



U.S. General Services Administration

GSA's Earth Observation Solutions Strategy Presented to the NGAC

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Partnership between GSA and NGA

- In January 2016, NGA and GSA began collaboration in support of NGA's CIBORG Initiative
- NGA brought technical expert and GSA brought acquisition expertise
- After conducting market research and soliciting feedback from other agencies, acquisition strategy determined to:
 - Address the federal government's growing need for earth observation services which unite multiple technologies including satellite imagery/communication, distribution and content management, analytics and data products.
 - Enhance IT Schedule 70 offerings for increased visibility and rapid access to commercially available imagery, data, services and capabilities.
 - Provide industry partners the opportunity to differentiate their Geospatial Earth Observation Solutions from other IT related offerings.
 - Meet the needs of government agencies to make strategic decisions and bring the full value and benefits of category management to government.

Acquisition Strategy

- Create a vendor pool under IT Schedule 70 Special Item Number (SIN) 132-41 with suppliers of earth observation solutions
 - The solicitation on FebBizOpps, is open continuously and vendors can submit an offer or modification at any time
 - Flexibility to adapt to changing market needs
 - Participation by new and innovative vendors
 - Currently there are 41 companies listed under 132-41
- Establish a multi-agency multiple award blanket purchase agreement (BPA), FAR 8.4
 - Leverage buying power of government
 - Reduce duplication of purchases of imagery
 - Streamline acquisition process

IT Schedule 70 On-Boarding Support for CIBORG/Earth Observation Solutions

- Solicitation contains evaluation factors - Corporate Experience, Past Performance, Quality Control, Relevant Project Experience (for services), and price
- Dedicated team to support new offers & modifications for Schedule 70 SIN 132-41
- Frequent Multiple Award Schedules (MAS) training sessions for industry
- Updates available via GSA Interact for IT Schedule 70

Making It Easier Initiatives

- Established processes to make it easier for industry to work with GSA.
- FAST Lane: Reduces the time it takes to get specific new innovative IT suppliers on Schedule 70 as well as the time it takes for changes to be made to a current contract. The FAST Lane program ensures agencies have quicker access to emerging technologies and innovative suppliers.
 - Dedicated personnel for FAST Lane processing
 - Reducing the time to get on Schedule 70 from 110 days to 45 days or less
 - Modifications processed in an expedited manner
- IT Schedule 70 Plain Language Roadmap: Developed a clear and concise way that explains the Schedule 70 offer process for new vendors in discrete and simple terms in a step-by-step guide.

Making It Easier (cont)

- Startup Springboard: Allow highly qualified businesses an alternative to the current 2-year professional experience requirement.
 - Using the professional experience of their executives and key personnel as a substitute for having two years of corporate experience
 - Using the project experience of key personnel as a substitute for having relevant corporate past performance
 - Providing financial documentation that demonstrates the company's financial responsibility in lieu of submitting two years of financial statements

Scope of 132-41 Earth Observation Solutions

- Earth Observation Solutions - SUBJECT TO COOPERATIVE PURCHASING Provides geospatial earth observation technologies, products, and services to include, but not limited to ground, satellite and aerial based sensor data and imagery; worldwide digital transmission, internet, data, and video services and products through various networks, platforms, and applications. Offerings include global coverage, imagery, archive storage and distribution, monitoring, basemaps (mosaics), and earth observation solutions for accurate, mission critical information for uses to include, but not limited to, environmental, agriculture, meteorology, forestry, fish & wildlife habitats, disaster response and recovery, defense, maritime, mapping, humanitarian support, transportation, and public safety.

Includes direct-downlink and delivery services including ground and mobile ground terminals, direct access service, direct to cell phones, ships, and aircraft. Provides solutions based on commercially available dedicated, shared, or on-demand satellite resources and associated terrestrial components and/or airborne constellation/platforms including Unmanned Aerial Systems (UAS). This includes, but not limited to, ground, satellite-based or airborne communications, sensor data, imagery and geospatial collected or derived services and/or products. Sensor data includes electro-optical; synthetic aperture radar; Hyperspectral; LiDAR, geomagnetic field; gravity field, thermal, sonar, and all other current and emerging technologies.

Includes remote sensing and analytic software products, software applications, software data management and analysis, and cloud applications. The full range of end-to-end data services are in the scope of this SIN to include, but not limited to, advanced data analytics, crowdsourcing, change detection, alert notification, machine learning, and emerging technologies and solutions.

Tools for Agencies' Use

- **Acquisition Gateway:** A workspace for acquisition professionals and federal buyers to connect with resources, tools and each other to improve acquisition government-wide. (Must establish an account before using Gateway , eBuy and eBuy-Open.)
<https://hallways.cap.gsa.gov/login-information>
- **eBUY:** Is designed to facilitate the request for submission of quotations for a wide range of commercial supplies (products) and services under the following acquisition vehicles:
 - [GSA Schedules](#)
 - Technology contracts; i.e., [GSA Schedule 70 \(Information Technology\)](#), [Governmentwide Acquisition Contracts \(GWACs\)](#), and Network Services and Telecommunications contracts https://www.ebuy.gsa.gov/advantage/ebuy/start_page.do
- **eBuy-Open:** Is a web platform that provides access to all electronic Requests for Quote (RFQ) /Proposal (RFP) submitted through the GSA eBuy system from FY14 forward. A variety of data filtering, formatting and reporting features are available to analyze the data.
<https://www.ebuy.gsa.gov/ebuyopen/banana/index.jsp#/dashboard/file/ebuyopen.json?1529865781647>
- **CALC Tool:** Contract Awarded Labor Category tool searches awarded hourly rate prices on GSA professional services schedules and returns comparable labor categories and prices based on search criteria and filters used. <https://calc.gsa.gov/>
- **Best-in-Class (BIC)** means that something has been designated by the Office of Management and Budget (OMB) as a preferred governmentwide solution.
<https://www.gsa.gov/acquisition/category-management/bestinclass>

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