Challenge: The Department of Housing and Urban Development (HUD) was implementing Strategic Sourcing for their logistics and event management estimated to be $35 million annually which was consistent with the Office of Personnel Management's (OPM) mandate. Strategic Sourcing involves the establishment or modification of acquisition vehicles to better address Federal Government procurement needs and more effectively leverage spend, market position, market knowledge, and capabilities in contract terms and conditions.

Action: As part of market research, HUD issued a request for information (RFI) to the vendor community via GSA’s FedBizOpps to identify vendors interested in providing events and logistic support. Potential vendors were invited to an Industry Day in May 2016. The General Services Administration's (GSA) Federal Acquisition Service (FAS) Customer and Stakeholder Engagement (CASE) Division provided HUD with acquisition expertise support from inception to award for their national events and logistics requirement. During the Industry Day, CASE representatives presented customized training on the System for Award Management (SAM) to help existing and potential vendors understand the role that the SAM plays in receiving an award and the importance of keeping information in the SAM current. An agency cannot award if there is outdated information in the SAM. GSA manages this system for other federal agencies.

A CASE Customer Service Director served on a contracting panel for the vendor community with HUD’s Head of Agency Contracting Official (HCA). Joining forces in an ongoing effort to address the needs and concerns of small business, HUD and GSA hosted a Subcontracting Matchmaking Session during the Industry Day. Matchmaking is a unique opportunity for small businesses to network and learn about HUD’s service requirements. Approximately 45 vendors and 25 GSA Schedule holders, the majority of which were small businesses, participated in the sessions.

Over eighteen months, GSA provided the HUD contracting office with contracting advice which included acquisition strategy expertise, locating a sample Request for Proposal for a similar requirement used by the Navy, and reviewing the Performance Work Statement for the requirement. In addition, CASE helped HUD build a business case for the logistics and event management requirement to be satisfied with various small business set-asides on a BPA against GSA's Professional Services Schedule. The final business case to use GSA Schedules for HUD’s enterprise contract for logistics and event management was approved in May 2017.

Solution: Solution: HUD established a multiple award blanket purchase agreements (BPA) to small businesses for event management using GSA’s Professional Services Schedule. The BPAs will satisfy HUD's recurring requirements, increase government productivity, reduce procurement lead time, and leverage buying power through volume purchasing. This not only helps small businesses, but also helps the Federal Government meet their small business goals.

Result: In August and September 2017, HUD awarded contracts to five small businesses for five years. The BPAs were broken down into two distinct multiple award pools. Pool One was set-aside for 8(a) and HUBZone firms. Pool Two is a total set aside for small businesses. This Agency-specific contracting vehicle will assist HUD in meeting its overall objective of achieving administrative efficiencies, spending visibility, tracking capabilities, and recognized cost savings.