



# “DOING BUSINESS WITH GENERAL SERVICES ADMINISTRATION”

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U.S. General Services Administration  
Mid-Atlantic Regional Office  
of Small Business Utilization





# U.S. General Services Administration

GSA is the federal government's procurement expert.

We help other federal agencies acquire the space, products, services they need from federal and commercial sources.

We provide and contract for billions of dollars' worth of products and services for federal agencies.





# Office of Small Business Utilization (OSBU) Mission Statement

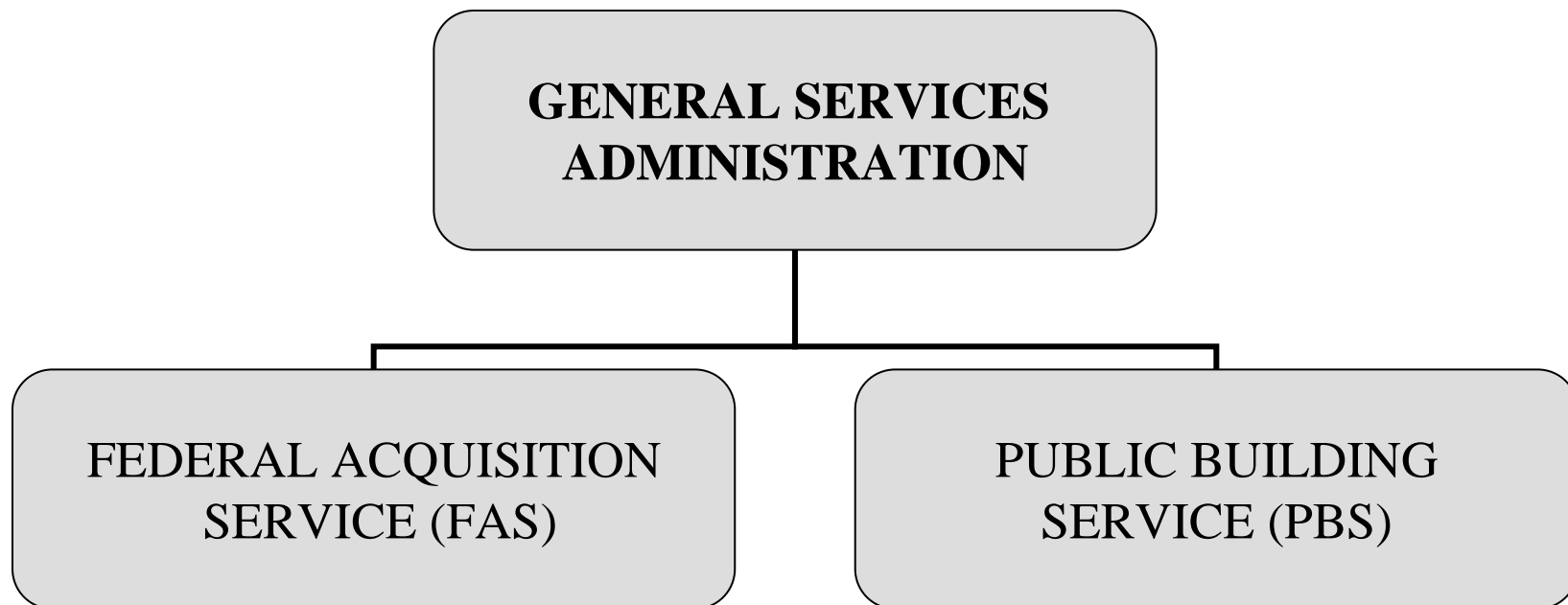
As GSA's small business advocate, OSBU will engage in strategies that provide opportunities for small (including small business located in HUBZones, minority, veteran, and women-owned) businesses in government procurement.





