



# MSFC SMALL BUSINESS UPDATE

David Brock

MSFC Small Business Specialist

NASA Mentor Protégé Manager



# FY22 AND BEYOND SMALL BUSINESS PROGRAM CHALLENGES

- Increase Agency's performance against direct goals in all categories especially the subcategory goals, e.g., Small Disadvantaged Business (SDB), Woman-Owned Small Business (WOSB), Service-Disabled Veteran-Owned (SDVO) Small Business, and Historically Under-utilized Business Zone (HUBZone) Small Business.
- Work with large business prime contractor leadership teams to increase performance against their subcontracting percentage goals especially their sub-category goals, e.g., SDB, WOSB, SDVO SB, HUBZone SB, and Historically Black Colleges and Universities (HBCU) and Minority Serving Institutions (MSI).
- Minimize the impact of strategic sourcing and Agency enterprise Product Service Lines (PSL) on NASA's small business direct dollars and small business contract base.

# METRICS (THROUGH SEPTEMBER 30, 2021)

CATEGORIES	GOVT. % GOALS	NASA % GOALS	NASA \$ ACHIEVED	NASA % ACHIEVED	MSFC % GOALS	MSFC \$ ACHIEVED	MSFC % ACHIEVED	% OF AGENCY
PROC. \$			\$18,845.8M			\$3,901.4M		21.7%
SB	23.0%	15.75%	\$3,422.8M	18.2%	7.6%	\$346.3M	8.9%	10.1%
SDB	5.0%	5.0%	\$1,501.7M	8.0%	3.4%	\$170.9M	4.4%	11.4%
HUBZone	3.0%	3.0%	\$155.5M	0.8%	0.4%	\$15.1M	0.4%	9.7%
WOSB	5.0%	5.0%	\$797.6M	4.2%	2.4%	\$128.7M	3.3%	16.1%
SDVO SB	3.0%	3.0%	\$301.7M	1.6%	2.5%	\$99.0M	2.5%	32.8%

Data generated on October 6, 2021

# METRICS (THROUGH JULY 31, 2022)

CATEGORIES	GOVT. % GOALS	NASA % GOALS	NASA \$ ACHIEVED	NASA % ACHIEVED	MSFC % GOALS	MSFC \$ ACHIEVED	MSFC % ACHIEVED	% OF AGENCY
PROC. \$			\$14,859.5M			\$2,989.9M		20.1%
SB	23.0%	15.75%	\$2,387.4M	16.1%	8.0%	\$225.8M	7.6%	9.4%
SDB	11.0%	8.2%	\$1,095.9M	7.4%	3.9%	\$122.4M	4.1%	11.2%
HUBZone	3.0%	3.0%	\$124.0M	0.8%	0.5%	\$21.6M	0.7%	17.4%
WOSB	5.0%	5.0%	\$586.5M	4.0%	2.8%	\$119.1M	4.0%	20.3%
SDVO SB	3.0%	3.0%	\$179.6M	1.2%	1.0%	\$26.2M	0.9%	14.6%

Data generated on August 3, 2022

# MSFC SIGNIFICANT FY 2022 SMALL BUSINESS CONTRACT AWARDS

START DATE	AWARDEE	CLASSIFICATION	CONTRACT #	TITLE	VALUE
1-Dec	Optical Sciences	SB	80MSFC22FA012	Specialized Realtime Data	\$ .9M
1-Jan	New Rights Group	SB	80MSFC22CA004	Technical Support of the IMPACT Program	\$24.7M
1-Feb	Healtheon, Inc.	HUBZone SB	80MSFC22F0038	Replacement of Emergency Lighting Systems at MSFC	\$2.4M
1-May	Chenega Global Protection	SDB	80MSFC22FA028	Protective Services at MSFC	\$6.1M
1-May	Chenega Global Services	SDB	80MSFC22FA029	Protective Services at MAF	\$7.0M
1-May	Chenega Global Services	SDB	80MSFC22FA030	Protective Services at MSFC Test Area	\$ .5M
13-May	4M Research	SDB and WOSB	80MSFC22F0109	Independent Validation and Verification Engineering Services	\$6.6M
19-May	Healtheon, Inc.	HUBZone SB	80MSFC22F0110	Utility Control System Risk Reduction Phase 1	\$2.7M



