

UNITED STATES COAST GUARD — ACQUISITION DIRECTORATE



# DOING BUSINESS WITH THE COAST GUARD

R.E.A.D.Y STATE; INDUSTRIAL BASE

UNITED STATES DEPARTMENT OF HOMELAND SECURITY



# DOING BUSINESS WITH THE **COAST GUARD**



## Dwight D. Deneal

Director, Small Business and Industry Liaison Programs

In the current environment of budget constraints, escalating costs and need for affordable solutions, supplier relationship management and supplier diversity represent a significant value to the U.S. Coast Guard (USCG). As the Director, Small Business and Industry Liaison Programs, I established a vision based on the USCG motto of “Semper Paratus” to create a culture that views our industrial base as:



or R.E.A.D.Y. to support the execution of the USCG mission.

In order to achieve this vision, we needed a strategic road map that codifies our principles, defines our mission and gives direction to our efforts. In April 2018, we captured that road map through the USCG Small Business and Industry Engagement Strategic Plan. This plan will allow us to cultivate a USCG-wide community that is inclusive of the industrial base throughout the acquisition and sustainment lifecycle while ensuring broader industry engagement. Our motto, “*R.E.A.D.Y. State; Industrial Base*” is not just a slogan, it is the very essence of everything we do as contracting and procurement professionals by leveraging the flexibility, innovation, agility, responsiveness and competition that the industrial base brings to mission execution.

In looking at both our short- and long-term objectives, we carefully chose our vision, mission, motto, strategy and principles that address both the current and future direction of our contracting and procurement enterprise. We believe that our industrial base is, and will continue to be, an integral part of our acquisition and sustainment success. This strategic framework ensures a successful mission execution for USCG and will help create a culture that weaves supplier relationship management and supplier diversity into the fabric of our requirement definitions, acquisitions and sustainment lifecycles to provide better, faster, innovative, risk-tolerable, and more affordable products and solutions for our service men and women.

I want to hear your thoughts and ideas on how we can make “*R.E.A.D.Y. State; Industrial Base*” a reality. Contact me at [openforbusiness@uscg.mil](mailto:openforbusiness@uscg.mil). If you want to know how to get involved or learn about industry outreach opportunities, please contact the USCG Contracting Enterprise via LinkedIn.



# Small Business And Industry Liaison Programs



## Vision

Create a USCG Contracting Enterprise culture that views small businesses and industry as: 1) Relevant 2) Economical 3) Advanced 4) Deliverable and 5) Yielding (R.E.A.D.Y) to support the execution of the USCG mission

## Mission

To maximize and expand small business inclusion, industry engagement and business opportunities within USCG Contracting Enterprise

## PRINCIPLES

## STAKEHOLDER ENGAGEMENT

## LEADERSHIP

## SERVICE

## OUTREACH





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# USCG Contracting Enterprise

## USCG Contracting Enterprise Vision

*The USCG Contracting Enterprise, lead by HCA Michael Derrios, is an effective and high-performing organization, demonstrating flexibility, responsiveness, efficiency, agility and transparency and is recognized as a strategic asset in accomplishing the Coast Guard mission set. We are trusted advisors, delivering reliable expertise and valued services to our partners throughout the acquisition life cycle. We are committed to results and our decisions drive optimal business outcomes. USCG is an employer of choice and a center of excellence for contracting professionals. – Semper Paratus*

## USCG Contracting Enterprise Core Values

Integrity ♦ Partnership ♦ Respect ♦ Empowerment ♦ Quality ♦ Innovation ♦ Purpose-Driven Commitment

## Overview

The U.S. Coast Guard manages a multi-billion-dollar recapitalization investment portfolio of acquisition programs across three major product lines:

1. Surface
2. Aviation
3. Command, Control, Communications, Computers, Intelligence, Surveillance and Reconnaissance (C4ISR) Systems

Acquiring new assets and upgrading legacy platforms, mission systems and facilities are fundamental aspects of recapitalization, which helps achieve sustainable readiness by replacing obsolete and costly-to-maintain assets. These investments deliver cutters, boats, aircraft and C4ISR systems that meet specified cost, schedule and performance requirements.

