



# How to do Business with FEMA

Industry Liaison Program  
Acquisition Program and Planning Division  
Office of the Chief Procurement Officer  
Federal Emergency Management Agency  
Department of Homeland Security



FEMA



# FEMA

## **PURPOSE**

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The purpose of this document is to provide vendors resources to identify and pursue Federal solicitations, specifically by FEMA.



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# FEMA

## CONTACT INFORMATION

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### **Industry Liaison**

James (Jim) Woods

Industry Liaison Program Manager

Phone: (202) 646-1895

Fax: (202) 646-4348

<http://www.fema.gov/privatesector/industry/>

Please send all correspondence and inquiries to:

Industry Liaison Support Center

Phone: (202) 646-1895

Email: [FEMA-Industry@dhs.gov](mailto:FEMA-Industry@dhs.gov)

### **Small Business**

Kathryn York Lewis

Small Business Specialist

Phone: (202) 646-7905

Please send all correspondences and inquires to:

[FEMA-SB@dhs.gov](mailto:FEMA-SB@dhs.gov)

### **Mailing Address**

395 E St., SW

PP 2nd Floor, Mail Stop 3210

Washington, DC 20472-3210



# FEMA

## HOW TO DO BUSINESS WITH FEMA

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The Industry Liaison Program has created a process to ensure that information about your company's products or services is routed to the appropriate FEMA contracting and acquisition professionals as supplemental market research.

Please follow the steps below to insure your company's information is captured. Failure to complete these steps may significantly delay your registration in our vendor information repository.

1. **Register with [Central Contractor Registration \(CCR\)](#).**

CCR is considered the primary market research tool for Contracting Officers. If you are not registered with CCR, please visit [www.ccr.gov](http://www.ccr.gov). Should you have any questions about the CCR registration process, please contact the Federal Service Desk at 866-606-8220.

2. **Request a FEMA Vendor Profile from the Industry Liaison Support Center (ILSC) at [FEMA-Industry@dhs.gov](mailto:FEMA-Industry@dhs.gov).**

Once you have completed the FEMA Vendor Profile, please email the document to the ILSC for processing. FEMA uses the Vendor Profile as supplemental market research and during disasters, forwards the information to the appropriate Contracting Officer(s) for the declared disaster areas, when applicable.

3. **Monitor FedBizOpps.**

Upon completing your CCR registration and FEMA Vendor Profile, search [www.fbo.gov](http://www.fbo.gov) for federal procurement opportunities.

The FEMA Industry Liaison program can be contacted at 202-646-1895 or [FEMA-Industry@dhs.gov](mailto:FEMA-Industry@dhs.gov).



## SAMPLE VENDOR PROFILE

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**Business Name** \_\_\_\_\_

**Business Web Site** \_\_\_\_\_

**Business Street Address** \_\_\_\_\_

**Business City, State, Zip Code** \_\_\_\_\_

**NAIC Code(s)** \_\_\_\_\_

**Please provide your company's Commercial And Government Entity (CAGE) Code assigned through Central Contractor Registration (CCR). If you have not registered, please go to [www.ccr.gov](http://www.ccr.gov) to register.**  
\_\_\_\_\_

**DUNS Number** \_\_\_\_\_

**Date of Incorporation/Inception (MM/DD/YYYY)** \_\_\_\_\_

**Primary Point of Contact (POC)** \_\_\_\_\_

**Primary POC Title** \_\_\_\_\_

**Email Address** \_\_\_\_\_

**Telephone Number** \_\_\_\_\_

**Fax Number** \_\_\_\_\_

**Alternate POC (if applicable)** \_\_\_\_\_

**Alternate POC Title** \_\_\_\_\_

**Telephone Number** \_\_\_\_\_

**Fax Number** \_\_\_\_\_

**Reason for contacting FEMA**

- General inquiry
- Contact for the purpose of offering a product or service
- Offering an unsolicited proposal
- Follow-up to a previous phone call/email
- Vendor Day
- Industry Day

**Your company may offer many products or services, but which specific product or service are you offering at this time?**  
\_\_\_\_\_

**Have you previously met with a program office or FEMA representative? If so, please provide the name of the office, the person that you met with, and the date of the meeting.**  
\_\_\_\_\_



