



**U.S. General Services Administration
Northwest/Arctic Region**

The Pacific Northwest Government Contracting Conference

**Doing Business with GSA
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Office of Small Business Utilization**

April 28, 2016

GSA Mission and Strategic Priorities

Mission: Deliver the best value in real estate, acquisition, and technology services to government and the American people.



Delivering Better
Value & Savings



Serving Our
Partners



Expanding Opportunities for
Small Businesses



Making a More
Sustainable Government



Leading with
Innovation



Building a
Stronger GSA

About GSA

Centralized procurement and property management
agency for the federal government

- 11,168 Employees
- \$10.2 Billion Budget
- 8,792 Owned/ Leased Buildings
- 482 Historic Properties
- \$33 Billion Schedule Sales: 17 Categories
- 202,461 Vehicles Owned/ Leased



GSA Region 10

- Alaska, Idaho, Oregon, Washington
- 271 Native Tribes
- 12 Million Citizens: 817,000 Sq. Miles
- 430 Employees
- Supporting 100,000 Federal Employees



GSA Customers



Organizational Structure of GSA

- Landlord of the Federal Government
- Design & Construction
- Owned & Leased Buildings
- Regional Program
- Appropriated by Congress



- Contracting/Purchasing
- Expert of the Federal Government
- Multiple Award Schedules Program
- Fleet Program
- National Program
- Funded by Vendor Sales

Federal Acquisition Service (FAS)

Helping government customers leverage our collective purchasing power to achieve best possible value for:


- Products
- Services
- Technology
- Vehicles
- Transportation



Arctic Region

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

The GSA Schedules program is the premier acquisition vehicle in government, with approximately \$50 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 Request for Proposals (RFP's) and lengthy negotiations.
- FAR Part 8.002 Priorities for use of mandatory Government sources.

GSA Schedules: *Examples of Products and Services*

- 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



For a complete list, please visit: www.gsaelibrary.gsa.gov

GSA Schedules: *Professional Services Schedule (PSS)* ***NEW***

Consolidated 7 into one contract vehicle

Legacy Professional Services Schedules:

SIN	Description
520	Financial and Business Solutions (FABS)
541	Advertising and Integrated Marketing Services (AIMS)
738II	Language Services
871	Professional Engineering Services (PES)
874	Mission Oriented Business Integrated Services (MOBIS)
874V	Logistics Worldwide (LOGWORLD)
899	Environmental Services
00CORP	Consolidated Services

*\$10 Billion in
Professional
Services Spend
Annually*

Join our Interact Community for training on the Professional Services Schedule
<https://interact.gsa.gov/groups/professionalservicescategory>



GSA Northwest/Arctic Region

GSA Schedules: *Determine Eligibility*

- 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

GSA Schedules: Things You Should Know

- 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)

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/>.



Creating a 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?

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



GSA Schedules: *Application Process*

- Register with the System for Award Management (SAM)
- Must have the following to register in SAM.gov:
 - North American Industry Classification System (NAICS)
 - Data Universal Numbering System (DUNS)
- Create/update business plan
- Complete Pathways to Success training
- Find the appropriate solicitation (via GSA eLibrary)
- Download applicable solicitation package from FedBizOpps/GSA Elibrary
- Apply for Digital Certificate
- Respond to the solicitation in its entirety
- Submit your offer

Need help: Did you know you can contact GCAP for assistance.

GSA Schedules: *Searching eLibrary*

Federal Acquisition Service

eLibrary: <http://gsaelibrary.gsa.gov>

The screenshot shows the GSA eLibrary homepage. At the top, the GSA eLibrary logo and "GSA Federal Acquisition Service" are visible. A navigation bar includes links for Home, eBay - quotes, GSA Advantage - online shopping, and Help. The main content area features a "Welcome" message, a "Search" section with a search bar and "all the words" dropdown, and a "Category Guide" with various product categories. A "News..." section is also present. On the right side, there are several "Quick Schedule" and "Schedule Contracts" sections. Red arrows are overlaid on the image: one points to the "Search" button, and another points to the "Quick Schedule" section.

