Government Procurement & Business Resource Roundtable

Connecting Assets and Building Capacity for Local Businesses
Brooklyn Borough Hall
September 27, 2013

AGENDA

8:30am – 9:00am **Registration and Resource Fair**

9:00am – 9:15am **Welcoming Remarks**
Carlo Scissura – Brooklyn Chamber of Commerce
The Hon. Marty Markowitz – Brooklyn Borough President
Dr. Roy Hastick, Sr. – Caribbean American Chamber of Commerce
Rick Miranda – Brooklyn (Kings County) Hispanic Chamber of Commerce
Rob Piechota – Small Business Development Center
Joshua Barnes – U.S. Economic Development Administration

9:15am – 10:30am **Procurement Opportunities and Becoming Competitive for Post-Sandy Projects** (Moderator: Soma Saha- U.S. Dept. of Commerce)
Isaac Roper Charles – U.S. Small Business Administration
Janice Bracey – U.S. General Services Administration
Gregory Cuyjet – U.S. Army Corps of Engineers
Khadijeh Abdullah – U.S. DHS Federal Emergency Management Agency
David Davich – Public Assistance, U.S. DHS Federal Emergency Management Agency
Q & A (two burning questions – or write them on a card)

10:30am – 10:40am **Break**

10:40am – 11:40am (continued) **State and Local Procurement Opportunities And Success Stories** (Moderator: Soma Saha-U.S. Dept. of Commerce)
Emmanuel Anosike – NYC Small Business Services

Sponsored by:
Brooklyn Chamber of Commerce – Caribbean American Chamber of Commerce
Brooklyn (Kings County) Hispanic Chamber of Commerce – Small Business Development Center
Department of Commerce – Economic Recovery Support Function
Office of Brooklyn Borough President Mary Markowitz

Sergio Paneque – NYC Office of Citywide Purchasing
Veronica Rose – Aurora Electric, Inc.
Lydia Short – TTT Events Planning, LLC

11:40am – 12:00pm **Q&A**

12:00am – 12:30pm **Resource Fair**

Sponsored by:
Brooklyn Chamber of Commerce – Caribbean American Chamber of Commerce
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Department of Commerce – Economic Recovery Support Function
Office of Brooklyn Borough President Mary Markowitz

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Sponsored by the Brooklyn Borough President

Hon. Marty Markowitz

Presented at Brooklyn Borough Hall
September 27th, 2013

Welcoming Remarks

Hon. Marty Markowitz
Borough President
Brooklyn Borough Hall

Carlo A. Scissura, Esq.
President & CEO
Brooklyn Chamber of Commerce

Rick Miranda
President
Brooklyn (Kings County)
Hispanic Chamber of Commerce

Dr. Roy Hastick, Sr.
President & Founder
Caribbean American Chamber of
Commerce & Industry

Joshua Barnes
Disaster Recovery Coordinator
U.S. Economic Development
Administration

Robb Piechota
Director
Small Business
Development Center - Brooklyn

Procurement Opportunities & Becoming Competitive for Post-Sandy Projects

Moderator: Soma Saha
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Emmanuel Anosike
NYC Small Business Services

Sergio Paneque
NYC Office of Citywide Purchasing

Local Business Success Stories: How We Did It

Moderator: Soma Saha
U.S. Department of Commerce

Veronica Rose
Aurora Electric, Inc.

Lydia Short
TTT Events Planning, LLC

U.S. Small Business Administration
Helping small businesses to start, grow and succeed.

Selling
to the
Federal Government

Federal Contracting Facts

- The world's largest buyer of goods and services is the Federal Government, with purchases totaling more than $500 billion per year.
- Contracts exist for every item imaginable, from paper clips to armored tanks
- Federal agencies are required to establish contracting goals, with at least 23 percent of all government buying targeted to small firms.

Why a Small Business Program?

- U.S. policy that small business (SB) concerns shall have the maximum practicable opportunity to participate in the performance of contracts awarded by any Federal agency.
- The U.S. uses the procurement process to advance socio-economic policies and objectives.
- To aid, counsel, assist & protect the interests of small business concerns
- Goal of policy is to ensure that a fair proportion of purchases, contracts & subcontracts be placed with small businesses

Prime Contracting Government-wide Procurement Goals

- Small Business (SB) - 23%
- Small Disadvantaged Business (SDB) - 5%
- Women-Owned Small Business - (WOSB)- 5%
- HUBZone Small Business – 3%
- Service-Disabled Veteran-Owned SB (SDVOSB) - 3%

What is a Set-Aside?

- A set-aside is the reserving of an acquisition exclusively for participation by a category of small business concerns.
- Helps ensure a level playing field so 8(a), HUBZone, SDVOSB, WOSB, EDWOSB, and small business concerns can compete for Contracting Opportunities.
- To award certain acquisitions exclusively to small business concerns.

Small Business Program Parity

8(a) — **HUBZone** — **Woman-Owned** — **Service-Disabled Vet**

↓

Small Business

↓

Unrestricted Competition

How the Government Buys

- <$3,000 usually purchased by credit card (micro-purchases – No SB set-asides)
- >$3,000 - $150,000 set-aside for small business and simplified acquisition procedures.
  - 8(a), HUBZone, SDVOSB and WOSB/EDWOSB SAs not precluded
- >$15,000 and <$25,000 must be displayed in a public place, or by any appropriate electronic means.
- >$25,000 - posted at FBO www.fbo.gov
- >$150,000 – first consideration must be 8(a), HUBZone, SDVOSB, WOSB and EDWOSB (parity),
  - then SBSA
  - and lastly "Unrestricted/Full and Open (F&O)" (all businesses large and small may participate)

How the Government Buys – GSA Schedules

- General Services Administration (GSA) Schedules are also referred to as Multiple Award Schedules (MAS) and Federal Supply Schedules (FSS)
- Contracts for use by other Government agencies
- GSA establishes long-term government-wide contracts with commercial firms.
- Schedules provide access to over 11 million commercial supplies (products) and services at volume discount pricing.
- Gov't orders from GSA Schedule contractors or through the GSA *Advantage!*® online shopping and ordering system.
- Vendors interested in becoming GSA Schedule contractors should review Getting on Schedule, in order to fully understand the process involved in obtaining a GSA Schedule contract. http://www.gsa.gov/portal/content/198473

First Thing To Do – Get Registered

- In order to win federal contracts, your business must be registered in the federal government's System for Award Management (SAM) database at www.sam.gov (update at least annually).

  - You need to obtain a "DUNS Number" at this same website (for free) to identify your business to the federal government. At the end of your SAM Registration, register on the SBA Profile Link which links to the Dynamic Small Business Search (DSBS).

  -SAM is Federal Government owned and operated free web site that consolidates the capabilities in CCR/FedReg, ORCA, and EPLS. Future phases of SAM will add the capabilities of other systems used in Federal procurement and awards processes.

- You can also view the link through http://www.acquisition.gov/

Market Your Company

- To effectively market your company's product or service:
  - Identify your customers
  - Research their requirements
  - Learn federal procurement regulations
- Present your capabilities directly to the federal activities and large prime contractors that buy your products and services
- Attend procurement conferences, business expos and business matchmaking events
- Add details to your SAM/Dynamic Small Business Search (DSBS) profile (e.g., GSA schedule number, commercial customers, federal customers, special capabilities).
- Show contracting officers that your company is a good match for their needs and requirements

Market Your Company

- **Target Your Customer:** Who buys your product or service? How do they buy? When do they buy?
- **Know the Rules:** Federal Acquisition Regulations, contract requirements and specifications
- **Perform as Promised:** On-time delivery, Good Quality, at a Fair Price
- **Standard of Excellence**
- **Pleasantly Persistent**

Explore Subcontracting Opportunities

- Prime contract winners often require subcontracts to fulfill their requirements (contracts > $650,000 and $1,500,000 for construction)

- The SBA/GC Subcontracting Opportunities Directory lists by state the large business federal prime contractors with the contact information for each Small Business Liaison Officer (SBLO). View the directory at: http://ftp.sbaonline.sba.gov/aboutsba/sbaprograms/gc/contacts/gc_subcontracts_opportunities.html

- SBA's SUB-Net: Federal agencies, state and local governments, non-profit organizations, colleges and universities, and small businesses can use SUB-Net to post solicitations and notices. SUB-Net can be reached through the SBA's Home Page at http://web.sba.gov/subnet. Click on Search at the top of the page.

A SUB-Net - Microsoft Internet Explorer provided by SBA

Edit View Favorites Tools Help

ess http://web.sba.gov/subnet/search/index.cfm?CFID=4317152&CFTOKEN=2 Go Back Links Customize Links Microsoft

U.S. Small Business Administration SBA Your Small Business Resource

Search Exit Help Post Home

SUB - Net

SBA SUB-Net

Text Only

U.S. Small Business Administration Subcontracting *Network*

American Recovery and Reinvestment Act (ARRA) Subcontract Solicitations

ARRA Prime Contracts Solicitations Iraq Reconstruction RFP's

The use of SUB-*Net* fulfills the function set forth in Federal Acquisition Regulation (FAR) 5.206, Notice of Subcontracting Opportunities, for contractors and subcontractors to post notices and thereby increase competition for subcontracts.

Also see SBA's Subcontracting Opportunities Directory
DSBS-Dynamic Small Business Search Engine in CCR - Central Contractor Registration

DISCLAIMER

> FirstGov > E-Gov > Regulations.gov > White House
* Privacy & Security * Information Quality * FOIA * No Fear Act * ADA

Offices of Small and Disadvantaged Business Utilization (OSDBU)

- The goal of the OSBDU offices is:
  - to advocate for and manage the small business utilization programs for their organization.
- The Director of the OSDBU:
  - primary advocate - responsible for promoting the maximum practicable use of small business within the Federal Acquisition process.
- The OSDBU is tasked with:
  - ensuring that each Federal agency and their large prime vendors comply with federal laws, regulations, and policies to include small business concerns as sources for goods and services as prime contractors and subcontractors.
- Federal OSDBU Offices/Small Business Specialists: http://www.osdbu.gov/offices.html

Seek Help From Resource Partners

- PTACs- provide assistance to business firms in marketing products and services to the Federal, state and local governments available at no or nominal cost www.dla.mil/db/procurem.htm

- Small Business Development Centers – provide one on one management assistance to SB; Women Business Centers: http://www.sba.gov/aboutsba/sbaprograms/sbdc/index.html

- Women's Business Centers

  http://www.sba.gov/content/womens-business-centers

- SCORE - Get free & Confidential small business mentoring and advice (online and in-person mentoring) from Successful Business Advisors

  www.score.org

Other Tips

- Make yourself stand out – a better SAM/DSBS Profile, GSA Schedule Holder, etc
- "Tune-up" your SAM/DSBS Profile - Look at the SAM/DSBS profiles of other firms in your own industry to see if your profile is competitive
- Self-certify (or apply for certification, if applicable) in as many socio-economic categories as you can
- Any additional socio-economic classification beyond Small Business is a plus!
- Marketing Research Tool – Federal Procurement Data System (FPDS-NG) https://www.fpds.gov/
- State Agencies Procurements – Do not overlook procurement opportunities with your state and local government. Go to http://www.sba.gov/content/state-government-certifying-agencies to find these opportunities.