# FEMA

**Is your company currently doing business with a federal government entity or FEMA entity? If so, please list the name of the FEMA office/department and/or other federal agency.**

No     Yes

**If your company is a small business, please check off all the categories that apply.**

- 8(a) Small Business
- Disadvantaged/Minority
- HBCU/Minority Institution
- Historically Underutilized Business Zones (HUBZone)
- Native American
- Service Disabled Veteran Owned Small Business (SDVOSB)
- Small Business (SB)
- Small Disadvantaged Business (SDB)
- Tribal
- Veteran Owned Small Business (VOSB)
- Woman Owned Small Business (WOSB)

**Is your product or service currently on a GSA schedule? If yes, please provide GSA schedule numbers.**

No

Yes

\_\_\_\_\_

**Do you accept government purchase cards?**

No     Yes

**How did you find out about us (i.e. website, referral by FEMA representative, etc)?**

\_\_\_\_\_

**Any additional comments (200 words or less)**

\_\_\_\_\_



## USEFUL INFORMATION FOR VENDORS

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1. **Promote your services in government-wide databases.** FEMA uses the [Central Contractor Registration \(CCR\)](#) database. Registering with this database will allow FEMA and other federal agencies to locate your business.
2. [FedBizOpps Web site](#). The single point-of-entry to search, monitor, and retrieve Federal procurement opportunities is FedBizOpps. Opportunities for subcontractor, supplier or teaming opportunities may be found here as well.
3. **Track expected completion dates.** The [Federal Procurement Data Center](#) maintains this information. You will be notified before the next Request for Proposal (RFP) is released on the Federal Business Opportunities Web site.
4. **Review the DHS budget.** The Department publishes a look ahead at budget enhancements for coming fiscal years.
5. **Become a contractor at a Disaster Field Office (DFO).** DFO locations and telephone numbers can be accessed by calling FEMA's acquisition voice message system at (202) 646-4006 or contact the FEMA regional office where the disaster has occurred.
6. **Watch the Web.** Federal and state agencies are placing more procurement opportunities on their Web sites. FEMA posts its procurement opportunities on [FedBizOpps](#).
7. **Promote your business in [electronic catalogs](#).** GSA Advantage and other electronic commerce initiatives will list your product for government browsing.
8. **Link your catalog listing to your Web site.** Having a Web site will allow interested buyers to access additional information regarding your company after reviewing product descriptions.
9. **Make your Web site sell.** Brag on your experience and past performance record, as well as your product listing and financial stability.
10. **Request a debriefing on unsuccessful awards.** You will receive important feedback regarding your proposal including pricing, teaming suggestions, and experience.
11. **Monitor the draft RFP.** The agency will often indicate if it is leaning towards a competitor. By submitting questions, you will have a chance to change the specifications for a leveraged bidding opportunity.
12. **Request a copy of prime's subcontracting plans through FOIA.** Agencies should have plans on file for every large business prime they've awarded to contractors. This will show subcontracting goals. You can also get the SF 294/295 forms that show how many subcontracts they have awarded. Target the primes who have not met their goals yet to get your foot in the door.