# GSA 101

## Organization





# PUBLIC BUILDING SERVICE (PBS)



# Public Buildings Service (PBS)

- The landlord and real estate organization of the civilian Federal government
  - Leases space to Federal customer agencies;
  - Repairs, alters, and renovates existing buildings;
  - Designs courthouses, border stations, and Federal office buildings
  - Responsible for buildings operations and maintenance





# PUBLIC BUILDING SERVICE (PBS)

- Congress appropriates money for work
- Agencies issue public notices of specific requirements on Federal Business Opportunities site ([www.fbo.gov](http://www.fbo.gov))
- Contracting offices award and administer contracts



# PBS Selection Considerations

- “Relevant” Good Past Performance
  - Similar projects in size and scope
  - Ability to work in occupied office space
- Financial stability
- Past GSA or other Federal experience
- Best Value to the Government



# PBS Selection Considerations

- Insurance Capabilities
  - Worker's compensation, general liability, automobile
  - Must list GSA as "co-insured"
- Financial stability
- Past GSA or other Federal experience
- Best Value to government





# WHAT IS BEST VALUE?

- Technical Solution
- Corporate Experience
- Past Performance
- Delivery Date
- Warranty
- Price
- Etc.





### **GSA Deploys Goat Herd to Save Energy, Money**

The extreme overgrowth and underbrush on the hillside behind the Richard H. Chambers U.S. Courthouse in Pasadena, California, prompted GSA's Pacific Rim Region property management to take quick action to avoid summer fires.

**Ultimately, the choice was easy: Use a herd of goats.** The decision meant a cost-saving to taxpayers over hiring manual labor and proved to be better for the environment than bulldozers.

The unusually wet winter and spring caused the overgrowth, which, in California, always means the risk of summer wildfires and grass fires because of tinder underbrush.





The goats are an efficient vegetation management tool, costing thousands less and taking three days vs. a week for manual labor, with few side effects. Unlike bulldozers, used historically for the annual project, goats control brush and weeds without disturbing the grass and soil. They also do not pollute or leave synthetic chemicals that could run off into lakes and streams or be ingested by other animals.

Before deploying the animals to the courthouse, GSA reached out to neighbors to let them know about the herd of four-legged critters.

“They were tickled and impressed with the idea,” said acting Regional Administrator Jeffrey E. Neely, of GSA’s Pacific Rim. “The clerk of the Court watched the goats depart and said she’d be happy to see them back again — the beginning of a beautiful friendship.”

GSA is using innovative and sustainable practices for vegetation management, getting a lot closer to its zero environmental footprint goal.





# FEDERAL ACQUISITION SERVICE (FAS)





# Federal Acquisition Service (FAS)

- Home of the Federal Supply Multiple Award Schedule (MAS) Program
- Provider of over one million commercial off-the-shelf products and services ranging from pencils and paper to trucks to maintenance services and travel services.
- Value exceeds \$40 Billion in sales yearly





## SERVICES NOT INCLUDED IN MULTIPLE AWARD SCHEDULES

- Construction and Architect-Engineering services as set forth in FAR Part 36 (including construction, alteration or repair of buildings, structures or other real property) are outside the scope of all GSA Schedules, including PES.



# What About Construction Management?

- Construction Management, a niche area related to design and construction, is considered to be neither design nor construction, but engineering project management or oversight on a construction project. Therefore, it may be contracted under the GSA Multiple Award Schedule for Professional Engineering Services (PES).





# Federal Supply Schedules Program

- Governmentwide contracts with multiple commercial firms
- Allows firms to receive direct orders for products and/or services from Federal agencies
- Saves time and money
- Helps agencies meet socioeconomic goals





## GSA Schedules Contracts Are.....

- Synonymous with “GSA Number” or “Getting on the GSA List”.
- “License to hunt” for opportunities in the federal government.
- Over 75% of the contract holders are small business owners.





# Federal Supply Schedule Contracts

Schedule Contracts are:

- Five year contracts for approved vendors to provide products or services to government agencies.

Authorized users include: DC Government, charitable/international organizations, and authorized government prime contractors can order from schedules contractors.



