



U.S. General Services Administration

Pacific Rim Region Construction Network

Tom Scott
Regional Administrator



Pacific Rim Region – Who We Are

- **Across the Pacific Rim, Western States:**
 - **California, Nevada, Arizona, Hawaii**
 - **Marianas Islands (including Guam, Saipan)**
 - **South Korea, Japan and Singapore**
- **Approximately 900 employees**
- **Facilities located across the region**
- **Public Buildings Service**
- **Federal Acquisition Service**
- **18 F**
- **Mission Support Services**

Mission

Deliver value and savings in real estate, acquisition, technology, and other mission support services across the Government.

Strategic Goals



Save taxpayer money through better management of Federal real estate.



Establish GSA as the premier provider of efficient and effective acquisition solutions across the Government.



Improve the way Federal agencies buy, build and use technology.



Design and deliver expanded shared services within GSA and across the Federal Government to improve performance and save taxpayer money.

Administrator's Priorities



- Ethical leadership
- Reduce duplication
- Increase competition
- Improve transparency

People Drive Outcomes

Change Management

IT Modernization

Customer Experience

Data Analytics

Federal Marketplace Initiative

- Improve buying experience
- Reform schedules
- Reduce burden

Strategic Leasing Initiative

- Long term leases
- Turn-key facilities & services
- Reduce the federal footprint

Shared Services Initiative

- Quality mission support services
- Centers of Excellence
- Government-wide reform

Key Outcomes



Savings



Mission



Productivity



Security



Speed



Simplification



Satisfaction



U.S. General Services Administration



GSA's Corporate Narrative

GSA provides solutions and expertise that supports smart, data-driven government – saving taxpayer money, improving public interaction and enhancing the mission of the United States government



GSA – Mission

GSA powers mission of U.S. federal agencies through expertise in acquisition, real estate, technology and enabling policy

- **Delivers cost-effective product and service solutions**
- **Manages workspaces for federal employees**
- **Administers travel, property management policies**
- **Manages USA.gov & GoUSA.gov en Espanol websites**
- **Office of Mission Assurance**
 - **Emergency services support to FEMA for disaster relief**
 - **Facilities for recovery operations, disaster preparedness**

Public Buildings Service

- **37 million rentable square feet in the region**
- **180 owned buildings, 896 leased buildings**
- **100,000 federal workers housed**
- **Design & Construction: \$1.4B FY19 capital projects**
- **Leader in design, project and facilities management**
- **Engage private-sector architects, engineers for design**
- **Reducing footprint of federal office space**
- **Negotiating lease terms (\$6.5B in long-term savings)**
- **Disposing of excess federal properties (Point Reyes)**

Public Buildings Service

Real Estate Developer for the Federal Government

- **Modernize land ports (Calif., Ariz. – San Ysidro)**
- **Facilities Management**
- **Real Estate Acquisition**
- **Portfolio Management**
- **Manage buildings, courthouses, warehouses**
 - **New Los Angeles Courthouse**
 - **45 historic properties**



Federal Acquisition Service

Region 9 offers a multitude of services including:

- **Assisted Acquisition Services**
- **Fleet Management**
- **Network Services**
 - **Improve how agencies buy, build, use technology**
 - **Lead government wide tech initiatives**
 - **Acquire \$1B+, in goods, services, telecomm, IT**
 - **Help govt agencies move to cloud: fed, state, local**



Federal Acquisition Service

R9 offers a multitude of services including:

- **Contracting**
- **Customer and Stakeholder Engagement**
- **Partnerships: base supply stores in Guam, Japan, Korea, Singapore**
- **Provides tools, equipment, non-tactical vehicles to the U.S. military**
- **Personal Property Management**
 - **Aircraft Center of Excellence**
 - **Vehicles, Buildings, Structures**



Technology Transformation Service (TTS)

Technology Developer for the Federal Government

- **18F**
 - **GSA: Contract Awarded Labor Category**
 - **Centers for Medicaid and Medicare Services**
 - **NSF: America's Seed Fund**
 - **U.S. Forest Service: Open Forest**



Mission Support - Nationally Reporting Offices

Located in Region 9:

- **Human Resources**
- **Civil Rights**
- **Strategic Communication**
- **Chief Financial Officer**
- **Administrative Services**
- **Congressional and Intergovernmental Affairs**
- **Mission Assurance**
- **Legal**
- **IT**
- **Small Business Utilization – Pamela Smith-Cressel**



Office of Small Business Utilization

Pamela Smith-Cressel, Director

- **Promote opportunities with industry**
- **Sponsor, deliver business development events**
- **Goals for multiple categories of businesses**
- **\$1.8B+ in GSA contracts to small biz, FY18**



GSA

DOING BUSINESS

WITH GSA



Pursuing a GSA Schedule Contract



Expanding Opportunities for Small Businesses

- Shares ideas and best practices for small businesses throughout the country
- Works with the small business community to strengthen partnerships and support the success of our vendors
- Works with businesses to make sustainable products and services readily available and affordable to our buyers
- Drives down prices, deliver better value, and reduce costs to our customer agencies
- Creates new ways that the government can purchase resources smarter and more efficiently
- Develops innovative cost-saving solutions that will be shared across the government



Office of Small Business Utilization at 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...

Purpose

This training is designed to assist the small business community with the process of pursuing a GSA Schedule Contract. We follow the following topics:



Readiness Assessment: Using the Vendor Toolbox


- The Vendor Toolbox contains the Readiness Assessment, a mandatory self-evaluation tool, aimed to help potential contractors decide whether their offerings meet the needs of the federal government.
- The Vendor Toolbox contains training materials that will help you learn more about the Federal market, tools that will help you uncover opportunities, and links to resources that can assist you in being a successful MAS contractor.
- You can access the Vendor Toolbox through our Vendor Support Center at <https://vsc.gsa.gov/>.





What is a GSA Schedule?

GSA Schedule Contracts, also known as GSA Schedules or Federal Supply Schedules, are indefinite delivery, indefinite quantity (IDIQ), long-term contracts under the General Services Administration's Multiple Award Schedule (MAS) Program.



GSA establishes long-term government wide contracts with commercial companies to provide access to government agencies to millions of commercial products and services at volume discount pricing.

About GSA Schedules

- GSA offers over 45 million supplies and services
- 33 Schedules
- Over 19,500 Schedule contracts
- 80% of GSA MAS contracts go to small businesses
- \$40 billion total annual spend or 10% of overall federal procurement spending

The GSA Schedules program is the premier acquisition vehicle in government, with approximately \$40 billion a year in spending or 10 percent (10%) of overall federal procurement spending.

Why Pursue a GSA Schedules Contract

- GSA Schedules are fast, easy, and effective vehicles for both customer agencies and vendors.
- Acquisitions through GSA Schedules are issued using full and open competition.
- Prices have already been deemed fair and reasonable, and schedule contracts are in compliance with all applicable laws and regulations, reducing evaluation cycles.
- Purchases can be made directly from a contractor via their GSA Schedule Contract which eliminates the time-consuming process of responses to complex RFP's and lengthy negotiations.

Examples of Products and Services Available on GSA Schedules

- Office Supplies and Equipment
- Information Technology
- Professional Services
- Vehicles and Support Equipment
- Furniture
- Tools and Hardware
- Scientific Equipment
- Law Enforcement, Fire, and Security Products
- Travel and Transportation
- Lodging



Determine Eligibility: Who qualifies?

- Financial stability
- Minimum two (2) years in business
- Demonstrate past performance
- Products commercially available
- Products compliant with the Trade Agreements Act (TAA)
- End Product must be manufactured or substantially altered within the U.S., or a ‘designated country’ as defined by the Trade Agreements Act



Things to Consider: Maintaining Your Schedule

- Minimum Qualifying Sales
 - \$25,000 in sales for the first two years combined
 - \$25,000 each year after
- Industrial Funding Fee (IFF) (0.75% of each Schedule sale)
- Auditing and Set-Up Requirements
- Varied Demand
- Paperwork
- Award process time
- Success Not Guaranteed
- Contract can be cancelled for lack of sales before contract end date
- Modifications are not automatic
- GSA Advantage (required to maintain a GSA price list of authorized products and services on Schedule)



