

# HUD ONAP



## National Native Homeownership & Asset Building Summit

November 20-21, 2024

Oklahoma City, Oklahoma



# How to do Business with HUD

November 21, 2024



# Office of Small and Disadvantaged Business Utilization

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# Mission of HUD

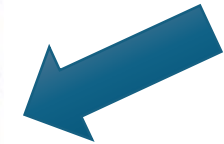
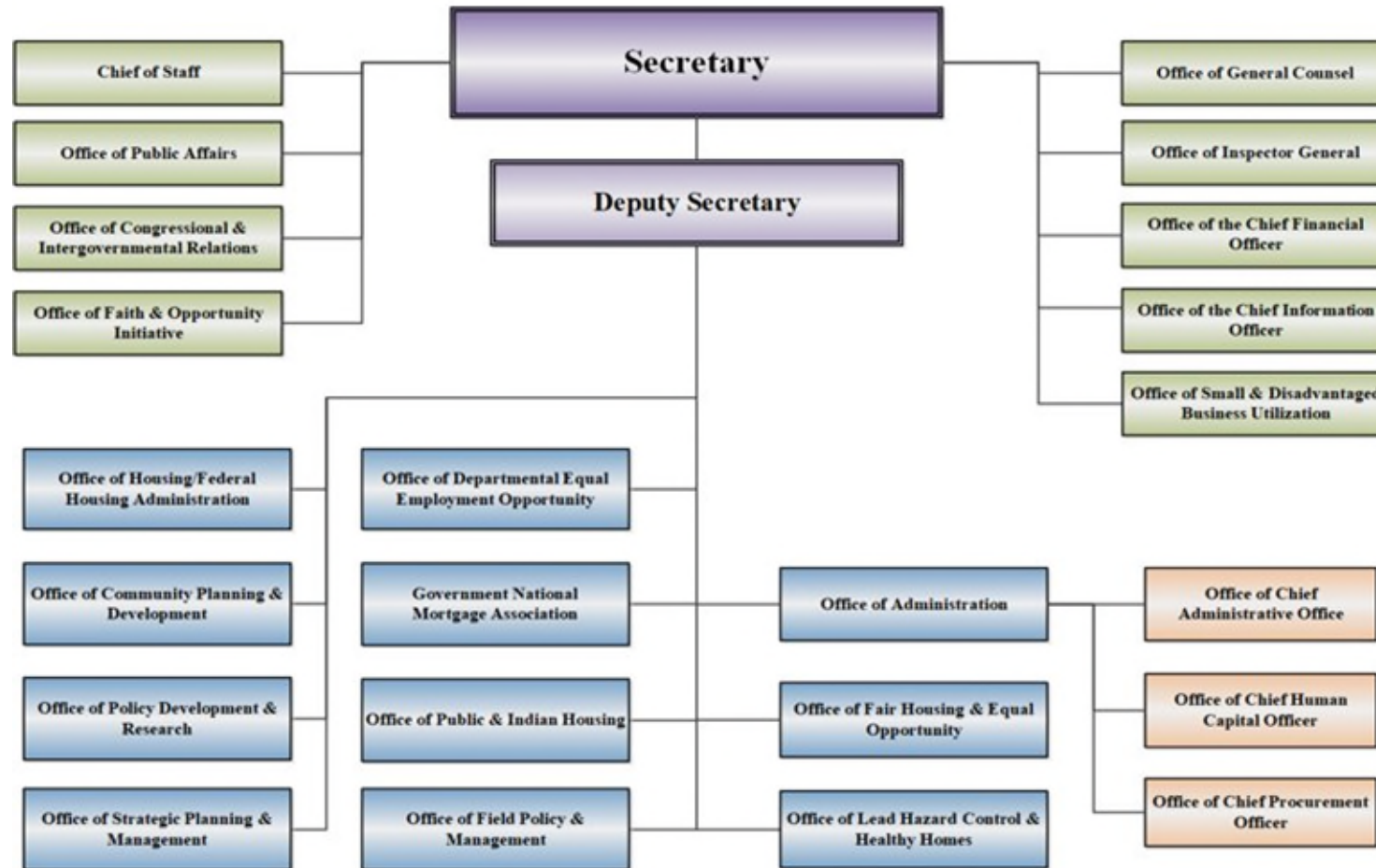


