Doing Business with GSA in Iowa: An Overview for Vendors

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Public Buildings Service – Iowa Office
Introduction

This presentation is designed to help you identify opportunities for partnering with GSA.

We will introduce you to the six federal facilities in Iowa, which is where the products and services contracted by the PBS Iowa Field Office are provided.

We hope this presentation will open doors to your small business development.
Purpose

• Introduction to Iowa federal facilities
• Understand how GSA helps small businesses
• Learn where to find information
• Understand the differences between each program
• Identify sources for support
GSA’s role in the Federal Government

➢ Provide agencies the resources to meet their mission
  • Design and build office space
  • Provide office space
  • Technology
  • Products
  • Services
  • More…

SERVING OUR PARTNERS
Federal Facilities in Iowa

- Six federally owned facilities
- 1.1 M sf of space covering 14 acres of land
- Real property valued at $204 M
- Housing 45 separate federal agencies
- 1400+ federal employees
- 72 leased spaces throughout Iowa
- Covering 56k square miles
Federal Facilities
Sioux City FBCH
Des Moines CH
Neal Smith FB
Cedar Rapids CH
Iowa City FBPO
Davenport CH

Federal Leases
9-Sioux City
1-Spencer
1-Storm Lake
1-Carroll
1-Creston
4-Fort Dodge
3-Ames
3-Urbandale
3-West Des Moines
9-Des Moines
1-Indianola
1-Marshalltown
3-Mason City
1-Decorah
4-Waterloo
3-Dubuque
12-Cedar Rapids
1-Hiawatha
1-Coralville
1-West Branch
6-Davenport
1-Ottumwa
2-Burlington

GSA Public Buildings Service – Iowa Field Office
Six Federally Owned Facilities
1.1 M sf
72 Federal Leases
488 k sf
Iowa Federal Buildings

Neal Smith Federal Building
Des Moines, IA
405,000 sf

Iowa City Federal Building and US Post Office
Iowa City, IA
98,720 sf
Southern District of Iowa Courthouses

Davenport US Courthouse
Davenport, IA
79,872 sf
National Register of Historic Places

Des Moines US Courthouse
Des Moines, IA
97,470 sf
National Register of Historic Places
Northern District of Iowa Courthouses

**Cedar Rapids US Courthouse**
Cedar Rapids, IA
306,000 sf
LEED Gold

**Sioux City FB and US Courthouse**
Sioux City, IA
110,805 sf
National Register of Historic Places
GSA’s role in the Federal Government

- Help Small Businesses
  - Identify agency opportunities
  - Monitor Large Businesses Subcontracting Goals
  - Evaluate New Procurements for Small Business Opportunities
  - Provide training and resources for business development
What GSA *Doesn’t Do* For Small Businesses

- Match businesses to buyers
- Control buyer procurement needs
- Influence award to favor one business over another
- Determine buyer purchasing priorities
Procurement Decisions

www.gsa.gov/sustainability

Procurement decisions are directly linked to each agency’s mission.

- What are we trying to accomplish?
- Who are we serving?
- How are the needs of our customers changing?

- We have regulations, policy, Executive Orders and more that affect what and how we purchase.
- Currently the E.O. 13514 is requiring that the government focus on “sustainable acquisition”.


Executive Order 13514
Federal Leadership in Environmental, Energy, and Economic Performance
President Obama, October 5, 2009

➢ 95% of all applicable new contracts, including contract modifications, for products and services to be:

- Energy-efficient
- Water-efficient
- USDA Bio-preferred products
- Non-ozone depleting substances
- EPA Approved Recycled content
- Non-toxic or less-toxic alternatives
Green Procurement Compilation

Find the environmental requirements of your next purchase...

Products

Services

Show Agency Specific Products

Choose an Agency

Search

Appliances

Commercial and residential appliances, such as clothes washers, ovens, and refrigerators. Products in this category may also apply to the acquisition of janitorial, laundry, and cafeteria & food services.

19 PRODUCTS

Biomedical Equipment and Supplies

Equipment and supplies that assist with activities and applications of clinical medicine.
Sustainable Acquisition is also for Services!

In some cases products are used within services that can affect the environment.