U.S. Small Business Administration

OFFICE OF GOVERNMENT CONTRACTING

Area I

Isaac Roper Charles

PCR

(212) 264-3198

US Army Corps of Engineers Small Business Programs and the Procurement Process

Greg Cuyjet,
Deputy for Small Business

New York District

June, 2013

US Army Corps of Engineers
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Small Business Goals

- The President is required to annually establish Government-wide goals for procurement contracts awarded to small businesses (Section 644(g) of 15 U.S.C.)

Small Business Goals

- The Office of Small Business Programs, Office of Secretary of Defense, negotiates Department of Defense (DOD) goals with the Small Business Administration and then develops and disseminates the annual small business goals for the fiscal year

Small Business Goals

- Goal utilization assists to assure small business receives a fair proportion of DOD awards. Each major buying activity within the Army is assigned Small Business Goals to achieve during the given fiscal year

Small Business Programs

- Service-Disabled Veteran-Owned Small Business
- HUBZone Small Business
- Small Disadvantaged Business
- Women-Owned Small Business Federal Contracting
- Small business

Small Business Programs

- FedBizOpps announcements specify if set-aside for any small business program

- Alaska Native Corporations and Indian Tribes are small and small disadvantaged business

Small Business Set-Asides

- Currently have authority to set-aside procurements for 8(a), HUBZone, Service Disabled Veteran Owned firms, Women-Owned Small Business, and Small Business under the size standard
- 8(a) set-asides can be single source (under $4 million) or competitive
- Firms must be certified by the U.S. Small Business Administration, if 8(a) or HUBZone, WOSB Program repository

New York Goals for Prime Contractors

- FY13 Goals:
  - SB 25%
  - SDB 7%
  - WOSB 5%
  - HUBZone 3%
  - SDVOSB 3%
  - HBCU/MI 2.5%

Subcontracting

- The purpose of the subcontracting program is to give the various small business categories the maximum practicable opportunity to participate in the subcontracts awarded by Government prime contactors

Subcontracting

- Requires any contractor receiving a contract for more than the simplified acquisition threshold to agree that the various small business categories will have the maximum practicable opportunity to participate in the contract performance

Subcontracting

- In purchases of $650,000 or more ($1,500,000 for construction contracts) a large business firm must submit and obtain approval of their Small Business Subcontracting Plan from the Contracting Officer prior to receiving the award. That plan must contain various small business subcontracting goals and a plan for meeting those goals. Federal Acquisition Regulation Subpart 19.7

Small Business Subcontracting Goals

- FY13 Goals:
  - SB 50%
  - SDB 17%
  - WOSB 18%
  - HUB 10%
  - VOSB 4%
  - SDVOSB 4%

System
for Award Management

System for Award Management

- **Search Records**
- All records from Central Contractor Registration (CCR), Federal Agency Registration (FedReg), Online Representations Certifications Application (ORCA), and Excluded Parties List System (EPLS), active or expired, were moved to SAM
- You can search these records and filter your results

System for Award Management

- **Create User Account**
- Required to do business with the Government
- You will need a new SAM User Account to register or to update entity records
- You will need to create a SAM User Account if you are a government official and need to create exclusions or search for FOUO information

System for Award Management

- **Register/Update Entity**
- You can register an Entity (business, individual, or government agency) to do business with the Federal Government.
- If you are interested in registering or updating your Entity, you must first create a user account

System for Award Management

- If you are a government user logged in with your SAM user account, you will automatically have access to FOUO information
- Complete and submit the online registration

System for Award Management

- Items required to complete a registration include a Dun and Brad Street Number (DUNS #), Commercial and Government Entity Code (CAGE Code), Tax ID Number (TIN), at least one North American Industry Classification System Code (NAICS) and your self certification of whether your firm is a Small Business for that NAICS Code

Required Elements for SAM

- **DUNS Number** -
  - The DUNS Number is provided by Dun & Bradstreet, Inc. (D&B) and is used to identify unique business entities
  - To find out if your firm has a DUNS # you can perform a search at the following website: http://fedgov.dnb.com/webform
  - If you do not have a DUNS # you can obtain one during the registration process or you can request one at 1-866-705-5711

Required Elements for SAM

- DUNS Number for New York District is 09-506-2253

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Required Elements for SAM

- **CAGE Code –** Commercial and Government Entity Code.
  - A five (5) position code unique identifier for entities doing or wishing to do business with the Federal Government
  - It is a standardized method of identifying a given facility at a specific location

Required Elements for SAM

- Supplied by the Defense Logistics Information Service
- One will be provided during the registration process if you don’t have one

Required Elements for SAM

- **NAICS Code** - The North American Industry Classification System 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

Required Elements for SAM

- Small Business Size Standard - SBA has established numerical definitions, or "size standards," for all for-profit industries

- Size standards represent the largest size that a business (including its subsidiaries and affiliates) may be to remain classified as a small business concern

Required Elements for SAM

- Standards for some industries are based on dollars (average receipts)

- Or number of employees for others

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Online Representations and Certifications Application(ORCA)

- Online Representations and Certifications Application replaced many of the paper based Representations and Certifications (Reps and Certs).

- The ORCA site is a part of SAM https://sam.gov/

Things to **Do**

- **Know** the rules.
  - Federal Acquisition Regulation (FAR).
  - For USACE, additional supplements also apply (DFARS, AFARS, EFARS)

Useful Links

- **SAM** – System for Award Management
  - https://www.sam.gov
- **DUNS** – Data Universal Numbering System
  - http://fedgov.dnb.com/webform

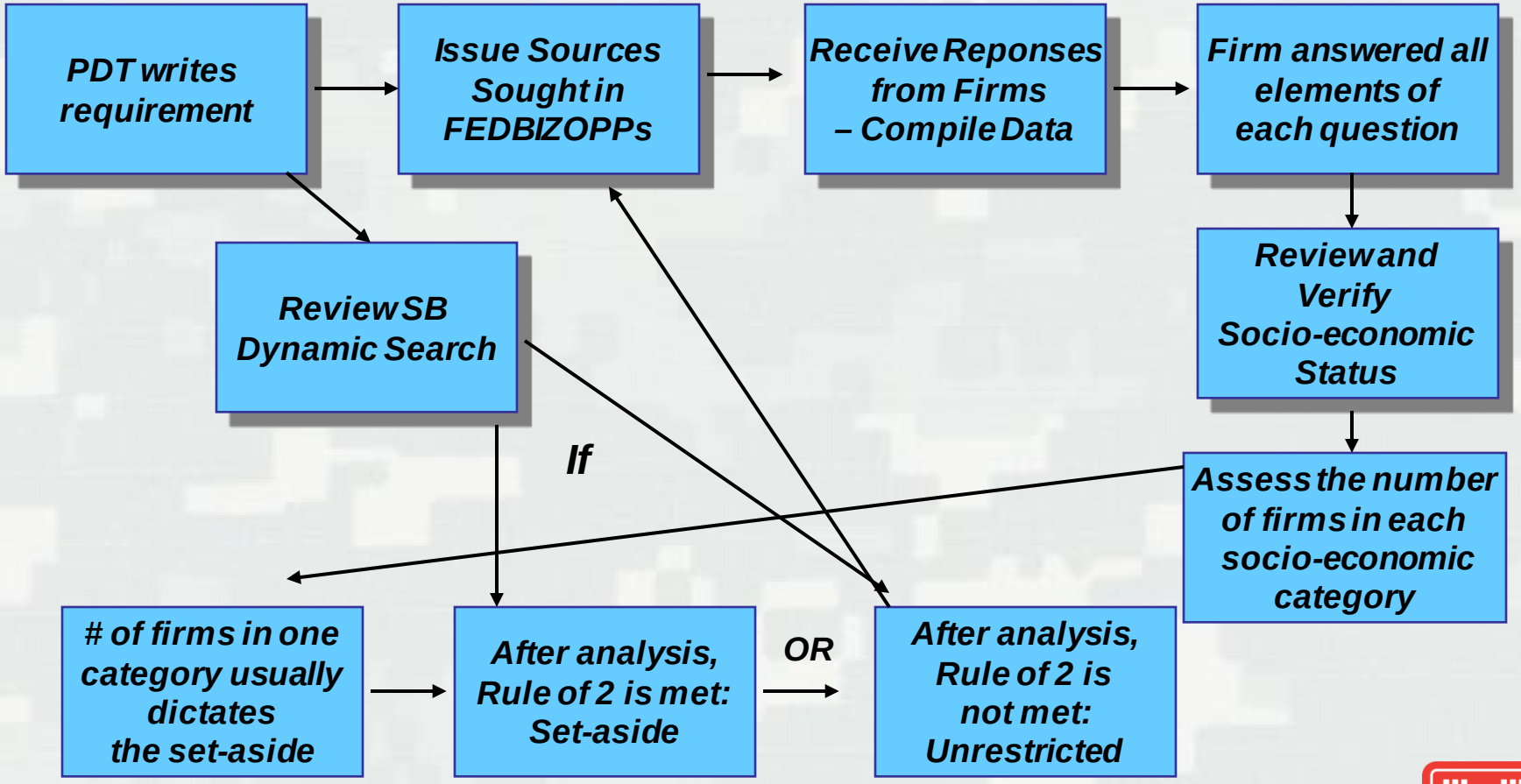
Useful Links

- **NAICS Search** - North American Industry Classification System
  - http://www.census.gov/eos/www/naics/

- **Small Business Size Standard**
  - http://www.sba.gov/contractingopportunities/officials/size/index.html

The Government Market Research Process

Market Research Flow



Who Conducts Market Research?

Project Delivery Team

- Contracting
- Requirements Personnel (including Project Managers and customers)
- Technical Personnel
- Small Business Specialist
- SBA Procurement Center Representative

Why Conduct Market Research?