# Cooperative Purchasing

## E-Gov Act of 2002

- Enabled State & Local Governments to use **FSS IT Schedule**
- Schedule prices, terms and speed make use of FSS IT Schedule attractive
- Over \$8 Million in sales in the first few weeks





## State and Local Program Sales Cooperative Purchasing Program Sales

Fiscal Year (Oct -Sept)	Total Cooperative Purchasing Sales	Large Business \$	Large Business %	Small Business \$	Small Business %
2003 (March-Sept)	\$ 7,897,817.00	\$ 868,759.87	11%	\$ 7,029,057.13	89%
2004	\$ 75,320,481.00	\$42,179,469.36	56%	\$ 33,141,011.64	44%
2005	\$140,774,721.00	\$85,872,579.81	61%	\$ 54,902,141.19	39%
2006	\$239,819,554.00	\$141,493,536.86	59%	\$ 98,326,017.14	41%
2007	\$314,244,056.00	\$168,352,020.00	54%	\$ 145,892,036.00	46%
2008	\$377,533,537.00	\$237,747,758.00	63%	\$ 139,785,779.00	37%
2009	\$564,108,321.00	\$374,559,484.00	66%	\$ 189,548,837.00	34%
2010 YTD	\$121,616,553.00	\$ 62,024,442.03	51%	\$ 59,592,110.97	49%

Note: FY03-FY08 is Schedule 70 only. FY 09 includes Schedule 70 and Schedule 84.





# The Local Preparedness Acquisition Act

(expansion of Cooperative Purchasing Act)

The Local Preparedness Acquisition Act, signed June 26, 2008, authorizes state and local governments to purchase through **GSA Schedule 84 -- TOTAL SOLUTIONS FOR LAW ENFORCEMENT, SECURITY, FACILITIES MANAGEMENT, FIRE, RESCUE, CLOTHING, MARINE CRAFT AND EMERGENCY/DISASTER RESPONSE** ([www.gsa.gov/firesecurity](http://www.gsa.gov/firesecurity))

- alarm and signal systems,
- facility management systems,
- firefighting and rescue equipment,
- law enforcement and security equipment,
- marine craft and related equipment,
- special purpose clothing, and related services





## Disaster Recovery Purchasing

Section 833 of the John Warner National Defense Authorization Act for fiscal year 2007 (Public Law 109-364) amended 40 U.S.C. 502 to authorize the Administrator of General Services to provide for the **USE of Federal Supply Schedules** by state and local governments for the purchase of products and services to be used to facilitate recovery from major disasters, terrorism, or nuclear, biological, chemical, or radiological attacks.

The Department of Homeland Security has determined that all of the products and services available under GSA Schedules could potentially be used for recovery from a disaster or a terrorist attack. State and local government entities may use GSA Schedule contracts to purchase products and services in advance of a major disaster declared by the president, as well as in the aftermath of an emergency event.



## Disaster Recovery Purchasing Program Sales

Fiscal Year (Oct - Sept)	Total Disaster Recovery \$	Large		Small Bus \$	Small Bus % of Total Sales
		Large Bus \$	Bus % of Total Sales		
2008	\$5,069,515	\$2,398,428	47.3%	\$2,671,087	52.7%
2009	\$15,410,450	\$2,934,225	19.0%	\$12,476,225	81.0%
2008-2009 Total	\$20,479,965	\$5,332,653	26.0%	\$15,147,312	74.0%

In addition to the rise of small business sales in the Disaster Recovery Purchasing Program, Veteran Owned Small Businesses accounted for 29% of all FY 2009 Disaster Recovery Purchasing Sales.





[www.gsa.gov/elibrary](http://www.gsa.gov/elibrary)

★ Federal Supply Schedules Listing

★ Basic Schedule Ordering Guidelines



*Schedules e-Library*

*GSA Federal Supply Service*

*W*elcome!

