



U.S. General Services Administration

# DOING BUSINESS WITH GSA

Presented By:  
Pam Smith-Cressel



# Overview

- **WHO WE ARE**
- **WHAT WE BUY**
- **CONTRACT OPPORTUNITIES**
- **MARKETING**





# GSA's Mission

**GSA is a Federal Civilian Agency**

- **Public Buildings Service (PBS)**
- **Federal Acquisition Service (FAS)**

To help federal agencies better serve the public by offering, at best value, superior workplaces, expert solutions, acquisition services, management services and **Green Products & Services**



# GSA PUBLIC BUILDINGS SERVICE (PBS)

- Construction
- A&E Services
- Janitorial
- Landscape
- Lease
- Pest Control
- Interior Design
- Asbestos Removal
- Window Washing
- Lighting
- HVAC



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



# GSA Public Buildings Service (PBS)

- **Facilities Management & Services Programs Division**
- **Safety and Environmental Branch**
- **Energy and Sustainability Branch**
- **Energy Studies on buildings**
- **Waste Reduction Studies**
- **New technology feasibility studies**
- **Design and Construction (remediation during projects)**
- **3 GSA Service Centers**
  - San Francisco (Sacramento, Central CA)
  - Los Angeles
  - San Diego (includes Arizona, Hawaii and Nevada)
- **Safety and Environmental Branch**
- **Lease Division**
- **Real Estate Acquisition**
- **Portfolio**



# GSA Public Buildings Service (PBS)

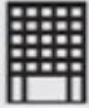
- ❑ Indefinite Delivery, Indefinite Quantity (IDIQ)
- ❑ **Blanket Purchase Agreements (BPA)**
- ❑ Pre-Bid Conferences - Project Specific
- ❑ FedBizOpps – [www.fbo.gov](http://www.fbo.gov)
- ❑ **GSA Schedules Program**
- ❑ **GSA Property Managers**
- ❑ **GSA Forecast of Contracting Opportunities**
- ❑ **GSA Subcontract Opportunities**



# GSA GREEN

- **Executive Order 13514**
  - 95% of new contract actions must be green (including EPEAT Registered)
  - Reduce water use by 2% annually
  - Includes task and delivery orders
  - Applies where such products and services meet agency performance requirements
- **Government Purchasing will Include:**
  - WaterSense /water conserving products
  - Recycled Content Products
  - Biobased Products
  - Environmentally Preferable Products
  - Energy Star Products





## Design Excellence Program

GSA's Green Proving Ground is using technology to make existing buildings more sustainable. For more information about GSA's Green Proving Ground Program

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





# GSA Region 9 Contract Opportunities (Future)

## GSA Projects

- San Ysidro Border Station
- Calexico Border Station
- Edward Roybal Federal Building

## GSA Forecast

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





# GSA Public Buildings Service (PBS) Industry Relations

**Ph. 866-727-8363**

**Email: [IndustryRelations@gsa.gov](mailto:IndustryRelations@gsa.gov)**

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



# GSA FEDERAL ACQUISITION SERVICE (FAS)

- Emergency Preparedness and Response Equipment
- Travel Services
- Telecom and Network Services
- Office Supplies
- Furniture
- Medical Supplies
- Staffing
- Transportation
- Law Enforcement Equipment

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



## GSA Government Wide Acquisition Contracts (GWACS)

**Alliant**

**8(a) STARS II**

**Alliant Small Business**

**VETS**

**Alliant 2 (A2) & Alliant 2 Small Business (A2SB)  
GWACs**

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



# GSA Contract Opportunities

- **Small Business**
- **8(a)**
- **HUBZone**
- **Service Disabled Veteran Owned Business**
- **Woman Owned Business**
- **GSA Schedules Contract**
- **GSA IDIQ**
- **GSA BPA**
- **GSA Subcontracting**
- **GSA Forecast**
- **GSA Mentor-Protégé Program**



# GSA Office of Small Business Utilization

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

## Program Functions

- Serves as liaison between GSA, SBA, Congress, other agencies, the business community and the general public on small business matters
- Help small businesses identify GSA procurement opportunities
- Educate small businesses on the various contracting opportunities available at GSA and other Federal agencies
- Coordinate nationwide outreach efforts (workshops, seminars, briefings, procurement networking sessions) for small business