Search

Enter Keywords, Contract Number, Contractor/Hfr Name, Schedule / SEN / CWAC Number

Category Guide

- Hurricane Response Supplies & Services
 - Building & Industrial
 - Furniture & Furnishings
 - IT Solutions & Electronics
 - Law Enforcement, Fire, & Security
 - Recreation & Apparel
 - Services
 - Travel & Transportation Solutions
 - Wildland Fire & Equipment
- Spring/Summer Supplies & Services
 - Disaster Relief
 - Hospitality, Cleaning, & Chemicals
 - Laboratory, Scientific, & Medical
 - Office Solutions
 - Security Solutions
 - Tools, Hardware, & Machinery
 - Vehicles & Watercraft

Quick Schedule

Go to

Schedule Contracts

GSA schedule contracts offer direct delivery of millions of state-of-the-art, high-quality commercial supplies and services at volume discount pricing!

[View schedule contracts](#)

[GSA schedules info](#)

Technology Contracts

GSA technology contracts cover the whole spectrum of IT solutions, from network services and information assurance to telecommunications and purchase of hardware and software.

[View technology contracts](#)

[GSA technology contracts info](#)

State and Local Governments

Cooperative Purchasing

States and localities can now purchase IT products, services, and support equipment as well as law enforcement, security, facilities management, fire, rescue, clothing, marine craft and emergency/disaster response products and services from Federal Supply Schedules.

[View participating vendors](#)

[Cooperative Purchase FAQ](#)

Disaster Recovery Purchasing

Purchase products and services to facilitate recovery from a major disaster.

[View participating vendors](#)

[Disaster Recovery Purchasing FAQ](#)

Get Quotes!

With GSA eBay, getting quotes is just a click away!

[Go to ebay now...](#)



GSA Northwest/Arctic Region

GSA Schedules: *Solicitation*

Schedule Summary

For general questions, contact:
IT Acquisition Center
Phone: (703) 605-2700
E-mail: it.center@gsa.gov

IT Solutions & Electronics

70



GENERAL PURPOSE COMMERCIAL INFORMATION TECHNOLOGY EQUIPMENT,
Purchasing provides authorized State and local government entities access to information associated special item numbers. Contracts with the COOP PURC icon indicate that

GSA Contracts Online
Federal Buyers...
View Contract Clauses >>

Vendors
Click here to view the current
solicitation on **FedBizOpps**

70 Category list:

Identity, Credential and Access Management (ICAM)

Category	Description
132 60A	Electronic Credentials, Not Identity Proofed (Assurance Level 1 OMB M-04-04) M. that allow interface applications to the hosted service to act as its identity authentication agency application. This service does not include the requirement to know the true identity of the user.

Organizational Structure of GSA

- 
- The diagram illustrates the organizational structure of the General Services Administration (GSA). It features a central blue circle labeled 'GSA' at the top. Two lines connect this central circle to two smaller blue circles below it: 'Public Buildings Service' on the left and 'Federal Acquisition Service' on the right. To the far left, a large green circle contains a list of six bullet points. To the far right, a list of seven bullet points is displayed. The background is a light blue gradient with a faint GSA logo and stars at the bottom left.
- Landlord of the Federal Government
 - Design & Construction
 - Owned & Leased Buildings
 - Regional Program
 - Appropriated by Congress

GSA

Public
Buildings
Service

Federal
Acquisition
Service

- Contracting/Purchasing
- Expert of the Federal Government
- Multiple Award Schedules Program
- Fleet Program
- National Program
- Funded by Vendor Sales