Application Process

- Data Universal Numbering System (DUNS)
- Create/update business plan
- Find the appropriate solicitation (via GSA eLibrary)
- Apply for Digital Certificate
- Download applicable solicitation package from FedBizOpps
- Complete Pathways to Success training
- Respond to the solicitation in its entirety
- Submit your offer



Registration and Certifications

- [DUNS](#) – The nine-digit Data Universal Numbering System (DUNS), managed by Dun & Bradstreet, is a widely accepted, unique identifier for companies around the world. [Note: Link goes to a non-government site]
- [NAICS](#) – is the standard used by Federal statistical agencies in classifying business establishments for the purpose of analyzing, and publishing statistical data related to the U.S. business economy.
- [Past Performance Evaluation](#) – Open Ratings, a Dun & Bradstreet company, surveys past customers in order to assess a company's work performance. [Note: Link goes to a non-government site].
 - Your company must register and provide the names and email addresses of six to 20 of your customers.
 - Open Ratings is a fee-based service.



What is a 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.
- These size standards apply to SBA's financial assistance and to its other programs, as well as to Federal government procurement programs when there is a benefit available to qualifying as a small business concern.
- Also, the Small Business Act states that unless specifically authorized by statute, no Federal department or agency may prescribe a size standard for categorizing a business concern as a small business concern, unless such proposed size standard meets certain criteria and is approved by the Administrator of SBA.

Creating a Business Plan

<https://www.sba.gov/writing-business-plan>

Before committing to the Schedule contract process, experts recommend that firms create a business plan that includes items such as:

- An estimate of the expected Return on Investment
- A marketing plan
- A determination of whether or not you have dedicated personnel for this new venture.

Market Research should also be conducted to determine:

- Which federal agencies have purchased my product or service?
- Where are those agencies located?
- What was the price of those sales?
- What are the buying trends and forecasted sales for my product or service?





AN OVERVIEW FOR NEW VENDORS

Small Business Certifications

8(a) SDB Development Certification Program Application–

<http://www.sba.gov/aboutsba/sbaprograms/8abd/application/index.html>

HUBZone Program Application –

<https://www.sba.gov/category/navigation-structure/how-apply>

Woman Owned Business – Certification Required for some NAICS –

<https://www.sba.gov/content/women-owned-small-business-wosb-program-certification>

Veteran Owned Business – Self Certify except for Veterans Administration (VA) Schedules which must be verified through www.VetBiz.gov. Through this link you can click on the Verification Application Guide.

<http://www.va.gov/osdbu/docs/vetsFirstApplicationGuideCMP071615.pdf>

Service Disabled Veteran Owned Business – Self Certify

<https://www.sba.gov/content/women-owned-small-business-wosb-program-certification>



Find the Right Solicitation

Review the complete listing below to determine the appropriate GSA Schedule number for your product or service. Selecting the Schedule number will take you to [GSA eLibrary](#). It has an updated category guide designed to facilitate searches for specific groups of items, and a hyperlink to each Schedule's current solicitation on [Federal Business Opportunities](#) (FedBizOpps).



- [Professional Services Schedule \(PSS\)](#)
- [Center for IT Schedule Programs](#)
- [Greater Southwest Acquisition Center](#)
- [Facilities Maintenance and Hardware Acquisition Center](#)
- [Northeast and Caribbean Supply and Acquisition Center](#)
- [Integrated Workplace Acquisition Center](#)
- [Office of Travel, Motor Vehicle, and Card Services](#)

Responding to a Solicitation

Generally, each solicitation will require corporate and financial information, past performance, commercial practices and a proposed GSA price list. However, the exact information required will vary depending on your Schedule.



If your small business chooses to pursue a GSA Schedule, this can be the most time-consuming step of the process.



Responding to a Solicitation

Proposal Review

- Your GSA Schedule Contract proposal must be submitted electronically through GSA's eOffer system <http://eoffer.gsa.gov>, which requires a [digital certificate](#).
- Once submitted, it will be assigned to a Contracting Officer who will conduct an intense and thorough review.
- During this review the Contracting Officer will request additional information and/or clarifications.