"HUD's mission is to create strong, sustainable, inclusive communities and quality affordable homes for all. HUD is working to:

- strengthen the housing market to bolster the economy and protect consumers;
- meet the need for quality affordable rental homes;
- utilize housing as a platform for improving quality of life;
- build inclusive and sustainable communities free from discrimination and
- transform the way HUD does business."



# HUD's Organization and Reporting Structure



# HUD Office Locations

HUD has 10 Regional Offices and 54 Field Offices

The Office of the Chief Procurement Officer (OCPO) has overall authority and responsibility for the Department's contracting activities. HUD's procurement activities are carried out by Headquarters and by the Contracting Divisions located in the Department's three field-based Administrative Service Centers.

## Headquarters located in Washington, DC Field Contracting Operations (FCOs)

Southern Field Contracting Operations

Atlanta, GA

Ft. Worth, TX

Western Field Contracting Operations

Denver, CO

Northern Field Contracting Operations

Chicago, IL

Philadelphia, PA

Small Business Marketing Managers and Small Business Liaisons -  
[https://www.hud.gov/program\\_offices/sdb/guide/sbcontacts](https://www.hud.gov/program_offices/sdb/guide/sbcontacts)



# White House and Congressional Mandates



- President's Management Agenda: Priority 3, on Managing the Business of Government to Build Back Better, Strategy 1 for a more equitable Federal marketplace
- EO 13985 (Jan 2021): Advancing Racial Equity and Support for Underserved Communities through the Federal Government
- EO 14091 (Feb 2023): Further Advancing Racial Equity and Support for Underserved Communities Through the Federal Government
- OMB guidance M-22-03 (Dec 2021): Advancing Equity in Federal Procurement
  - Increase SDB Goal to 11% in FY22, intent to increase to 15% by FY 25
  - Align Category Management Stewardship Practices with small business contracting
  - Increase number of new entrants and improve resilience of recent entrants
  - Incorporate socioeconomic small business goals into SES Performance Plans
  - Confirm placement of OSDBUs
- OMB guidance M-23-01 (Oct 2022): Increasing the Share of Contract Dollars Awarded to Small Disadvantaged Businesses
  - Increased SDB Goal to 12% in FY23
- OMB guidance M-23-11 (Feb 2023): Creating a More Diverse and Resilient Federal Marketplace through Increased Participation of New and Recent Entrants
  - Defines new and recent entrants
  - Two newly developed tools – supplier base dashboard and procurement equity tool
- OMB guidance M-24-01 (Oct 2023): Increasing the Share of Contract Dollars Awarded to Small Disadvantaged Businesses for Fiscal Year (FY) 2024 and in Subsequent FYs
  - Increased SDB Goal to 13% in FY24
- National Defense Authorization Act (NDAA) for Fiscal Year 2024:
  - Increased SDVOSB Goal to 5% in FY24
- OMB OFPP Memo to Chief Acquisition Officers and Senior Procurement Executives (January 25, 2024):
  - Increasing Small Business Participation on Multiple-Award Contracts - clarifies the rule of two as it relates to FAR Part 16.505 – Ordering (under IDIQ including MAC Task Order Awards)





# HUD Small Business Policy

HUD Secretarial Small Business Policy statements issued annually since FY 2018

The four socio-economic set-aside programs have parity

- HUBZone Small Business Concerns
- Service-Disabled Veteran-Owned Small Business Concerns
- Woman-Owned Small Business Concerns
- 8(a) Small Business Concerns

