should Know

You need a solid Federal marketing plan to compete as a small business in the Federal marketplace. Start your path in Government procurement with knowledge of the markets demand for your products and services.

This will allow you to:

- Distinguish your products and services from competitors.
- Develop a data-driven plan to find opportunities with the resources listed below.
- Harness the data available, assess your upcoming opportunities, and follow your strategic plan to market your small business and compete.

Follow these steps to start the Federal Contracting Process!

Step 1: Get Registered and Certified

- First, **register** your business in the System for Award Management (SAM) at <https://gsa.gov/sam>.
- Learn more about required vendor registrations: <https://gsa.gov/procure>.

You must register in SAM before you can be awarded a Federal contract. You'll need the following to register:

- **North American Industry Classification System (NAICS) code:** Federal agencies use NAICS codes to conduct market research, locate viable small businesses for contract opportunities, and determine size standards. Search for your company's NAICS code at <https://gsa.gov/procure>.
- **Small Business Size Standards:** Make sure your organization qualifies as a small business for Government contracting purposes. Use the Small Business Administration (SBA) **Size Standards Tool** to learn more: <https://gsa.gov/sam>.
- **Small Business Certifications:** Learn if your business qualifies for set-aside contracts in any of the below categories:
 - Small Disadvantaged Business (SDB)
 - Women-Owned Small Business (WOSB)
 - Service-Disabled Veteran-Owned Small Business (SDVOSB)
 - Historically Underutilized Business Zones (HUBZone) Small Business

Find more information about small set-asides and business certifications: <https://www.gsa.gov/hubsites>

Step 2: Identify Potential Contracting Opportunities

- **Use SAM** to find active contract opportunities greater than \$25,000, which include summaries of proposed contract volume, substitutions, and associated information. <https://gsa.gov/sam>.

What are the factsheets?

- Provides information and resources on pertinent government topics.
- Helps you quickly access small business tools and resources.
- **Access website through:**
www.gsa.gov/osdbufactsheets



U.S. General Services Administration

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Casey Kelley, Regional Commissioner
Federal Acquisition Service (FAS)
Pacific Rim Region (R9)

**NDIA 34th Annual
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FAS Offerings

FACILITIES & CONSTRUCTION

- Construction Related Materials
- Facility Related Materials
- Facility Related Services

INDUSTRIAL PRODUCTS & SERVICES

- Basic Materials
- Environmental Protection Equipment
[Fire/Rescue/Safety]
- Hardware & Tools
- Industrial Products
[Install/Maintenance/Repair/Build]
- Machinery & Components
- Test & Measurement Supplies

TRANSPORTATION & LOGISTICS SERVICES

- Vehicle Buying
- Vehicle Leasing

INFORMATION TECHNOLOGY

- Cloud Computing Services
- Cybersecurity Products and Services
- Data Center Services
- Hardware Products and Services
- Software Products and Services
- Telecommunications and Network Services

HUMAN CAPITAL

- Administrative Services
- Human Capital and Training Solutions
- Human Resources System
- General Support Services

TRAVEL & LODGING

- Relocation

OFFICE MANAGEMENT

- Furniture
- Office Equipment
- Office Supplies

PROFESSIONAL SERVICES

- Professional Services Schedule
- One Acquisition Solution for Integrated Services (OASIS)

SECURITY & PROTECTION

- Security Services
- Security Systems
- Security Animals and Related Services

For a comprehensive list, visit GSA eLibrary
www.gsaelibrary.gsa.gov



FAS Pacific Rim Region (R9)

FAS R9

Provides Products,
Services & Solutions to
Federal, State & Local
Agencies in AZ, CA, HI, NV,
and Overseas in US
Territories & Military Bases
Across the Pacific Rim
Employing ~90* People,
Managing a \$17.2M Annual
Budget



Area of Responsibility (AOR)

- 11 Time Zones
- 99 Military Bases
- 400+ Contracting Offices



FAS Pacific Rim Region

FAS R9 Divisions

- [Assisted Acquisition Services \(AAS\)](#)
- [Customer and Stakeholder Engagement \(CaSE\)](#)
- [Personal Property Management \(PPM\) \(Zone\)](#)

FY21 FAS R9 Major Customer Spend (source: [SAM.gov](#)*)