# IN COMPETITION

TITLE	INCUMBENT(S)	PREVIOUS COMPETITION	CURRENT COMPETITION
CPSS Configuration & Data Management	Victory Solutions	SB set-aside	SDVO SB set-aside
Facility Engineering Design and Inspection Services	Accura Rosser JV	8(a) set-aside	8(a) set-aside
NASA Financial Support Services	NASA Product Service Line	New requirement	SB set-aside
Marshall Engineering Technician and Trade Support Services	Aerie Aerospace	8(a) set-aside	8(a) set-aside
Marshall Operation Systems, Services, and Integration	Combining HOSC & MO&I Contracts	New requirement	Full and open

# NEARING COMPETITION

TITLE	INCUMBENT(S)	PREVIOUS COMPETITION	CURRENT COMPETITION
Consolidated Agency Technology Transfer Services PSL	Acuity Edge	HUBZone sole source	HUBZone set-aside
Exploration Production and Operations Contract	New requirement	New requirement	TBD
Human Landing System Sustaining Lunar Development	New requirement	New requirement	Full and open
Marshall Logistics Support Services	L&M Technology	SB set-aside	TBD

# PROCUREMENT ASSIGNMENTS BY PRODUCT SERVICE LINE (PSL)

Product Service Line	Center
A & E Services	West Coast, GRC, KSC
Acquisition Support Services / Audit Support Services	NSSC
Administrative Services	LaRC
Communication Services	KSC
Construction	West Coast, SSC, GRC
Cooperative Agreements	NSSC
Custodial Services	GRC
Environmental Remediation	KSC
Facilities O&M	KSC, JSC, LaRC, West Coast
Financial Support Services (OCFO)	GSFC, MSFC
Grounds Maintenance	LaRC
Human Capital	NSSC



# PROCUREMENT ASSIGNMENTS BY PRODUCT SERVICE LINE (PSL), cont.

Product Service Line	Center
IT Services	GSFC
Logistics	MSFC
Occupational Health	JSC
ODEO / EEO	NSSC
Project Planning and Control (PP&C)	GSFC, MSFC
Propellants	KSC
Protective Services	ARC, GSFC, KSC
SAT	NSSC
SBIR / STTR	NSSC
Software	NSSC
Subscriptions (OLIA)	NSSC

# MSFC PRODUCT SERVICE LINES (PSL)

PSL	COMPETITION	STATUS
Consolidated Agency Technology Transfer Services	Anticipating a HUBZone SB set-aside – SINGLE Award	Draft RFP 1st qtr. FY23
NASA Financial Support Services	SB set-aside...single award	In Competition
Program Planning and Control	SB set-aside	Awarded in Sept. 2021

# MSFC ACQUISITION FORECAST

POP EXPIRES	INCUMBENT	CONTRACT	TITLE	NAICS CODE	POTENTIAL VALUE	PREVIOUS COMPETITION
07/11/2023	Acuity Edge	80MSFC18C0040	Technology Commercialization and Licensing Support (MSFC Product Service Line)	541990	\$1.8M	HUBZone SB sole source
08/31/2023	All Native Synergy	80MSFC19D0024	Custodial and Refuse Collection Services	561720	\$20M	8(a) Tribally-Owned sole source
01/31/2024	LinTech Global, Inc.	80MSFC20D0007	Computer Operations and Building Automation (COBA) Services	541513	\$8.4M	GSA 8(a) Stars competition
03/25/2024	Multiple	Multiple	MSFC Minor Construction Indefinite Delivery Contracts	236220	\$20M not to exceed	SB set-aside
04/30/2024	L&M Technologies, Inc.	80MSFC18A0001	Marshall Logistics Support Services	561210	\$98M	GSA Logworld SB set-aside
08/15/2024	15/2024 Clarivate Analytics LLC	80MSFC20C0042	NASA Technical Standards Services (NTSS)	518210	\$7M	Full & Open
09/30/2024	InoMedic Health Applications, Inc.	80MSFC19C0022	Occupational Health Support Services	561210	\$14M	SB set-aside
01/31/2025	Cepeda Systems & Software Analysis, Inc.	80MSFC20A0002	Engineering Support for MSFC Engineering Directorate's Space Systems Department and Other MSFC Organizations	541330	\$24M	GSA HUBZone SB set-aside
01/30/2025	Jacobs	80MSFC18C0011	Engineering Services and Science Capability Augmentation (ESSCA)	541712	\$1,205M	Full & Open
06/30/2025	Amentum Services, Inc.	80MSFC17C0007	Facilities Operations & Maintenance Support Services	561210	\$446M	Full & Open