- Building construction, renovation, or repair
- Building operations and maintenance
- Building interiors
- Landscaping services
- Pest management
- Electronic equipment, including leasing
- Fleet maintenance
- Janitorial services
- Laundry services
- Cafeteria operations
- Meetings and conference services
Where are the Procurement Opportunities?

- Federal Business Opportunities
  www.fbo.gov

- Acquisition Central Small Business Forecast
  www.acquisition.gov

- Federal Procurement Data System
  https://www.fpds.gov

- Partnering Solutions

- Sustainable Acquisition
  www.gsa.gov/sustainability
Search more than 33,700* active federal opportunities.

**Advanced Search**

**ATTENTION:** Agency users are responsible for properly uploading controlled, unclassified materials to FBO using the access control procedures for document packages and attachments detailed in the FBO Buyers Guide. Do not upload ANY classified materials to FBO.

**Buyers / Engineers**

Government users may post, manage, and award opportunities.

**Vendors / Citizens**

Vendors and citizens may search, monitor, and retrieve opportunities.
Advanced Search Tools

Opportunity and Procurement Type

- Pre-solicitation
- Synopsis/Solicitation
- Sources Sought
- Modification
- Amendment
- Special Notice

Benefit

- Engage with the buyer before the solicitation is issued
- Identify your business as meeting the procurement need
- Increase set-asides on procurements
Advanced Search Tools

NAICS and Classification Codes

- Match your business categories to current projects
- Access complimentary projects that would support partnering

Benefit

- See projects new to FBO
- Avoid wasted time self filtering
- Identify buyers for marketing campaigns
- Bring projects to the table to increase partner interest
Forecast of Contracting Opportunities

Policy & Regulations
Federal Acquisition Regulation (FAR)
General Services Acquisition Manual (GSAM)
Office of Federal Procurement Policy (OFPP)
AbilityOne
Code of Federal Regulations
Agency Supplemental Regs
Federal Register Regulations.gov
Acquisition Center of Excellence (ACE) for Services
Civilian Agency Acquisition Council (CAAC)
Financial Management Service

Introduction
Acquisition.gov is an E-Gov initiative that aggregates federal acquisition content by providing one website for regulations, systems, resources, opportunities, and training.

This website was designed to create an easily navigable resource to share the efforts to achieve its vision of more efficient and transparent practices through better use of information, people, processes and technology.

Announcements

System for Award Management (SAM)
The System for Award Management (SAM) is online. SAM replaces CCR/FedReg, ORCA, and EPLS. If you have been using those systems, you should now go to www.sam.gov to find your information. Training tools are available on the SAM website to help you get familiar with SAM.
Forecast

- Meet the customer during the Planning Phase
- Identify challenges to improve your offer solutions
- Improve cost estimates for projects
- Influence small business set-asides
- Plan and prep your submissions per quarter
Partnering Solutions

**Contractor Teaming Arrangements**
www.gsa.gov/cta
- GSA Schedule Vendors ONLY
- Total Solution
- Paid Separate
- Team Plans Process

**Subcontracting**
www.gsa.gov/subdirectory
- Any size business
- GSA Schedule Projects
- Paid by prime contractor

**Mentor Protégé**
www.gsa.gov/mentorprotégé
- Mentor: GSA Contractors/Prime
- Protégé: AnyVendor
- Prime Directed Projects
- GSA Approved
- Subcontracting Agreement
SFTool
• http://www.sftool.gov/
  – Procure
    ▪ Product/Service

GSA Advantage
• www.gsaadvantage.gov
  – Environmental Program
    ▪ Search Industry

Green Government Opportunities
• www.green.sba.gov
  – Opportunities
    ▪ Don’t focus on dates posted
Which Procurement Program is the Best for my company?
Opportunities Should Drive Program Participation

1. Determine the opportunities for your company
2. Select the most beneficial program to engage
3. Respond to procurements
4. Ask the right questions at the kick-off
5. Be better than their last experience to increase your chances of providing solutions in the future
Listen Up!

What matters?

• Customers Concerns
• Customers Budget
• Customers Support System
• Customers Resources
• Customers Vision
• Customers Last Experience

Are you the BEST Solution!
YES!