The socio-economic programs should be reviewed and considered before

- Small Business Concerns

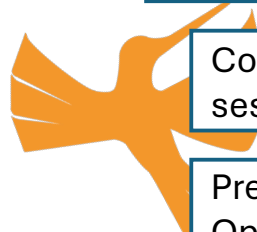
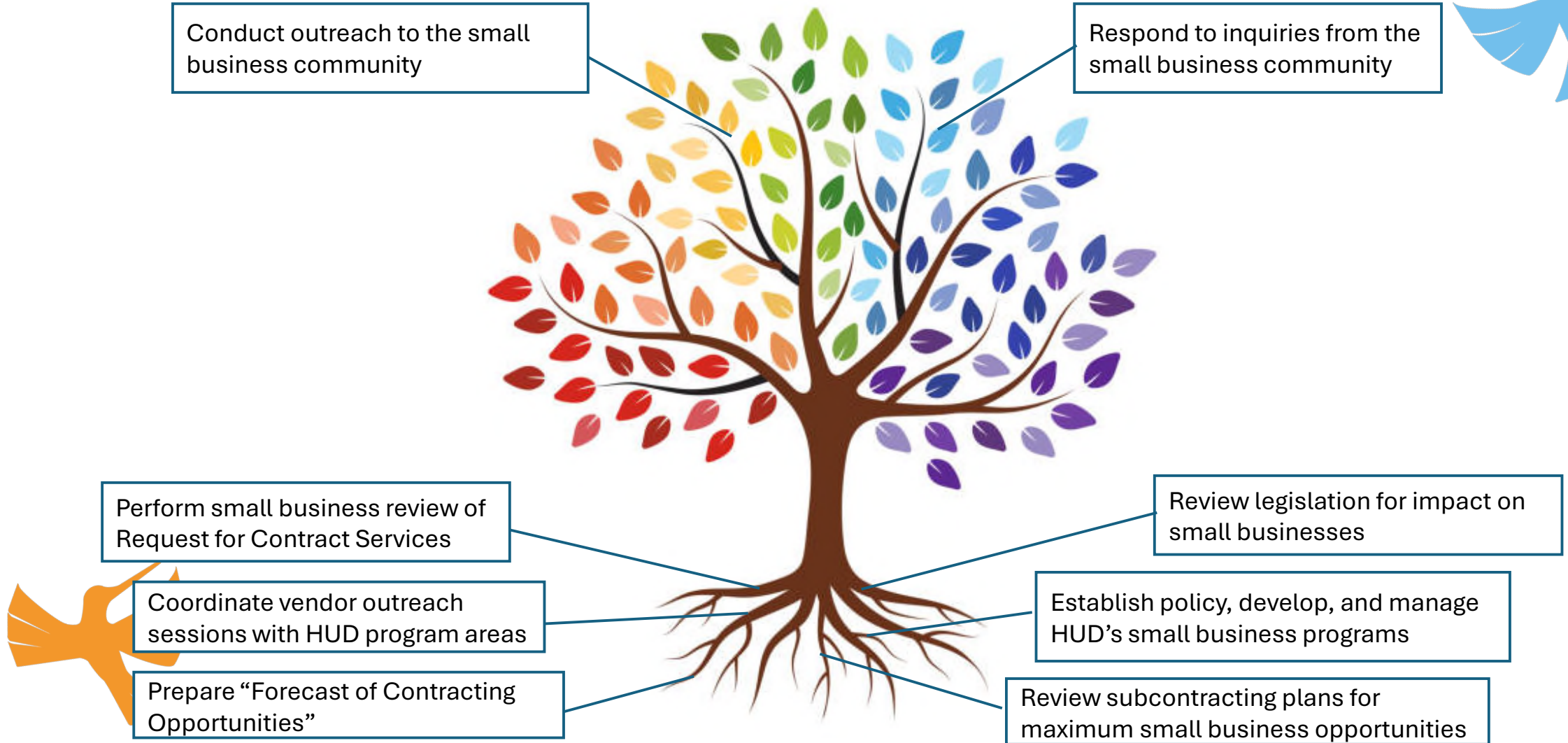
Note: HUD Fiscal Year (FY) 2024 Small Business Prime and Subcontracting Goals Memo jointly issued by the CPO and OSDDBU Director in February 2024: Highlighting the progress towards fulfilling the President's vision on equity in procurement, meeting the goal of increasing annual spend to SDBs to 15% by FY 2025, and the newly raised SDVOSB prime contracting and subcontracting goals to 5%.