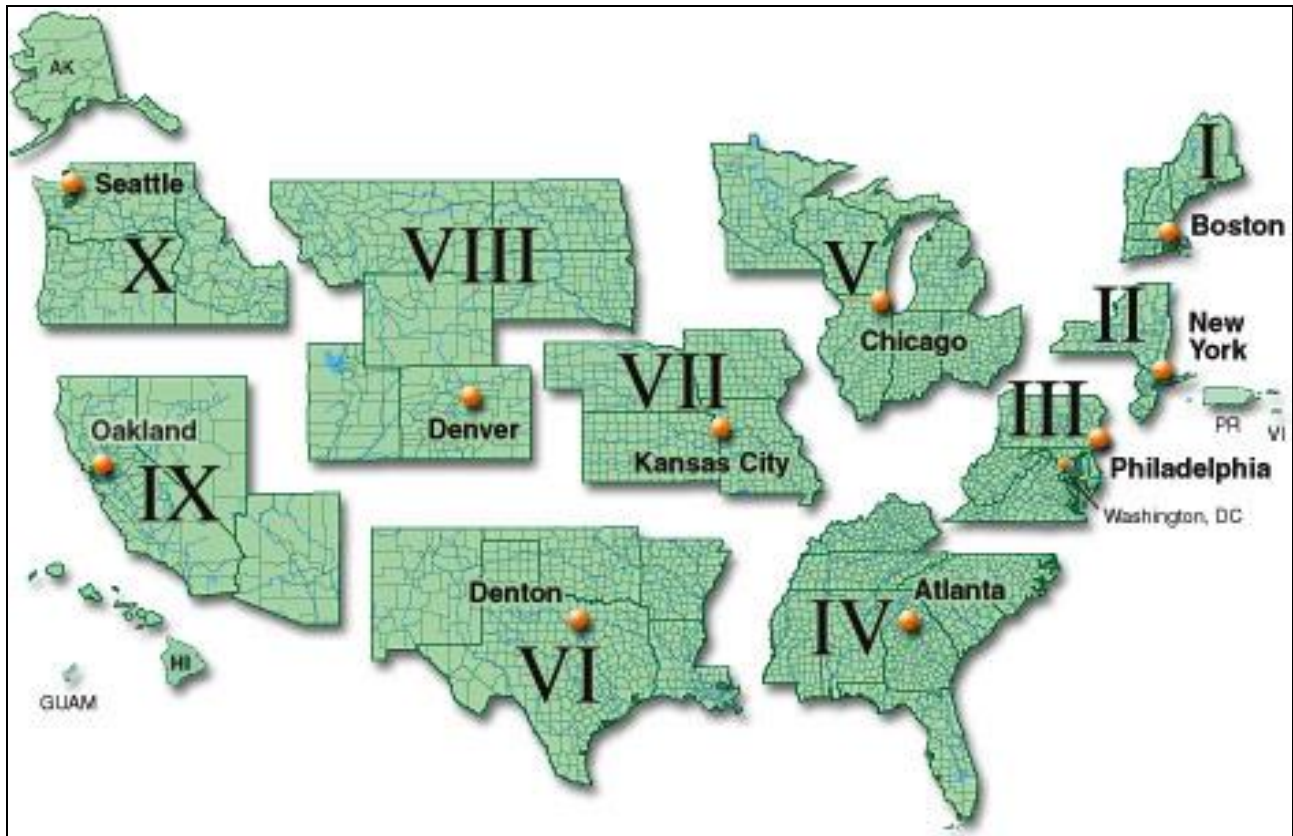


13. **Partner with prime contractors.** Start relationship building and partner with the primes.
14. **Take advantage of cooperative purchasing.** Determine if there are buying offices or localities that can purchase off your existing agreements signed with a federal or state agency. When marketing to the other entities, mention how easily they can order.
15. **Accept the government credit card.** The government buys more than \$5 billion in goods and services annually with the purchase card. Most Contracting Officers prefer the purchase card for purchases.
16. **Compete for multiple order contracts.** Go after GSA Schedule and Indefinite Delivery Indefinite Quantity (IDIQ) contracts. These are popular contracting vehicles with government buyers because of little or no paperwork and fast delivery. If a product or service is available through one of these vehicles – especially information technology – the agency will go this route instead of issuing an RFP.
17. **Market your services.** If you win a multiple ordering agreement, you still have to compete for the tasks. Continue marketing your services, especially on contracts where there is no minimum guarantee of orders. Multiple order agreements include Blanket Purchase Agreements (BPA), Task Order Agreements, Indefinite Delivery Indefinite Quantity (IDIQ) contracts, and agency specific vehicles like Government Wide Acquisition Contracts (GWAC).
18. **Pursue state opportunities.** Federal grants to the states make up half an agency's budget in some cases.
19. **Verify your performance rating.** Get copies of how agencies evaluated you. Clear up any inaccuracies and counteract negative information with positive ratings from other jobs. Also, list best references first in your proposals.
20. **Team, partner, or form a joint venture.** If you are strong in one business area, but inexperienced in another, find a subcontractor or teaming partner who can fill in the areas where you're weak. The federal government encourages teaming.
21. **Market to the right people.** FEMA's needs are evaluated in each program office where the agency's requirements are generated. Therefore, it is imperative that you research and locate the appropriate FEMA program office that buys your product or service in order to market to them by contacting the Industry Liaison Support Center.
22. **Persevere.** Making the right connection can take time. Perseverance will pay off.