Small Business CAN Do the Job!
**MINIMUM PARTICIPATION REQUIREMENTS FOR GSA PROGRAMS**
How to Sell to the Government
www.gsa.gov/howtoselltothegovernment

- Apply for small business set-aside: http://www.sba.gov/content/small-business-certification-0
- Register on SAM: www.sam.gov
- Review Opportunities: FBO, Forecast, SBA Opportunities
- Identify Programs and Requirements: GSA Schedules, IDIQ
- Plan and prepare for offer submission
Indefinite Delivery Indefinite Quantity (IDIQ)

**www.gsa.gov/idiq**

Used to procure technical expertise in areas such as cost estimating, architect/engineer services, seismic/structural/blast services, construction management and inspection, general construction, repair and alteration, design-build, demolition and remediation services.

➢ **Participation**

- Varies with each contract type
- Applicable to various industries including construction
- Purchase amounts vary
Blanket Purchase Agreements (BPA’s)

www.gsa.gov/bpa

Provides easy access to repetitive needs for supplies or services.

➢ Participation:
  • Current GSA Contract Holders
  • Compete for Award with other GSA Contract Holders
  • Annual review of award for Best Value
  • Most compatible with recurring requirements like office supplies, IT equipment and services, etc.
Federal Strategic Sourcing Initiative (FSSI)
www.gsa.gov/fssiofficesupplies

- GSA Contractors
- Negotiated Blanket Purchase Agreements (BPA’s)
- Most Frequently Purchased Items
- Includes small business categories
- Some agencies may prefer or require FSSI BPAs.
Set-Asides

Every federal government purchase anticipated to be valued from $3,000 to $150,000 is automatically set aside for small businesses as long as there are at least two companies that can provide the product or service.

- **Participation:**
  - Small Business
  - Special Certification
    - 8(a) Disadvantaged
    - Woman Owned
    - Service Disabled Veteran
    - HUBZone *

*Zones have changed for FY 2014 (www.sba.gov)
Mentor Protégé Program

www.gsa.gov/mentorprotegeprogram

GSA’s Mentor-Protégé Program is designed to encourage and motivate GSA prime contractors to assist small businesses and enhance their capability of performing successfully on GSA contracts and subcontracts.

➢ Participation:
  • Current GSA Contractor
    • Mentor Required
    • Protégé Optional
  • Mentor or Protégé Initiate
  • Self-Matching
  • Complete Application and Agreement
  • GSA monitored

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Small Business Advocates in GSA


Each Federal agency has an Office of Small Business Utilization put in place by congress “…to promote the maximum practicable use of all designated small business categories within the Federal Acquisition process…” These advocates report to the head of their agency on the success of this partnership.

- Finding creative new ways to educate
- Sponsoring and delivering business development training
- Integrating low-cost networking events into established venues
- Providing free counseling and more…
Small Business Administration
SBA provides business counseling, training and business development specialists providing free and low-cost services in your area.
www.sba.gov  1-800-U-ASK-SBA (1-800-827-5722)


Federal OSDBU Agency Offices
The Small Business Act as amended by Public Law 95-507 established the Office of Small and Disadvantaged Business (OSDBU) to promote the maximum practicable use of all designated small business categories within the Federal Acquisition process.
http://www.osdbu.gov
Small Business Website Access

www.gsa.gov/osbu

- Training
- Opportunities
- Tools and Resources
- Help (www.gsa.gov/askosbu)
GSA and Social Media

www.twitter.com/gsaosbu
(information and feedback changing small business procurements)

www.facebook.com
GSA, Office of Small Business Utilization
(Fan Page with lots of updates)

Interact.gsa.gov
Small Business Solutions Group
(blogs, discussion boards, and more)
GSA Sources of Support

- PBS Industry Relations
  866-727-8363
  IndustryRelations@gsa.gov
  www.gsa.gov/pbs
- Construction, Real Estate, Architecture, Interior Design

- National Customer Service
  (800) 488-3111
  NCSCcustomer.service@gsa.gov
  www.gsa.gov/fas
- Commercial Products and Services

- Office of Small Business Utilization
  855-OSBUGSA
  www.gsa.gov/askosbu
- gsa.gov/smallbizsupport
- Small Business Liaison

Public Building Service

Federal Acquisition Service

Office of Small Business Utilization
Questions and Answers