# OSDBU Responsibilities

To ensure that small businesses are treated fairly and are provided an opportunity to compete and be selected for a fair amount of HUD's direct and indirect contract dollars.





# Federal OSDBU Council (24 CFO-Act Agencies)

- <https://acquisitiongateway.gov/additional-resources/resources/4174>

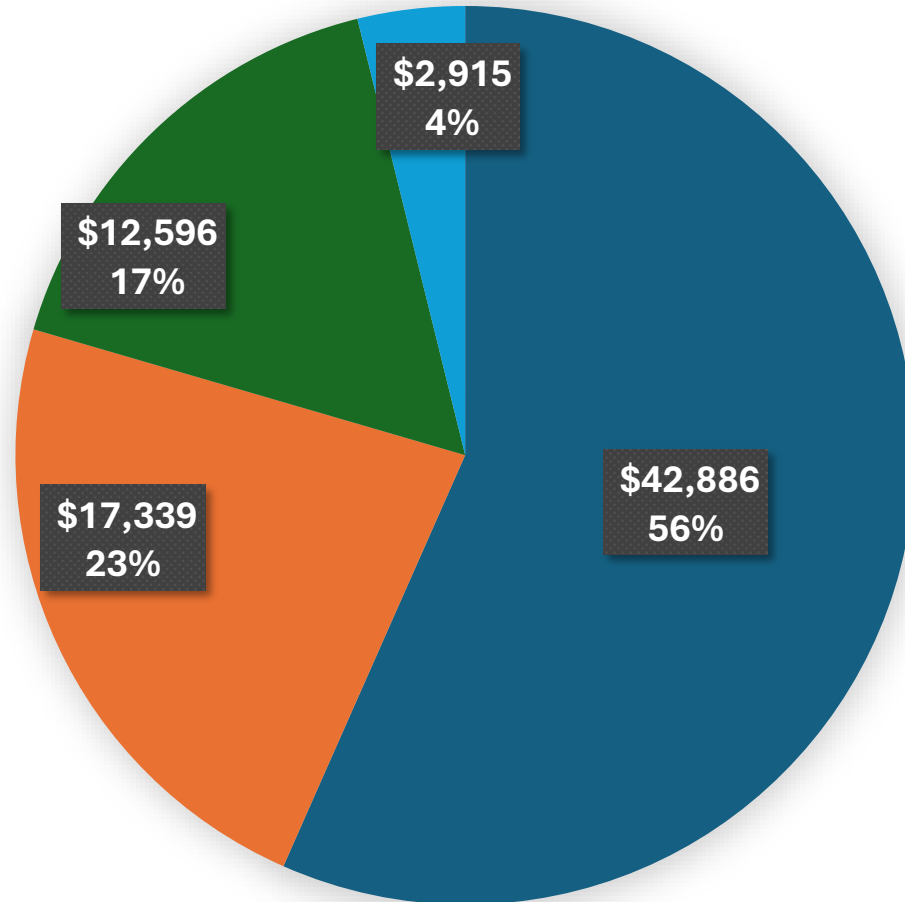


- Chambers
- Associations
- APEX Accelerators (Formerly Procurement Technical Assistance Centers)
- Small Business Development Centers (SBDC)



# HUD FY 2024 Budget over \$75 Billion

HUD Discretionary Budget Authority (in Millions of Dollars)



■ Public and Indian Housing (PIH) - ensures stable housing is accessible to the most vulnerable and disadvantaged households.