# OTHER PROCUREMENT OPPORTUNITIES

- Construction:
  - Minor construction buys IDIQs.
  - Stennis Space Center Multiple Award Construction Contracts II BPAs.
  - Army Core of Engineers Mobile, AL. Corp.
  - Simplified acquisition buys between the micro purchase threshold of \$10K and the simplified acquisition threshold of \$250K (Approximately \$184M in FY21).
- Small Business Innovation Research Program (Approximately \$187M in FY21).
- Small Business Technology Transfer Program (Approximately \$24M in FY21).
- Agency and MSFC Product Service Lines (PSL).

# FY21 NASA AND MSFC CUMULATIVE SUBCONTRACTING DOLLARS/PERCENTAGE GOAL ACHIEVEMENTS

CATEGORIES	NASA % GOALS	NASA DOLLARS	NASA % ACHIEVED	MSFC DOLLARS	MSFC % ACHIEVED
TSV		\$9,440.9M		\$1,262.9M	
SB	32.6%	\$3,715.1M	39.4%	\$406.9M	32.2%
SDB	5.0%	\$814.9M	8.6%	\$49.9M	4.0%
WOSB	5.0%	\$847.6M	9.0%	\$101.1M	8.0%
HUBZone SB	3.0%	\$250.5M	2.7%	\$38.5M	3.1%
VOSB	N/A	\$448.7M	4.8%	\$55.4M	4.4%
SDVO SB	3.0%	\$291.6M	3.1%	\$31.2M	2.5%
HBCU/MSI	N/A	\$37.3M	0.4%	\$3.5M	0.3%

# MSFC FY 2019-2022 PRIME CONTRACTOR CUMULATIVE SUBCONTRACTING TOTALS

CATEGORIES	NASA % GOALS	FY19 \$ ACHVD.	FY19 % ACHVD.	FY20 \$ ACHVD.	FY20 % ACHVD.	FY21 \$ ACHVD.	FY21 % ACHVD.	*FY22 \$ ACHVD.	FY22 % ACHVD.
		\$718.1M		\$1,193.3M		\$1,262.9M		\$708.4M	
SB	35.5%	\$366.0M	48.8%	\$405.7M	34.0%	\$406.9M	32.2%	\$333.1M	47.0%
SDB	5.0%	\$41.4M	5.5%	\$71.4M	6.0%	\$49.9M	4.0%	\$41.7M	5.9%
WOSB	5.0%	\$83.4M	11.1%	\$109.0M	9.1%	\$101.1M	8.0%	\$75.9M	10.7%
HUBZone SB	3.0%	\$47.7M	6.4%	\$36.2M	3.0%	\$38.5M	3.1%	\$39.7M	5.6%
SDVO SB	3.0%	\$37.8M	5.0%	\$32.9M	2.8%	\$31.2M	2.5%	\$15.7M	2.2%

\*MSFC prime contractor subcontracting dollars at the previous ISR reporting period dated March 31, 2022.



# MSFC PRIME CONTRACTOR SUBCONTRACTING CONCERNS

As prime contractor total subcontract dollars continue to increase, percentage of work going to SBs from FY19 to FY21 is on the decline:

- SB from 48 percent to 32 percent.
- SDB from 5.5 percent to 4 percent.
- WOSB from 11.2 percent to 8.2 percent.
- HUBZone SB from 6.4 percent to 3.1 percent.
- SDVO SB from 5 percent to 2.5 percent.