- FAR 10.001 policy; FAR 7.102 policy
- Competition in Contracting Act (CICA 1984)
- Federal Acquisition Streamlining Act (FASA) 1994

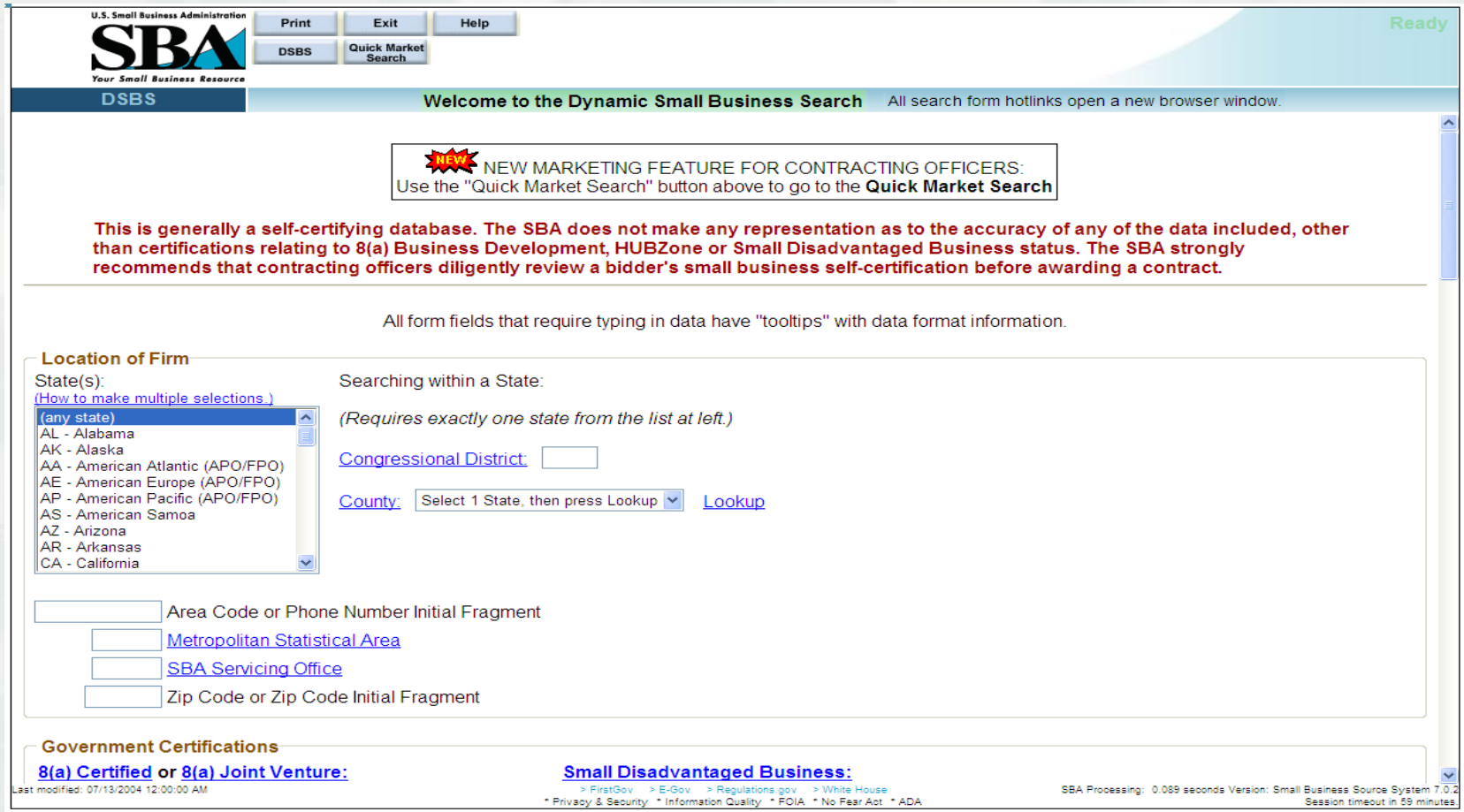
Why Conduct Market Research?

- Determine if sources capable of satisfying the agency's requirements exist
- Determine if commercial items are available
- Determine whether bundling or consolidation is necessary and justified

Why Conduct Market Research?

- To provide information on how to structure contracts
- Small business availability
- Support our decision for a non-competitive action
- Changes in industry
- Recent changes in pricing

Dynamic Small Business Search



http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm

Dynamic Small Business Search

PRIMARY COLORS CONTRACTING INC.	VINCENT CAMARDA	740 VETERANS HWY #201 HAUPPAUGE, NY 11788-2310	
WOMEN WORK CONSTRUCTION CORP. W W C	RICHARD S. MARTUCCI	114 SPENCER ST STATEN ISLAND, NY 10314-3634	Public improvement general contractor in NYS including demolition, site work including earth work, underpinning

Dynamic Small Business Search

MARTY.RAPOZO@ABIDEINTERNATIONAL.COM; RICHM@WWCCORP.NET; bhalsey@structuralassociates.com; coliveira@oliveiracontracting.com; contact@randjones.com; craig@innovaxpillar.com; dj@irwincontractinginc.com; hassett@contechbuilding.com; info@slrcontracting.com; rsilva@coastalgrp.net; samsobronx@aol.com; sseneca@SenecaCM.com; suzanne@csscbuilds.com; terry@vetcocontracting.com; vcamarda@primarycolorscontractinginc.com

FBO Search Results

FEDBIZOPPS.GOV Federal Business Opportunities

Home | Getting Started | General Info | Opportunities | Agencies | Privacy

Buyers: Login | Register Vendors: Login | Register Accessibility

Opportunities

RETURN TO GETTING STARTED

Opportunities List | Advanced Search | Archives

Search Tip: Use the Advanced Search Form for a wide array of search fields. To view opportunities by agency, go to the Agencies section. A quick search can be conducted using the fields below.

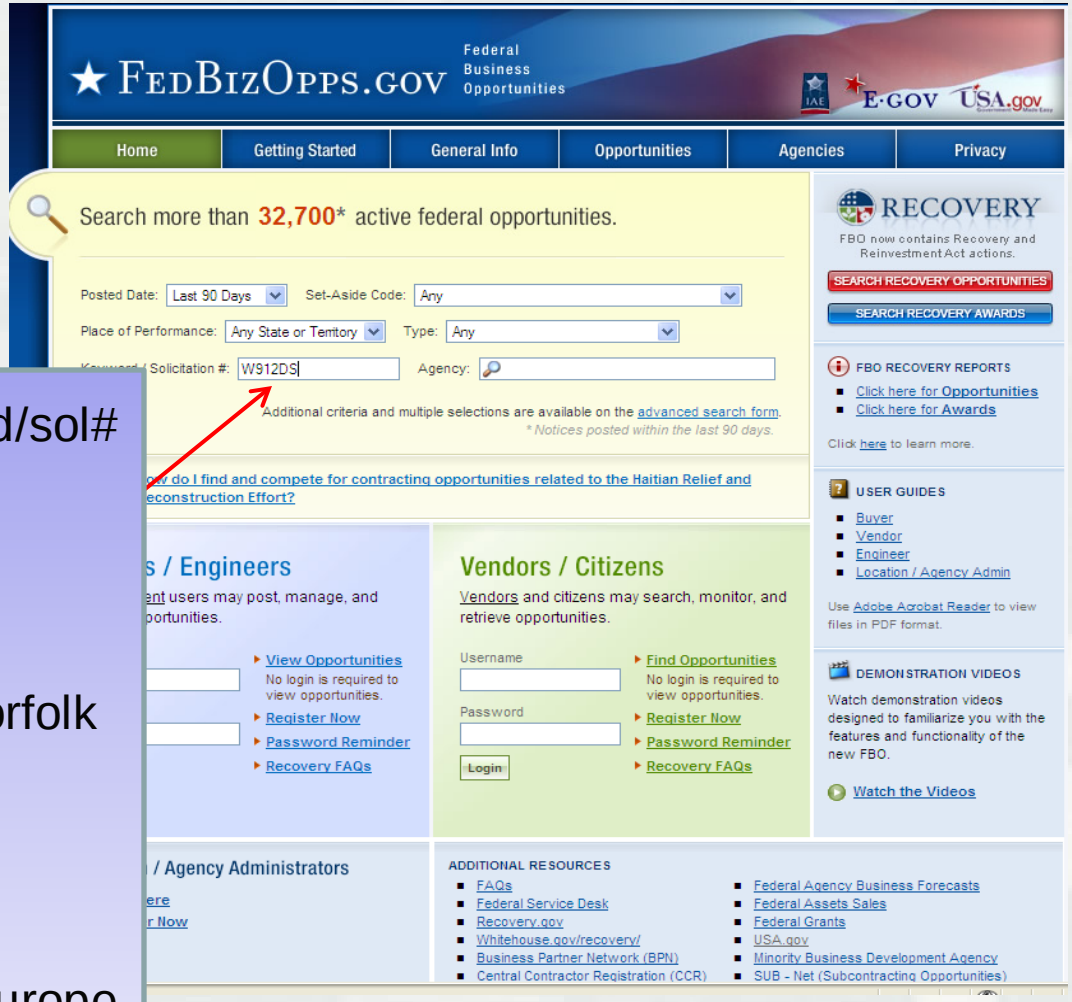
Keyword / Solicitation #: w912wj TIPS Posted Date: Last 90 Days Search Clear

Search by Agency, Set-aside, State, and Type Search by Classification, NAICS code, Recovery actions, and more

1 - 20 of 35 Sort By Posted On (Desc.) Showing 20 per page 1 | 2 »