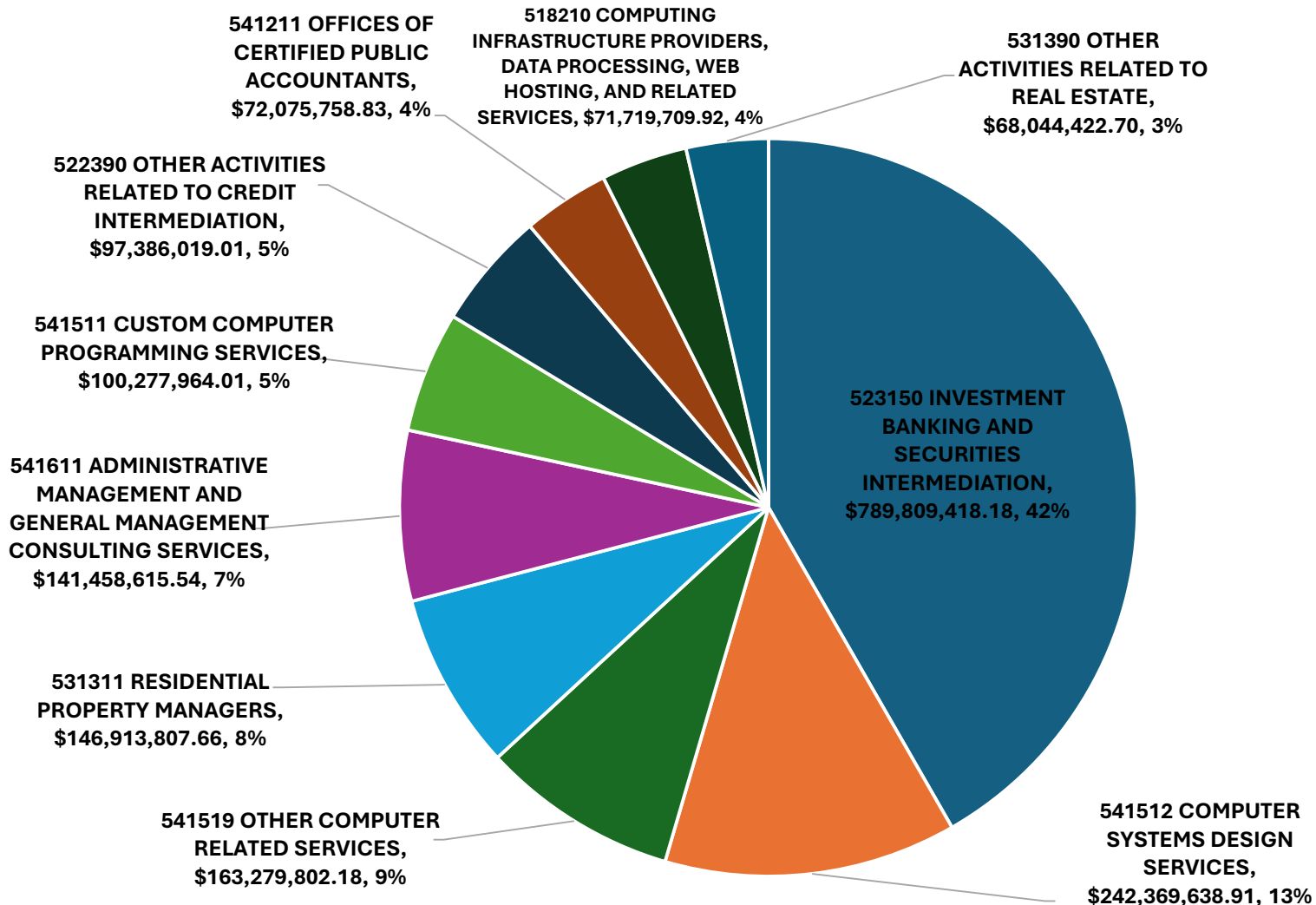
■ Housing - provides essential support to the Nation's homebuyers, homeowners, renters, and communities through mortgage insurance, rental assistance, and regulation of design and construction of manufactured homes across the country.

■ Community Planning and Development (CPD) - provides annual grants to states, cities, and counties to develop viable urban communities.

