



# CONGRESSWOMAN TERRI SEWELL GRANT FUNDING SEMINAR

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**Presented by  
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DIRECTOR**

**Office of Small and Disadvantaged Business  
Utilization (OSDBU)**



## HUD's Mission

**HUD's mission is to increase homeownership, support community development and increase access to affordable housing free from discrimination. To fulfill this mission, HUD will embrace high standards of ethics, management and accountability and forge new partnerships--particularly with faith-based and community organizations--that leverage resources and improve HUD's ability to be effective at the community level.**

# HUD's Policy for Prime Small Business Awards

- **To ensure non-discriminatory practices in Federal procurement opportunities for small , small disadvantaged, small women-owned, service disabled veteran businesses, and those located in Historically Underutilized Business Zones (HUBZone), or part of the 8(a) Business Development Program.**
- **Encourage teaming arrangements in bidding on HUD procurements**
- **Goals – At least 40.72% of all direct awards must go to small business.**

# FY 2014 SBA Goals for Small Business

<b><i>Preference Categories</i></b>	<b><i>SBA Goals</i></b>
<b>Small Business</b>	<b>40.72%</b>
<b>Small Disadvantage Business</b>	<b>5%*</b>
<b>8(a)</b>	<b>5%*</b>
<b>Women Owned</b>	<b>5%*</b>
<b>HUBZone</b>	<b>3%*</b>
<b>Service Disabled Veterans</b>	<b>3%*</b>

**\*Minimum Goal set by Small Business Act 15 (g)(1)**

# HUD's Policy for Small Business Subcontracting Opportunities

## Small Business Subcontracting Goals:

**In cases of contracts with a value expected to exceed \$650,000 (excluding construction contracts), 55% of the planned subcontracting dollar should be set-aside for small businesses.**

### Other percentage goals:

- **SDB** **5%**
- **WOSB** **5%**
- **HUBZone** **3%**
- **SDVOSB** **3%**

# Promoting Universal Access Within HUD

- **HUD is committed to providing access to large and small businesses alike, including 8(a), SDBs, HUBZone, women owned and service disabled veteran owned businesses.**
- **OSDBU networks with small business owners to ensure that they are aware of the procurement opportunities that exist in the various departments within HUD.**
- **OSDBU meets with large companies regarding their subcontracting plans and assists them with locating qualified small businesses.**





# OSDBU

## Mission Statement

**To ensure that small businesses are treated fairly and are provided an opportunity to compete and be selected for a fair amount of HUD's direct and indirect contract dollars.**

### **Responsibilities include:**

- **Preparing updated "Forecast of Contracting Opportunities";**
- **Responding to inquiries from the small business community;**
- **Reviewing legislation for impact on small business;**
- **Conducting outreach to the small business community;**
- **Coordinating Vendor Outreach Sessions with HUD program areas;**
- **Performing small business review of Request for Contract Services;**
- **Reviewing subcontracting plans for maximum small business opportunities;**
- **Establishing policy, developing and managing HUD's small business programs.**

# Small Business Programs

## ➤ Small Business

➤ Small Disadvantaged Business (SDB) – self certified

➤ 8(a) Business Development Program – certified through the SBA

➤ Women-Owned Small Business (WOSB) Federal Contract Program – self certified however, can certify through by SBA approved third-party vendors

➤ Historically Underutilized Business Zones (HUBZone) – certified through the SBA

➤ Service-Disabled Veteran-Owned Small Business (SDVOSB) Procurement Program – self certified however, encouraged to register with the Veteran's Administration in Vetbiz.gov