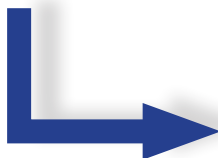
These programs are supported by six procurement/contracting centers at locations throughout the U.S.:

1. Office of Contract Operations (CG-912)
2. Aviation Logistics Center (ALC)
3. Command, Control, Communications, Computers and Information Technology (C4IT) Service Center
4. Surface Forces Logistics Center (SFLC)
5. Shore Infrastructure Logistics Center – Base Support and Services (SILC-BSS)
6. Shore Infrastructure Logistics Center – Construction (SILC-CON)



# USCG Contracting Enterprise

**FY 18 Dollars  
\$3.4B**



## By the Numbers...

FY18 Highlights		
Category	Goal	Achieved
Total SB	37.50	54.36%
SDB	10.00%	19.59%
WOSB	5.00%	6.36%
SDVOSB	3.00%	6.49%
HUBZone	3.00%	5.82%

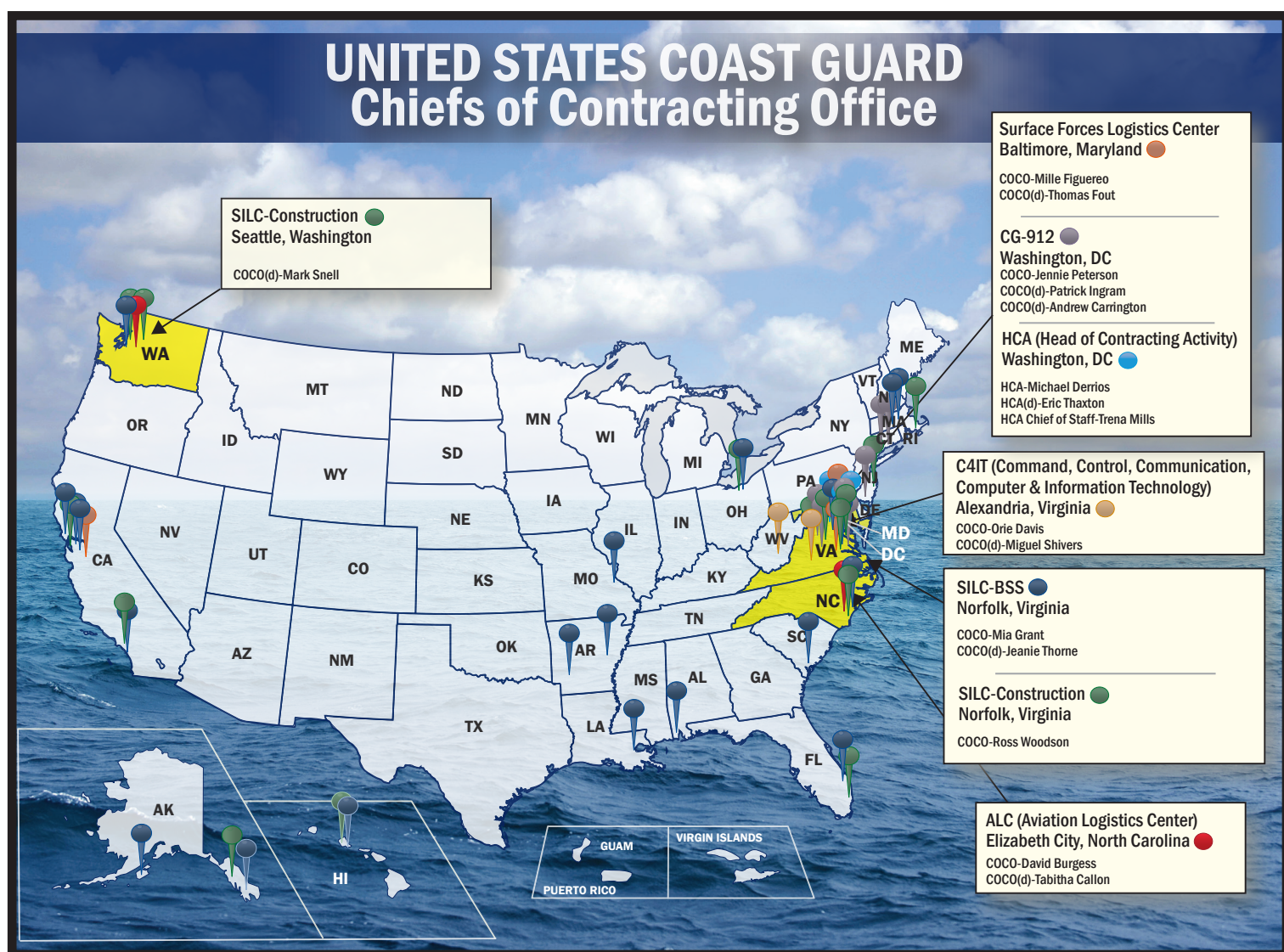
TOP 5 NAICS	
NAICS	TOTAL DOLLARS
336611 SHIP BUILDING AND REPAIRING	\$1.1B
541330 ENGINEERING SERVICES	\$313M
336413 OTHER AIRCRAFT PARTS EQUIPMENT MANUFACTURING	\$180M
541611 ADMINISTRATIVE MANAGE- MENT CONSULTING SERVICES	\$106M
541512 COMPUTER SYSTEMS DESIGN SERVICES	\$106M







