

Centers for Disease Control and Prevention (CDC) Overview

Gwendolyn S. Miles
Small Business Specialist

Support Centers for Disease control and Prevention and Substance Abuse and Mental Health Services Administration (SAMHSA)

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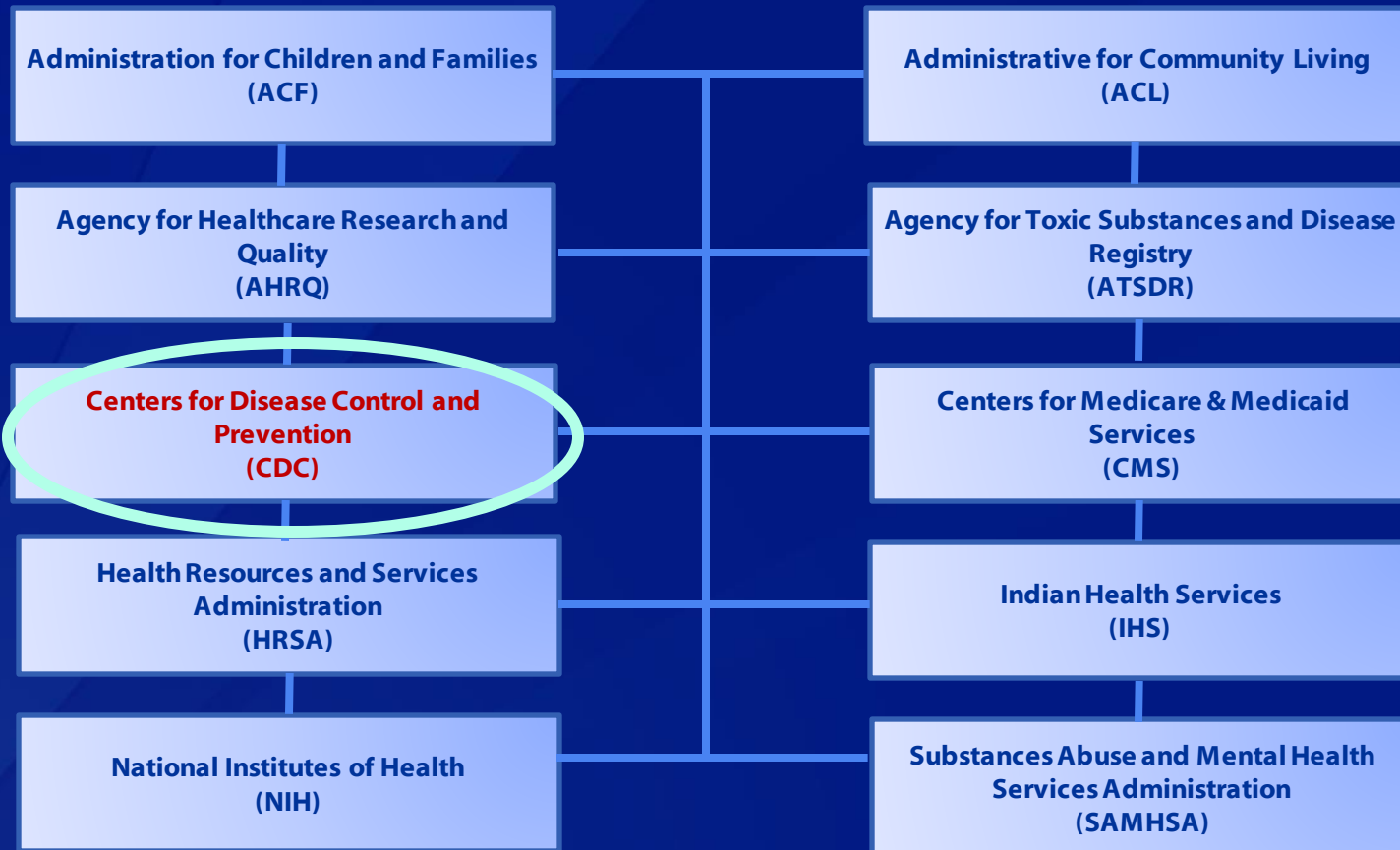
CDC OVERVIEW