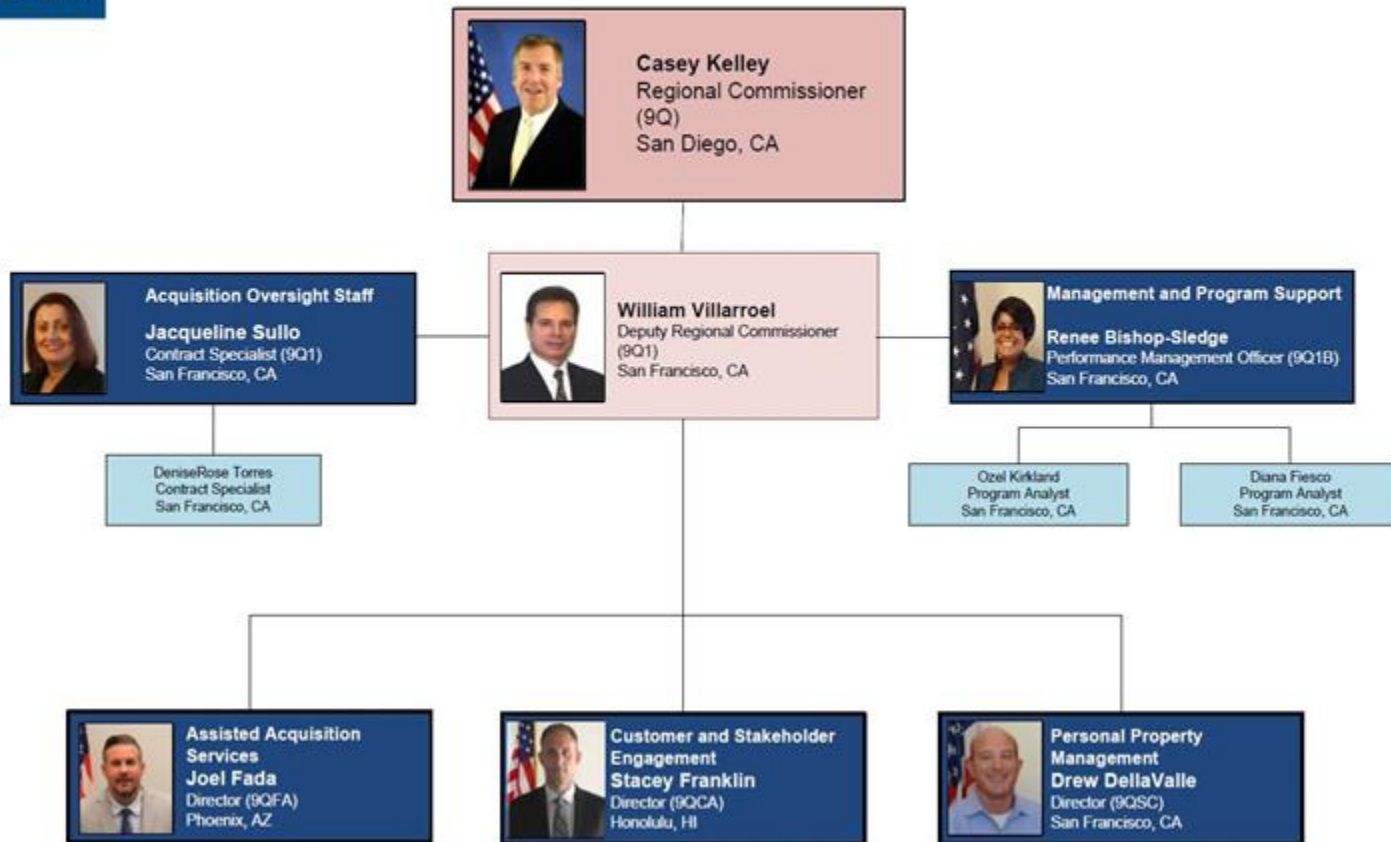
- \$ 459M - U.S. Navy
- \$ 397M - U.S. Air Force
- \$ 167M - U.S. Army
- \$ 57M - VA
- \$ 41M - U.S. Marine Corps
- \$ 33M - DOI
- \$ 14M - NASA
- \$ 14M - DHS
- **\$ 1.182 Billion – Total**

* Systems for Award Management



Federal Acquisition Service
Pacific Rim Region (R9)
Office of the Regional Commissioner (9Q)