*Search:*

(enter keywords, Contract Number, Contractor/Manufacturer name, Schedule # or SIN #)

GSA Federal Supply Schedules  
Find out more about the GSA Schedules  
(Multiple Award Schedule Program)

VA Federal Supply Schedules  
For more information about the  
VA Schedules Program





- The solicitation is at three locations
  - [www.gsa.gov/schedulesolicitations](http://www.gsa.gov/schedulesolicitations)
  - [www.gsa.gov/elibrary](http://www.gsa.gov/elibrary)
  - [www.fbo.gov](http://www.fbo.gov)

- All sources lead to this page.
- Each of the numbered hyperlinks is a file to be downloaded.
- Collectively they form the application/solicitation you need to submit as an offer to GSA
- The “All Files” provides a Zip Compression

The screenshot displays the GSA FedBizOpps.gov website interface. At the top, the navigation bar includes 'Home', 'General Info', 'News', 'Opportunities', 'Agencies', and 'Privacy'. The main content area is titled 'F--Environmental Services' with a GSA logo. Below the title, it lists the Solicitation Number (TFTP-EW-990899-B), Agency (General Services Administration), Office (Federal Acquisition Service (FAS)), and Location (Management Service Center (AGSA)). A red arrow points to the 'All Files' section on the right, which contains a list of numbered links (01-14) for downloading various documents related to the solicitation. The 'All Files' section also includes a 'Zip' icon, indicating that the files are compressed.





# Rules for Applying for FSS Schedule

- Obtain a copy of the Schedule solicitation from Internet
  - Read the Solicitation
  - Read the Solicitation again
  - Read the Solicitation againComplete
- Send completed package to appropriate FSS Acquisition Center





# Successful Schedules Offer Checklist

- Open Ratings Past Performance evaluation (formerly Dun and Bradstreet)
- GSA Standard Form 1449 (cover sheet)
- Administrative proposal
- Technical proposal
- Price proposal
- Commercial sales practice format
- Representations and certifications
- Original and one copy of each proposal





# Administrative Proposal

- GSA SF 1449 with designated blocks completed
- All “fill-in” information completed
- Identify Special Item Numbers (SIN)
- Two copies of your dated commercial pricelist (printed, computer generation, and copies of internal pricelists)
- Representations and certifications completed
- Electronic transmissions are accepted by some Acquisition Centers



# Technical Proposal

- Demonstrates your understanding of the requirements
  - Description of the services offered per SIN
  - Profession Staff
    - Resumes of professional staff to be assigned work resulting from the contract
    - Education credential and demonstrated successful experience required
  - Corporate Experience
    - Descriptions of same/similar work performed within the past two years
    - Customer agency or firm name, name of person for whom work was performed, and telephone number for verification





# Price Proposal

- Two copies of company's commercial pricelist/catalog indicating what products/services are offered
- Cost information should show how offeror arrived at proposed price
- Include Industrial Funding Fee (IFF) of .75% in price proposal
- Prices submitted should be most favored commercial customer prices
- Government price, commercial price, government discount



# Price Proposal

- The Government's goal when negotiating MAS contract pricing arrangements is to obtain a discount from such a catalog or pricelist that is equal to or greater than the discount given to that firm's most favored customer (MFC). The most favored customer discount is equal to the best discount given by a firm to any entity with which that firm conducts business.
- The GSAM 538.270 provides-  
“The Government will seek to obtain the offeror's best price (the best price given to the most favored customer). However, the Government recognizes that the terms and conditions of commercial sales vary and there may be legitimate reasons why the best price is not achieved.”





# Past Performance

- Request Open Ratings (formerly Dun and Bradstreet) past performance evaluation forms
- Contractor is responsible for the \$175 fee
- Maximum of 20 work experiences requested (minimum of 6)
- Check with the Acquisition Center if limited corporate experience BEFORE submittal of offer



# PAST PERFORMANCE

Can be used as a factor for determining best value.

Past performance on earlier orders under the contract, including quality, timeliness, and cost control.



