



Acquisition Directorate

Procurement Policy & Oversight

Small Business & Industry Programs Overview

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Director of Small Business & Industry Liaison Programs





USCG CONTRACTING ENTERPRISE

A Community of Practice

The USCG Contracting Enterprise is an effective and high-performing organization, demonstrating flexibility, responsiveness, efficiency, agility and transparency and is recognized as a strategic asset in accomplishing the USCG 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. We employ best practices and creative strategies to continuously improve our performance. USCG is an employer of choice and a center of excellence for contracting professionals. -Semper Paratus



STRATEGIC GOALS FOR 2016-2021

People

Build and Develop the USCG Contracting Workforce to be Prepared for 21st Century Challenges

Culture

Establish the USCG Contracting Enterprise as a High Performing Organization and an Employer of Choice

Processes

Modernize Business Processes and Raise Technical Caliber of the USCG Contracting Enterprise

Technology

Enable the USCG Contracting Enterprise with Effective Tools to Promote Agility and Efficiency



The USCG Contracting Enterprise
CG-912 & CG-913
ALC
C4ITSC
SILC-BSS
SILC-CON
SFLC

OUR CORE VALUES

Integrity

We are committed to the highest ethical standards, exhibiting honesty and fairness in everything that we do and we are willing to do the same things we ask of others.

Partnership

We are dedicated to satisfying customer needs through thoughtful collaboration, focused communication and trusted relationships.

Respect

We cultivate a positive teamwork environment where everyone is encouraged to openly share opinions and views and everyone's contributions are valued.



Empowerment

We foster a high-performing workforce which takes initiative and responsibility for proactive decision-making and we hold ourselves accountable for results.

Quality

We set high standards and are committed to achieving excellence in our work products and in the guidance we provide.

Innovation

We are open-minded, pioneering and creative in delivering our best business judgment.

Purpose-driven Commitment

We are committed to our purpose of supporting the USCG mission by continually evolving as an organization to provide outstanding contracting and procurement support.

Mission execution begins here.



Acquisition Directorate
Procurement Policy & Oversight

PRIORITIES FOR USCG CONTRACTING ENTERPRISE

Competition

- ❖ Drives innovation
- ❖ Drives down costs

Standardization and Commonality

- ❖ Timely award of contracting instruments
- ❖ Portfolio management and compliance oversight
- ❖ Mission execution with current resources using demand signal optimization
- ❖ Enable continuity between current and new/planned assets
- ❖ Facilitate asset maintenance (acquisition-to-sustainment)

PRIORITIES FOR USCG CONTRACTING ENTERPRISE

Affordability

- ❖ New assets, equipment and services must fit into the Coast Guard budget
- ❖ Accurate life-cycle cost estimates are crucial in demonstrating affordability

Industry Outreach

- ❖ Establish more effective communication between Coast Guard and Industry to inform better mission outcomes

Delivering Value

- ❖ Leverage USCG Contracting as a strategic asset with the ability to impact the Service's fiscal position



FY18-20 Small Business & Industry Engagement Strategic Plan



MISSION STATEMENT

“To maximize and expand small business inclusion, industry engagement and business opportunities within the USCG Contracting Enterprise.”

VISION STATEMENT

“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. ”

- 1 LEADERSHIP:** Empower the USCG Contracting Enterprise to drive meaningful engagement, industry outreach and small business inclusion for mission achievement
 - FY18** Engage the USCG acquisition community across all levels to define empowerment needs, myth-busting roles and responsibilities, as well as strategic outreach priorities
 - FY19** Implement myth-busting industry communication roles and responsibilities plan, annual strategic outreach plan and common core knowledge checks
 - FY20** Instill a culture of success through federal government-wide thought leadership by executing the USCG’s commitment to value-add industry engagement



- 3 SERVICE:** Provide sustainable and innovative business solutions that meet strategic priorities and business needs of the USCG Contracting Enterprise
 - FY18** Define engagement business needs that identify and address gaps between the USCG Contracting Enterprise’s current state and those of its desired state, while socializing the role of the Director of Small Business & Industry Liaison Programs
 - FY19** Implement streamlined processes, policies and/or programs to increase efficiency and drive alignment with the USCG Contracting Enterprise community of practice and industry development
 - FY20** Provide sustainable, tailored and innovative programs and policies that deliver accurate, timely and transparent solutions for the USCG Contracting Enterprise and industry



