



**Joint Base Cape Cod
Business Industry Day
SILC
Base Support & Services (BSS)
28 March 2015**



SILC-COCO-BSS (COCO for Base Support & Services)



Why Industry Day?



- Industry Day is an opportunity to bring together our contracting officers with representatives from business
- This process allows you to better understand who we are and what we buy and how our contracting process works
- It also allows us to better understand the market for our goods and services, your capabilities and what business can do for us



How Will Industry Day Work?



- We'll start with a high level overview of the contracting process and our organization
- We'll go over the different types of units throughout the Southeast New England Area
- We'll provide you with tools to access our forecasts and navigate SILC BSS opportunities
- We'll provide handouts of what is discussed today and Mrs. Bretz and I will answer any questions you may have during the Q&A period



Contracting Overview/SILC Organization



- Government contracting is generally decentralized
- Many agencies consist of numerous contracting offices at several offices/units
 - U.S. Coast Guard has 6 Chiefs of Contracting in separate functions: services (us); construction; IT; vessels; aircraft; and HQ command
- Take time to learn what each targeted agency and contracting office does and how agencies spend money



Contracting Overview/SILC Organization



- Units within Southeast New England Area

- ❖Base Cape Cod

- Air Station Cape Cod
- Port Security Unit 301
- Northeast Regional Fisheries Training Center
- Force Readiness Command Armory Cape Cod
- Sector Southeast New England
 - 8 Small Boat Stations
 - 2 Aids to Navigation Teams
 - 4 Cutters: 2- 110 patrol boats
2- 87coastal patrol boats
 - 3 Marine Safety Units

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Contracting Overview/SILC Organization



Know the basics about dollar thresholds and methods of contracting:

- Micro-purchasing
 - Used up to \$3,500 (supplies), \$2500 (services), & \$2000 (construction)
 - Usually done via government credit card (aka purchase card)
 - Not advertised
 - Buyers required to use required sources before buying on open market
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- Simplified Acquisition Procedures (SAP)
 - Used when the requirement is over \$3,500 and up to \$150,000
 - Displayed in public place or posted electronically when over \$15,000
 - Formally advertised in Federal Business Opportunities (FBO) when over \$25,000
 - Automatically set-aside for small business
- Formal/Large Contract Procedures
 - Used when the requirement is over \$150,000
 - Formally advertised in FBO (see Slide 13)
 - Advance notice issued in Acquisition Planning Forecast System (APFS—see Slide 14)
 - May be set aside for small business depending on outcome of market research



Contracting Overview/SILC Organization



- SILC BSS (Services) has 4 operational contracting branches organized by function:
 - Emergency Services Contracting Operations Branch (COB1) :
 - Oil Spill, Earthquake, Hurricane, HAZMAT Emergency Response contracting
 - COOP Planning
 - Support for Incident Command System efforts
 - Commercial Support Services Contracting Operations Branch (COB2):
 - Base Operating Support Services (BOSS), Security, Grounds Maintenance, Janitorial Services, Food Service, etc.
 - Purchasing, Interagency Agreements, and Utilities Contracting Operations Branch (COB3):
 - Utilities and Simplified Acquisitions (under \$150,000)
 - Supply and Base Support Contracting Operations Branch (COB4) :
 - Contracts for supplies and services for requirements not associated with “routine base services” to include contracts for buoys, lanterns, etc.

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Contracting Overview/SILC Organization



- Now that I know how SILC BSS is organized....
 - How do I start?
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 - Who buys my goods and services?
 - How do I get in touch with the buyers?
 - How do I market to them?



How do I start?



- Get a DUNS number
 - Dun & Bradstreet provides a Data Universal Numbering System (DUNS)
 - Nine digit identification number for each physical location of your business
 - DUNS Number is FREE for all businesses required to register with the federal government for contracts or grants
 - See <http://fedgov.dnb.com/webform/>
- Register on the System for Award Management (SAM)
 - Registration is free
 - SAM is now the system that vendors must register with to perform work on government contracts
 - See <https://www.sam.gov>



How do I start?



- Review DHS and Coast Guard “Doing Business With” Small Business sites

- <http://www.dhs.gov/do-business-dhs>
- <http://www.uscg.mil/acquisition/business/business.asp>

- Talk to SBA and take advantage of training opportunities

- <https://www.sba.gov/>



How do I start?



- Understand small business programs:

- 8(a) Program: <https://www.sba.gov/category/navigation-structure/8a-business-development-program>

- HUB Zone Program set-aside: <https://www.sba.gov/category/navigation-structure/contracting/contracting-support-small-businesses/small-business-cert-0>

- SDVOSB Program set-aside: <https://www.sba.gov/sdvosb>

- WOSB/EDWOSB set-aside: <https://www.sba.gov/content/women-owned-small-business-program>



How do I start?



Other Key Sources of Assistance:

- Know what local resources and organizations are available:

<https://www.sba.gov/tools/local-assistance>

- Review the federal Office of Small & Disadvantaged Business Utilization (OSDBU) site for information and other small business events:

<http://www.osdbu.gov>



Who buys my goods/services?



- Become familiar with the Federal Procurement Data System (FPDS) to see what contracts already exist and who administers them
- Identify who buys your product or service (hint: know your North American Industry Classification System (NAICS) code(s):
<https://www.fpds.gov/>
- Register on Federal Business Opportunities (FBO) site
- Sign up to get notices of government requirements in your NAICS codes and watch for opportunities and sources sought notices:
<http://www.fedbizopps.gov/>



Who buys my goods/services?



- Review agency forecasts to know what's upcoming:
 - Department of Homeland Security Advance Planning Forecast System (APFS) is where you'll find upcoming Coast Guard requirements over \$150,000 before they're advertised on FedBizOpps: <http://apfs.dhs.gov/>



Who buys my goods/services?



- Look into current partnering and subcontracting opportunities:
 - Find Procurement/Subcontracting Opportunities at SBA's Subcontracting Network: <http://web.sba.gov/subnet>
 - Find prime contractors for partnering via the DHS Mentor Protégé Program: <http://www.dhs.gov/mentor-prot%C3%A9g%C3%A9-program>



Who buys my goods/services?



- Look into multiple award contracts or other avenues to make it easy for buyers to reach you:

- DHS Strategic Sourcing Contracts: <http://www.dhs.gov/contract-opportunities>

- GSA Schedule: <http://www.gsa.gov/portal/category/100611>



How do I market to the buyers?



Participate in:

- Department of Homeland Security Vendor Outreach Sessions:
<http://www.dhs.gov/small-business-vendor-outreach-sessions>
- Targeted Outreach Activities
- Local Conferences/Trade Shows



How do I market to the buyers?



Marketing: Develop a Marketing Plan/Strategy to help contracting officers with their market research by letting them know your capabilities

Being Prepared: Understand government organizational structures

Getting Involved: Know what resources are available to assist you

Diligence: Know where to find contracting opportunities (prime contracting)

Creativity: Consider other opportunities (subcontracts; Teaming/Joint Ventures; Mentor Protégé Agreements; Pre-existing Contract Vehicles, etc.)



Questions?



Please send questions to SILC BSS Small
Business Program at
SILCBSS-SmallBusiness@uscg.mil

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