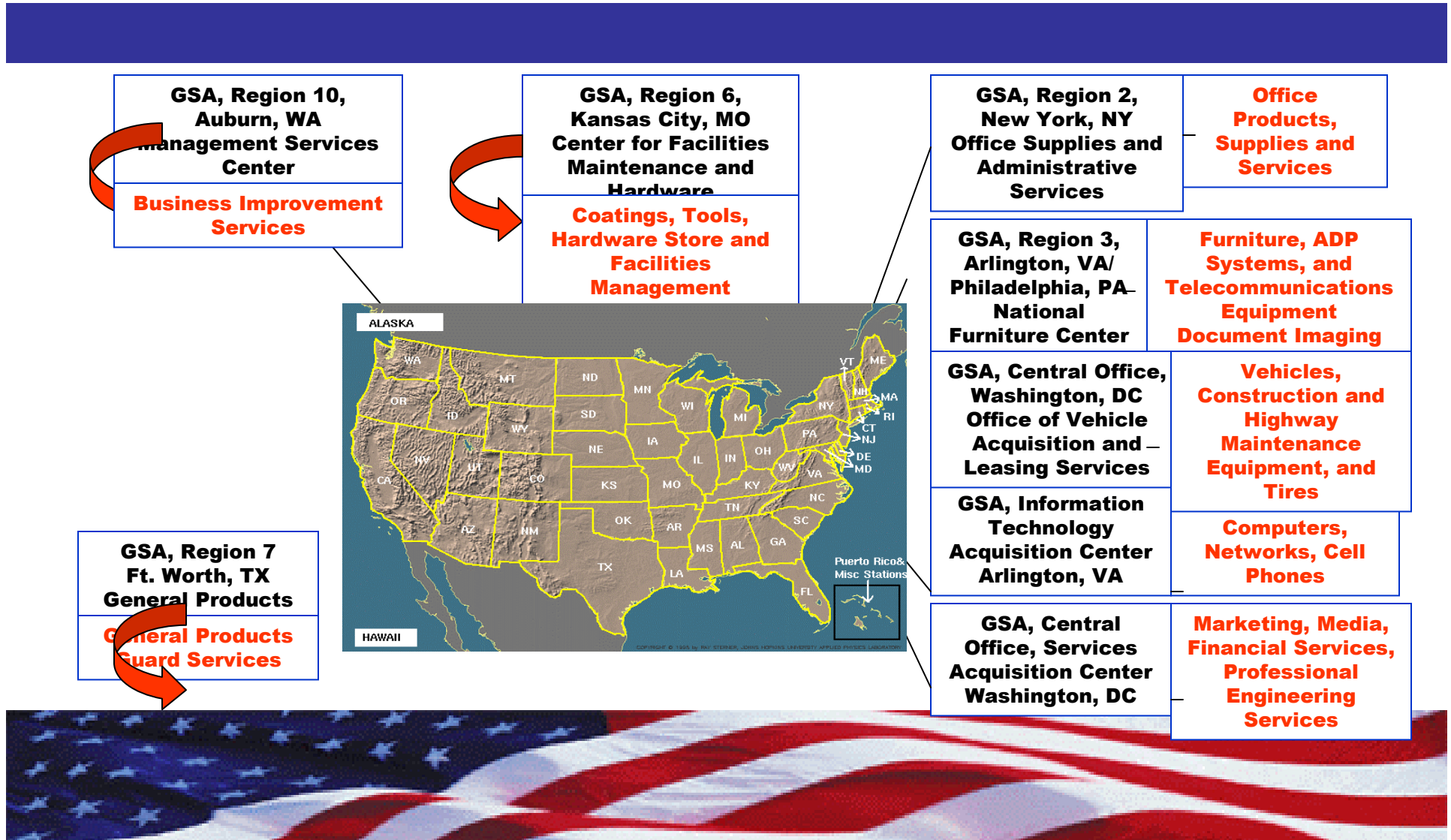
# Components of a Complete Offer

- Complete SF 1449 (signature)
- Completed administrative, technical and price proposals
- Commercial sales practice format
- Open Ratings will send directly to contracting office
- Additional data, such as but not limited to:
  - Letter of supply from the manufacturer
  - Any supporting documentation in pricing proposal
- Representations and certifications completed