■ Other and Management and Administration (Mgmt and Admin) - Other - GNMA, PD&R, FHEO, OLHCHH, OIG; Mgmt and Admins - provides staffing, financial transformation, and IT modernization.

Other: Government National Mortgage Association (GNMA) - brings global capital into the housing finance market; Policy Development and Research (PD&R) - provides policy analysis, research, surveys, and program evaluations; Fair Housing and Equal Opportunity (FHEO) - fights housing discrimination, promotes economic opportunity, and strives to achieve diverse, inclusive communities that are free from discrimination; Lead Hazard Control and Healthy Homes (OLHCHH) - provides funds to reduce lead-based paint and other housing-related health and safety hazards in homes of low income families; and Office of Inspector General (OIG) - conducts and supervises audits, evaluations, investigations, and reviews relating to the Department's programs and operations.

# Top 10 NAICS Codes by Total FY 2024 HUD Award Dollars





# What Does HUD Buy?

In Fiscal Year 2024, HUD awarded approximately \$643 million in prime awards to small business concerns. HUD buys a variety of services and supplies in the following categories:

- NAICS Sector 52-- Investment Banking and Securities Dealing
- NAICS Sector 53 -- Housing Related Services (Appraisals, Inspections, Property Management and Marketing, etc.)
- Information Technology Supplies and Services
- Data Analytics (Studies, Surveys, Research, Policy, etc.)
- General Consulting Services
- Loan Origination/ Underwriting and Auditing/Financial Services

Forecast of Contracting Opportunities [https://www.hud.gov/program\\_offices/sdb/4cast](https://www.hud.gov/program_offices/sdb/4cast)





# Native American Businesses at HUD FY 2022 – 2024 over \$130M obligations

Alaskan Native Corporations  
**Total Obligations \$86,846,044.28**

**Top NAICS Codes**

- 541519** OTHER COMPUTER RELATED SERVICES
- 541611** ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES
- 541511** CUSTOM COMPUTER PROGRAMMING SERVICES
- 541512** COMPUTER SYSTEMS DESIGN SERVICES
- 541513** COMPUTER FACILITIES MANAGEMENT SERVICES

Tribally Owned Entities  
**Total Obligations \$34,435,235.06**

**Top NAICS Codes:**

- 541512** COMPUTER SYSTEMS DESIGN SERVICES
- 541611** ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES
- 541511** CUSTOM COMPUTER PROGRAMMING SERVICES
- 524126** DIRECT PROPERTY AND CASUALTY INSURANCE CARRIERS
- 561110** OFFICE ADMINISTRATIVE SERVICES

Native American Businesses\*  
**Total Obligations \$14,051,640.06**

**TOP NAICS CODES**

- 561621** – SECURITY SYSTEMS SERVICES
- 541611** - ADMINISTRATIVE MANAGEMENT AND GENERAL MANAGEMENT CONSULTING SERVICES
- 561990** – ALL OTHER SUPPORT SERVICES
- 541519** - OTHER COMPUTER RELATED SERVICES
- 236220** – COMMERCIAL AND INSTITUTIONAL BUILDING CONSTRUCTION

Native American Businesses are supporting all of HUD’s program offices top 5 are the Office of the Chief Information Officer (OCIO), Administration, Housing, Ginnie Mae, and Public and Indian Housing (PIH)

Native American Contractors located in Oklahoma:

- Cherokee United Services, LLC supporting HUD’s CISO Cybersecurity Transformation
- Muscogee Staffing Solutions, LLC supporting HUD’s Administrative and Executive Support Services



\*excludes ANC and tribally-owned entities



# HUD's Frequently Used MAS, MAC and GWACs

## **GSA's Multiple Award Schedule (MAS) consolidated 24 schedules, some of the Special Item Number (SIN)/Categories used:**

- 54151S – Information Technology Professional Services
- 541210 – Software Licenses
- 541211 – Auditing Services
- 541611 - Management and Financial Consulting, Acquisition and Grants Management, and Business Program, and Project Management Services