# MSFC FY18-21 ISR STATS

CATEGORIES	FY18 GOALS MET	FY18 % ACHVD.	FY19 GOALS MET	FY19 % ACHVD.	FY20 GOALS MET	FY20 % ACHVD.	*FY21 GOALS MET	FY21 % ACHVD.
# of ISRs	36		36		40		41	
SB	28/36	77.8%	27/36	75.0%	32/40	80.0%	31/41	75.6%
SDB	20/31	64.5%	17/31	54.8%	14/32	43.8%	17/34	50.0%
WOSB	26/30	86.7%	24/32	75.0%	29/36	80.6%	24/35	68.6%
HUBZone	10/22	45.5%	47/21	33.3%	11/25	44.0%	10/25	40.0%
VOSB	23/30	76.7%	20/29	69.0%	23/31	74.2%	20/31	64.5%
SDVO SB	12/23	52.2%	9/23	39.1%	10/26	38.5%	9/26	34.6%
HBCU/MSI	5/10	50.0%	3/9	33.3%	7/14	50.0%	9/15	56.3%

\*FY21 stats based on ISRs submitted at the reporting period dated March 31, 2021.

# MSFC PRIME CONTRACTOR SUBCONTRACTING CONCERNS (CONT.)

Many of MSFC's prime contractors are not meeting their subcontracting percentage goals. In FY21 alone:

- Approximately 25% of contracts having SB subcontracting percentage goals were not met.
- Approximately 50% of contracts having SDB subcontracting percentage goals were not met.
- Approximately 32% of contracts having WOSB subcontracting percentage goals were not met.
- Approximately 60% of contracts having HUBZone SB subcontracting percentage goals were not met.
- Approximately 35% of contracts having VOSB subcontracting percentage goals were not met.
- Approximately 65% of contracts having SDVO SB subcontracting percentage goals were not met.
- Approximately 44% of contracts having HBCU/MSI subcontracting percentage goals were not met.

# PROCESSING INDIVIDUAL SUBCONTRACT REPORTS IN ESRS

- As a part of assessment, COs should:
  - Verify accuracy of each field in the report, and if any data is incorrect, reject report and require correction.
  - Make sure that ISRs reflect goals negotiated on the most recent subcontract plan review (within 30 days of reporting period in question).
  - If contractor is failing to meet subcontracting percentage goals in any of the subcontracting categories, ensure that contractors provide an explanation in the remarks section of the report as to why the goals are not being met along with proposed steps for meeting goals.
  - If contract has ended, make sure contractor submits an ISR coded as “Final” report.

# MSFC FY21 TOP 20 LARGE BUSINESS PRIME CONTRACTS

No.	Contract Title	Prime	Contract No.	Classification	\$ Obligated
1	Space Launch System (SLS) Stages	The Boeing Company	80MSFC20C0052 & NNM07AB03C	LB	\$1,061.0M
2	SLS RS-25 Engine	Aerojet Rocketdyne	NNM16AA02C	LB	\$435.1M
3	Human Landing System (HLS) study	SpaceX	80MSFC20C0034	LB	\$344.8M
4	SLS Booster	Northrop Grumman Corporation	80MSFC20D0008 & NNM07AA75C	LB	\$254.4M
5	HLS Study	Blue Origin	80MSFC20C0020	LB	\$251.6M
6	Engineering Services & Skills Capabilities Augmentation	Jacobs	80MSFC17C0011	LB	\$206.4M
7	SLS Interim Cryogenic Propulsion	The Boeing Company	NNM12AA82C	LB	\$144.9M
8	HLS Study	Dynetics, Inc.	80MSFC20C0035	LB	\$91.8M
9	Chandra Science Center	Smithsonian Astrophysical Observatory	NAS8-03060	NP	\$60.6M
10	Mission Operations & Integration	Teledyne Brown Engineering	NNM13AA29C	LB	\$50.8M