# HUD's Frequently used GSA Schedules/GWACs

Also referred to as Multiple Award Schedules and Federal Supply Schedules

**A GSA schedule contract allows federal agencies to purchase products and services directly from suppliers.**

- **MISSION ORIENTED BUSINESS INTEGRATED SERVICES (MOBIS) – Schedule 874**
- **GENERAL PURPOSE COMMERCIAL INFORMATION TECHNOLOGY EQUIPMENT, SOFTWARE, AND SERVICES – Schedule 70**
- **FINANCIAL AND BUSINESS SOLUTIONS (FABS) – Schedule 520**
- **8(a) Streamlined Technology Acquisition Resources for Services – (STARS II)**
- **CIO-SP3** GWAC from NITAAC that can be used by any federal civilian or DoD agency to fulfill a broad range of mission critical IT requirements and socioeconomic goals (<http://nitaac.nih.gov>)

**Refer to [www.gsa.gov](http://www.gsa.gov) for detailed information on GSA Schedules.**

# What Does HUD Buy ?

**HUD buys a variety of services and supplies in the following categories:**

**Financial Management**

**Asset Management**

**Real Estate and Mortgage**

**Insurance Support**

**Administrative Support**

**Program Management Support**

**Professional and Technical Support**

**Legal Services**

**Information Technology**

**Loan servicing & mortgage accounting**

**Appraisal reviews**

**Lead testing & physical inspections**

**Publications management & grants  
management training**

**Conference planning**

**Maintenance & loss mitigation  
counseling training**

**Forensic accounting**

**Computer hardware, software  
development & LAN support**

# Market Research

**The Department conducts market research throughout the Fiscal Year and Procurement Process, to include but not limited to:**

- **Request for Information (RFI)**
- **Sources Sought Notices**
- **Pre-solicitation Notifications**
- **System for Award Management (SAM)**
- **Dynamic Small Business Database**

**Help us, Help you!**

# Company Introduction

- **Be Ready with your Company's Introduction Speech (20-30 sec)**
  - **Name**
  - **Name of Company**
  - **Core Competencies**
  - **Certifications ( 8(a), WOSB, HUBZone, GSA Schedules, etc. )**
  - **Number of employees**
  - **Number of years in business**
  - **Federal Agencies with which you have done business**
    - **If you have never worked with the federal government before, large companies or state and local governments**
  - **Briefly describe your major business accomplishments (aka Most Proud Moment)**
- **Make sure you exchange business cards and request a follow-up meeting in the near future.**
- **Solutionist – Explain how your company is prepared to solve any of HUD's problems.**

# Sample Business Cards

## Front

Wonderful Company

**Jane Wonderful**  
President

123 Wonder Lane  
Birmingham AL 35203  
123-456-7890  
987-654-3210 Fax  
Jane.Wonderful@WC.com

8(a), HUBZone,  
SDVOSB, WOSB, SDB

## Back

### NAICS CODES

541513	541611
541618	561421

**GSA Schedule 70**

Please include your Certifications on your Business Cards.

#### DISCLAIMER:

This sample is provided by the Office of Small and Disadvantaged Business Utilization to assist small businesses in their marketing efforts to HUD only. No implied representation should be inferred that any use of this format will guarantee an award of a contract.

# Capability Statements

## **One-page Capability Statement**

Prepare a one-page that identifies your company's certifications, overview and experience as it relates to a specific or general opportunity being sought. Use the one-page statement as a way to introduce your company to HUD. E-mail it to the point of contact, which is identified in the Forecast of Opportunities, when inquiring about a contract opportunity and requesting an appointment with the program office or point of contact.

## **Multi-page Capability Statement**

Prepare a multi-page capability statement that identifies your company's certifications, overview and overall experience as it relates to a specific or general opportunity being sought.