# USCG Chiefs of Contracting Offices





# Office of Contract Operations (CG-912) Contracting Office



Supports Acquisitions and Procurements for:

- Aircraft Major Systems
- Marine Vessel Major Systems
- Professional Support Services

FY18 Highlights			
Contract Actions 3,157	Total Obligations \$1,245,898,563	Small Business Actions 1,849	Total Small Business Obligations \$655,864,763
New Contract Awards 1,272	Total New Contract Obligations \$237,462,633	New Small Business Contract Awards 771	Total New Small Business Obligations \$138,013,441
Top 8 NAICS and Amounts Obligated (All, Includes Modifications)			
1. Ship Building and Repairing (336611) \$741,996,355			
2. Engineering Services (541330) \$87,976,273			
3. Administrative Management and General Management Consulting Services (541611) \$67,035,733			
4. Aircraft Manufacturing (336411) \$56,144,373			
5. Boat Building (336612) \$45,117,297			
6. Other Aircraft Parts and Auxiliary Equipment Manufacturing (336413) \$27,332,056			
7. Security Guards and Patrol Services (561612) \$21,730,059			
8. Other Technical and Trade Schools (611519) \$20,055,384			

Washington, DC

Small Business Specialist:

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Alternate Small Business Specialist:

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# Aviation Logistics Center (ALC) Contracting Office

Supports Acquisitions and Procurements for: Aviation Fleet, including:

- Engineering
- Supply
- Logistics
- Depot Maintenance



FY18 Highlights			
Contract Actions 6,187	Total Obligations \$350,566, 897	Small Business Actions 2,544	Total Small Business Obligations \$95,934,678
New Contract Awards 3,664	Total New Contract Obligations \$281,259,214	New Small Business Contract Awards 1,492	Total New Small Business Obligations \$60,528,111
Top 8 NAICS and Amounts Obligated (All, Includes Modifications)			
1. Other Aircraft Parts and Auxiliary Equipment Manufacturing (336413) \$151,928,448			
2. Other Support Activities for Air Transportation (488190) \$81,908,150			
3. Engineering Services (541330) \$24,472,096			
4. Aircraft Engine and Engine Parts Manufacturing (336412) \$24,191,038			
5. Aircraft Manufacturing (336411) \$14,521,619			
6. Computer Systems Design Services (541512) \$10,852,212			
7. Search, Detection, Navigation, Guidance, Aeronautical, and Nautical System and Instrument Manufacturing (334511) \$9,910,591			
8. Administrative Management and General Management Consulting Services (541611) \$5,645,857			