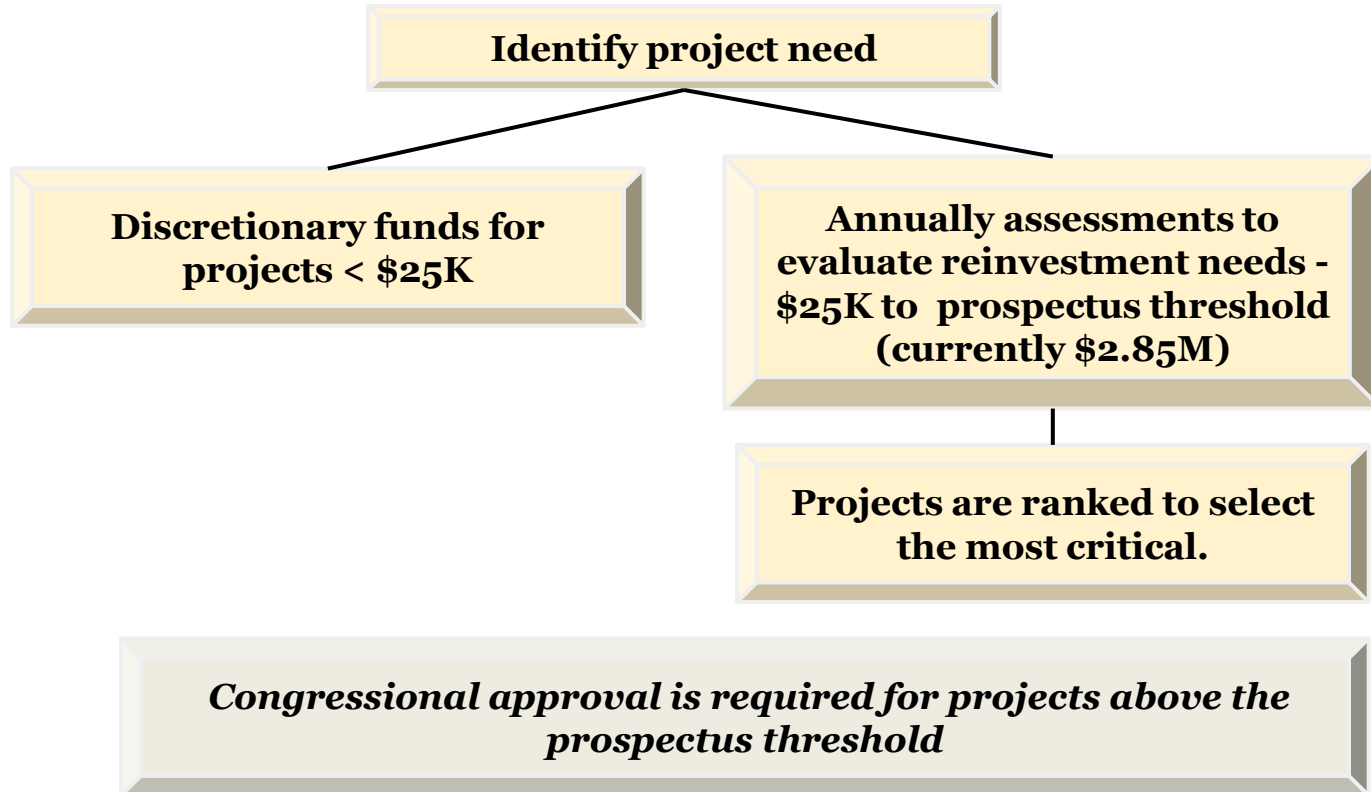
Public Buildings Service (PBS)

Manages the owned and leased federal real estate portfolio, provides superior workplaces for federal customer agencies at superior value to the American taxpayer.

- Design and Construction
- Environmental Programs
- Facilities Management
- Properties
- Historic Preservation
- Real Estate Services
- WorkPlace Innovation