CDC Mission

**To promote health and quality
of life by preventing and
controlling disease, injury, and
disability**



Department of Health and Human Services Agencies



CDC Major Program Areas

- ❑ **Chronic Diseases**
- ❑ **Environmental Health**
- ❑ **Infectious Diseases**
- ❑ **Injuries**
 - Intentional
 - Unintentional
- ❑ **Birth Defects and Developmental Disabilities**
- ❑ **Emergency Preparedness and Response**
- ❑ **Occupational Safety and Health**



CDC's Unique Capabilities

- ❑ **Epidemiology and Surveillance**
- ❑ **Vaccines**
- ❑ **Laboratory**
- ❑ **Public Health Expertise**
- ❑ **Select Agent Program**
- ❑ **Quarantine and Community Mitigation**
- ❑ **Public Health Preparedness and State Readiness**



OSDBU Main Responsibilities

- ❑ **Advise acquisition strategies, market research, and SB Policy**
- ❑ **Review and concur with Market Research and Subk Plans**
- ❑ **Provide training to acquisition staff and small businesses**
- ❑ **Perform Small Business Outreach on behalf of HHS/FDA**
- ❑ **Address unduly restricted competition**
- ❑ **Post updated Forecast of Opportunities**



Small Business Review Process

- ❑ All requirements over \$25K requires OSDBU concurrence
- ❑ Review required documentation –
- ❑ Market Research Report
- ❑ Capability Analysis
- ❑ J&A, AP
- ❑ Sources Sought Notice issued for 15 days
- ❑ Subcontracting Waiver
- ❑ Rule of Two – FAR 19.502-2(a)
- ❑ Over \$250k and OTSB requires secondary review by SBA PCR – Alicia Vogel
- ❑ Email SBS for expedited reviews and notice of large/high profile requirements
- ❑ Multiple Award IDIQs/BPAs will require more time
- ❑ Subcontractor Portal – (OSDBU.hhs.gov/tools)



CDC BUSINESS OVERVIEW

Tips on Securing Business with the Government

- ❑ Conduct a company assessment as it relates to the Government's needs
- ❑ Prepare a capability statement
- ❑ Set up a meeting with the Department's Small Business Specialist to discuss business strategy and operations
- ❑ Set up a capability briefing with the Small Business Specialist and the contracting/program staff

Tips on Securing Business with the Government

- ❑ Attend various small business outreach events
- ❑ Apply to the SBA 8(a) program or team up with an existing 8(a) company
- ❑ Apply for a contract on GSA Schedule
- ❑ Pursue subcontracting opportunities
- ❑ Become familiar with current Best-in-Class (BIC) contract vehicles for various services and supplies including information technology, professional services, medical equipment, human capital, facilities/construction, security, industrial products, logistics, transportation, and travel

Best-in-Class (BIC) Contract Vehicles

- ❑ BICs are deemed the highest performing contracts by the Office of Management and Budget
- ❑ Preferred government-wide acquisition designation for various contract vehicles
- ❑ Supports government-wide migration to solutions that are pre-vetted and market-proven
- ❑ Reduce administrative costs, increase transparency, reduce contract duplications, and eliminate practices that dilute the government's purchasing power
- ❑ Increases the transactional data available for agency level and governmentwide analysis of buying behavior

Best-in-Class (BIC) Contract Vehicles

- ❑ BIC Information on the GSA Acquisition Gateway is found at the site below:
<https://hallways.cap.gsa.gov/app/#/globalSearch?filter%5Btags%5D%5B0%5D=1707>
- ❑ CDC utilizes NITAAC CIO-SP for IT services solutions, and CIO-CS for commodities
- ❑ Various Other Contract Vehicles: Alliant, 8(a) STARS, GSA MAS IT, GSA EIS, VETS for SDVOSB, MAS Professional Services Category, OASIS, NASA SEWP