## Elizabeth City, NC

Small Business Specialist:

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Alternate Small Business Specialist:

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# Command, Control, Communications, Computers and Information Technology (C4IT) Contracting Office

Supports Acquisitions and Procurements for: C4IT Service Center, including:

- IT Operations and Maintenance
- Hardware
- Software
- IT Services



FY18 Highlights			
Contract Actions 1,599	Total Obligations \$412,011,709	Small Business Actions 1,131	Total Small Business Obligations \$213,185,115
New Contract Awards 610	Total New Contract Obligations \$235,622,627	New Small Business Contract Awards 416	Total New Small Business Obligations \$122,294,413
Top 8 NAICS and Amounts Obligated (All, Includes Modifications)			
1. Other Computer Related Services (541519) \$91,821,127			
2. Computer System Design Services (541512) \$90,063,794			
3. Engineering Services (541330) \$89,399,924			
4. Data Processing, Hosting, and Related Services (518210) \$30,706,302			
5. Custom Computer Programming Services (541511) \$28,753,858			
6. Satellite Telecommunications (517410) \$19,840,546			
7. Administrative Management and General Management Consulting Services (541611) \$13,170,755			
8. Electronic Computer Manufacturing (334111) \$8,040,128			

## Telecommunication and Information Systems

### Command (TISCOM)

Alexandria, VA

Small Business Specialist:

Jennifer Lindsay, [Jennifer.M.Lindsay@uscg.mil](mailto:Jennifer.M.Lindsay@uscg.mil)

## Operations Systems Center (OSC)

Kearneysville, VA

Small Business Specialist:

Sharon Doerk, [Sharon.A.Doerk@uscg.mil](mailto:Sharon.A.Doerk@uscg.mil)

## Command, Control, and Engineering Center, C3CEN

Portsmouth, VA

Small Business Specialist:

Rick Petersen, [Rick.D.Petersen@uscg.mil](mailto:Rick.D.Petersen@uscg.mil)



# Surface Forces Logistics Center (SFLC) Contracting Office

Supports Acquisitions and Procurements for fleet, including:

- Engineering
- Supply
- Logistics
- Depot Maintenance



FY18 Highlights			
Contract Actions 9,470	Total Obligations \$415,694,839	Small Business Actions 6,351	Total Small Business Obligations \$296,440,077
New Contract Awards 5,804	Total New Contract Obligations \$293,288,782	New Small Business Contract Awards 3,900	Total New Small Business Obligations \$196,104,133
Top 8 NAICS and Amounts Obligated (All, Includes Modifications)			
1. Ship Building and Repairing (336611) \$ 175,409,516			
2. Engineering Services (541330) \$47,173,790			
3. Other Engine Equipment Manufacturing (333618) \$26,227,271			
4. Administrative Management and General Management Consulting Services (541611) \$18,385,578			
5. Overhead Traveling Crane, Hoist, and Monorail System Manufacturing (333923) \$18,120,088			
6. Commercial, Industrial Machinery and Equipment (except Auto & Electronic) Repair and Maintenance (811310) \$ 15,179,744			
7. Facilities Support Services (561210) \$10,274,509			
8. Data Processing, Hosting, and Related Services (518210) \$6,381,689			

## Baltimore, MD

Small Business Specialist:

Sharon Jackson, [Sharon.J.Jackson@uscg.mil](mailto:Sharon.J.Jackson@uscg.mil)

Alternate Small Business Specialist:

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## Norfolk, VA

Alternate Small Business Specialist:

Mia Mayers, [Mia.R.Mayers@uscg.mil](mailto:Mia.R.Mayers@uscg.mil)

## Oakland, CA

Alternate Small Business Specialist:

Aimee Stewart, [Aimee.Stewart@uscg.mil](mailto:Aimee.Stewart@uscg.mil)



# Shore Infrastructure Logistics Center-Base Support & Services (SILC-BSS) Contracting Office

Supports Acquisitions and Procurements for: Base Operations, including supplies and services

FY18 Highlights			
Contract Actions 10,177	Total Obligations \$338,103,313	Small Business Actions 5,855	Total Small Business Obligations \$166,503,162
New Contract Awards 5,516	Total New Contract Obligations \$120,883,666	New Small Business Contract Awards 3,425	Total New Small Business Obligations \$68,358,709
Top 8 NAICS and Amounts Obligated (All, Includes Modifications)			
1. Remediation Services (562910) \$121,641,295			
2. Facilities Support Services (561210) \$35,060,865			
3. Food Service Contractors (722310) \$23,634,951			
4. Plate Work Manufacturing (332313) \$12,694,914			
5. Janitorial Services (561720) \$11,108,141			
6. Engineering Services (541330) \$8,888,698			
7. All Other Travel Arrangement and Reservation Services (561599) \$8,806,322			
8. Fire Protection (922160) \$5,575,870			

## Alameda, CA

Small Business Specialist:

Bill Lindsay, [William.S.Lindsay@uscg.mil](mailto:William.S.Lindsay@uscg.mil)







# Shore Infrastructure Logistics Center-Construction (SILC-CON) Contracting Office

Supports Acquisitions and Procurements for: Shore Infrastructure, including:

- Construction
- Architecture
- Engineering



FY18 Highlights			
Contract Actions 1,508	Total Obligations \$268,841,862	Small Business Actions 1,166	Total Small Business Obligations \$190,655,246
New Contract Awards 551	Total New Contract Obligations \$213,946,523	New Small Business Contract Awards 444	Total New Small Business Obligations \$174,721,859
Top 8 NAICS and Amounts Obligated (All, Includes Modifications)			
1. Commercial and Institutional Building Construction (236220) \$73,758,878			
2. Engineering Services (541330) \$57,468,692			
3. Other Heavy and Civil Engineering Construction (237990) \$45,562,992			
4. Industrial Building Construction (236210) \$21,507,568			
5. Plumbing, Heating, and Air-Conditioning Contractors (238220) \$14,943,540			
6. New Multi-Family Housing Construction (except For Sale Builders) (236116) \$11,589,019			
7. Remediation Services (562910) \$8,555,197			
8. Power and Communication Line and Related Structures Construction (237130) \$4,678,390			

## Providence, RI

Small Business Specialist:  
Jean Bretz, [Jean.M.Bretz@uscg.mil](mailto:Jean.M.Bretz@uscg.mil)

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Alternate Small Business Specialist:  
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## Oakland, CA

Alternate Small Business Specialist:  
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## Honolulu, HI

Alternate Small Business Specialist:  
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# Office of Research, Development, Test and Evaluation (RDT&E)

Provides oversight and direction for the Coast Guard's RDT&E Program, ensuring that it supports Deputy Commandant for Mission Support (DCMS), USCG and DHS long-range objectives. The RDT&E Program coordinates with the DHS Office of Science and Technology to ensure the alignment of USCG S&T projects and investments. Additionally, CG-926 serves as the program manager for the Research and Development Center (RDC), a major field activity located in New London, Connecticut. RDT&E enhances acquisition and mission execution by providing applied scientific research, development, testing and evaluation of new technologies for the maritime environment. RDT&E investments allow USCG to sustain critical mission capabilities and continue crucial partnerships with DHS and other component agencies. These partnerships enable USCG to leverage a broad spectrum of government science and technology investments that help reduce risk and deliver capability to USCG operators ensuring maritime safety, security and environmental stewardship.