# Do Your Homework

- **Know HUD**
  - Research the Budget
  - Know HUD's mission and priorities
  - Research the HUD Forecast  
([http://portal.hud.gov/hudportal/HUD?src=/program\\_offices/sdb/4cast](http://portal.hud.gov/hudportal/HUD?src=/program_offices/sdb/4cast))
  - Research FedBizOpps ([www.fedbizopps.gov](http://www.fedbizopps.gov))
  - Research the Programs and Offices with whom you are interested in working  
(<http://portal.hud.gov/hudportal/HUD?src=/hudprograms>)
- Email rather than phone
- Register in the System for Award Management (SAM) Database  
(<http://www.sam.gov>)
- Register in the Dynamic Small Business Search (DSBS) (<http://dsbs.sba.gov>)
- Become familiar with:
  - the Federal Acquisition Regulations (FAR) (<http://www.acquisition.gov>) and the HUD Acquisition Regulation (HUDAR)  
([http://portal.hud.gov/hudportal/HUD?src=/program\\_offices/cpo/hudar](http://portal.hud.gov/hudportal/HUD?src=/program_offices/cpo/hudar))
  - Common HUD Terms and Acronyms  
(<http://portal.hud.gov/hudportal/HUD?src=/about/acronyms>)
- Understand that the OSDBU is not the end user and does not need to hear the entire *technical* marketing presentation
- Be cognizant of time and schedules

# Forecast of Contracting Opportunities

Refer to Plan #  
in all inquiries

New or Current  
Process?

Businesses  
eligible to bid  
on opportunity

Quarter  
procurement  
process is  
expected to be  
awarded

Plan Number	Requirement Type	Contract Name (Description)	Primary NAICS Code or GSA Schedule	Type of Competition	Estimated Value of Contract \$ Range (Base and All Option Values)	Point of Contact Name	Point of Contact e-mail	Target Award Fiscal Year Quarter	Contract Length
APP-Q-2013-006	Recompete	Internet/Intranet Maintenance Support	511210	8(a) Competed	>= \$10M and <\$20M	Carolyn Armstrong	Carolyn.Armstrong@hud.gov	QTR 3	1 yr base + 4 options
APP-Q-2013-010	Recompete	Policy and Research Information Server - (PARIS) PDR IT Support - Statistical Analytical Data reporting and support	541511	Small Business Set Aside - Total	>= \$5M and <\$10M	Benita Meadows	Benita.Meadows@hud.gov	TBD	1 yr base + 4 options
APP-Q-2013-013	Recompete	A80W, D64A & AFOCS Systems Support - Acquire Steady State and DME services in support of A80W:Single Family Neighborhood Watch (SFNW)/D64A: Single Family Enterprise Data Warehouse (SFEDW)/P007:Albany Financial Operations Centersystems (AFOCS).	541511	8(a) Competed	>= \$5M and <\$10M	Paul Theisen	Paul.E.Theisen@hud.gov	QTR 3	1 yr base + 4 options
APP-Q-2013-016	New Requirement	EEO Mgmt Information Systems supporting counselings, ADR cases, investigations, complaints, hearings & appeals.	541511	8(a) Sole Source	> \$150K and <\$500K	Carolyn Armstrong	Carolyn.Armstrong@hud.gov	QTR 4	1 yr base + 3 options

You must be on  
the specified  
GSA schedule to  
be eligible for  
contract  
opportunity

Program office  
procuring the  
product or  
service and the  
subject matter  
expert's contact  
information

# Top 10 Buys by NAICS Code for FY14:

## TOTAL DOLLARS FOR 2014 - \$1,200,253,650.76

6 digit NAICS Code (Description)	Total Dollars	% Total Dollars
523110 (INVESTMENT BANKING AND SECURITIES DEALING)	\$321,546,875.65	26.7899%
561720 (JANITORIAL SERVICES)	\$179,263,955.38	14.9355%
531311 (RESIDENTIAL PROPERTY MANAGERS)	\$159,967,707.79	13.3278%
522310 (MORTGAGE AND NONMORTGAGE LOAN BROKERS)	\$135,398,956.17	11.2809%
541611 (ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES)	\$88,986,886.53	7.4140%
541519 (OTHER COMPUTER RELATED SERVICES)	\$83,819,272.10	6.9835%
541211 (OFFICES OF CERTIFIED PUBLIC ACCOUNTANTS)	\$49,804,258.13	4.1495%
541511 (CUSTOM COMPUTER PROGRAMMING SERVICES)	\$37,108,092.32	3.0917%
541512 (COMPUTER SYSTEMS DESIGN SERVICES)	\$34,441,312.35	2.8695%
531210 (OFFICES OF REAL ESTATE AGENTS AND BROKERS)	\$33,295,940.32	2.7741%
522390 (OTHER ACTIVITIES RELATED TO CREDIT INTERMEDIATION)	\$32,434,697.52	2.7023%