Tips on Securing Business with the Government

- ❑ Visit the SBA Small Business Development Center(s) in the local area. More information is found at: <https://www.sba.gov/tools/local-assistance/sbdc>
- ❑ Contact the Georgia Procurement Technical Assistance Center. The applicable link is: <http://gtpac.org>
- ❑ Check <https://sam.gov/content/home> for various announcements and procurement activity.
- ❑ Check HHS Business and Forecast Opportunities at: **[SBCX \(hhs.gov\)](https://hhs.gov)** or <https://osdbu.hhs.gov/#home> or <https://osdbu.hhs.gov/industry/opportunity-forecast>. Need to click on the “Excel Export Tab”

Tips on Securing Business with the Government

- ❑ Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs encourage domestic small businesses to engage in Federal Research/Research and Development (R/R&D) with the potential for commercialization
- ❑ SBIR and STTR stimulate technological innovation and encourage entrepreneurship
- ❑ Foster technology transfer through cooperative R&D between small businesses and various research institutions
- ❑ More information can be found at: <https://www.sbir.gov>

Proposal Preparation Tips

- ❑ Submit proposals on time, especially for competitive acquisitions
- ❑ The initial proposal submission should be the best proposal. Awards are often made without discussions or proposal revisions.
- ❑ Tailor your proposal to the work requirements
- ❑ Carefully read the proposal instructions, evaluation criteria, and statement of work requirements
- ❑ Ask questions in writing at the solicitation phase
- ❑ Provide an appropriate level of cost/pricing information and verify mathematical accuracy

Small Business Goals Achievements for FY 2022

- ❑ Small Business Goal was 10.46 percent (\$8.7 billion); actual achievement was 11.93 percent (\$10.3 billion)
- ❑ Small Disadvantaged Business Goal was 7.30 percent; actual achievement was 8.31 percent
- ❑ Woman Owned Small Business Goal was 2.83 percent; actual achievement was 2.62 percent
- ❑ HubZone Small Business Goal was 2.02 percent; actual achievement was 0.79 percent
- ❑ Service Disabled Veteran Owned Small Business Goal was 1.64 percent; actual achievement was 1.67 percent
- ❑ 8(a) Contractors actual achievement was 5.50 percent

HHS FY 23 Final Goals Breakdown

<u>SB</u>	<u>SDB</u>	<u>WOSB</u>	<u>SDVOSB</u>	<u>HZ</u>	<u>SubK</u>
22%	13.08%	5%	3%	3%	32%

Department	NIH	CDC	CMS	ASPR	SAMHSA	IHS
SB	30.17%	12%	26.25%	22.85%	40%	40.64%
SDB	12.61%	8.51%	17.40%	4.75%	23%	20.24%
WOSB	9.31%	2.83%	5.25%	1.25%	10.50%	8.80%
SDVOSB	3%	1.35%	3%	0.45%	4.56%	6.45%
HZ	2%	1%	3.52%	.10%	2%	4.26%

Department	FDA	AHRQ	HRSA	PSC	ACF	OIG
SB	37.09%	21%	24.50%	38.58%	12.43%	33%
SDB	25.20%	16%	15%	16.93%	10.76%	22.74
WOSB	11.99%	10.10%	11%	10.23%	1.20%	12.80
SDVOSB	3.80%	6.47%	2%	10.16%	1.17%	6.05%
HZ	4.94%	2.01%	1%	2.80%	1.96%	7.96%

Small Business Programs

- ❑ **Small Disadvantaged Businesses**
- ❑ **The firm must be 51% or more owned and control by one or more disadvantaged persons.**
- ❑ **The disadvantaged person or persons must be socially disadvantaged and economically disadvantaged.**
- ❑ **The firm must be small, according to SBA's size standards. Table of size standards (sba.gov)**

Small Business Programs

- ❑ **8(a) Business Development Program**
- ❑ **The business must be majority-owned (51 percent or more) and controlled/managed by socially and economically disadvantaged individual(s) who is an American citizen.**
- ❑ **Participation in the program is divided into two phases over nine years: a four- year developmental stage and a five-year transition stage.**
- ❑ **Participants can receive Direct Award contracts, up to a ceiling of**
- ❑ **\$4.5 million for goods and services and \$7 million for manufacturing.**