- 2 STAKEHOLDER ENGAGEMENT:** Collaborate to implement databased industry analysis to produce robust industry engagement outcomes for the USCG Contracting Enterprise
 - FY18** Identify the business needs of USCG internal acquisition stakeholders (i.e. KOs/PMs/CORs) to increase acquisition transparency and enhance the relationship between the USCG Contracting Enterprise and industry
 - FY19** Identify the business needs of stakeholders external to the USCG in support of program outcomes and mission achievement
 - FY20** Establish formal information exchange systems, engagements and/or resources that ensure stakeholders’ (internal and external) needs are advanced



- 4 OUTREACH:** Promote the dissemination of information related to mission outcomes for stakeholders
 - FY18** Assess policies, technology, processes and outreach methods to determine their return on mission outcomes
 - FY19** Execute foundational outreach strategies and initiatives that remove barriers and maximize return on mission outcomes
 - FY20** Promote the results of the USCG Small Business & Industry Liaison Program to value-add stakeholders (internal/external)





R.E.A.D.Y...SET...GROW



RELEVANT

1

INDUSTRY

- Industry is a valued partner to the USCG Contracting Enterprise

USCG CONTRACTING ENTERPRISE

- The USCG Contracting Enterprise is open for business to industry

TWO WAY

2

ECONOMICAL

TWO WAY

INDUSTRY

- Understands competitive and innovative pricing

USCG CONTRACTING ENTERPRISE

- Communicates the business need(s) for mission outcomes

3

ADVANCED

- ☐ Industry and USCG Contracting Enterprise embrace innovation
- ☐ Industry and USCG Contracting Enterprise embrace risk
- ☐ Industry and USCG Contracting Enterprise create business value metrics



4

DELIVERABLE

- ☐ USCG Contracting Enterprise communicates milestones for mission outcomes
- ☐ Industry activities are actionable, measurable, and will result in the intended mission outcomes



5

YIELDING

- ☐ Mission achievement
- ☐ Industry and the USCG Contracting Enterprise are:

"Semper Paratus"

For small business policy and industry engagement inquiries contact:

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Phone: 202-475-3105

NOTE:

Please contact the cognizant Small Business Specialist (SBS) in the command or logistics center with procurement questions regarding specific requirements germane to each Chief of Contracting Office (COCO) and marketing capabilities. For SBS point of contact Information visit:

<http://www.dcms.uscg.mil/Our-Organization/Assistant-Commandant-for-Acquisitions-CG-9/Doing-Business/Small-Business-Representatives/>

FINISH

STRATEGIC FOUNDATION = READY STATE, INDUSTRIAL BASE

R.E.A.D.Y....SET...GROW

Doing Business with the USCG Contracting Enterprise





Acquisition Directorate

By the Numbers.....

**FY 17 Dollars
\$3.4B**



FY 17 TOP 5 NAICS

NAICS	\$'s
336611 SHIP BUILDING AND REPAIRING	\$1.1B
541330 ENGINEERING SERVICES	\$234M
336413 OTHER AIRCRAFT PARTSEQUIPMENT MANUFACTURING	\$172M
541611 ADMINISTRATIVE MANAGEMENT CONSULTING SERVICES	\$144M
541512 COMPUTER SYSTEMS DESIGN SERVICES	\$106M

FY 17 SB Achievements

Category	Achieved
Total SB	40.21%
SDB	16.20%
WOSB	6.43%
SDVOSB	5.12%
HUBZone	4.43%

FY 17 TOP 5 PSCs

1990 MISCELLANEOUS VESSELS
1905 COMBAT SHIPS AND LANDING VESSELS
R425 ENGINEERING TECHNICAL SUPPORT
J016 MAINT/REPAIR OF EQUIPMENT
D399 IT AND TELECOM



Mission execution begins here.



UNITED STATES COAST GUARD Chiefs of Contracting Office

Who and Where are We?

SILC-Construction
Seattle, Washington

COCO(d)-Mark Snell

Surface Forces Logistics Center
Baltimore, Maryland

COCO-Mille Figueroa
COCO(d)-Thomas Fout

CG-912
Washington, DC

COCO-Jennie Peterson
COCO(d)-Andrew Camington

HCA (Head of Contracting Activity)
Washington, DC

HCA-Michael Demos
HCA(d)-Eric Thaxton
HCA Chief of Staff-Trena Mills

C4IT (Command Control, Communication,
Computer & Information Technology)
Alexandria, Virginia