## REGIONAL OPERATIONS

<b><u>Region I</u></b>	Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont
<b><u>Region II</u></b>	New Jersey, New York, Puerto Rico, Virgin Islands
<b><u>Region III</u></b>	Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia
<b><u>Region IV</u></b>	Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee
<b><u>Region V</u></b>	Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin
<b><u>Region VI</u></b>	Arkansas, Louisiana, New Mexico, Oklahoma, Texas
<b><u>Region VII</u></b>	Iowa, Kansas, Missouri, Nebraska
<b><u>Region VIII</u></b>	Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming
<b><u>Region IX</u></b>	Arizona, California, Hawaii, Nevada, American Samoa, Guam, Commonwealth of the Northern Mariana Islands, Republic of the Marshall Islands, Federated States of Micronesia
<b><u>Region X</u></b>	Alaska, Idaho, Oregon, Washington



Web site to access regional information is [www.fema.gov/about/regions/index.shtm](http://www.fema.gov/about/regions/index.shtm).

One of the primary points of market research for Contracting Officers is CCR. The Vendor Profile is a secondary tool that provides your company's information to FEMA program offices and acquisition professionals. Please note, the Vendor Profile serves as supplemental market research for the Contracting Officer. This correspondence does not promise, commit, or imply that a contract will be awarded.



## **FEDERAL INTERAGENCY DATABASES ONLINE (FIDO)**

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The Web site for FIDO is [www.fido.gov](http://www.fido.gov). To locate forecasting opportunities on FIDO, please follow the steps below:

1. Go to the Public Sites section
2. Click Department of Homeland Security - Advance Acquisition Plans
3. Select FEMA
4. Research either new or existing forecasting opportunities

## **SBA SUB-NET WEB SITE**

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The following information will help you navigate the SBA's Sub-Net Web site when looking for subcontracting opportunities. The following is the link:

<http://www.sba.gov/aboutsba/sbaprograms/gc/index.html>. The following are the directions to navigate the site:

1. Under Resources click on Sub-Net
2. Click on search at the top of the page
3. Click on Search the Database under the Search Solicitation tab

Also under the Search Solicitation tab, you can view all solicitations including the company name, descriptions of the solicitations and the closing date.

## **PROCUREMENT TECHNICAL ASSISTANCE CENTERS (PTACS)**

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Procurement Technical Assistance Centers provide a wide range of assistance – most free of charge – to businesses through one-on-one counseling sessions, classes, seminars and matchmaking events. The Web site to access your local PTAC office is [www.dla.mil/db/procurem.htm](http://www.dla.mil/db/procurem.htm).

## **JOINT HOUSING SOLUTIONS GROUP (JHSG)**

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The Joint Housing Solutions Group (JHSG) identifies and evaluates various disaster housing options and viable alternatives to FEMA travel trailers and manufactured homes. JHSG created the Housing Assessment Tool (HAT), which is designed to collect information on housing products and help FEMA determine whether these options are suitable for disaster housing needs. If you like to register your product the Web site is <https://asd.fema.gov/inter/hat>.



# FEMA

## **UNSOLICITED PROPOSAL PROCESS**

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In rare cases, firms have an innovative and unique product or service for which submission of an unsolicited proposal may be the right approach. Before beginning this process, however, you should:

- Carefully and objectively assess your product/service to ensure that it is innovative and unique, and not already commercially available to the government.
- Research [Part 15.6 of the Federal Acquisition Regulation \(FAR\)](#), which provides specific criteria that must be met before an unsolicited proposal can be submitted  
[www.arnet.gov/far/](http://www.arnet.gov/far/)

Once you have reviewed these requirements and made the determination you have a valid unsolicited proposal, submit your proposal to:

Federal Emergency Management Agency (FEMA)

Attn: Matrice Dickens-Gaddy

FEMA

395 E St., SW

Patriot Plaza 2nd Floor, Mailstop 3210

Washington, DC 20472-3210

[matrice.dickens-gaddy@dhs.gov](mailto:matrice.dickens-gaddy@dhs.gov)

Phone: (202) 646-4274