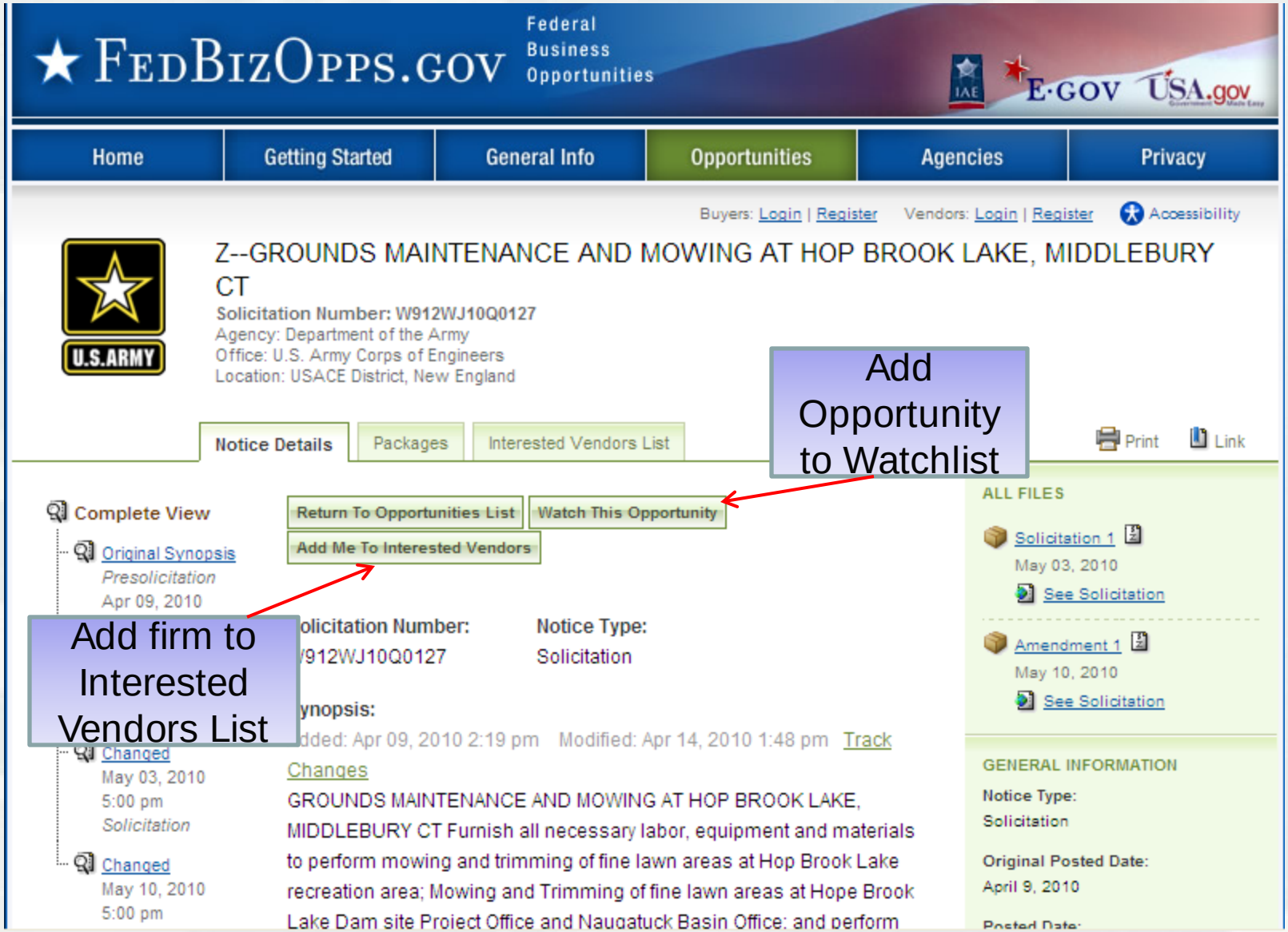
Opportunity	Agency/Office/Location	Type / Set-aside	Posted On
Z--GROUNDS MAINTENANCE AND MOWING AT HOP BROOK LAKE, MIDDLEBURY CT W912WJ10Q0127 Z -- Maintenance, repair, and alteration of real property	Department of the Army U.S. Army Corps of Engineers USACE District, New England	Solicitation (Modified) / Service-Disabled Veteran-Owned Small Business	May 10, 2010
Z--GROUNDS MAINTENANCE AND MOWING AT CAPE COD CANAL, LOCATED IN BOURNE, MA AND SANDWICH, MA W912WJ10Q0131 Z -- Maintenance, repair, and alteration of real property	Department of the Army U.S. Army Corps of Engineers USACE District, New	Solicitation (Modified) / HUBZone	May 10, 2010

FedBizOpps Quicksearch for



Enter : keyword/sol#
W912DS for New York
W912BU for Philadelphia
W91236 for Norfolk
W912DR for Baltimore
W912WJ for New England
W912GB for Europe

FedBizOpps Advanced Functions



How to Conduct the Market Research?

- Publish formal requests for information or Draft RFP's in FedBizOpps and business publications.
- Industry Day
- Publish informal and formal "Sources Sought" announcements in FedBizOpps

https://www.fbo.gov/downloads/FBO_Buyer_Guide.pdf

Information you may want to state and request in a Sources Sought

- Include a general statement of work
- Estimated construction range IAW with FAR 36 and DFARs 236, if applicable
- If services, define performance based requirements clearly
- NAICS Code
- Small Business Size Standard
- FSC Code, if needed
- Bonding Requirements, if applicable

Market Research

- Market Research is essential to successful acquisition planning and the outcome of the solicitation/contract award processes. It is our responsibility to conduct and document market research as stewards of taxpayer $$$

Analyzing Market Research Data

- Bottom line: The analysis should give a picture of the current marketplace, who's doing business successfully within it, and with whom and if/how industry can support the specific requirement(s)
- Don't ignore past performance information – this can make or break an acquisition strategy decision. Companies that are failing are not those who you want to include as "qualified firms" in a Rule of 2 determination

Analyzing Market Research Data

- Be sure the documentation, as written, supports the strategy determined by the Project Delivery Team/Contracting Officer to be appropriate for the procurement

Analyzing Market Research Data

- Discuss various categories of small business responses received
- Discuss capabilities of firms located
- Determine if sufficient/capable firms exist in one or more small business categories to be competitive for the requirement
  - Technical capability
  - Bonding capacity
  - Rule of Two Met

Analyzing Market Research Data

- Lay out Recommended Acquisition Strategy
  - Use data to develop narrative and charts, as needed, to easily convey market research results
  - Outline the types and numbers of proposed contracts, and contract capacity

Information to state and request in a Sources Sought

- Simultaneous task orders limitation information, if applicable
- Geographical scope information, if applicable.
- Any additional information that is pertinent to this acquisition
- Statement – Under FAR 52.219-14, Limitations on Subcontracting, the prime contractor must perform
- As a general rule you'll want to keep a sources sought out for at least 7-14 days

Information to state and request in a Sources Sought

- Firm's name, address, point of contact, phone number, and e-mail address
- Firm's interest in proposing on the solicitation when it is issued
- Firm's capability to perform a contract of this magnitude and complexity (include firm's capability to execute design and construction,
- A-E, or environmental comparable work performed within the past 5 years

Information to state and request in a Sources Sought

- Brief description of the project firm performed, customer name, timeliness of performance, customer satisfaction, and dollar value of the project) – provide at least 3 examples
- Firm's small business category and Business Size (Small Business, HUB Zone, Service Disabled Veteran Owned Small Business, 8(a), or HBCU/MI, WOSB (effective Feb 2011)

Information to state and request in a Sources Sought

- Firm's Joint Venture information if applicable

- Construction bonding level per contract and aggregate construction bonding level in dollars

- Firm's Bonding Capability by letter from bonding company

Where to Conduct Market Research?

- Internet – search engines, company web sites, trade groups forums, government sites FedBizzOpps (FBO.GOV), GSA, SBA Dynamic Small Business Search
- Print media – catalogs & line cards directly from contractors & suppliers, business cards, yellow pages, source lists
- Small Business Administration

  http://dsbs.sba.gov/dsbs/search/dsp_dsbs.cfm
  (Dynamic Small Business Search)

How Long is the Information Considered Valid?

- FAR says market research for sole source actions must be complete and not more than 12 months old
- For our USACE requirements
- Rule of thumb is no more than 6-12 months

Supporting Market Research Memorandum

- Signed by Author: Project Manager, Technical Manager, Branch Chief, Contracting Officer, Deputy for Small Business

- Excel spreadsheet description of results and conclusions of responses to market research

- Bid Reports

Small Business Coordination Record DD Form 2579

- Each new requirement and/or acquisition with an estimated value of $10,000 and above

- Inter-Intra Agency unrestricted contracting vehicles

- IDIQ pools and using the unrestricted pool

Small Business Coordination Record

- Completed by the Contract Specialist using market research information obtained
- 30 days before issuing the solicitation
- Submitted to the Contracting Officer for signatory concurrence
- Contracting Officer ultimately responsible for the procurement strategy and adequacy of the market research

Small Business Coordination Record

- Submitted to the District Small Business Specialist for review and signatory concurrence or appeal
- Submitted to the SBA Procurement Center Representative (PCR) for signature concurrence and or recommendation
- Appeal of unwarranted rejection of PCR recommendation to the Head of the Contracting Activity (HCA)

SBA Procurement Center Representative

- Each District/Center has an assigned SBA PCR – find out who that is; know and build a relationship with your PCR

- SBA PRC duties include, in part
  - Reviewing proposed acquisitions to recommend set aside of acquisitions not unilaterally set aside by the Contracting Officer

Deputy for Small Business Programs

- Each District/Center has either a part-time or full-time small business specialist (SBS)

- SBS duties includes, but are not limited to:

- Reviewing documents, such as acquisition plans/strategies, consolidation memos, J&As, etc., to include DD2579s

Deputy for Small Business Programs

- Participating in acquisition planning, kick-off meetings, Project Review Boards, Project Delivery Teams

- Developing/Maintaining an outreach program to small business firms, in the form of offering capability presentations to district staff, attending national, regional and local small business conferences

Deputy for Small Business Programs

- Participating in solicitation/source selection review, i.e., the small business language provided in the documents

- Reviewing subcontracting plans for concurrence

The Procurement Process

Architect/Engineering Services

A/E Selection Process

- Announcements for A/E services are advertised in FedBizOpps
- Respond by Submitting your qualifications on Standard Form 330
- Evaluation Board selects the three most highly technically qualified firms and enters into negotiations with the highest qualified
- Unsuccessful firms may request a debriefing

Selection Boards

- Evaluation Board evaluates the A/E's qualifications and ranks the firms
- Price is not a factor during the selection
- Negotiations are held with the most highly qualified firm

Selection Criteria

- Primary Selection Criteria
  - Specialized Experience and Technical Competence
  - Professional Qualifications
  - Past Performance
  - Capacity – 50% of the work with firm's employees
  - Knowledge of the Locality

Selection Criteria

- Secondary Selection Criteria
  - Small Business and Small Disadvantaged Business Participation
  - Geographic Proximity
  - Volume of DoD Contract Awards

Standard Form 330

- Architect-Engineer Qualifications Form

- Part I – Contract Specific Qualifications
  - Proposed Team
  - Organizational Chart of Proposed Team
  - Resumes of key personnel
  - Example Projects

- Part II – General Qualifications
  - Profile of Experience and Annual Average Revenues

Contract Requirements

- Solicitation sets forth all of the terms and conditions of performance, including
- Bonding requirements
- Plans and specifications
- Storm Water Prevention Protection Plan
- Completion date and liquidated damages