PBS: Repair and Alteration Construction Projects Selection



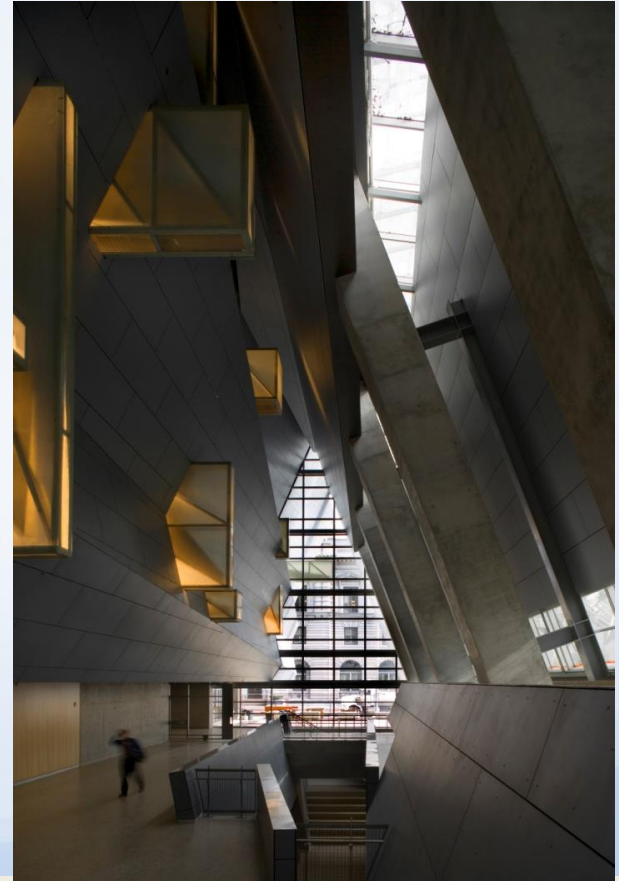
PBS: Capital Construction Program

Program Execution Considerations

- Design- Build
- Best Value Source Selection
- Design - Bid - Build

Supporting Program Contracts

- A/E
- Construction Management
- Commissioning



Current Contracting Opportunities

Office Improvements, Idaho Falls Regional Airport

Location: Idaho Falls, ID

NAICS: 236220

Set-Aside: TBD

Pre-Solicitation: Respond by May 3, 2016

POC: daniel.kenison@gsa.gov

LPOE Thermoplastic Striping

Location: Multiple Locations, WA

NAICS:237310

Estimated Value: \$100k-\$250k

Set-aside:Total Small Business

Response date: May 5, 2016

POC: keith.goodsell@gsa.gov

Ketchikan Federal Building Roof Replacement

Location: Ketchikan, AK

NAICS: 238160

Estimated Value: \$250-\$500k

Response Date: May 2, 2016

Set-Aside: Total Small Business

POC: amy.heusser@gsa.gov

SESC - Spokane MATOC IDIQ

Multiple Locations, WA, ID, OR

NAICS: 236220

Estimated Value: \$35 million over 5yrs

Set-Aside: Total Small Business Set-Aside

Solicitation Date: Posting soon

POC: jessica.campbell@gsa.gov

911 Federal Building Elevator Design Modernization

Location: Portland, OR

NAICS:236220

Estimated Value: \$1-\$5,000,000

Set-aside:TBD

Solicitation: Posting soon

POC: kimberlym.johnson@gsa.gov

Rebuild Steps at McClure FB in Boise, ID

Location: Boise, ID

NAICS: 238110

Estimated Value: \$25k-\$100k

Solicitation to post: May 5, 2016

Set-Aside: SDVOSB

POC: chris.towery@gsa.gov

Region 10 Small Business Procurement Scorecard FY 2015*

Scorecard reflects Region 10 funded contract requirements.

Category	FY 14 Goal	FY 14 Goal Achievement	FY 14 Obligations	FY 15 Goal	FY 15 Goal Achievement	FY 15 Obligations
Total Obligations			\$78,032,052			\$69,310,517
Small Business	40.52%	52.17%	\$40,711,594	57.56%	81%	\$55,506,328
Small Disadvantaged	5%	24.10%	\$18,806,279	5%	35.89%	\$24,552,414
Women-Owned	5%	6.38%	\$4,981,527	5%	11.31%	\$7,737,362
SDVOSB	3%	4%	\$3,137,960	3%	12.82%	\$8,771,328
HubZone	3%	8.65%	\$6,745,881	3%	11%	\$7,531,674

** The FY15 awards are not official until SBA releases results in 2016.*



GSA Northwest/Arctic Region



Small Business Opportunities

GSA Forecast of Opportunities

gsaforecast.gsa.gov

Open Market opportunities over \$25,000

www.fbo.gov

GSA Schedule Readiness Assessment Tool

<https://vsc.gsa.gov>

Getting on GSA Schedule

www.gsa.gov/gettingonschedule



GCAP: Oregon's Procurement Technical
Assistance Center



GSA Northwest/Arctic Region

Kenyon Taylor
Office of Small Business Utilization
GSA Northwest/Arctic Region
253-931-7956
kenyon.taylor@gsa.gov

GSA Office of Small Business Utilization
www.gsa.gov/smallbizhelp
1-855-OSBU-GSA

Thank You



GSA Northwest/Arctic Region