Small Business Programs

- ❑ **8(a) Business Development Program**
- ❑ **Important to rotate 8(a) vendors because of 9-year program limitation and revenue limitations**
- ❑ **Small Caveat: Separate eligibility requirements exist for a business that is owned by American Indians, Native Alaskans, Native Hawaiians or Certified Development Companies such as the ability to own multiple 8(a) companies and no cap on Direct Awards (source awards). However these corporations can't compete for follow-on contracts that they've already held**

Small Business Programs

- ❑ **Woman – Owned Small Business/ Economically Disadvantaged**
- ❑ **To be eligible, a firm must be at least 51% owned and controlled by one or more women, and primarily managed by one or more women. The women must be U.S. citizens.**
- ❑ **The firm must be “small” in its primary industry in accordance with SBA’s size standards for that industry.**
- ❑ **CO can award a sole-source WOSB contract if you don’t have a reasonable expectation that two or more qualified WOSBs or EDWOSBs will submit offers, and the contract can be awarded at a fair price. The IGCE cannot exceed \$7 million for manufacturing requirements or \$4.5 for all other requirements. Please note that a Justification and Approval is required.**

Small Business Programs

- ❑ Woman – Owned Small Business/ Economically Disadvantaged**
- ❑ SBA maintains a list of those eligible industries and their NAICS codes**
- ❑ Firm must be certified by beta.certify.sba.gov or a third-party certifier like**
 - ❑ the US Women’s Chamber of Commerce or Women’s Business Enterprise**
 - ❑ National Council.**

Small Business Programs

- ❑ **Service-Disabled Veteran-Owned**
- ❑ **The Service-Disabled Veteran (SDV) must have a service-connected disability that has been determined by the Department of Veterans Affairs or Department of Defense**
- ❑ **The SDVOSB must unconditionally own 51% of the SDVOSB**
- ❑ **The SDVOSB must control the management and daily operations of the firm**
- ❑ **A sole-source SDVOSB contract can be awarded if the CO doesn't have a reasonable expectation that two or more qualified SDVOSBs will submit offers, and determines that the contract can be awarded at a fair price. The IGCE cannot exceed \$7 million for manufacturing requirements or \$4 million for all other requirements.**

Small Business Programs

- ❑ **HubZone (Historically Underutilized Business Zone)**
- ❑ **The Historically Underutilized Business Zones (HUBZone) program helps small businesses in urban and rural communities gain preferential access to federal procurement opportunities.**
- ❑ **It must be owned and controlled at least 51% by U.S. citizens, or a Community Development Corporation, an agricultural cooperative, or an Indian tribe**
- ❑ **At least 35% of its employees must reside in a HUBZone.**
- ❑ **A sole-source HUBZone contract can be awarded if the CO doesn't have a reasonable expectation that two or more qualified HUBZone small businesses will submit offers, determines that the contract can be awarded at a fair price. The IGCE cannot exceed \$7 million for manufacturing requirements or \$4.5 million for all other requirements.**

Why is it important to collaborate with Small Businesses/Small Business Program?

- ❑ It's the law**
- ❑ Save money**
- ❑ Create Jobs**
- ❑ Get potential solutions to government challenges with qualified and innovative small businesses**
- ❑ Small Businesses build Our Families, Our Community and Our Nation**

Myths and Facts

- ❑ **Fact – Program managers, users, or contracting officers can generally meet one-on-one with potential offerors to conduct market research related to an acquisition, as long as no vendor receives preferential treatment.**
- ❑ **FAR Part 15 encourages exchanges of information with interested parties during the solicitation process, ending with the receipt of proposals. There is no requirement that the meetings include all possible offerors.**
- ❑ **Information shared that could directly affect proposal preparation must be shared in a timely manner with all potential offerors to avoid providing any offeror with an unfair advantage (FAR 15.201(f))**

Myths and Facts

- ❑ **The government ethics rules and Competition in Contracting Act, (10 U.S.C. § 2304), prohibit preferential treatment of one vendor over another. Where vendor interaction is expected to include contract terms and conditions, any one-on-one meetings should include, or at least be coordinated with, the contracting officer (FAR 15.201).⁴ After the solicitation is issued, the contracting officer shall be the focal point for these exchanges.**