GSA Contract Negotiation

- The purpose of the GSA Schedules Program is to leverage the government's vast buying power to pre-negotiate discounted pricing.
- Once your Contracting Officer has completed a satisfactory review of your proposal, a conference call will be scheduled to negotiate pricing.
- It is crucial that you plan a negotiation strategy in advance to ensure the agreed upon discount is favorable to both potential government buyers and your company/organization.



Responding to a Solicitation

Final Proposal Revision

- After negotiations are complete, you will prepare and submit a Final Proposal Revision (FPR) that synthesizes your entire proposal and includes finalized pricing, as negotiated with GSA.

GSA Contract Award

- Contractors will receive a Contract Award and GSA Schedule Contract Number approximately a week after submitting the Final Proposal Revision. Once awarded, you may begin selling from your Schedule immediately.

Additional Resources: Small Business Training

www.gsa.gov/smallbizresources

It is not required for you to have a schedule contract with GSA in order to do business with the federal government. There are other ways to do business with government agencies.

Attend more training:

- ❖ Partnering for the Strategic Advantage
- ❖ How to Access Procurement Opportunities





Additional Resources

Small Business Administration (www.sba.gov , www.green.sba.gov)

SBA provides business counseling, training and business development specialists providing free and low-cost services in your area. 1-800-U-ASK-SBA (1-800-827-5722)

The Association of Procurement Technical Assistance Centers **(<http://www.aptac-us.org/new>)**

PTACs provide a wide range of assistance, most free of charge, to businesses through one-on-one counseling sessions, classes, seminars and matchmaking events. This organization is funded in part by Department of Defense. Contact your local PTAC for help.

Minority Business Development Agency (<http://www.mbda.gov>)

MBDA, a part of the U.S. Department of Commerce is an entrepreneurially focused organization committed to wealth creation in minority communities. The Agency's mission is to actively promote the growth and competitiveness of large, medium and small minority business enterprises (MBEs).

GSA OSBU on Social Media

www.gsa.gov/smallbizresources



@GSAOSBU
@USGSA
@USGSASchedules
@gsapbsIRD



[GSA YouTube Channel](#)

The GSA logo, consisting of the letters "GSA" in white on a dark blue square background, is positioned to the left of the "Interact" text.

GSA

Interact

<https://interact.gsa.gov/>



U.S. General Services Administration (GSA)
Office of Small Business Utilization

Small Business Solutions

GSA Office of Small Business Utilization

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AN OVERVIEW FOR NEW VENDORS

WE WANT TO HEAR FROM YOU

Please share your success stories, comments, questions and concerns.

www.gsa.gov/askosbu

gsaosbu@outreach.gsa.gov

1-855-OSBUGSA (672-8472)

https://www.gsa.gov/portal/category/108203

The screenshot shows a web browser window with the URL <https://www.gsa.gov/portal/category/108203>. The browser's address bar and tabs are visible at the top. The page header includes the GSA logo and navigation links: TRAVEL, REAL ESTATE, ACQUISITION, TECHNOLOGY, POLICY & REGULATIONS, and ABOUT US. A search icon is also present. Below the header, a breadcrumb trail reads: Home > Acquisition > Assistance For Small Businesses > Still Have Questions? >. The main content area is titled "Have a Question | Check In". On the left, there is a sidebar menu for "ASSISTANCE FOR SMALL BUSINESSES" with options: Overview, Is GSA Right For You?, Get Started, Choose How to Sell to GSA, Find and Pursue Government Contracts, Maintain and Renew Your Contract, Resources and Training, and > Still Have Questions?. The main content area features a section titled "Select Any One Option Below" with three radio button options: "Ask a Question or Introduce your Company", "Register for an Event/Meeting and Ask a question", and "Register for an Event/Meeting". To the right of these options is a text box that reads: "Thank you for visiting! Please use the selections to register for a meeting, event, or just ask a question. If you would rather call, you can reach us on 855-OSBU-GSA (855-672-8472) selecting Option 4 to reach an associate. We are looking forward to working with you." At the bottom right of the page, there is a "RATE THIS PAGE" button. The Windows taskbar is visible at the very bottom, showing the time as 12:44 PM on 3/6/2017.

RATE THIS PAGE