## Manage Small Business Programs

- Small Business Goaling Program
- Small Disadvantaged Business (SDB) Program
- Section 8(a) Program
- Women-owned Small Business Program
- Historically Underutilized Business Zone (HUBZone) Program
- Veteran-owned Small Business and Service Disabled Veteran-owned Small Business Programs
- Subcontracting Program
- Forecast of Contracting Opportunities
- Mentor-Protégé Program

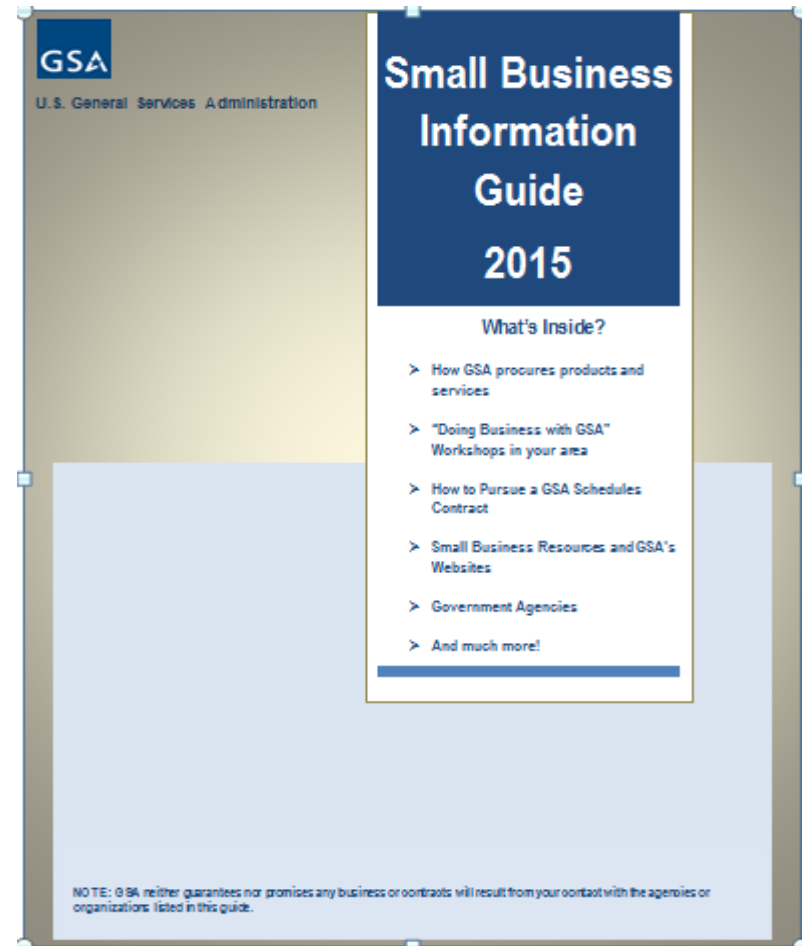


GSA's Office of Small Business Utilization  
11 Regional Center Locations  
[www.gsa.gov/r9smallbusiness](http://www.gsa.gov/r9smallbusiness)

Pacific Rim - Region 9 (CA, NV, AZ, HI)

Includes Overseas: American Samoa, Commonwealth of the Northern Mariana Islands, Diego Garcia, Guam, mainland Japan and Okinawa, the Republic of Korea, Saipan, and Singapore

- **About GSA**
- **GSA Property Management Offices**
- **How to Pursue a GSA Schedules Contract and a Listing of GSA Schedules**
- **List of Procurement Technical Assistant Centers (PTACs) and Small Business Development Centers (SBDCs)**
- **GSA Websites**
- **Government Agencies (Federal, State, City and County)**







# GSA Schedules Program

- **GSA's Most Popular Buying Program**
  - GSA Schedules provides commercial products and services**
  - Introduce New Products**
- **GSA Schedules Contract**
  - The contracts awarded under this program are 5 years with three 5 year options.**
  - Chosen as the “preferred source” by DOD and most agencies**
  - “License to hunt” for opportunities in the federal government**
  - Synonymous with a “GSA number” or “getting on GSA’s list”**