## **Multiple Award Contracts (MAC)**

- OASIS/OASIS SB

## **Government-Wide Acquisition Contracts (GWAC)**

- Alliant 2- Information Technology (IT) Services and IT Services-Based Solutions
- 8(a) Streamlined Technology Acquisition Resources for Services – (STARS III)
- CIO-SP3 GWAC from NITAAC that can be used by any federal civilian or DoD agency to fulfill a broad range of mission critical IT requirements and socioeconomic goals (<http://nitaac.nih.gov>)
- NASA SEWP (Solutions for Enterprise-Wide Procurement) GWAC (<https://www.sewp.nasa.gov/>)

Refer to [www.gsa.gov](http://www.gsa.gov) for detailed information on GSA Schedules.





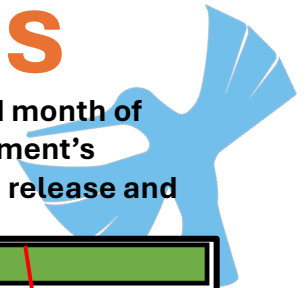
# Market Research

- Request for Information (RFI)
- Sources Sought Notices
- Pre-solicitation Notifications
- GSA e-Library
- Acquisition Gateway
- System for Award Management (SAM.GOV)
- Dynamic Small Business Database (DSBS)
- HUD's Forecast of Contracting Opportunities
- Subcontracting
- Industry Days/Outreach Events
- Acquisition 360 Survey - <https://surveys.max.gov/index.php/364356>





# Forecast of Contracting Opportunities



Refer to Plan # in all inquiries

New or Reprocurement?

Businesses eligible to bid on opportunity

Anticipated month of the requirement's solicitation release and award

| SECTION VI: PRODUCTS & SERVICES   |             |                |                  |  |                                    |                     |  |                                |                                   |                    |                  |
|---|-------------|----------------|------------------|--|------------------------------------|---------------------|--|--------------------------------|-----------------------------------|--------------------|------------------|
| Legend: <span style="background-color: #f4a460; padding: 2px;">New</span> <span style="background-color: #ffff00; padding: 2px;">Updated</span> <span style="background-color: #cccccc; padding: 2px;">In Contracts Office/Pending Award/Cancelled/Awarded</span> |             |                |                  |  |                                    |                     |  |                                |                                   |                    |                  |
| HUD Office  | Fiscal Year | Plan Number    | Requirement Type | Name (Description)   | Primary NAICS Code or GSA Schedule | Type of Competition | Total Contract Value Dollar Range (Base and All Option Values) | Point of Contact Name & E-mail | Solicitation Release Date (Month) | Award Date (Month) | Contract Length  |
| Chief Information Officer   | 2024        | APP-Q-2024-075 | Recompete        | Infrastructure and Operations Office (IOO) Support Contract in support of the Office of the Chief Information Officer<br><br>Current Contract #86615423C00001  | 518210                             | Full and Open       | \$150 million or more  | Malita.M.Dyson@hud.gov         | January-24                        | August-24          | BASE & 4 OPTIONS |
| Chief Information Officer   | 2024        | APP-Q-2024-082 | New Contract     | Infrastructure and Operations Office (IOO) Infrastructure IT Integration and Deployment & O&M in support of the Office of the Chief Information Officer  | 541511                             | Full and Open       | \$50 million to \$150 million                                  | Malita.M.Dyson@hud.gov         | December-23                       | April-24           | BASE & 4 OPTIONS |
| Chief Procurement Officer   | 2024        | APP-N-2024-003 | New Contract     | National Congress Management Association (NCMA) World Congress - Office of the Chief Procurement Officer (OCPO) staff attendance at NCMA's World Congress conference.  | 813920                             | Full and Open       | \$25,000 to \$50,000   | Martha.E.Bullock@hud.gov       | May-24                            | June-24            | BASE             |
| Chief Procurement Officer   | 2024        | APP-N-2024-012 | Recompete        | To provide FPDS Data Error Check for Office of the Chief Procurement Officer (OCPO). Vendor will provide procurement analytic subscription which will help improve procurement data quality.<br><br>Current Contract: GS00F0007X/86615119F00004  | 541611 GSA MAS                     | WOSB                | \$200,000 to \$500,000   | Leslie.H.Ryce@hud.gov          | July-24                           | August-24          | BASE & 4 OPTIONS |
| Chief Procurement Officer   | 2024        | APP-N-2024-014 | Recompete        | Virtual Acquisition Office (VAO) Subscription in Support of Office of the Chief Procurement Officer (OCPO) - to obtain VAO subscriptions on support of Office of the Chief Procurement Officer (OCPO) which provides a variety of contractual tools and guidance to help the contracting staff to execute tasks effectively and efficiently.<br><br>Current Contract #86615121F00012 | 519290                             | TBD                 | \$200,000 to \$500,000   | Leslie.H.Ryce@hud.gov          | July-24                           | September-24       | BASE & 4 OPTIONS |