Myths and Facts

- ❑ **Misconception – “A protest is something to be avoided at all costs - even if it means the government limits conversations with industry.”**
- ❑ **Fact – Restricting communication won’t prevent a protest, and limiting communication might actually increase the chance of a protest – in addition to depriving the government of potentially useful information. Moreover, restricting communication for fear of protests may actually increase the likelihood of a protest – for example, by a vendor that hopes to get more information through ‘discovery’ during the protest.**

Myths and Facts

- ❑ **Misconception – “Industry days and similar events attended by multiple vendors are of low value to industry and the government because industry won’t provide useful information in front of competitors, and the government doesn’t release new information.”**
- ❑ **Fact – Industry days, as well as pre-solicitation and pre-proposal conferences, directly benefit the government by promoting a common understanding of the procurement requirements, the solicitation terms and conditions, and the evaluation criteria.**
- ❑ **These events also provide prime contractors and subcontractors an opportunity to meet and develop relationships or teaming agreements.**

Myths and Facts

- ❑ **The value of these events derives from the government providing maximum information to potential offerors on its requirements, answering questions, and improving the solicitation based on feedback from the potential offerors**

Myths and Facts

- ❑ **Misconception – “The program manager already talked to industry to develop the technical requirements, so the contracting officer doesn’t need to do anything else before issuing the RFP.”**
- ❑ **Fact – The technical requirements are only part of the acquisition; getting feedback on terms and conditions, pricing structure, performance metrics, evaluation criteria, and contract administration matters will improve the award and implementation process.**

Myths and Facts

- ❑ **To appropriately price proposals and reduce the number of potential change orders, industry needs information about any unique terms and conditions, small business set-aside requirements, subcontracting goals, and other matters about which the contracting officer is the expert.**
- ❑ **Strategy – Issue an RFI with a draft request for proposal, including sections L and M, to be sure the solicitation instructions are clear.**

How to Communicate with Vendors

- ❑ Inform vendors that a requirement has been delayed, cancelled or old**
- ❑ Discuss technical information and level of effort**
- ❑ Send requirement updates and information to OSDBU to disseminate on your behalf**
- ❑ Use our pre-planned outreach events to meet small businesses and conduct market research**
- ❑ Review upcoming requirements before outreach events in order to prepare for questions**
- ❑ Pursue innovation like advisory, multi-step, down-select processes**

How to Communicate with Vendors

- ❑ Issue RFIs
- ❑ Issue Sources Sought Notices for Small Businesses
- ❑ Host Capability Briefings for upcoming requirements
- ❑ Host Industry days
- ❑ Host Reverse Industry Days
- ❑ Host virtual and in person Pre-Solicitation Conferences
- ❑ Follow up with vendors on why they didn't propose**

What We Tell Vendors

- ❑ **Review the forecast even though it's incomplete and out of date**
- ❑ **Use the forecast, FPDS, USA spending, agency websites to identify work**
- ❑ **Introduce yourself to PMs, COs, OSDBUGs, the janitor because each agency is different**
- ❑ **Contact the Chief Acquisition Officers and deputies if POCs in forecasts are non-responsive**
- ❑ **Attend events hosted by NIH Small Business Team to learn more about each Institute and center**

What We Tell Vendors

- ❑ **PMs and COs are very busy. Be persistent but not annoying**
- ❑ **There may not be an update on that particular requirement when requested**
- ❑ **Plan to make regular touch points with the government through calls, emails, outreach events, industry days, and trade association events for constant information gathering**

CDC/SAMHSA Small Business Specialist

Gwendolyn S. Miles

- Office Number (770) 488-3042/202-758-6124
- Email Address: vla3@cdc.gov/gwendolyn.miles@hhs.gov

OSDBU Customer Care

sbmail@hhs.gov

(202) 690-7300

Agency Requirements, Capability Briefings,
Questions about the Acquisition Process



Questions?

For more information, please contact Centers for Disease Control and Prevention

1600 Clifton Road NE, Atlanta, GA 30333

Telephone: 1-800-CDC-INFO (232-4636)/TTY: 1-888-232-6348

E-mail: cdcinfo@cdc.gov

Web: <http://www.cdc.gov>

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.



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