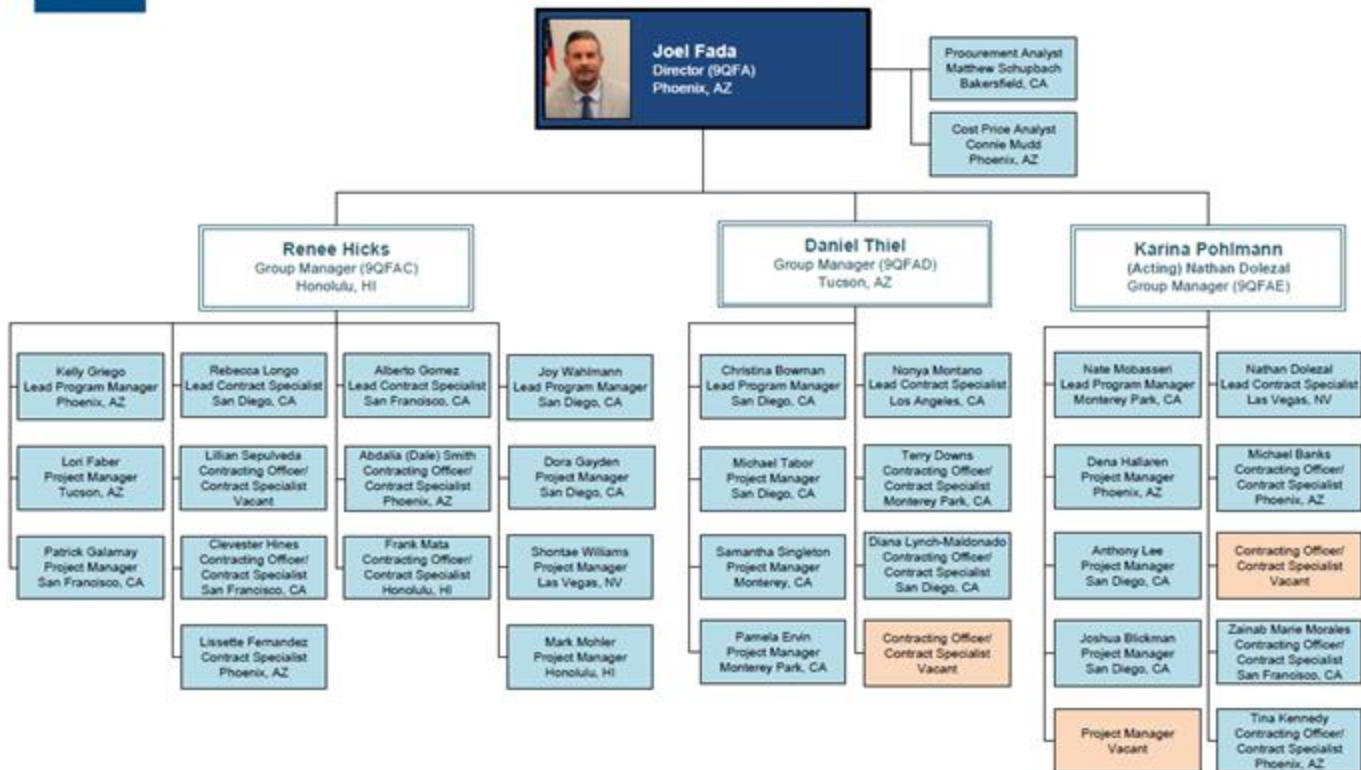
Current as of 25 July 2022





Federal Acquisition Service
Pacific Rim Region (R9)
Assisted Acquisition Services Division (9QFA)

Current as of 25 July 2022





FAS R9 AAS Business FY18 - FY22

Fiscal Year (FY)	AAS FTE	Awards	Aggregate Ceiling Value	Average Ceiling Value
FY18	24	94	\$196.1 Million	\$2.1 Million
FY19	23	101	\$414.6 Million	\$4.1 Million
FY20	30	103	\$525.3 Million	\$5.1 Million
FY21	36	75	\$546.4 Million	\$7.3 Million
FY22 YTD	35	22	\$1.3 Billion	\$59.1 Million
FY22 Projected	38	85-90	\$1.5 Billion	\$16.67M - \$17.65M



Strategic Priorities

AAS

- Capitalize on Strategic Partnerships with [SSC](#), [OPA](#), [PACAF](#), [Beale AFB](#) & Others, Collaborating w/Industry to Deliver Innovative, Cost-Effective, Quality Acquisition Solutions in a Timely Manner

CASE

- Increase Regional Market Share of GSA Offerings, Shepherding Strategic Client Relationships, Leveraging GSA Tools such as [Market Research as a Service \(MRAS\)](#)

PPM

- Increase Sales, Identifying & Nurturing Strategic National Aircraft Opportunities



OASIS+ Update

GSA's future multi-agency contract program for services

Jill Akridge

Director for Customer Account Management
Professional Services & Human Capital Categories



What is OASIS+?