COCO-Orle Davis

SILC-BSS
Norfolk, Virginia

COCO-Mia Grant
COCO(d)-Jeanie Thome

SILC-Construction
Norfolk, Virginia

COCO-Ross Woodson

ALC (Aviation Logistics Center)
Elizabeth City, North Carolina

COCO-David Burgess
COCO(d)-Tabitha Calton

As of 12/05/2017



Acquisition Directorate

Chief of Contracting Offices (COCO) Areas of Responsibilities (AORs)

Office of Contract Operations (CG-912)

Support
Acquisitions for:

- ❖ CG HQs
- ❖ C4IT
- ❖ Aircraft Major
Systems
- ❖ Marine Vessel
Major Systems

Aviation Logistics Center (ALC)

Support
Acquisitions for
Aviation Fleet:

- ❖ Engineering
- ❖ Supply
- ❖ Logistics
- ❖ Depot
Maintenance

Command, Control, Communications, Computer & Information Technology (C4IT)

Support
Acquisitions for
C4IT Service
Center:

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

Shore Infrastructure Logistics Center- Construction (SILC-CON)

Support
Acquisitions for
shore
infrastructure:

- ❖ Construction
- ❖ Architecture
- ❖ Engineering

Shore Infrastructure Logistics Center- Base Support (SILC-BSS)

Support
Acquisitions for
Base Operations:

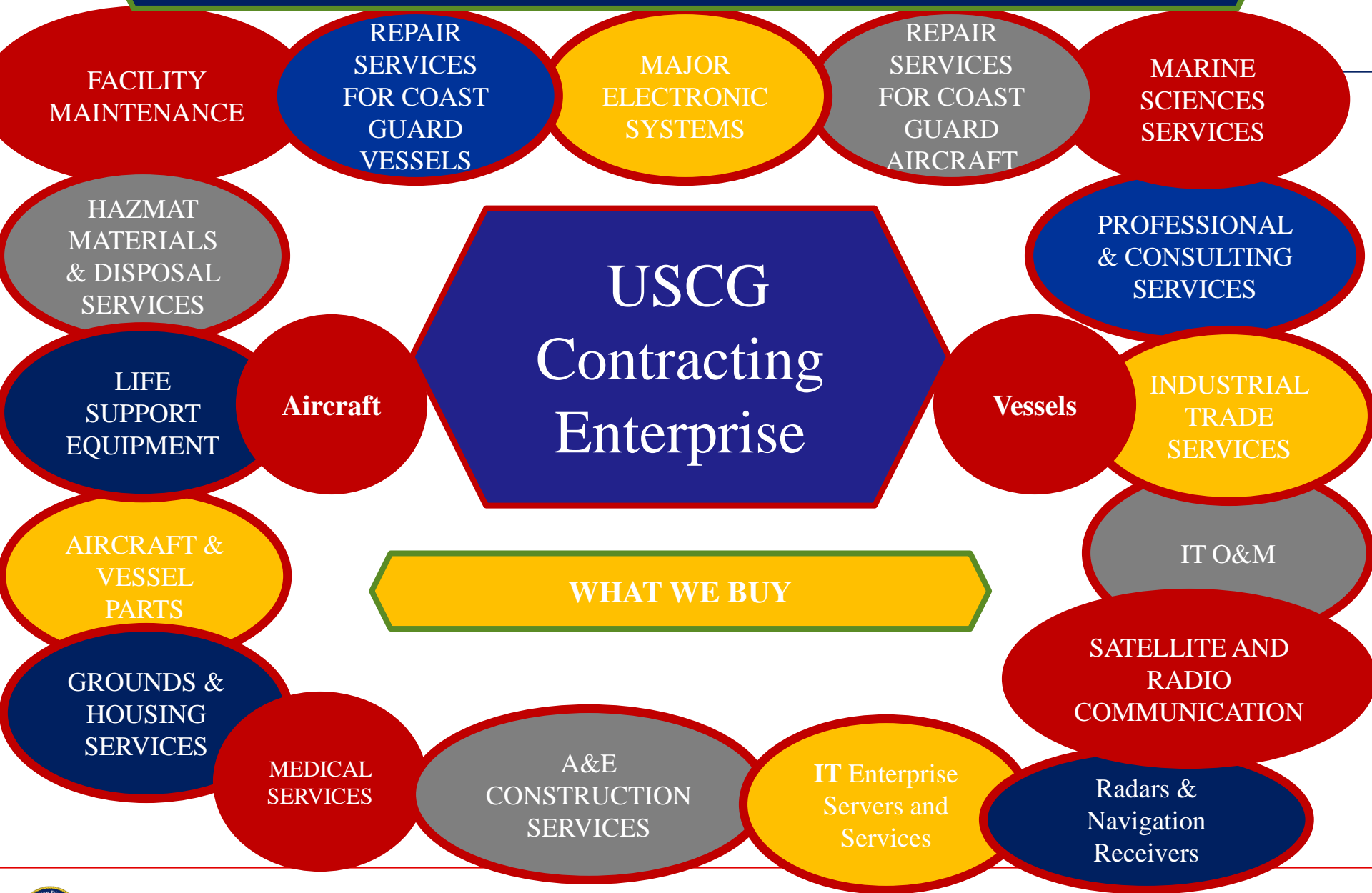
- ❖ Supplies
- ❖ Services

Surface Forces Logistics Center (SFLC)

Support
Acquisitions for
Fleet:

- ❖ Engineering
- ❖ Supply
- ❖ Logistics
- ❖ Depot
Maintenance

THE USCG BUYING CONTINUUM



DHS Strategic Sourcing Directive* & USCG Contracting Enterprise Spend Analysis

% of \$'s Spent

OASIS

51.3%

Scope: Professional Service IDIQ for 1) Pro Mgmt 2) Mgmt Consult 3) R&D 4) Eng 5) Log and 6) Fin

PACTS II

1.5%

Scope: Professional Services IDIQ for non-IT 1) Pro Mgmt, 2) Admin, 3) Ops and Tech Services

EAGLE II

9.3%

Scope: Professional Services IDIQ for IT End-to-End Solutions Support

TABSS

14.6%

Scope: Technical, Acquisition and Business Support Services. **Phased Out to OASIS**

Architecture and Engineering Services II

16.5%

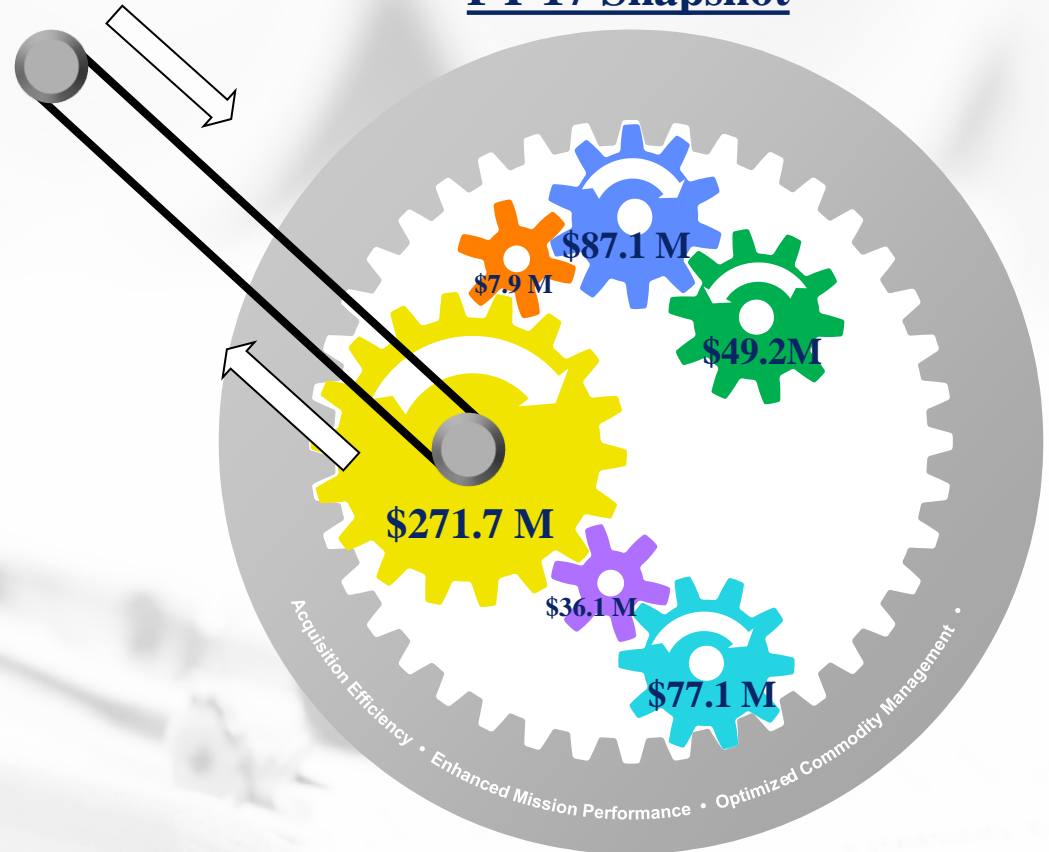
Scope: Architectural Engineering services IDIQ

