



## GSA Federal Acquisition Service

December 31, 2014

Dear Prospective Offeror:

We appreciate your interest in the Multiple Award Schedule (MAS) and Federal Supply Schedule (FSS) Program!

The [General Service Administration](#) (GSA) has overall responsibility for the management of the Federal Government's Federal Supply Schedule (FSS) programs for supplies and services through the Federal Property and Administrative Services Act of 1949. This act established GSA's FSS as a central organization to provide an economic and efficient system for the procurement, supply, and disposal of surplus property, and performance of related functions.

GSA establishes long term Government-wide contracts with commercial firms to provide ordering activities with access to a wide variety of commercial supplies and/or services. Under the FSS program, multiple award schedule (MAS) contracts are the primary vehicles for Federal agencies to acquire commercial items. MAS contracts leverage the Government's volume buying power to achieve the best possible negotiated terms, conditions, and pricing. MAS Contracts are designed to enable Federal Agencies to purchase commercial products and/or services quickly, efficiently, and at fair and reasonable prices and still meet all the requirements of the Federal Acquisition Regulation (FAR).

This letter provides pertinent background information on the Multiple Award Schedules (MAS). We hope you will consider this information prior to deciding whether to submit an offer for an MAS contract. Please read this letter in its entirety to learn about the benefits and responsibilities associated with being an MAS contractor. We believe you will then be better informed to determine if obtaining an MAS contract is the right business decision for your firm.

GSA MAS contracts are indefinite delivery/indefinite quantity (IDIQ) contracts awarded to responsible companies that offer commercial services or supplies at fair and reasonable prices and established terms and conditions. Eligible ordering activities can place orders directly with Schedule contractors for delivery. The commercial products and services awarded under MAS contracts are currently divided into 32 distinct schedules. In total, there are over 19,000 contracts in place with more added daily, covering over 11 million supplies and/or services.

Becoming a successful MAS contractor requires that your company take a few key steps:

1. The **first step** to success is to perform due diligence and understand your commitments and obligations as an MAS contractor. Companies that have prepared well, understand their commitments and obligations, and have a plan to meet those commitments and obligations have thrived under the Program.
2. The **second** step is to select the schedule that best aligns to the commercial supplies and/or services your company wants to offer. This action can be accomplished by accessing GSA eLibrary at [www.gsaelibrary.gsa.gov](http://www.gsaelibrary.gsa.gov). Under the "Schedules Contracts" box on the right, select "View Schedules contracts" to view the complete list of schedules. Schedule **48** for Transportation, Delivery & Relocation Solutions (TDRS) offers an array of services from package delivery to office relocation and move management to vehicle rental and long term lodging services. By clicking on any schedule number, you can then view the generic categories of supplies and/or services under a particular schedule. For more information about GSA eLibrary, go to [www.gsa.gov/elibrary](http://www.gsa.gov/elibrary).

Once you have determined the proper Special Item Number (SIN) under which to submit your offer,

3. The **third step** is to download, read and understand the solicitation. You may access this solicitation by clicking on "Vendors: Click here to view the current solicitation on FedBizOpps," which is located on each individual schedule's page. It is essential to read the entire schedule solicitation. Understanding the terms and conditions of an MAS contract and your contractual obligations is critical to your success as an MAS contract holder.

You can also download the solicitation directly from FedBizOpps by accessing [www.fbo.gov](http://www.fbo.gov). From the FedBizOpps website, click on "Opportunities." You may search by GSA office, Solicitation Number, or keyword. We encourage you to visit both the GSA eLibrary and FedBizOpps, since each site provides important news and information.

In selecting Multiple Award Schedule (MAS) 48 for Transportation, Delivery & Relocation Solutions (TDRS), Solicitation number FBGT-GG-050001-B Refresh #15, you are well on your way!

**Schedule 48, Solicitation FBGT-GG-050001-B Refresh #15** replaces previous editions of solicitation FBGT-GG-050001-B in its entirety. Offers submitted under previous editions of this solicitation and received by GSA between November 1, 2014 and December 30, 2014 will require an amendment or modification to the terms and conditions consistent with Refresh #15. Offers submitted under previous editions of this solicitation will not be accepted after December 30, 2014.

In order to conduct this procurement most effectively, all notices and postings will be made at the FedBizOpps website at [www.fbo.gov](http://www.fbo.gov). Please be aware that the solicitation, questions and answers, comments, or any other information will not be disseminated in any other format. Be sure you check the web site regularly for any amendments. We suggest that you also bookmark GSA's Contracting Division/Travel and Transportation Acquisition Support Division web site as it contains specific award information and other newsworthy items associated with this program: [www.gsa.gov/tdrs](http://www.gsa.gov/tdrs).