Contract Requirements

- Davis-Bacon and Service Contract Act wage rates
- Buy American Act
- Safety requirements
- Contract clauses

Invitation For Bids

- Invitation for Bids (IFB) - method of contracting that employs competitive bids, public opening of bids
- No discussions
- Award made to responsible bidder whose bid, conforming to the invitation for bids (responsive), will be most advantageous to the Government, considering only price and the price-related factors included in the invitation

Invitation For Bids

- Responsive - To be considered for award, a bid must comply in all material respects with the invitation for bids

Invitation For Bids

- Bid may be non-responsive if
  - fails to acknowledge receipt of amendment
  - fails to complete Price Schedule(s)
  - fails to submit bid bond in proper form and amount
  - adds any conditions or deviations from solicitation

BUILDING STRONG®

Bid Bonds

- Bid Bond – required for all construction projects in excess of $150,000
- Penal sum – 20 percent of bid price not to exceed $3 million
- Must be included with bid/offer

Late Bids

- IFB will specify exact date and time for receipt of bids
- Bids received after the specified time are late and may not be considered
- An exception may be where Government mishandling is the cause for the late receipt
- Late delivery by overnight carriers is not an exception
- Same rule applies to proposals

BUILDING STRONG®

Request for Proposals

- FAR 15.203, Requests for Proposals

- Requests for proposals (RFPs) are used in negotiated acquisitions to communicate Government requirements to prospective contractors and to solicit proposals

Request for Proposals

- RFPs for competitive acquisitions shall, at a minimum, describe the
  - Government's requirements
  - Anticipated terms and conditions that will apply to the contract
  - Contract clauses

Request For Proposals

- The solicitation may authorize offerors to propose alternative terms and conditions

- Information required to be in the offeror's proposal:
  - only that information which will be used in the evaluation

- Factors and significant subfactors that will be used to evaluate the proposal and their relative importance

Request For Proposals

- Relationship of price
- Evaluation factors must be consistent with approved Source Selection Plan

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Components of the RFP

- Contract Clauses, Provisions, Solicitation Requirements, Proposal Requirements, including Price Schedule
- Performance & Technical Specifications
- Reference Drawings
- Proposal submission requirements
- Proposal page limitations

Best Value Negotiated Procurements

- Two types
  - Trade Off – price is not necessarily the determining factor to be awarded the contract (Unrestricted Construction)
  - Lowest Priced Technically Acceptable (LPTA) – the lowest priced technically acceptable offeror will be awarded the contract
- Both methods conducted using negotiated processes

Lowest Price Technically Acceptable (LPTA)

- Process used when best value is expected to result from the selection of the technically acceptable proposal with the lowest price
- Evaluation factors are listed in the solicitation
- Trade-Offs are not permitted
- Contract is awarded to the lowest price which is technically acceptable

Tradeoff in Construction

- Tradeoff process may be used if
  - requirements are difficult to define or complex
  - expect measurable differences in design, performance, quality, reliability
  - services not clearly defined or highly skilled personnel required
  - willing to pay extra for additional capability, less risk

Tradeoff

- Government may consider award to other than the lowest priced offeror or other than the highest technically rated offeror

Tradeoff Process

- When using a tradeoff process, the following apply
  - The solicitation shall state whether all evaluation factors other than cost or price, when combined, are significantly more important than, approximately equal to, or significantly less important than cost or price

Tradeoff Process

- All evaluation factors and significant subfactors that will affect contract award and their relative importance shall be clearly stated in the solicitation

Proposal Evaluation - Past Experience and Performance

- Offeror Demonstrates Experience by providing Recent and Relevant Design-Build Experience and/or Design/Bid/Build Experience
- Offeror Provides Performance and Evaluation Information on the Past Performance Customer Questionnaire for Projects Submitted under Past Experience
- Past Performance is NOT the same as Past Experience

Past Experience

- Requires offerors to submit recent and relevant past experience
- Projects should be of similar scope, magnitude, and complexity
- Must be recent – typically not more than 5-7 years
- RFP may state that the past experience of a significant subcontractor may be considered

Past Performance

- The solicitation shall describe the approach for evaluating past performance

- Including evaluating offerors with no relevant performance history

- Shall provide offerors an opportunity to identify past or current contracts (including Federal, State, and local government and private) for efforts similar to the Government requirement.

Construction Unrestricted Best Value Trade Off Small Business Participation

- All Offerors (both small and large) shall identify the extent to which Small Businesses (SBs), Small Disadvantaged Businesses (SDBs), Woman-Owned Small Businesses (WOSBs), Veteran-Owned Small Businesses (VOSBs), Service-Disabled Veteran-Owned Small Businesses (SDVOSBs), HUBZone Small Businesses,) will be utilized in the performance of proposed contract

Sample Best Value Trade Off RFP Requirement – Small Business Participation

- For small businesses, as defined by the North American Industry Classification System Codes (NAICS Codes) applicable to this solicitation, the offeror shall identify its own participation as a SB, VOSB, SDVOSB, HUBZONE SB, SDB or WOSB and it will be considered in evaluating this factor

Small Business Participation

- Small business utilization requirement is not the same as a small business subcontracting plan
- Requires planning for the current contract performance
- A Small Business Participation Plan is submitted with the proposal

Proposal Deficiencies

- Deficiency is a material failure of a proposal to meet a Government requirement or a combination of significant weaknesses in a proposal that increases the risk of unsuccessful contract performance to an unacceptable level

Proposal Deficiencies

- Failure to include the following may constitute a deficiency
  - Bid Bond – (may be required when a performance and/or payment bond is required) must be equal to 20% of bid price or $3 million, whichever is less
  - Representations and Certifications – size certification, debarment
  - Required proposal volumes – READ RFP – will include at minimum, technical and price volumes

Proposal Deficiencies

- Proper number of pages – RFP will advise as to maximum number of pages for proposal
- Past performance questionnaires
- Incomplete/unsigned SF 1442

Discussions

- Discussions are tailored to each offeror's proposal
- Based on the deficiencies identified during evaluation
- Conducted by the contracting officer with each offeror within the competitive range
- Primary objective of discussions is to maximize the Government's ability to obtain best value, based on the requirement and the evaluation factors set forth in the solicitation

Proposal Revisions

- If an offeror's proposal is eliminated or otherwise removed from the competitive range, no further revisions
- Final proposal revisions evaluated in same manner as original proposals
- May have multiple rounds of discussions

Proposal Revisions

- At the conclusion of discussions, each offeror still in the competitive range shall be given an opportunity to submit a final proposal revision

Proposal Revisions

- The contracting officer is required to establish a common cut-off date for receipt of final proposal revisions
- Requests for final proposal revisions shall advise offerors that the final proposal revisions shall be in writing and that the Government intends to make award without obtaining further revisions

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Unsuccessful Offerors

- The contracting officer will notify offerors promptly in writing when their proposals are excluded from the competitive range or otherwise eliminated from the competition

- The notice will state the basis for the determination and that a proposal revision will not be considered

Unsuccessful Offerors

- Within 3 calendar days after the date of contract award, the contracting officer shall provide written notification to each offeror whose proposal was in the competitive range but was not selected for award or had not been previously notified

Unsuccessful Offerors

- Notice shall include --
  - The number of offerors solicited
  - The number of proposals received
  - The name and address of each offeror receiving an award

- Will advise how to obtain a debriefing

Successful Offeror

- Must timely submit performance and payment bonds (penal sum of each is equal to contract price) prior to Notice To Proceed being issued

- Proof of Insurance – must be in specified amounts. Certificate of insurance must set forth agreement to provide 30 day notice prior to cancellation

- Failure to timely submit may result in termination for default

Construction Contract Administration

Post Award

- Pre-work Meeting
- Preconstruction Meeting
- Design Phase
- Design Reviews
- Problem solving-Team Meetings
- Partnering Meetings

Required Submissions

- Safety/accident prevention plan*
- Design & construction quality control plan*
- Environmental protection plan*
- Schedule
- Davis-Bacon Act payrolls
- Quality Control reports

*submitted prior to starting work

Service Contracts

Service Contracts

- Service contracts may be for Janitorial Services, Chemical and Biological Testing, Environmental or Cultural Resources, and Construction Management using Architect Engineer firms, and other non-construction services

- Service Contract Act of 1965 – requires a prevailing wage determination of minimum wages or fringe benefits for multiple year contracts over $2,500

Service Contracts

- No contractor or subcontractor holding a service contract for any dollar amount shall pay any of its employees working on the contract less than the minimum wage specified in section 6(a)(1) of the Fair Labor Standards Act (29 U.S.C. 206) (exemptions)

Contractor Manpower Reporting (CMR)

- Applies to service contracts, including Architect Engineer

- CMR system is a business process to collect information on funding source, contracting vehicle, organization supported, mission and function performed, and labor hours and costs for contracted efforts

Contractor Manpower Reporting (CMR)

- Contractors report actual labor hours, dollars, and other information directly from their accounting systems directly into this system using their existing timekeeping, personnel, accounting systems as well as information supplied with the contract.