As a field activity of CG-9, the RDC pursues technologies that provide incremental improvements as well as those with the greatest potential to strategically transform the way USCG does business. At any given time, the RDC is working on more than 80 projects that support USCG's short-, medium- and long-range requirements across all major missions.

RDT&E projects fall under five main program areas:

- **C4ISR:** This area encompasses systems, procedures and techniques used to collect and disseminate information to include information management, cyber-security, tactical communication system management, intelligence, surveillance and reconnaissance.
- **Environment and Waterways:** This area provides technical expertise in the areas of navigation, search and rescue, spill pollution prevention and response, non-indigenous species, fisheries management, and the automatic information system
- **Modeling and Simulation:** This area provides USCG program managers and operational commanders with access to modeling and simulation analysis to meet life cycle and mission needs for Acquisition, Strategy, Operations and Tactics.
- **Surface:** This area provides and focuses on the offensive and defensive security of our ports, vessels that operate within our ports, and the critical infrastructure within our ports that supports our nation's economy, alternative energy technologies, and Arctic capabilities.
- **Systems:** This area provides operations research and analysis skills for sensor technologies, operational test and evaluation, unmanned aircraft systems, human systems integration and mission analysis.

To contact the RDT&E Program about a general question, idea or industry inquiry, please send an email to [research@uscg.mil](mailto:research@uscg.mil)



# USCG Direct Connect Program

The U.S. Coast Guard (USCG) Contracting Enterprise's Direct Connect Program (DCP) offers strategic industry engagement opportunities for businesses (small/mid-cap/large) to build partnerships, maximize innovation, and gain access to acquisition decision makers.

## GOALS

1.

Institutionalize a consistent and recurring approach to USCG industry engagement

2.

Implement targeted initiatives designed to improve the USCG acquisition process

## INDUSTRY ENGAGEMENT AND ACQUISITION INITIATIVES



### REQUIREMENTS EVENTS

Hear and discuss specific mission requirements, innovation or program challenges impacting specific USCG program, product lines and contracting offices



### MAJOR EVENTS

Learn about acquisition and procurement capabilities that affect the USCG as a whole, or processes that have an impact on a broad spectrum of industry.



### LEARNING EVENTS

Learn about best practices, explore innovation opportunities and understand the USCG business needs.

## EVENTS & INITIATIVES



CG Blue  
Technology  
Focus Day



USCG  
Business  
Opportunity  
Showcase  
"Matchmaking"  
Event



USCG Reverse  
Industry Day



C4IT Industry  
Day



SFLC Industry  
Day



SILC-CON  
Industry Day



912 COCO  
Industry Day



ALC Industry  
Day



SILC-BSS  
Industry Day



READY..SET.  
GROW..  
USCG  
Industry  
Expo

**Business Outreach Opportunities** – See the Upcoming Events calendar on our website for specific details

## GET INVOLVED

## UNITY OF EFFORTS

### INDUSTRY PARTNERS:

- Current USCG contractors (Small, mid-size and large)
- Non-traditional USCG contractors
- Incubator firms
- DHS and/or DoD-centric associations/events

### THE USCG ACQUISITION COMMUNITY:

- Senior leadership
- Chiefs Of Contracting Offices AORs
- Contracting and Procurement Professionals
- Program Officials
- Product Line Managers

### Contact:

Dwight D. Deneal  
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Industry Liaison Programs  
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# Best Practices for Marketing to USCG