GSA is currently soliciting for the following special item number (SIN) services:

Ground Passenger Transportation Services	SIN 411-1
Rental Supplemental Vehicle Program (RSVP) Services	SIN 411-2
Transportation Consulting Services	SIN 411-3
Domestic Ground and Express Delivery Services	SIN 451-1, 451-2
Local Courier Services (Small Business Set Aside)	SIN 451-3
New Services	SIN 451-99
Employee Relocation Services	SINs 653-1, 653-4, 653-5
Relocation Technology Tools and Services	SIN 653-3
Move Management Services	SIN 653-7
Office Relocation Services	SIN 653-8
Long Term Lodging Services	SIN 653-9

Fulfillment of these services will serve critical Government needs for transportation services. As future needs are defined, additional services may be added to this schedule and the solicitation will be refreshed.

The **fourth step** for Offerors, after reviewing the Solicitation document, is to read **a) the Critical Instructions** and **b) the Statement of Work (SOW)** for the services (special Item Number or SIN) the Offeror intends to provide, all located as attachments to the Solicitation. Each statement of Work is identified by SIN, and gives specific instructional requirements that must be met for each commercial service. Familiarizing yourself with these responsibilities and having a business plan to meet them will be critical to your success.

Offerors are encouraged to submit a complete offer for one or more Special Item Number(s) solicited for which they meet the stated requirements. Offerors should propose their best price with their initial offer, as it is GSA's goal to award without discussions. A **checklist** is provided in the Summary of Offer document to assist in completing the offer, and should be filled out and submitted along with the offer. Note that substantially incomplete offers **will be rejected**.

**Please note that the award of an MAS contract IS NOT a guarantee of future sales and it is up to you to market your company.** Although the FSS Program and MAS Schedules provide significant benefits to ordering activities, they are not required to use the MAS Schedules to fulfill their requirements. With thousands of contracts already in place, competition for orders under the FSS Program and MAS Schedules is fierce.

### ***TO HELP YOU DECIDE IF A MAS CONTRACT IS RIGHT FOR YOU***

First, take the mandatory Pathway to Success free education seminar and test. Pathway to Success assists prospective GSA Schedule contractors in making informed business decisions as to whether obtaining a GSA Schedule contract is in their best interest. The presentation also provides background information on the GSA Schedules program. Pathway to Success is available online on the Vendor Support Center (VSC) website, found at <https://vsc.gsa.gov>. Once on the VSC website, select "Pathway to Success" under the "Education" tab. Alternately, Pathway to Success can be found on the Vendor Education Center: <https://gsafas.secure.force.com/MASTrainingHome>. Email [pathwaytosuccess@gsa.gov](mailto:pathwaytosuccess@gsa.gov) if you have questions related to the Pathway to Success training. The seminar includes topics such as expectations of vendors, how to compete and succeed as a schedule contractor, how to develop a schedule-specific business plan, and how to submit a quality offer.

Next, take the mandatory Readiness Assessment free self evaluation. The Readiness Assessment is designed to assist prospective offerors in researching, analyzing, and deciding whether they are able to compete as an FSS contractor. The mandatory Readiness Assessment resides in the Vendor Toolbox on the Vendor Education Center (<https://gsafas.secure.force.com/MASTrainingHome>), but can also be accessed through the VSC website under the "Education" tab by clicking on "Vendor Toolbox (Readiness Assessment)". This tool will help your firm understand the amount of time and money that is needed to be a successful FSS contractor. It is required that this assessment be completed by an officer of your firm who is authorized to commit and is mandatory before submitting an offer. It is important that your firm understand the solicitation clauses and requirements such as past performance, and certifications, etc. It is suggested that an officer carefully read and review the solicitation to which your firm will be responding PRIOR to completing this assessment. The assessment contains a combination of "Yes/No" and short answer questions. Each question will reference a step in the vendor toolbox that will assist your firm in researching, analyzing, and deciding if you are ready to become an MAS contractor.