# Who Can Buy From GSA Schedule Vendors?

- **Executive & Other Federal Agencies**
- **-Mixed-Ownership Government Corporation (FDIC, Federal Home Loan Banks, etc.)**
- **-The District of Columbia**
- **-Cost Reimbursable Government Contractors authorized in writing by a Federal agency (48 CFR 51.1)**
- **-State and Local Government (See *Cooperative Purchasing Agreement*)**



## Vendor ToolBox



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



# What's the 1st Step?

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

- Identify the appropriate Schedules  
**[www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov)**
- Enter your product/service into the "Search Bar"
- You may see a list of more than one Schedule scroll down and search for the best match and click on the number under Source"
- Click on the box "Vendors " click here to view Solicitation on FedBizOpps"
- Download the Schedules Solicitation and all attachments



# Standard Process

## [www.gsa.gov/schedules](http://www.gsa.gov/schedules)

- **Minimum Qualifying Sales**
  - \$25,000 in sales per year
- **Pre-Requisites**
  - System for Award Management  
**[www.sam.gov](http://www.sam.gov)**
  - Small Business Certifications  
**[www.sba.gov](http://www.sba.gov)**
  - North American Industrial Classification
  - 2 Yrs. in Business
- **Experience**
  - Past Performance Review (\$185.00)
  - conducted by Open Ratings  
**[www.openratings.com](http://www.openratings.com)**
- **GSA Award Time**
  - 120 Days or longer

# Evaluation Factors

All offers must address the following evaluation factors:

**Factor 1:** Financial Responsibility Determination

**Factor 2:** Corporate Experience

**Factor 3:** Past Performance

**Factor 4:** Project Experience

**Factor 5:** Price



# GSA UPDATES

## One Acquisition Solution for Integrated Services (OASIS)

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



**Event:** GSA Industry Day

**Date:** 6/18/15

**Hosted by** the Space & Missile Systems Center

**Location:** Los Angeles AFB , Building 270, Gordon Conference Center. El Segundo, CA. .

**Focus:** Primarily Information Technology and Professional Services, are encouraged to register and attend.

If you would like to register or receive details about the agenda send an email to Region 9 FAS events at: [region9fasevents@gsa.gov](mailto:region9fasevents@gsa.gov)

## GSA **Interact** -

<https://interact.gsa.gov>

- Small Business
- OASIS
- Sustainability
- Alliant 2 (A2) & Alliant 2 Small Business (A2SB) GWACs

## GobiernoUSA.gov

Información Oficial en Español





# GSA Small Business Training

## Local GSA Small Business Events

([www.gsa.gov/r9smallbusiness](http://www.gsa.gov/r9smallbusiness))

View dates and locations for GSA sponsored Workshops and other events

## GSA Schedules Program

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

Learn more about GSA's Multiple Award Schedules (MAS) program through the MAS Desk Reference and Training Materials

## Small Business Events

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

- Doing Business with GSA (Recorded Webinars)
- Doing Business with GSA (Live Webinars)
- Business Breakthrough-GSA (Webinars)
- Pre-recorded Videos- Watch videos to learn more about doing business with the government.







## GSA Office of Small Business Utilization Pacific Rim Staff Locations

### **Pamela Smith-Cressel** **Director**

Email: [pam.smith-cressel@gsa.gov](mailto:pam.smith-cressel@gsa.gov)

#### **Los Angeles Federal Building**

300 N. Los Angeles St., 3<sup>rd</sup> Floor, Rm 3122  
Los Angeles, CA 90012

POC: **Anthony Caruso**  
**Small Business Specialist**  
Email: [anthony.caruso@gsa.gov](mailto:anthony.caruso@gsa.gov)  
Ph. 213-894-3210

#### **Oakland Federal Bldg. & Courthouse**

1301 Clay St.  
Oakland, CA 94612

POC: **Mrs. Lori Falkenstrom**  
**Small Business Specialist**  
Email: [lori.falkenstrom@gsa.gov](mailto:lori.falkenstrom@gsa.gov)  
Ph. 510-637-1413