# MSFC FY 2021 TOP PRIME CONTRACTS (CONT.)

No.	Contract Title	Prime	Contract No.	Classification	\$ Obligated
11	Lunar Lander Concept	Dynetics, Inc.	80MSFC21CA016	LB	\$38.9M
12	Lunar Lander Concept	Lockheed Martin Corporation	80MSFC21CA017	LB	\$35.2M
13	Lunar Lander Concept	Northrop Grumman Corporation	80MSFC21CA018	LB	\$33.7M
14	Cryogenic Propellant	SpaceX	80MSFC21CA002	LB	\$27.7M
15	SLS Launch Vehicle Stage	Teledyne Brown Engineering	NNM13AA35C	LB	\$26.6M
16	Cryogenic Demonstration Mission	Lockheed Martin Corporation	80MSFC21CA001	LB	\$24.5M
17	Lunar Concept Study	Blue Origin	80MSFC21CA015	LB	\$22.8M
18	Additive Mfg.	Made in Space	NNM17AA02C	SB	\$22.8M
19	Mars Ascent Propulsion	Northrop Grumman Corporation	80MSFC21C0010	LB	\$21.9M
20	Imaging X-ray Polarimetry	Ball Aerospace	NNM15AA18C	LB	\$16.3M



# NASA FY22 SMALL BUSINESS SUBCONTRACTING PERCENTAGE GOALS

CATEGORIES	% GOALS
<b>SB</b>	35.5%
<b>SDB</b>	5.0%
<b>WOSB</b>	5.0%
<b>HUBZone SB</b>	3.0%
<b>SDVO SB</b>	3.0%

Note: Goals expressed against total subcontract dollars (FAR method).

# NASA HBCU/ MSI INITIATIVE

- Administrator Bolden reemphasized the mandated 1% HBCU/MSI goal in an agency-wide memorandum dated January 3, 2016
- The one percent goal includes both prime and subcontract dollars
- NASA only agency having an HBCU/MSI goal

# HBCU AND MSI OUTREACH INITIATIVES

- **HBCU/MSI Joint Counseling Initiative – Upcoming Meetings/Presenters:**
  - **August 24, 2022 (mostly MSIs)**
    - Presenters: Elizabeth City State University (in NC), Florida International University (in FL), Metropolitan State University of Denver (in CO), Navajo State University (in NM) and Nunez Community College (in LA).
  - **November 9, 2022 (HBCUs and MSIs)**
    - Presenters: Arkansas State University Mid-South (AR), California Polytechnical State University (in CA), Northwest Indian College (in WA), Virginia State University (in VA).

# HBCU AND MSI OUTREACH INITIATIVES

- **HBCU/MSI Partnerships Meeting:**

- In support of achieving the 1% Agency mandated goal, MSFC initiated the Annual HBCU/MSI Partnerships Meeting.
- The 1st annual event was held on September 17, 2014.
- This event targets NASA's immediate and future subcontracting opportunities for HBCUs and MSIs. This is also an opportunity to network with representatives from NASA and its prime contractors.
- Our 8th Annual HBCU/MSI Partnerships meeting is scheduled for Tuesday, October 25, 2022.
  - Hybrid:
    - Virtual Platform: TBD
    - In-Person Venue: Yulista Conference Center (Outside Gate 9)

# AGENDA HIGHLIGHTS FOR HBCU/MSI PARTNERSHIPS MTG.

- Starts at 8a.m. – 1p.m.
- Welcome from various NASA Officials
- Welcomes from Huntsville, Madison, Decatur and Athens Mayors
- MSFC Small Business Program Update
- NASA Mentor-Protégé Program Overview
- Overviews on NASA; MPP, STTR, Pathways, STEM, HBCU/MSI Road Tour, & CAN Program
- Prime Panel: Transformational Impact on Networking with Primes in Covid Environment
- Informational Panel: Did you know Panel (Presenters)
- Networking with Primes (in person only)
- Three 30-minutes workshop opportunities for HBCU/MSIs