First Source II

6.8%

Scope: IT commodity products IDIQ in, but not limited to 1) Hardware 2) Software 3) Peripherals, Netwk 4) Infrast Support

FY 17 Snapshot



Total \$'s Spent:
\$529.3 M

USCG Construction Contracting SILC National & Regional Multiple Award Construction Contracts (N/RMACCs)

SILC-CON:

❖ In order to expedite the processing of contracts for Design/Build requirement needs, the preferred USCG method of contracting is through the placement of orders via the DHS-Wide National Multiple Award Construction Contracts (NMACCs)

✓ Types of scopes include:

- Design/build construction
- Performance based construction
- Design-bid/build construction (e.g. prescriptive specs/drawings)
- Combination of any of the above

✓ Types of work that can be accomplished on a task order include:

- General construction
- Marine construction
- Demolition
- Historical restoration



USCG Emergency Contracting SILC Basic Ordering Agreements (BOAs)

SILC-BSS:

❖ In order to expedite the processing of contracts for containment and clean-up of oil and hazardous substance spills, the preferred USCG method of contracting is through the placement of orders against Basic Ordering Agreements (BOAs)

- ✓ Services in oil/hazardous substance cleanup, equipment, material or other services as they relate to cleanup.
(e.g. NAICS 562910)
- ✓ U.S. Coast Guard's Oil Spill Removal Organization (OSRO) Classification Program Guidelines



KEY TAKEAWAYS FOR DOING BUSINESS WITH USCG

Accessibility:

- ❖ Understand the various strategic sourcing vehicles that USCG utilizes for acquisition efficiency and leverage these vehicles for business development

Capability:

- ❖ Understand your company's core capabilities and hone in on your capabilities to meet the USCG's business needs



Transferability:

- ❖ Understand your variety of past performance(s) and demonstrate through proposal responses how it applies to the USCG business needs

DHS Acquisition Planning Forecast System (APFS)

Home | Acquisition Planning Forecast System - Windows Internet Explorer provided by U.S. Coast Guard


UNCLASSIFIED

http://apfs.dhs.gov/

Acquisition Planning Forecast System

Contact Us Government Users

How to find USCG projected procurement opportunities



Welcome

The Department of Homeland Security Acquisition Planning Forecast System provides a way for small business vendors to view a forecast of upcoming opportunities. The system has recently been upgraded to a new version which is designed to be easier to use.

[Download The APFS Tutorial](#)

Forecast

The DHS purchases a wide variety of goods and services and we are committed to small business participation in our acquisition program. We hope that this forecast will assist you in doing business with DHS. By helping firms identify procurement opportunities as early in the acquisition process as possible, we hope to improve communication with industry and assist the small business community with its marketing efforts.

[Search Forecast](#)

About

The Department of Homeland Security (DHS) Forecast of Contract Opportunities includes projections of all anticipated contract actions above \$150,000 that small businesses may be able to perform under direct contracts with DHS, or perform part of the effort through subcontract arrangements with the Department's large business prime contractors.

[Learn More](#)

NAICS Notification

Vendors seeking to track upcoming DHS opportunities can register to be notified when records are published to APFS. An internet email address is required for subscription to NAICS-based notification.

[Get Notified](#)