# Section 3 and Economic Opportunities

- ▣ HUD is putting new energy behind its program that increases job opportunities for low-income individuals and public housing residents and contracts for the businesses that hire them.
- ▣ Section 3 of the Housing and Urban Development Act of 1968 requires that, to the greatest extent feasible, employment and other economic opportunities generated by certain HUD financial assistance be directed to low- and very low-income persons and to businesses that provide economic opportunities to these individuals.
- ▣ HUD has also expanded its business registry that connects local businesses that hire low-income workers with HUD-funded contracting opportunities so that it is now available nationally.

# Section 3 Covered Funding

HUD Programs
PIH Capital Fund Program (CFP)
PIH Operating Subsidy
HOPE VI Grants
Choice Neighborhoods Grants
Community Development Block Grants (CDBG)
HOME Investment Partnership Grants
Disaster Recovery Grants
Section 202/811
Lead Abatement Grants
Certain NOFA Competitive Grants

# Applicability

## Public and Indian Housing (PIH):

- ▣ Development assistance
- ▣ Operating assistance
- ▣ Modernization assistance

## Housing and Community Development (HCD):

- ▣ Housing rehabilitation
- ▣ Housing construction
- ▣ Other public construction



# Intended Beneficiaries

## SECTION 3 BUSINESSES\*

1. 51% or more owned by Section 3 Residents; or
2. Substantially employs (30% or more) Section 3 residents; or
3. Can provide evidence of a commitment to award 25% of dollar amount of subcontracts to businesses in categories 1 & 2 above.

*\*Section 3 businesses must have the ability to perform successfully under the terms and conditions of the proposed contract.*

# Employment opportunities generated by Section 3 covered assistance

## PIH assistance:

All employment opportunities.

## Housing & Community Development:

Employment associated with building trades, including management and administrative support, architectural, engineering and professional services.

# Grantee Procurement

- ▣ HUD Grantees are responsible for their own procurement actions. They must comply with 2 CFR 200 for their procurements. This regulation supersedes 24 CFR 85.36 and 24 CFR 84.84 (12/2014). The only FAR requirements that grantees must adhere to are the cost principles in FAR Part 31 for determining allowable costs on grantee third party contracts

# Professional Services

- ▣ Architectural Services
- ▣ Engineering
- ▣ Finance/ Accounting
- ▣ Legal Counsel
- ▣ Marketing
- ▣ All activities associated with Construction (other than building trades)

# Best Practices

1. Use the **Section 3 Business Registry** to search for Section 3 businesses, register your business and learn more about HUD's Section 3 Business Registry. Visit: [www.hud.gov.Sec3biz](http://www.hud.gov.Sec3biz)
2. Systematic Monitoring of Contractors
3. Issue Smaller Contracts
4. Secure Commitment from Senior Management
5. Network with Peers and Community Partners

# Small Business Liaisons

## Headquarters & Field Offices

**Nicole Hunt**

[Nicole.T.Hunt@hud.gov](mailto:Nicole.T.Hunt@hud.gov)

Headquarters Contracting Operations  
(202) 402-3868

**Darrell Rishel**

[Darrell.D.Rishel@hud.gov](mailto:Darrell.D.Rishel@hud.gov)

Western Field Contracting Operations  
(303) 839-2622

**Debra Gill**

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Southern Field Contracting Operations  
(678) 732-2566

**Alfredo Valentin**

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Northern Field Contracting Operations  
(312) 913-8509





**Conclusion**  
**Thank You!**