



***Small Business Set asides
How do we decide?***

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How do we decide?
Annual Small Business Goals impact our decisions.

● ***FY 2005 Goals***

<i>SB</i>	<i>97% (\$170 m)</i>
<i>8(a)</i>	<i>94% (\$35 m)</i>
<i>SDB</i>	<i>112% (\$37 m)</i>
<i>WOSB</i>	<i>120% (\$30 m)</i>
<i>HubZone</i>	<i>120% (\$2.4 m)</i>
<i>SDVOSB</i>	<i>150% (\$33 m)</i>

● ***FY 2006 Goals***

over 100% (\$226m)
over 100% (\$43m)
over 100% (\$57 m)
over 100% (\$35 m)
over 100% (\$3.1 m)
over 100% (\$42 m)



How Do We Decide?

- *FY 2006 Small Business Goals*
- *When goals are not met NASA will look to identify opportunities for small businesses in those small business categories.*
 - i.e. Small Business ,8(a) contracts*
- *Follow-on or new procurements*



How do we decide?

- *Given the present switch from Shuttle to Exploration Small Business opportunities may change until we start construction and new missions.*
- *NASA mission is to consistently increase opportunities for small businesses.*
- *Small business goals, may increase for prime contractors working on Exploration.*
- *Follow-on contracts. (Large)
NASA identifies small business opportunities.*
- *Center Operation Support Services (COSS)
Contract was separated creating opportunities for small business set asides.*



Market Research

- *Why do we conduct market research?*
The FAR instructs us to conduct market research. (FAR part 5)
- *When do we conduct Market research?*
As early as possible during the procurement process.
- *What do we look for during market research?*



CO duties during Market Research

- Search the CCR for small business capabilities.
 - ◆ Develop the draft sow
 - ◆ Determine the NAIC Code
 - ◆ Determine if capabilities could be performed by a small businesses
 - ◆ Determine if a set-aside opportunity exists (8(a), HubZone, SDVOSB, or Small)
 - ◆ Gather information and analyze the capabilities against the sow
 - ◆ Contact the IAO review the CCR/ or other databases
 - ◆ Contact the PCR





What PCRs Do

- *Review Acquisitions, Bundling Cases & Solicitations*
- *Recommend Set-Asides*
- *Perform Market Research*





What PCRs See

- *Small Business Review Form*
- *Government Estimate*
- *Sole Source Justifications (J&A)*
- *Statement of Work*
- *Acquisition Plan*
- *Market Survey*
- *Procurement Request*
- *Purchase History*
- *Synopses*
- *Source Selection Criteria*
- *A-76 Information*
- *Sensitive Information*
- *Set-aside appeals*
- *Certificate of Competency Request*
- *Subcontracting Plans*
- *Bid Abstracts*





Set-Asides & Parity

8(a), HUBZone & SDVOSB set-asides are considered before a small business set-aside.

Current regulations state that 8(a), HUBZone and SDVOSB set-asides are equal in nature. It is up to the Contracting Officer's discretion on which set-aside is used based on qualifications, goaling, etc. (parity)

A HUBZone set-aside will take precedence over a small business set-aside if there are two qualified HUBZone firms





Small Business Competitive Demonstration Program

Certain industry requirements cannot be set-aside for small business – A&E, construction, refuse service, non-nuclear ship repair, pest control and landscaping.

However, 8(a), HUBZone and SDVOSB must be considered before going full and open





PCRs and Appeals

An appeal is a 3 step appellant process:

- *PCR issues a Form 70, “SBA Recommendation” to contracting officer (CO)*
- *If CO denies, writes a letter of appeal to the Head of the Contracting Activity (HCA)*
- *If HCA denies, PCR forwards to SBA HQ*
- *SBA Administrator appeals to the Agency Secretary or Administrator*



CO duties during Market Research

- Conduct market research to include publishing sources sought synopses or requests for information (RFI's) in the NAIS or FedBizOpps.
- Determine if a set-aside opportunity exists.
 - 8(a) Hubzone
 - SDVOSB Small Business
- Invite small business to respond via email and provide business capabilities.
 - ◆ Gather information and analyze the capabilities against the SOW.
 - ◆ If there are enough small firms that respond, and have the capabilities required, a determination can be made to set aside procurement to 8(a), Hubzone, SDVOSB or small business.



Small Business Marketing Strategy

- **Acquisition forecast for all procurements over \$100K**
<http://prod.nais.nasa.gov/cgi-bin/nais/forecast.cgi>

Forecast identifies – Small Business- Full, TBD, None



Small Business Responsibilities

- ***Register in CCR***
- ***Register in NAIS***
- ***Respond to Request for Information (RFI)***
- ***Track upcoming acquisitions (NASA Forecast)***
- ***Monitor existing contract (small, 8(a), Hubzone)***
- ***Plan (SBS, Tech. Visit, C.O.)***
- ***Track Competitive Procurements***
- ***Review NASA External homepage***



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Questions?