1. Ensure your eligibility to contract with the federal government. Visit <https://www.sba.gov/business-guide/grow-your-business/become-federal-contractor-for-help>.
2. Explore Frequently Asked Questions and more at <https://www.dhs.gov/do-business-dhs> and <https://www.dcms.uscg.mil/Our-Organization/Assistant-Commandant-for-Acquisitions-CG-9/Doing-Business/>.
3. Engage with the following:
  - Opportunities: Search current opportunities here: <https://www.fbo.gov>.
  - Acquisition Planning Forecast System (APFS): Search anticipated DHS opportunities estimated to exceed \$250,000 at <https://apfs.dhs.gov/>. The APFS system provides incumbent contract/contractor information and program points-of-contact (POCs) to inquire about the specific program needs prior to formal solicitation.
  - You may contact the cognizant small business specialist with specific APFS item numbers to find out their most current status, and you are encouraged to point out APFS requirements planned for un restricted competition that you believe can be successfully performed as a Small/Socio-Economic Set-Aside. Small business points of contact information is at: <https://www.dcms.uscg.mil/Our-Organization/Assistant-Commandant-for-Acquisitions-CG-9/Doing-Business/Small-Business-Representatives/>.
  - DHS Strategic Sourcing Contract Holders: DHS Contracting Offices are required to utilize established multiple-award indefinite-delivery/indefinite-quantity (ID/IQ) contracts whenever possible to increase the efficiency and effectiveness of our procurements. As such, you may want to reach out to the current Prime contract awardees for subcontracting opportunities. See <https://www.dhs.gov/dhs-strategic-sourcing> for additional information including item descriptions and awardees' business name and contract number.
  - LinkedIn: If you want to know how to get involved or learn about industry outreach opportunities, connect with the USCG Contracting Enterprise via LinkedIn. This also provides you the opportunity to network with interested and current USCG vendors.
  - DHS Monthly Small Business Vendor Outreach Sessions: Meet one-on-one with DHS representatives. Schedule meetings at <https://www.dhs.gov/small-business-vendor-outreach-sessions>.
  - Industry Days: Industry days are publicized via <https://www.fbo.gov> and USCG Contracting Enterprise via LinkedIn.
  - USCG Direct Connect Program: See page 15.
  - DHS Mentor-Protégé Program: See page 16.
  - Explore <https://www.dhs.gov/small-business-assistance> for tips on getting started to include marketing tips and other resources.
4. Ensure you can deliver: Ask questions and ensure that your capabilities and solutions meet the requirements.
5. Execute: Your performance matters to our USCG mission.



# DHS Mentor-Protégé Program

The DHS Mentor-Protégé program encourages large business prime contractors (mentors) to provide developmental assistance to small businesses (protégés).

## Overview

- The program benefits all parties involved: mentors, protégés, and DHS.
- Examples of mentor assistance to a protégé include management guidance, technical assistance, rent-free use of facilities and/or equipment, training, property and loans.
- Protégés may have multiple mentors.
- Mentors are responsible for selecting protégé(s), and joint written applications are required.

## Key Highlights

- **Mentor** – For acquisitions that contain the requirement for a subcontracting plan, mentors are eligible to receive credit in the source selection/evaluation criteria process for mentor protégé participation. Additionally, a post-award incentive for subcontracting plan credit is available by recognizing costs incurred by a mentor firm in providing assistance to a protégé firm and using this credit for purposes of determining whether the mentor firm attains a subcontracting plan participation goal applicable to the mentor firm under a Homeland Security contract.
- **Protégé** – In addition to the benefits available to mentors, protégés may receive technical, managerial, financial or any other mutually agreed upon benefit from mentors including work that flows from a government or commercial contract through subcontracting or teaming arrangements. The assistance could result in significant small business development.

Information on the program and application process is at <https://www.dhs.gov/mentor-protege-program>









## Federal Contracting Basics



SBA Contracting Guide includes an overview of types of contracts, size standards, governing rules and responsibilities, prime and subcontracting at <https://www.sba.gov/federal-contracting/contracting-guide>



Common Federal Contracting Terms at <https://www.usa.gov/understand-contracting-terms>

*Coast Guard Chief Petty Officer Stephen Kelly heads out in a 16-foot flood punt boat to conduct urban rescues in Friendswood, Texas. U.S. Coast Guard photo by Petty Officer 3rd Class Corinne Zilnicki*