- Separate Contract Line Item Number for cost of reporting

FEMA

Doing Business with FEMA

How to Succeed Before, During, and After a Disaster

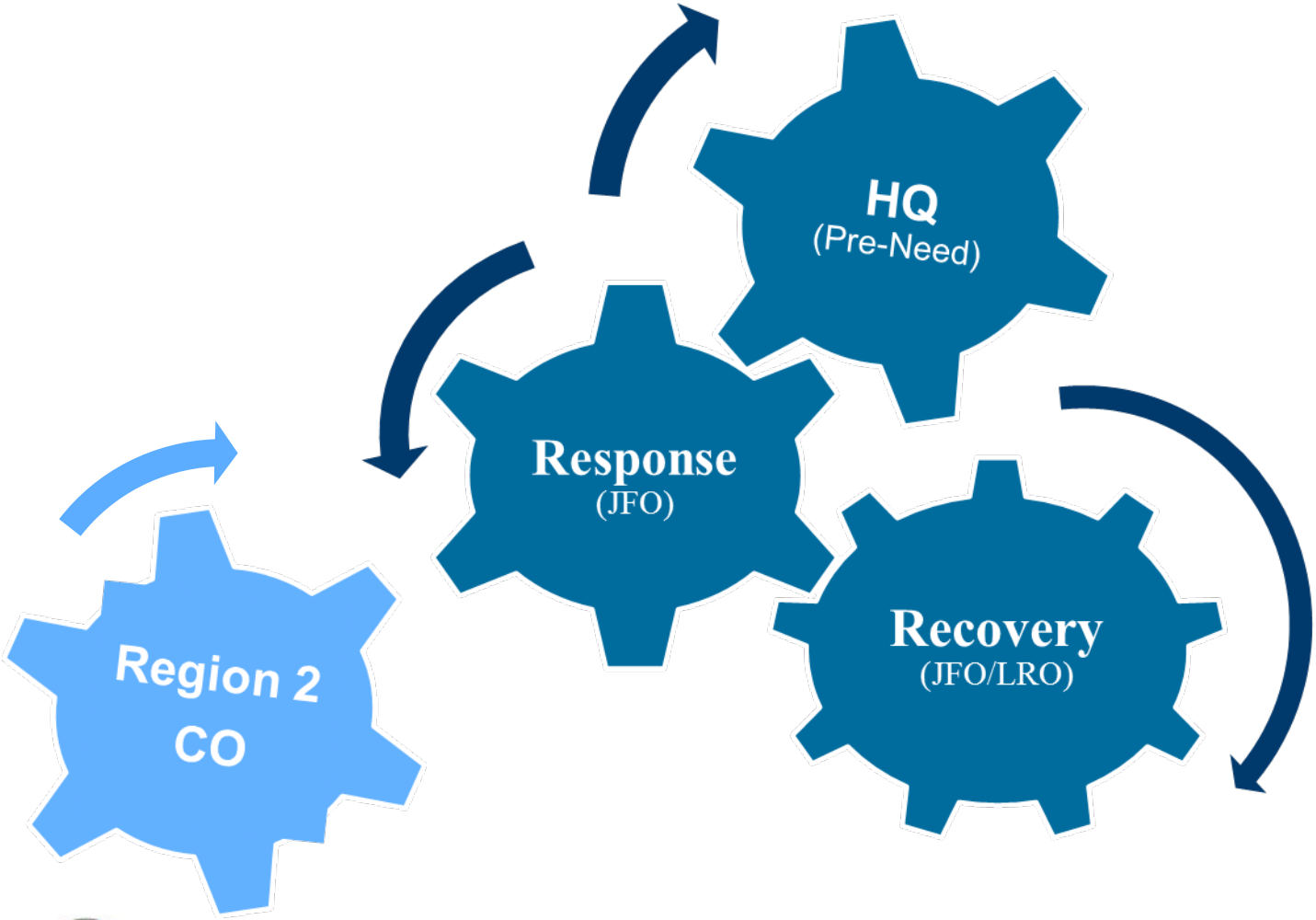
Khadijeh Abdullah
Local Business Transition Team (LBTT)
Region VI
Mission Support Division
Office of Chief Procurement Officer
Federal Emergency Management Agency

September 2013

FEMA's Mission

FEMA

FEMA Contracting Opportunities

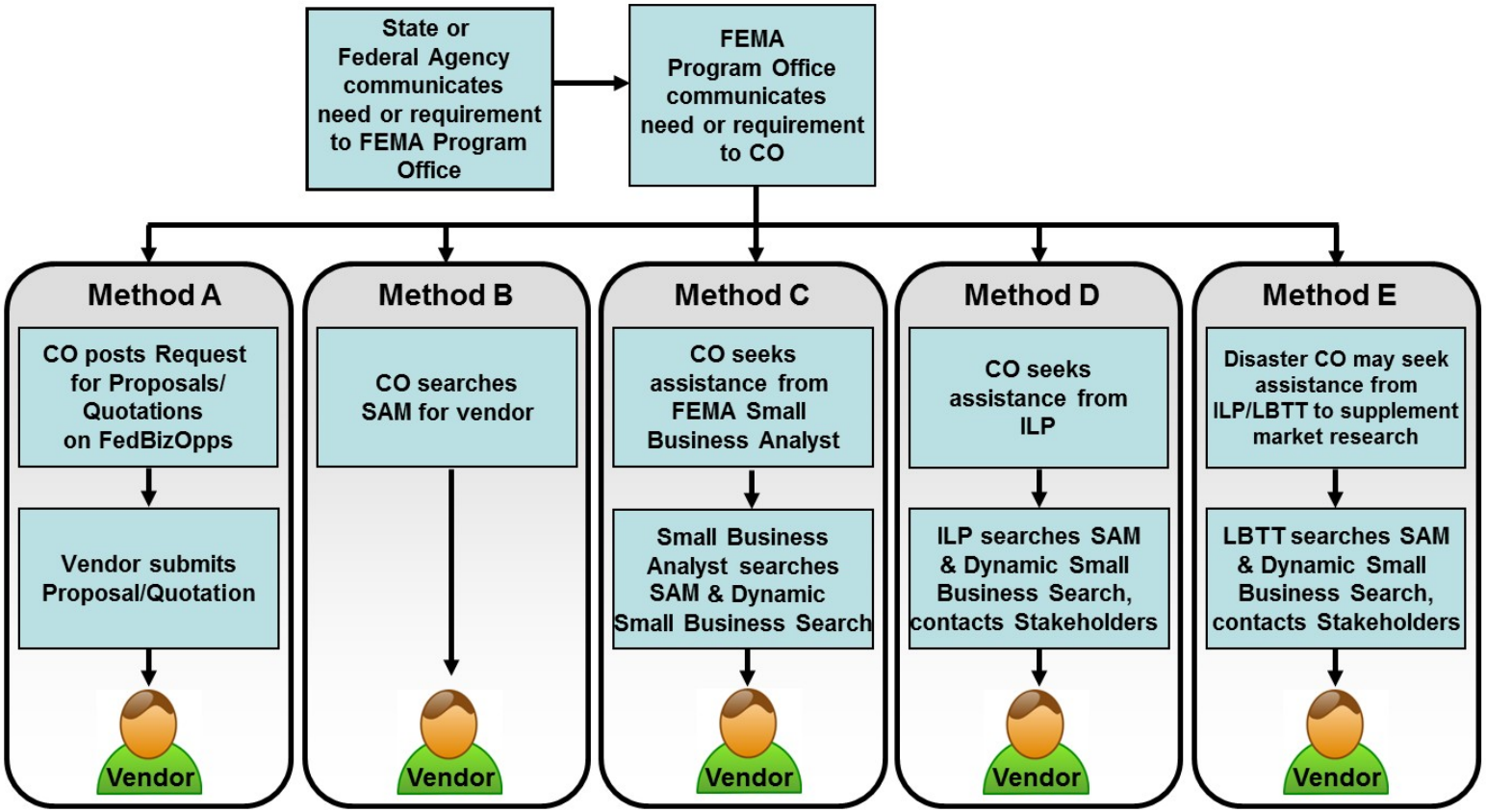


FEMA

Vendor Outreach

- Local Business Transition Team (LBTT)
- Industry Liaison Program (ILP)
- Small Business Program

How FEMA Locates Local Vendors



Stakeholders: Small Business Administration, Small Business Development Centers, Procurement Technical Assistance Centers, City Council, Economic Development Councils, Chambers of Commerce, minority organizations, and professional and trade groups

7

FEMA

Hurricane Sandy Opportunities

FEMA Direct

- Recovery efforts
  - FEMA short term support

- Recovery efforts
  - FEMA long term support

Hurricane Sandy Opportunities

FEMA Indirect…*the rest of the story*

- Mission assignments
  - Monitor efforts & taskings
- Public Assistance Grants
  - Monitor state, county & local activity and funding

FEMA

Steps to Doing Business with FEMA

Vendors interested in doing business with FEMA, other Federal agencies receiving grants should follow the steps below:

1. **Register** in the System For Award Management (SAM) at www.sam.gov. SAM is the primary registrant database for the Federal government. Contracting Officers at FEMA extract vendor profile information from SAM to identify potential vendors.

2. Contact FEMA or other Federal Agencies:

a. Industry Liaison Support Center
   http://www.fema.gov/business/contractor.shtm

b. Small Businesses
   FEMA-SB@dhs.gov

c. US Army Corps of Engineers

FEMA

Steps to Doing Business with FEMA

Vendors interested in doing business with FEMA continued,

3. Find Opportunities: The single point-of-entry to search, monitor, and retrieve Federal procurement opportunities over $25k is Federal Business Opportunities (FedBizOpps) at www.fbo.gov**.**

4. Submit a Proposal: A responsive, responsible submittal that offers an appropriate solution, technical requirements or staffing and meets other specialized requirements stated in the solicitation or RFQ.

FEMA

Additional Tips for Vendors

- **Promote your services in government-wide databases**. FEMA uses the SAM database. Register with this database and FEMA will be able to locate your business. Identify your company as a disaster contractor. (www.sam.gov) .

- **Watch the Web.** Federal and state agencies are placing more procurement opportunities on their web sites. FEMA posts its procurement opportunities on FedBizOpps. (www.fbo.gov).

- **For Small Businesses.** Consult with your local SBA for assistance and specialized opportunities.

- **Federal Procurement Data System (FPDS).** Contact the companies who have been awarded contracts for subcontractor, supplier or teaming opportunities. (www.fpds.gov).

FEMA

Additional Tips for Vendors

- **Get listed in electronic catalogs.** GSA Advantage and other electronic commerce initiatives will let you list your product for government browsing.

- **Get listed on a schedule.** GSA establishes long-term government-wide contracts that allow customers to acquire a vast array of supplies (products) and services directly from commercial suppliers.

- **Accept the government credit card.** The government buys more than $5 Billion in goods and services annual with the purchase card. Many Contracting Officers prefer the purchase card to paperwork for purchases.

- **Teaming and partnering.** If you are strong in one business area, but inexperienced in another, find a subcontractor or teaming partner who can fill in the areas where you're weak. The Federal government encourages teaming.

Additional Tips for Vendors

- **Seek additional FEMA opportunities.** Public Assistance Programs provide supplemental financial assistance to state, local and tribal governments, and certain private non-profit organizations for response and recovery activities.

- **Seek additional Federal opportunities.** Other Federal agencies providing disaster assistance under their own authorities / funding independent of the Stafford Act.

- **Stay connected.** Follow FEMA through Social Media outlets to keep abreast of potential opportunities. Sign up and monitor updates when available.

FEMA

Contact Information

JFO Procurement Lead
Douglas Porter
Phone: (718) 575-7380
Email: Douglas.Porter@fema.dhs.gov

FEMA Region 2 Contracting Officer
Omar Mahmud
Phone: (212) 680-8595
Email: Omar.Mahmud@dema.dhs.gov

Please send correspondence and inquiries to:
Industry Liaison Support Center
Phone: (202) 646-1895
Email: FEMA-Industry@dhs.gov

OCPO Small Business Specialist
Pamela M. McClam
Phone: (202) 212-1975
Email: Pamela.McClam@fema.dhs.gov

FEMA

Questions?