Afterward, locate the "New Contractor Orientation" webcast under the "Education" tab on the VSC website. The webcast was developed to define key contract requirements with which a vendor must comply and outlines how GSA evaluates contract performance. While visiting the VSC, also review *The Steps to Success: Make the Most of your GSA Contract* under the "Publications" tab. This document provides an overview of MAS contract requirements, including key reporting documents. Both learning tools are highly recommended reading, as they provide information for you to confidently comply with contractual obligations and ensure that you are ready to be an excellent MAS contractor. For more information about the VSC, visit [www.gsa.gov/vsc](http://www.gsa.gov/vsc)

Also, you can identify and assess your competition. This important task can be accomplished by visiting GSA eLibrary at [www.gsa.elibrary.gov](http://www.gsa.elibrary.gov) and the GSA Advantage!® website at [www.gsaadvantage.gov](http://www.gsaadvantage.gov). In addition to providing access to schedule solicitations, GSA eLibrary is our online source for MAS contract award information; GSA Advantage!® is our online shopping and ordering system. Both websites contain information regarding the products and services that current MAS contractors already offer. The information collected from these websites should assist you in identifying potential competitors on Schedule. The knowledge gained from this effort will help you assess your firm's ability to compete, if awarded an MAS contract. Your review of the competition should include: competitors' pricing, delivery time, warranty terms, services, and other elements that make their offerings distinctive.

Another online tool for assessing your MAS competition is Schedule Sales Query (SSQ) at <http://ssq.gsa.gov>. SSQ provides detailed sales information on current MAS contractors. On this site, you can search to see if your competitors have successfully sold similar services under our Schedule. For more information on SSQ, visit [www.gsa.gov/schedulesalesquery](http://www.gsa.gov/schedulesalesquery).

Your review and analysis of the preceding websites should allow you to assess the competitive environment for the supplies and/or services you want to provide. Once you understand the requirements which you will have to

follow and the market in which you will have to operate, you can then decide whether an MAS contract is the right business investment for your firm.

We recommend that you become familiar with the Federal procurement proposal evaluation factors. At a minimum, Government buyers will evaluate price and past performance, and your firm's expertise in providing the supplies and/or services you are seeking to offer. Purchasers under the Multiple Award Schedules make a selection of an MAS contractor based upon "best value" FAR 2.101 defines best value" as the expected outcome of an acquisition that, in the Government's estimation, provides the greatest overall benefit in response to the requirement.

An important criteria to consider is whether the items or services you propose are compliant with the Trade Agreements Act, which can be found at: [https://acquisition.gov/far/html/Subpart%2025\\_4.html](https://acquisition.gov/far/html/Subpart%2025_4.html) The Trade Agreements Act (19 U.S.C. 2501, et seq.) is the enabling statute that implements numerous multilateral and bilateral international trade agreements and other trade initiatives. Since the estimated dollar value of each schedule exceeds the established Trade Agreements Act (TAA) threshold, the TAA is applicable to all schedules. In accordance with the TAA, only U.S. made or designated country end products shall be offered and sold under schedule contracts. For the definition of "designated country," go to:

[https://acquisition.gov/far/html/Subpart%2025\\_1.html](https://acquisition.gov/far/html/Subpart%2025_1.html)

Although GSA provides informational material on the benefits of the FSS/MAS Program, GSA does not market or promote specific contracts, distribute products of individual firm, or steer business to any individual contractor. If awarded an MAS contract, you will be required to market your products or services to the federal community and other authorized users of the MAS Program. You will be required to upload an approved schedule price list on GSA Advantage!®. Since purchasing authority is spread out across the federal agencies and other authorized users of MAS contracts, marketing your services may not be an easy task. You are strongly encouraged to target markets and build relationships in much the same way you market to commercial customers. Finally, how well you perform under your MAS contract is up to you.

If you decide to make an offer for an MAS contract and is awarded, be advised that GSA will require your sales to exceed \$25,000 within the first 24 months after your contract is awarded. Your company will then be expected to exceed \$25,000 in sales each succeeding 12 month period in order to retain your MAS contract. If your company is newly established or has had low sales in the supplies and/or services you want to offer under the Multiple Award Schedules, you should consider the difficulty you may have in meeting this performance requirement. If you ultimately decide to submit an offer under the Multiple Award Schedules, having a business plan to meet this performance requirement will be critical to ensuring your success.

### ***YES, I WANT TO SUBMIT AN OFFER***

Excellent! GSA is always looking for highly qualified firms ready to increase competition and serve the needs of the ordering activities. While not all firms are awarded contracts, Schedule 48, in accordance with statutory authority, is open to all responsible offeror as long as, your company demonstrates that you meet all MAS requirements, including reasonable and competitive pricing. To understand the term responsible, please refer to FAR 9.104-1, which identifies the standards a prospective contractor must possess to be determined responsible. To read FAR 9.104-1, go to:

[https://acquisition.gov/far/current/html/Subpart%209\\_1.html](https://acquisition.gov/far/current/html/Subpart%209_1.html)