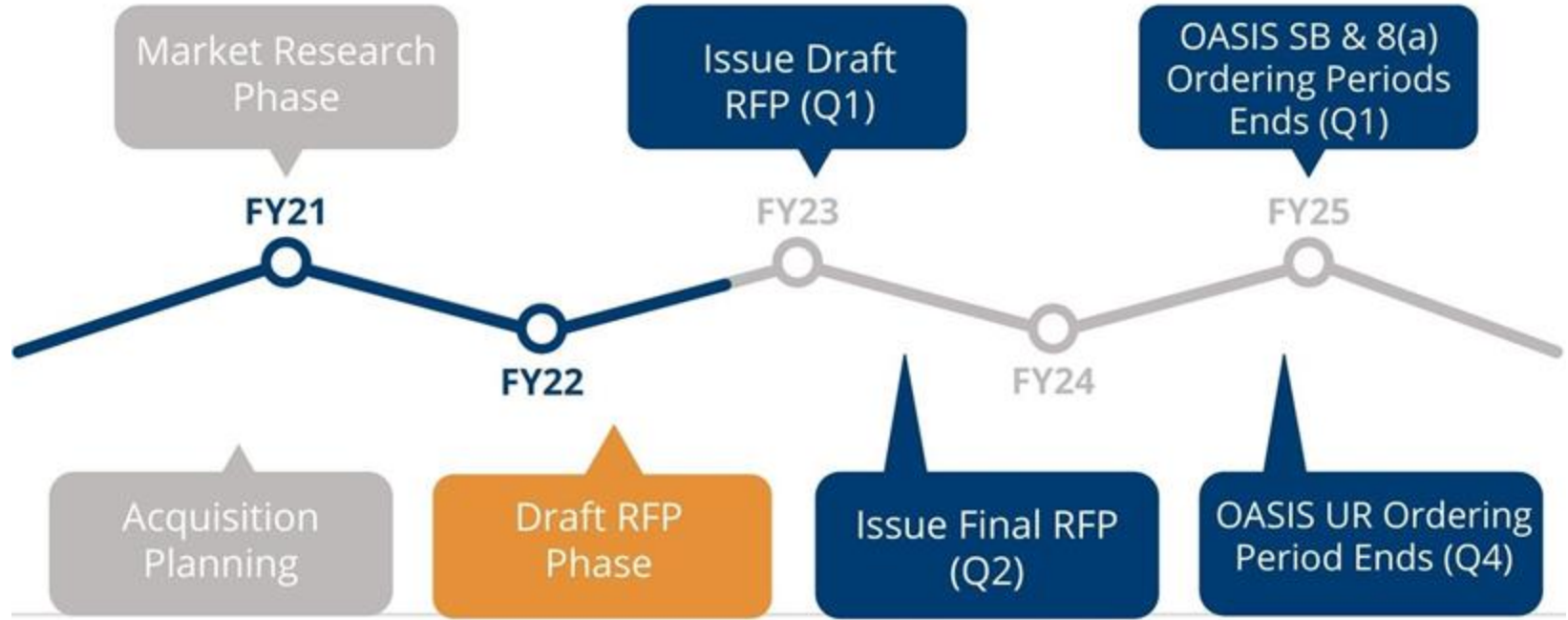
- A suite of contracts that combines the scope of **OASIS**, Building, Maintenance & Operations (**BMO**) and Human Capital & Training Solutions (**HCaTS**) under one program
- Designed to support federal agencies' procurement requirements for **services-based solutions**
- Will enable federal customers to acquire innovative solutions from highly qualified businesses on a contract vehicle designed to be **Best-in-Class** (BIC)
- Access to **highly qualified contractors** of all sizes from multiple industries