# FSS Acquisition Centers



# Contract Negotiations Process

- Submit to appropriate acquisition center
  - GSA Contracting Officer will be assigned to review your offer
  - The CO will send a deficiency letter if additional information is needed
  - Negotiations in person or by telephone
  - Most Favored Customer approach
  - CO will ask for a written final proposal revision to confirm the terms and conditions agreed upon
  - Upon award of contract, the CO will return a copy of the contract along with one copy of the catalog/pricelist
  - CO will send a start-up kit for GSA Advantage site





# Why Federal Agencies Prefer Schedules Contractors

- Competition: All competition requirements have been met
- Expedited delivery and reduced lead time when purchasing agency deals directly with vendor
- Flexible Purchasing Options: BPA's save time and money
- No order limitations: You can place an order for any dollar amount
- Schedules orders count toward small business goals





## Schedule Contractor Benefits:

- Simplified access to thousands of ordering activities.
- Contract stability (5-year contract period and three 5-year options to renew).
- Online ordering through GSA Advantage website.
- Savings related to reduced lead time.
- Payment received quickly through credit card purchases





# Using Schedules Reduce Agencies Acquisition Time

GOAL: Reduce time for Vendor





## Express Program

- **GSA's attempt to simplify and shorten the new Offer process:**
  - Process is harder than necessary
  - Time to obtain a contract is too long
- **Eligibility Criteria – Core requirements**
  - Has been in business for at least two years
  - Has a minimum of \$100,000 in sales during the last two years
  - Determined financially solvent via financial ratio analysis
  - Has either positive or neutral past performance



# How Federal Agencies Order from Schedules

- Under \$3000 (micro-purchase threshold)
  - Order from any schedule contractor
- Over \$3000
  - Look at 3 price lists or “GSA Advantage”
  - Evaluate and make a “best value” selection
- Orders over the maximum order threshold
  - Review additional price lists
  - Seek volume price reductions



# HOW DO I GET INVOLVED??

## **Internet based systems REGISTER**

- Central Contractor Registration (CCR)  
[www.ccr.gov](http://www.ccr.gov)  
\*\*\* Vendors must be registered in the CCR database in order to be awarded a government contract.
- Federal Business Opportunities  
[www.fbo.gov](http://www.fbo.gov)





# FedBizOpps [www.fbo.gov](http://www.fbo.gov)



The screenshot shows the homepage of FedBizOpps.gov. At the top, there is a navigation bar with links for Home, General Info, News, Opportunities, Agencies, and Privacy. The main content area features a large eagle graphic on the left and a central text block that reads: "Welcome to FBO.gov, the U.S Government's one-stop virtual marketplace. Through this single point-of-entry, commercial vendors and government buyers are invited to post, search, monitor, and retrieve opportunities solicited by the entire Federal contracting community." Below this text is a large green arrow pointing right, with the text "Find Opportunities NO REGISTRATION REQUIRED Start researching now ▶". To the right of the main content is a sidebar with several sections: "QUICK SEARCH" with a search box and a "Go" button; "Advanced Search" link; "USER GUIDES" with links for Buyer, Vendor, Engineer, and Location / Agency Admin; a note about Adobe Acrobat Reader; "ADDITIONAL RESOURCES" with a list of links including Business Partner Network (BPN), Central Contractor Registration (CCR), Online Reps & Cert Application (ORCA), Federal Agency Business Forecasts, Federal Assets Sales, Federal Grants, USA.gov, Minority Business Development Agency, SUB - Net (Subcontracting Opportunities), and IAE. At the bottom of the main content area, there are two columns: "Buyers / Engineers" and "Vendors". Each column has a "View Opportunities" or "Find Opportunities" link, a "Register Now" link, and a "Password Reminder" link. Both columns include a "Login" button and a note that "No login is required to view opportunities."