U.S. DEPARTMENT OF HOMELAND SECURITY

FEMA

FEMA

FEMA

Willie Nunn, FCO

Public Assistance

David Davich
P A Group Supervisor

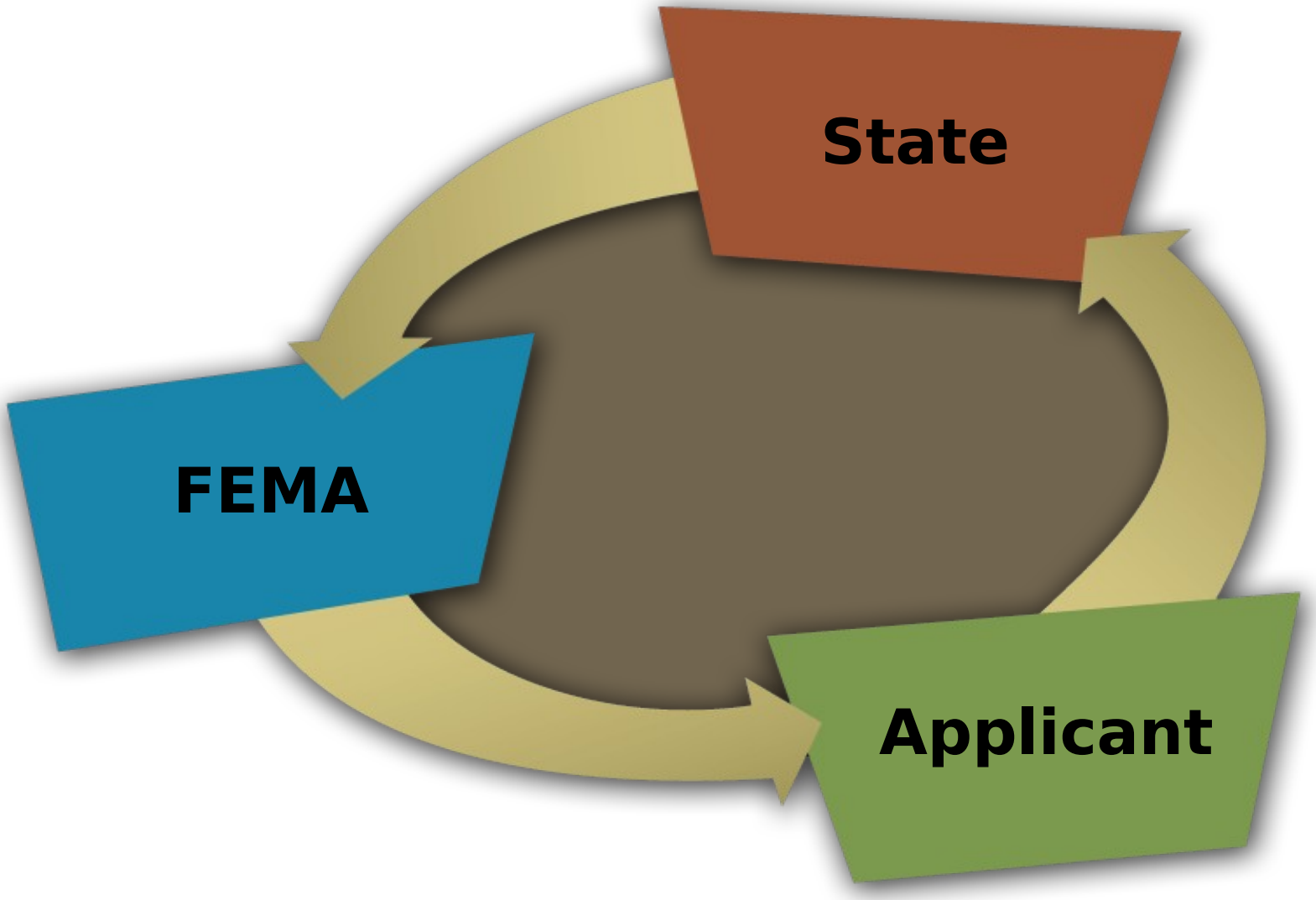
FEMA
Disaster Federal Assistance

Type of Assistance	Individual Assistance	Public Assistance	Hazard Mitigation
Who	Individuals Families	State and local governments Certain Private Nonprofits (PNP)	Both
What	Temporary housing Individual and family grants Unemployment assistance	Debris removal Emergency protective measures Permanent restoration	Grants for cost-effective measures to prevent or reduce threat of future damage

Public Assistance
Mission Statement

The mission of the Public Assistance Program is to assist communities in recovering from the devastating effects of disasters.

Federal-State-Applicant Team



Roles & Responsibilities

FEMA	State (Grantee)	Applicant (Subgrantee)
Coordinates with all Federal, State, Local agencies Sets up JFO Collects project and cost data Approves grants and obligates funds	Educates applicants Collects project and cost data Disburses grants to applicants Monitors and manages use of grants by applicants	Requests assistance Identifies damaged facilities Provides information to support request Maintains documentation Performs necessary work (repairs, debris, etc.)

Public Assistance Applicants

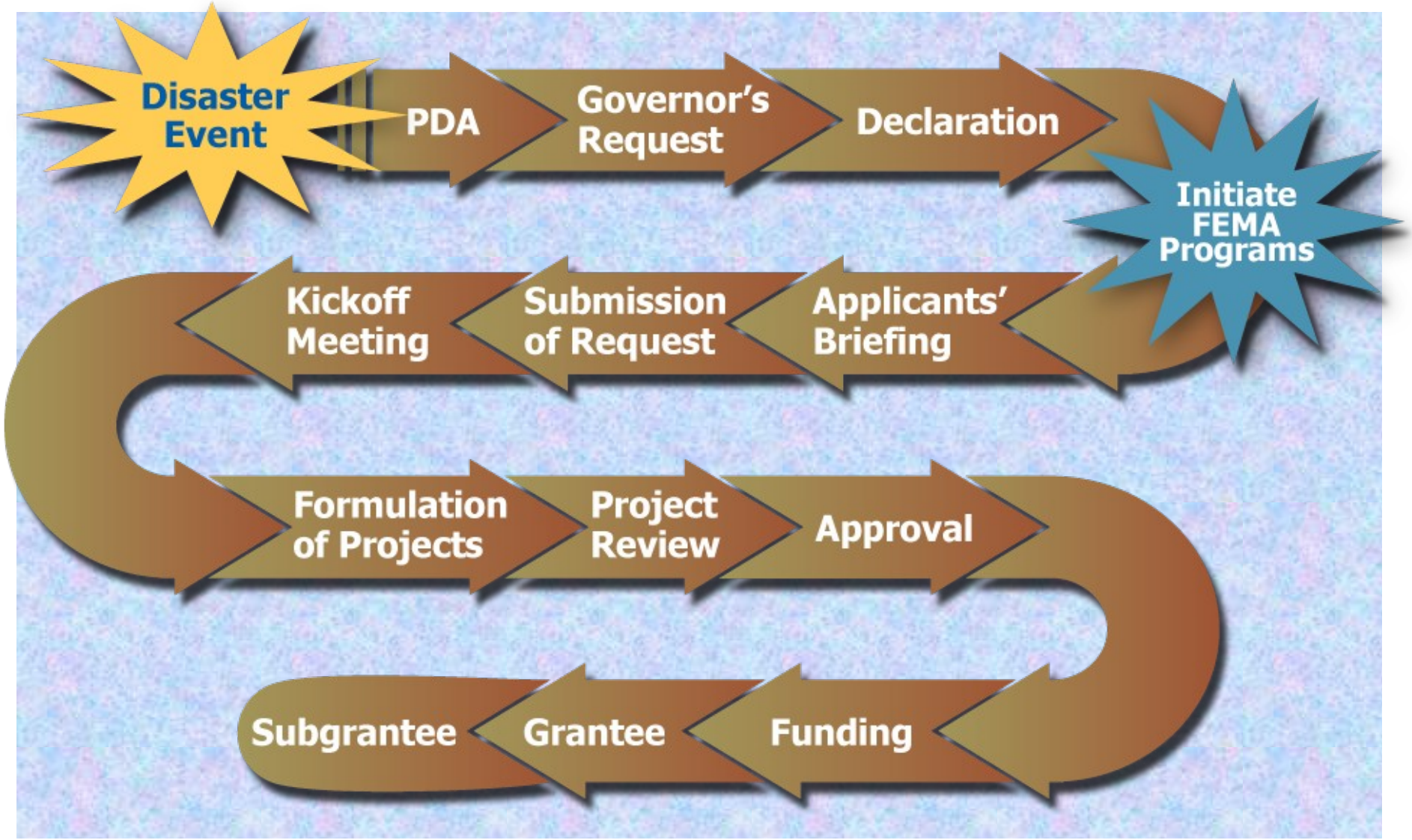
State and Local Governments/Agencies

- **Counties**
- **Cities, towns, villages, townships**
- **Districts and regional authorities**
- **State departments (e.g., transportation)**

Indian Tribes, tribal organizations, Alaska Native village or organizations

Certain Private Non-profit Entities

The Public Assistance Process



New York City

Department of Citywide Administrative Services

DCAS

ww.nyc.gov/dcas

New York City Minority- and Women-Owned Business Enterprise Program

www.nyc.gov/html/dcas/html/business/mwbe.shtml

Hurricane Sandy Financial Assistance

Obligated Projects

$640 Million

Projected Additional

$2.87 billion

Total Grants Estimated

$3.5 billion

Public Assistance Grants

Northern Suburbs

$150 Million

Long Island (Nassau & Suffolk)

