

Supplier Diversity And Equity Action Plan

This Plan outlines the General Services Administration's (GSA) approach to supplier diversity, supporting the Administration's overall goal of increasing [Small Disadvantaged Businesses¹ \(SDB\) spend by 50%](#) over the next five years.

Part of an acquisition system that delivers timely best value solutions and achieves public policy objectives is spearheading efforts that foster an inclusive and collaborative environment, one that ensures a continuous focus on improving supplier diversity among SDBs and other underserved communities².

To attain this objective, GSA looked at each phase of the acquisition lifecycle, and at all of its contract vehicles, gathered and assessed data, and identified initiatives that will increase access and opportunities for industry to meet the Government's requirements, all while ensuring a fair playing field for competition.

This Plan identifies initiatives in the contract lifecycle to improve contract accessibility pre/post award, create new markets, increase outreach and education, and measure progress.

Improve Contract Accessibility Pre/Post Award

Improving accessibility to federal procurement opportunities is an important component of strengthening supplier diversity. To ensure procurement opportunities are available and accessible, GSA will

¹ The term "small disadvantaged business" refers to a small business that is at least 51% owned and controlled by a socially and economically disadvantaged individual or individuals. The following individuals are presumed to be socially disadvantaged: Black Americans, Hispanic Americans, Asian Pacific Americans, Subcontinent Asian Americans, and Native Americans. Other individuals can qualify if they show by a "preponderance of the evidence" that they are disadvantaged. [U.S. Small Business Administration](#)

² The term "underserved communities" refers to populations sharing a particular characteristic, as well as geographic communities, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life, including procurement and contracting opportunities. A representative list of underserved communities can be found in Section 2 of [Executive Order 13985](#), Advancing Racial Equity and Support for Underserved Communities Through the Federal Government.

implement the following steps throughout the contract lifecycle:

- Making it easier for firms to obtain a Multiple Award Schedule (MAS) contract and improve vendor education³. This includes updating the MAS Roadmap to simplify processes and launching an updated [Vendor Support Center](#) website with a wide range of resources.
- Building SDB opportunities into new acquisition programs (e.g., Polaris, 8(a) STARS, Next Generation Services Multi-Agency Contract) to support federal agencies.
- Ensuring SDB access throughout the life of major GSA or Government-wide Indefinite-Delivery Indefinite-Quantity (IDIQ) contracts by providing periodic onboarding opportunities through “on-ramps⁴.”
- Enhancing e-tools to make it easier for contractors to find and evaluate federal marketplace opportunities.
- Introducing a new post-award support pilot program to help GSA contractors understand contract requirements, customer expectations, and position themselves to obtain business.

Create New Markets

GSA has long been a key force in introducing new products and services to the federal marketplace. GSA is committed to diversity, equity, and inclusion in its business processes. Currently GSA is exploring new markets created by the Administration’s focus on climate and sustainability, such as:

- Building Back Better with low embodied carbon construction materials that have less climate impact associated with mining, manufacturing, and transportation.

³ The Multiple Award Schedule (MAS) program is the government’s largest commercial acquisition vehicle containing approximately 12,000 small businesses, of which over 5,000 are disadvantaged businesses.

⁴ “On-Ramping” is a technique that structures long-term contracts to maximize opportunities for small businesses by periodically bringing new contractors onboard throughout the contract’s life. Appendix 1 provides a list of major GSA or Governmentwide IDIQ contracting vehicles with projected onboarding/on ramping.

- Increasing the proportion of the fleet to Zero Electric Vehicles (ZEVs) to modernize the way we use transportation.
- Providing infrastructure solutions that include the installation of charging and refueling stations for electric vehicles, along with consulting and ancillary services.
- Buying sustainable products and services that comply with statutory and regulatory requirements and conform to specifications, standards, and ecolabels recommended by the Environmental Protection Agency (EPA).
- Supporting electrification and net zero emissions targets by using all-electric equipment for HVAC, domestic water heating, appliances in new construction and major renovation projects, and providing 100% renewable electricity sources for GSA owned real estate portfolio by 2025.

Increase Outreach and Education

GSA will continue to foster healthy and productive relationships with its Industry partners through open dialogue and the exchange of information by:

- Building SDB awareness of the “open continuous⁵” on-boarding opportunities under the MAS Program. A continuously open solicitation maximizes both competition and opportunity for SDBs.
- Conducting industry roundtables and forums to convene a cross-section of industry to participate in critical discussions.
- Providing education opportunities for SDB and other underserved communities.
- Cultivating long-standing relationships with the supplier community through regular meetings and vendor surveys.
- Providing education opportunities for the federal acquisition workforce on small business programs.

⁵ “Open Continuous” refers to a continuously open solicitation with no deadline for proposal submissions resulting in continuous opportunity for new contract awards.

Measuring Progress

GSA will measure progress by:

- Ensuring leadership accountability for achieving targeted small business contracting goals, with measurable actions included in performance plans, in accordance with Office of Management and Budget (OMB) Memo M-22-03.
- Establishing and tracking performance metrics, including:
 - Total dollars awarded to small disadvantaged businesses;
 - Total number of contracts awarded to SDBs;
 - Total number of “new entrants” as defined by the Interagency Policy Committee and;
 - Total number of new GSA contractors that succeed in obtaining obligations.

Plan Review

This Supplier Diversity Plan will be reviewed annually for effectiveness and modified as needed.

APPENDIX 1

GSA Acquisition Programs/Contracts

This Appendix identifies major GSA or Government-wide Indefinite-Delivery Indefinite-Quantity (IDIQ) Programs/Contracts, which GSA anticipates future access opportunities for Small Disadvantaged Businesses (SDBs). The column on the left identifies the GSA acquisition and the column on the right identifies whether the opportunity is a new contract, an existing contract that will have an on-ramping opportunity, or if GSA anticipates both a new contract award and future on-ramping opportunities.

More details on contracting opportunities are found on sam.gov. The [Forecast of Contracting Opportunities Tool](#) provides information on expected federal contracting opportunities.

GSA Acquisition Programs/Contracts	Opportunity
Federal Supply Schedules	Open to new entrants 24 x 7
GSA Global Supply	New Contracts regularly established
Polaris	New Contract coming soon. On-ramping in the future
8(a) STARS III	On-ramping
Public Buildings Service Electric Vehicle Construction Contract Multi-Agency Contract (MAC)	*New Contract coming soon.

<u>Alliant 3</u>	*New Contract
<u>2nd Generation Information Technology (2 GIT) BPA</u>	On-Ramping
<u>Enterprise Infrastructure Solutions (EIS)</u>	On-Ramping
ASTRO	On-Ramping (as required)
<u>Complex Commercial Satellite Communications (SATCOM) Solutions (CS3)</u>	On-Ramping
<u>PBS National and Regional IDVs</u>	New Contract and On-Ramping
<u>Services Multi-Agency Contract (MAC)</u>	*New Contract
<u>Federal Acquisition Services Electric Charging Stations, Electric Vehicles Supply Equipment (EVSE)</u>	*New Blanket Purchase Agreement(BPA) coming soon.
<u>Commercial Platform</u>	New Contract for platform providers and suppliers may join existing platforms
<u>Public Buildings Service GSA Leasing Support Services (PBS GLS)</u>	Planning for next follow-on Broker Contract (after GLS Plus) and is addressed in the Project Charter as a guiding principle/opportunity

***Note:** As of March 8, 2022, the GSA acquisition program or contract(s) were in development. Acquisition programs or contracts may include on-ramping or continuously open opportunities at completion.