Currently, the time required to evaluate and award an MAS contract can range from 40-55 days. Well prepared and documented offers with competitive pricing are more easily evaluated and may expedite the award process. Offers requiring numerous corrections and clarifications take much longer to be evaluated and awarded. To submit a complete offer that can easily be evaluated the first time, you are encouraged to review the "How to Get On Schedule" page on GSA's website: <http://www.gsa.gov/portal/content/116665>

**eOffer.** The mandatory method for submitting an offer is electronically. GSA has developed eOffer, a web based application that allows an offeror to prepare and submit an offer electronically. eOffer is designed to create an interactive, secure environment that simplifies the contracting process, from submission of offer to contract



award. eOffer uses the latest digital authentication technology to ensure the integrity of data and to electronically sign the offer. **Digital certificates are required in order to use eOffer.** The eOffer website at <http://eoffer.gsa.gov> contains a variety of information regarding the eOffer application including available training, information regarding digital certificates, and identification of those schedules under which eOffers are currently being accepted. For more information on eOffer visit [www.gsa.gov/eoffer](http://www.gsa.gov/eoffer).

**Please refer to the file naming protocols found in the General Proposal Instructions on naming all proposal documents. PLEASE BE ADVISED ANY OFFER SUBMITTED MUST BE SUBMITTED THROUGH THE EOFFER PROCEDURES. PAPER COPIES OF OFFERS WILL NOT BE CONSIDERED.**

The recent addition of the Environmental Protection Agency's SmartWay Transport Partnership to Schedule 48 vendors identifies energy efficient contractors, suppliers, vendors, available to federal agencies for transportation services needs.

Transport Partnership logos inform the transportation services industry and federal agency customers that our vendors are sustainable in support of Executive Order 13514-Federal Leadership in Environmental, Energy, and Economic Performance. Our federal agency customers will also be able to use this qualification to show how they are complying with the Executive Order 13514.

If you are registered as a SmartWay Carrier, Logistics or Shipper Partner, you are encouraged to indicate that on your proposal. Your status may be verified by accessing the SmartWay listing on the EPA website at: <http://www.epa.gov/smartway/partnerlists/partner-list.htm>. Note that while SmartWay partnership is encouraged, it is not a requirement in order to be approved under this SIN.

Vendors who are not registered as SmartWay Partners but who are interested in the SmartWay Transport Partnership must go to the Environmental Protection Agency's website for additional information on how to join:

<http://www.epa.gov/smartway/partnership/index.htm>

**Note: The SmartWay program is only applicable to the following SINS (411-1, 411-2, 451-1, 451-2, 451-3, 451-99, 653-7, & 653-8).**

Once you submit an offer, GSA will look for several things. We will verify that you have submitted all of the required information necessary to evaluate your offer. The following are key elements of your offer that will be reviewed:

- Pricing
- Past Performance
- The products/services are within the scope of the Schedule
- Financial Capability
- Technical Capability
- Subcontracting Plan (if you are not a small business)
- Other regulatory compliance

Good luck! We want you to be successful, and look forward to the start of a long and successful partnership.

***NO, I DO NOT WANT TO SUBMIT AN OFFER RIGHT NOW. WHAT OTHER OPTIONS DO I HAVE FOR FEDERAL BUSINESS?***

If you decide an MAS contract is not a good fit for your firm at this time, you can still participate in other Federal Government Acquisitions. In some cases, pursuing other avenues may be even more advantageous.

Seek other Government contracting opportunities that are posted on FedBizOpps ([www.fbo.gov](http://www.fbo.gov)). Commercial vendors seeking Federal markets can search, monitor, and retrieve solicitations for products and services issued by all Federal Agencies. The FAR Part 19.203(b) addresses the circumstances under which an

acquisition of supplies and/or services with an estimated dollar value of exceeding \$3,000 but not over \$150,000 shall be set aside for small business concerns.

Participate in subcontracting opportunities with companies already under contract to the federal government. The U.S. Small Business Administration ([www.sba.gov](http://www.sba.gov)) provides information on subcontracting as well as other topics of interest to firms seeking business opportunities. Existing schedule contractors are always looking for opportunities to subcontract to small, small disadvantaged, woman-owned small, HUBZone small business, veteran-owned small business, and service disabled veteran-owned small businesses.

Remember, Multiple Award Schedule 48 is continually open. If you have determined the Multiple Award Schedules is not the correct contracting vehicle for your firm at this time, we encourage you to periodically revisit your business plan and the opportunity to market your supplies and/or services under MAS at a later date.

Thank you for taking the time to learn about our Schedule. We wish you great success in whatever method you choose to market to government agencies!

Sincerely,

Travel and Transportation Acquisition Support Division  
GSA, Federal Acquisition Service