Key Navy Engagements

- USMC Installations & Logistics (February 2021)
- Office of Small Business Programs (March 2021)
- Deputy Assistant Secretary of the Navy (Procurement) (March 2021)
- SeaPort-e Utilization Working Group (April 2021)
- Navy SeaPort-e Program Office (May 2021)
- Office of Naval Intelligence (ONI) - Feedback Session (January 2022)
- DON Services Category Management (January 2022)
- DON Category Management Program Office (March 2022)
- Deputy Assistant Secretary of the Navy (Procurement) (June 2022)
- Naval Air Systems Command HCA (July 2022)
- Naval Facilities Engineering Command HCA (August 2022)
- Navy SeaPort-e Program Office (August 2022)



Current Milestones





Planned Features

**Flexible
Domain-based
structure**

**Additional
onboarding
opportunities**

**Future Best-In-
Class
Designation**

**No evaluation
of price at the
IDIQ level**

**No ceiling &
no cap on
awards**

**Enhanced
ordering tools**

Streamlined Ordering Environment
(for Unrestricted, Small Bus. & Socio. Set-Asides)



Scope

Proposed Phase 1 Domains

- Technical and Engineering
- Research and Development
- Management and Advisory
- Environmental
- Intelligence Services
- Enterprise Solutions
- Facilities Services
- Logistics

Proposed Phase 2 Domains

- Financial Services
- Business Administration
- Human Capital
- Marketing & PR
- Social Services

Key

- Expanded Scope
- OASIS
- HCaTS
- BMO

Contract Organization

Separate IDIQ contracts for each of the below small business set-aside programs, with an additional IDIQ that will be awarded on an unrestricted basis.

- 8(a) Small Business
- HUBZone Small Business
- Service-Disabled Veteran-Owned Small Business
- Woman-Owned Small Business
- Total Small Business
- Unrestricted

Source Selection Overview

- **Offer must meet a qualifying threshold** using a combination of project and corporate-level criteria
 - Majority of qualifying credit comes from “Qualifying Projects”
 - Offeror has multiple avenues to meet qualifying Domain standard
- Qualification threshold across small business IDIQs will generally be the same.
- Factors tailored to the mission critical requirements for Domain’s scope.
 - E.g., Enterprise solutions domain is for mission critical requirements (\$250M+); therefore, stronger consideration for Approved Purchasing System



Ordering: Contract Selection Process

Results Filtered by: Clear All

541614 × Top Secret ×

Base Operations × 3+ Locations ×

OCONUS Transport × Cost + ×

Travel Planning × Personal Security ×

Hostile Transport ×

Service Categories ▼

Complexity Factors ▼

Experience Factors ▼

Certifications ▼

Comparing how Requirements affect Supplier Availability

Results show number of Vendors available that meet your criteria

Services MAC: Logistics Services 541614								
	Large	Small	8a	SDB	HubZ	WOSB	SDVOSB	Tribal
Service Categories								
Base Operations	60	45	22	24	5	20	32	16
OCONUS Transport	90	42	8	22	0	15	39	9
Travel Planning	80	45	20	32	12	35	20	21
Personal Security	30	22	6	15	8	5	19	12
Hostile Transport	30	22	4	5	2	5	19	10
Complexity Experience Certifications								
Top Secret Clearance	89	49	14	21	1	26	41	20
XP Managing 3+ Locations	81	56	24	26	2	20	39	42
Cost +	120	59	9	13	3	22	39	18
100% Match Suppliers	21	15	2	3	0	2	14	7
Select up to 3 options for RFI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Save Market Research

Build RFI

Recent Highlights

- December [Update](#)
 - Phased rollout of Domains focusing on OASIS scope, which included draft [Section C](#)
- February [Update](#) - Small business strategy
- March [Update](#):
 - [Overview](#) of source selection strategy
 - Draft qualifications for Tech & Engineering Domain (SB set-aside)
- May [Update](#) - Sample [L&M](#)
- Summary of market research and strategy decisions [blog](#)
- July [Update](#): Additional domain qualifications and updated Q&A
- August [Update](#): Draft Sections B, G, and H, and additional domain qualifications



Next Steps

- Finalize criteria to qualify for remaining Domains (SB and UR)
- Socialize remaining sections of the draft solicitation
- Issue complete draft RFP in Q1 FY23
- Issue final RFP in Q2 FY23

Questions?



Thank You!