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<http://apfs.dhs.gov/>

http://apfs.dhs.gov/about

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FY 18 INDUSTRY ENGAGEMENTS

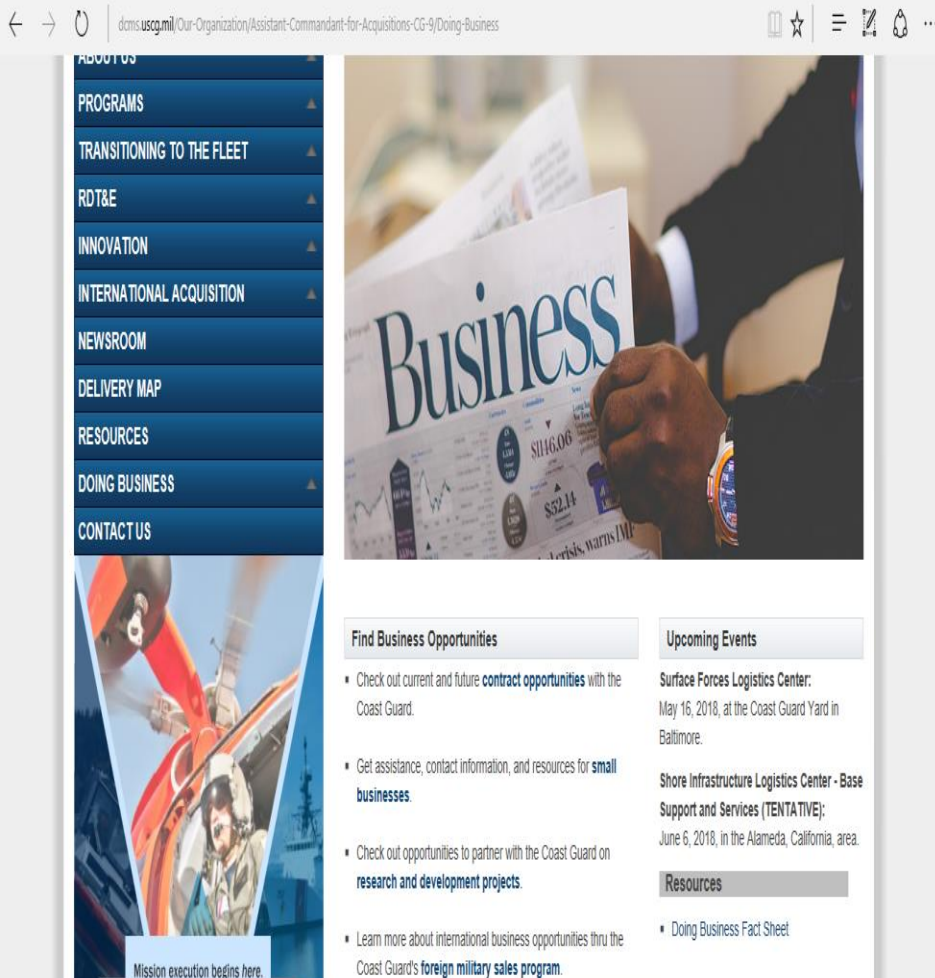


Number	Event Name	Date	Objective	Public Posting
1	Shore Infrastructure Logistics Center (SILC) Construction	March 15, 2018	The purpose of this even was to foster awareness to industry on how to do business with USCG SILC-CON	https://www.fbo.gov/spg/DHS/USCG/USCGFDCCP/70Z050-18-INDUSTRYBRE/listing.html
2	Government Technology & Service Coalition (GTSC) Emerging Small Business Executive Roundtable	March 23, 2018	The purpose of this event was to inform GTCS members on how strategic sourcing is shaping the procurement USCG and how to win in a strategic sourcing environment	https://www.eventbrite.com/e/gtsc-emerging-small-business-group-with-richard-gunderson-and-dwight-deneal-tickets-43258820296
3	Armed Forces Communication and Electronics Association (AFCEA) Belvoir Industry Day	April 3, 2018	This DoD Fort Belvoir organizational centric event consisted of USCG supporting its fellow armed service divisions and answering industry USCG questions on business opportunities	https://www.afcea.com/e/AFCEABelvoir/
4	USCG Reverse Industry Day	April 19	This inaugural engagement is designed to provide an informative session focused on the decision-making process that drives industry to respond to procurement opportunities in support of the USCG mission	N/A (invite only)
5	Armed Forces Communication and Electronics Association (AFCEA) International Small Business Committee Briefing	May 12, 2018	The purpose of this event is to brief and inform the AFCEA Small Business Committee members on best practices and business opportunities within USCG	https://www.afcea.org/site/?q=small-business/events
6	Shore Infrastructure Logistics Center (SILC) Base Services and Support Contracting Office	June 6, 2018	The purpose of this event is to foster one-on-one meetings between vendors and Contracting Officers/Small Business Specialists and communicate how to do business with USCG SILC-BSS	https://www.fbo.gov/spg/DHS/USCG/FCPMLCA/SMALL_BUSINESS_EVENT_HSCG84_Doing_Business_With_SILCBSS_FY2018_/listing.html
7	R.E.A.D.Y....SET...GROW: USCG Industry Expo	July 11, 2018	The purpose of this event is to foster a mix of industry organizations (small/mid-cap/large) and allow them to showcase their capabilities in a booth-style event to USCG PM/PLM/KOs	To Be Posted (TBP)



USCG Small Business Representatives

SMALL BUSINESS PROGRAM CONTACTS



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