# Federal Business Opportunities (Fed Biz Opps) [www.fbo.gov](http://www.fbo.gov)

- **All Users:**
- From the site's main navigation page, any user (**not password protected**) can utilize navigation to review:
- General Information
- News





# Federal Business Opportunities (Fed BizOpps) [www.fbo.gov](http://www.fbo.gov)

## **Demonstration Videos**

Watch demonstration videos designed to familiarize you with the features and functionality of the new FBO.

[Watch the Videos](#)





# Schedules E-Library

Schedules e-Library is the online source for the latest GSA and Department of Veteran Affairs (VA) Federal Supply Schedules contract information.

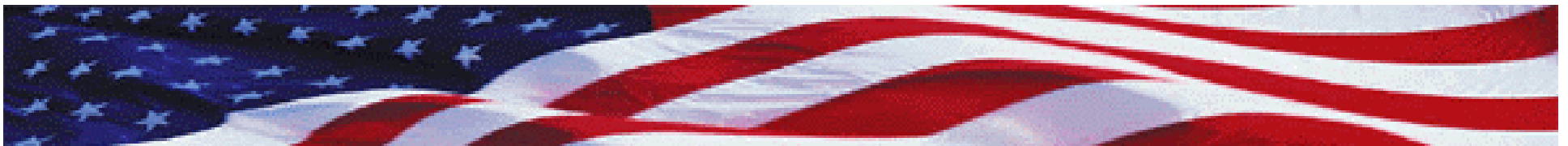
Schedules e-Library provides complete schedule listings, and a powerful search engine.

The Schedules e-Library is updated daily to provide you with the latest award information.

This program utilizes the advances of electronic commerce while providing access 24 hours a day, seven days a week.

Schedules e-Library will also link you directly to our government shopping site - GSA Advantage!

**[www.gsa.gov/elibrary](http://www.gsa.gov/elibrary)**





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★ Federal Supply Schedules Listing

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(Multiple Award Schedule Program)

VA Federal Supply Schedules  
For more information about the  
VA Schedules Program





## GSA Advantage!

- On-line shopping network that Federal agencies access to buy products/services from FSS Schedule Contract Holders
- You may wish to browse GSA Advantage! To review current contractors and their pricing.
- [www.gsaadvantage.gov](http://www.gsaadvantage.gov)





## GATEWAY TO GSA

### **[WWW.GSA.GOV/smallbusiness](http://WWW.GSA.GOV/smallbusiness)**

- Provides access to information on GSA Organizations, Regions and Services.
- Provides access to GSA Forecast of Contracting Opportunities, Subcontracting Directory, and Regional Procurement Directories.



# Federal Information Resources

- Small Business Administration (SBA)

[www.sba.gov](http://www.sba.gov)

SBA's SUB-Net (sub post)

<http://web.sba.gov/subnet>

- Procurement Technical Assistance Centers (PTAC)

[www.aptac-us.org/new](http://www.aptac-us.org/new)





# Hints for Success

Make sure your business has all applicable SBA certifications and multiple contracting vehicles in place

- Business cards:
  - indicate any special criteria (i.e. small, woman owned, GSA Schedule holder, etc.)
  - should indicate what your company does
- Accept the Government Purchase Card
- Attend GSA Small Business Outreach events
- GSA webpage: [www.gsa.gov/smallbusiness](http://www.gsa.gov/smallbusiness)
- Network, network, network





## Marketing GSA's Customer Agencies

- Monitor FedBizOpps ([www.fbo.gov](http://www.fbo.gov))
- Obtain information/guidance from Small Business Offices in the agencies you wish to market
- Mid-Atlantic Regional Procurement Directory  
[www.gsa.gov/r3smallbusiness](http://www.gsa.gov/r3smallbusiness)





Mid-Atlantic Regional Office of  
Small Business Utilization  
20 NORTH EIGHTH STREET  
Philadelphia , PA 19107-3191  
[www.gsa.gov/r3smallbusiness](http://www.gsa.gov/r3smallbusiness)

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