$1.03 billion

New York City

$2.3 billion

FEMA

Hurricane Sandy

JFO – SRO

Willie Nunn, FCO

118-35 Queens Boulevard
Forest Hills, NY 11375

Connecting Assets and Building Capacity for Local Businesses

Citywide Administrative Services | Office of Citywide Purchasing

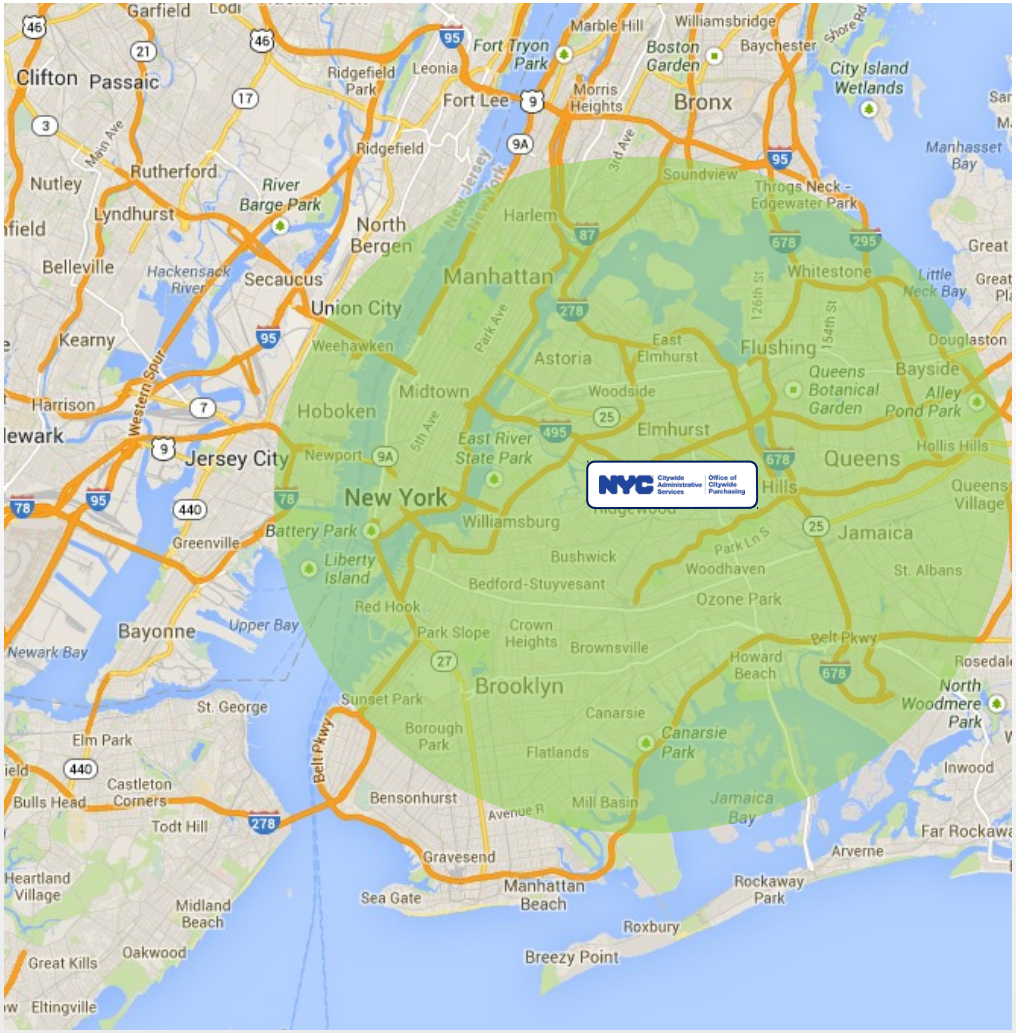
Sergio Paneque

DCAS Chief Acquisition Officer

Experience During Hurricane Sandy

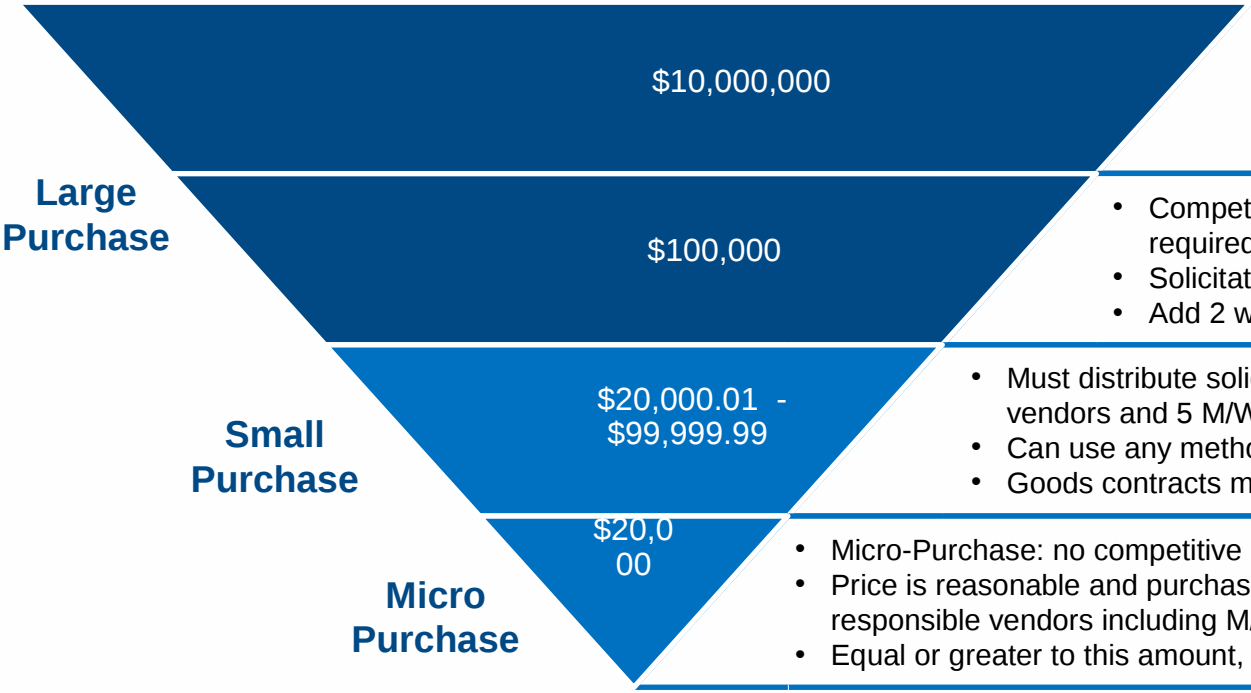
- Government under stress
- Procuring for unforeseeable/foreseeable
- Mobilizing resources to do business/respond
- Communication /Vendor Availability
- Identifying strategic partnerships

DCAS Logistics/Central Storehouse



NYC Citywide Administrative Services | Office of Citywide Purchasing

Procurement Process



- Financial Control Board (FCB) approval required
- Add 2-3 weeks in contract registration period

- Competitive Sealed Bid (CSB) or proposal (RFP) required for all types of contracts
- Solicitation must be advertised (i.e., CROL)
- Add 2 weeks to solicitation period

- Must distribute solicitation to at least 5 randomly selected vendors and 5 M/WBE vendors
- Can use any method of informing potential vendors
- Goods contracts must be registered with the Comptroller

- Micro-Purchase: no competitive process required
- Price is reasonable and purchases are distributed appropriately among responsible vendors including M/WBEs
- Equal or greater to this amount, all contract require a written solicitation

Oversights

- **Comptroller thresholds**
  - More than $25,000 for goods and services purchases
  - More than $50,000 for construction purchases
- **Vendex/DLS**
  - Vendex and DLS background checks are needed for contracts valued over $100,000

DCAS' M/WBE Program

M/WBE Opportunity

Procurement and M/WBE opportunities are available for viewing on the DCAS website under **Vendor Resources (nyc.gov/dcas)**

- Via DCAS' link, vendors can download RFP and CSB documents for free from City Record Online (CROL)

Making available the Plan Holders List

Pin Number	Project Description	Pre-Bid Meeting	Due Date	M/WBE Goals
85612B0025 Bid documents are available on the City Record and can be viewed and/or printed for free visit www.nyc.gov/cityrecord	One (1) contract that includes Mechanical, General Construction, Plumbing and Electrical Work for New Cooling Tower System at 100 Centre Street Competitive Sealed Bid	Optional Meeting 11/16/12 at 11:00 AM 1 Centre Street NY, NY 18th Floor Pre-Bid Room	12/12/12 At 11:30 AM	YES

Link to Plan Holders List

Dos and Don’ts When Bidding on Contracts

What to DO

- Read the solicitation and contract
- Highlight the bid due date, time and location and note the cut off time for bid submission
- Follow the bid submission requirements exactly
- Assess your competition and market fluctuations
- Price items in correct units
- Fill out all documents completely
- Plan to attend the bid opening whenever possible

What NOT to DO

- Leave blanks on solicitation
- Forget to sign all areas that require signature
- Forget to include the signed addenda, *if applicable*
- Forget to get signature pages notarized where required
- Forget to put your price proposal form in separate sealed envelope (RFP)
- Forget to give yourself enough time to mail deliver bids on time
- Forget to use the checklist while putting your bid together

Emergency Procurement Opportunities

Long Term Recovery Opportunity

- Emergency Equipment Rental Services
- Emergency Mass Feeding Services
- Portable Showers
- Laundry Services
- Portable Office Trailers
- Portable Storage Containers
- Emergency Turn-Key Base Camps
- Debris Contracts
- IT/Tech Support Services
- Portable Toilets and Hand-Wash Sinks
- Cleaning Services
- Ambulance Services
- Emergency Wheelchair-Accessible Bus Services
- Emergency Ambulette Services

Available Resources

- **Procurement Technical Assistance Center (PTAC)**
  - Federally-funded program through NYC SBS, which provides information on how to sell to government and offer one-on-one counseling to assist with bid preparation and alert businesses to new contract opportunities.
- **FastTrac NewVenture / FastTrac GrowthVentrue**
  - Hands-on intensive business courses to help entrepreneurs and existing businesses hone the skills needed to start, manage or grow a successful business in the changing economy.
- **NYC Business Express**
  - Helps business identify their City, County, State, and Federal requirements to start, operate and expand in New York City.
- **DCAS Office of Citywide Purchasing**
  - The Office of Citywide Purchasing (OCP) solicits and awards contracts for a wide variety of goods and services on behalf of all City agencies.
- **City Agency Purchasing Offices**
  - Oversee procurement processes of the various divisions, bureaus, units and offices within their respective agencies.

Vendor Registration

- Visit Small Business Services' (SBS) or Department of Citywide Administrative Services' (DCAS) websites and create an account on the Payee Information Portal (PIP) and CityRecord Online (CROL).
- Choose commodities codes that best represent items you would be able to supply NYC with
- If eligible, certify your business as
  - Minority and Women-owned Business Enterprise (M/WBE)
  - Emerging Business Enterprise (EBE)
  - Locally-based Business Enterprise (LBE)

Tricks of the Trade

How to Successfully do Business with the Gov't?

- Treat every New York City agency as a different business organization
- Study your customer
- Build strategic partnerships
- Doing business with the City mechanics
- Freedom of Information Law (FOIL)

Additional Information

Contracting

- Register on CityRecord Online (CROL) and Payee Information Portal (PIP)
- Manage commodity/service codes on both portals
- Assure proper documentation of services rendered

Payment and Invoice

- Invoice promptly

Purchasing card (P-card)

- Payment Timing Solution
- Expanding program in the City