Fiscal Year

Previous/expiring contract number

You would need the specified NAICS to be eligible for contract opportunity

Program office procuring the product or service and the COR's (usually) or CO's contact information

Download the current Forecast at: [https://www.hud.gov/program\\_offices/sdb/4cast](https://www.hud.gov/program_offices/sdb/4cast)



# Do Your Homework

## Know HUD

- Know HUD's mission and priorities
- Research the budget ([https://www.hud.gov/program\\_offices/cfo/reports/cforept](https://www.hud.gov/program_offices/cfo/reports/cforept))
- Research the Programs and Offices you are interested in (<https://www.hud.gov/hudprograms>)

## Research HUD procurements

- HUD Forecast ([https://www.hud.gov/program\\_offices/sdb/4cast](https://www.hud.gov/program_offices/sdb/4cast))
- System for Award Management (SAM) - Contract Opportunities (<https://sam.gov>)
- Simplified Acquisitions ([https://www.hud.gov/program\\_offices/cpo/smallpurchases](https://www.hud.gov/program_offices/cpo/smallpurchases))

## Help us find you. Register with:

- SAM - Entity Registration (<https://sam.gov>)
- Dynamic Small Business Search (DSBS) (<http://dsbs.sba.gov>)

## Be familiar with acquisition regulations

- Federal Acquisition Regulations (FAR) (<http://www.acquisition.gov>)
- HUD Acquisition Regulation (HUDAR) ([https://www.hud.gov/program\\_offices/cpo/hudar](https://www.hud.gov/program_offices/cpo/hudar))

## Learn the lingo

- Common HUD Terms and Acronyms (<https://www.hud.gov/about/acronyms>)

## Email rather than phone

## Be aware of time and schedules

- OSDBU is not the end user and does not need to hear the entire technical marketing presentation



# FY 2025 HUD Vendor Outreach Events and Workshops

## Outreach Events:

- HUD IT Industry Day (December 4, 2024)
- Women-Owned Small Business (March)
- HUBZone Small Business (May)
- Service-Disabled Veteran-Owned Small Business (July)

## Workshops:

- HUD Virtual Matchmaking
- Monthly Vendor Meet & Greets
- Live Chat with HUD's OSDBU

Register for events at  
[www.hud.gov/smallbusiness](http://www.hud.gov/smallbusiness)



# 8th Annual IT Industry Day



This event will provide businesses a chance to hear from HUD's leadership about their organization's IT portfolio, vision, and IT acquisition needs. Event participants will hear from HUD's Office of the Chief Procurement Officer, Office of the Chief Information Officer, the Government National Mortgage Association (Ginnie Mae) and Office of the Inspector General. Additionally, businesses (on-site attendees only) will have an opportunity to meet with key HUD staff and contracting personnel to discuss their capabilities and learn about upcoming potential procurement opportunities.

## Registration:

<https://www.eventbrite.com/e/huds-8th-annual-it-industry-day-registration-1028091869457>



**Thank you**

