



DLA
DEFENSE LOGISTICS AGENCY
Established 1961



The Nation's Combat Logistics Support Agency

Is it Reportable?

Robin Resweber &
Yolanda McCauley, Grants Officers
Updated January 2022

WARFIGHTER ALWAYS



Counseling Services

- To receive counseling services businesses must be eligible
- Clients may include any business, large or small, capable of obtaining or performing under contracts, innovation and technology grants, and other DoD-funded instruments, with DoD, other Federal agencies, State and/or local governments, and with Federal, State and/or local government contractors or subcontractors at any tier
- You must not limit services to businesses based solely on business size, time in business, or quantity of employees
- They must meet the overarching requirement that their potential for success in government contracting in the near term is apparently only limited due to lack of registration in SAM and/or understanding of the government contracting process.



Counseling Services

- Provide clients with counseling and information regarding marketing their products and services to DoD, other Federal agencies, State and local governments, and government prime contractors and subcontractors
- Counseling must be one-on-one and free of charge
- Assist clients with the understanding of government and government prime contractor requirements applicable to contracting for services, manufacturing, construction or other markets.



Services the PTAC must Offer

- Identifying marketing opportunities for clients consistent with the client's products and services
- Advising and assisting clients the preparation and proper submission of applications, certifications, registrations, etc. to prepare them for doing business with Federal, State, and local government entities
- Advising and assisting clients concerning post-award functions
- Advise and assist clients in pursuing and securing subcontracting opportunities from Federal, State, and local government prime contractors and subcontractors at any tier



Services the PTAC must Offer (cont.)

- As a minimum, the PTAC must make available, advice and assistance on the following topics at no-cost to businesses:
 - Federal, State, and local government contracting laws, policies, and procedures. Emphasis must be placed on requirements and procedures used by DoD and other Federal agencies, including registration in systems such as System for Award Management (SAM)
 - The DoD Mentor-Protégé Program (MPP) and similar Government programs
 - Accounting system requirements and contract payments
 - Wide Area Work Flow (WAWF)
 - Subcontracting
 - DLA Internet Bid Board System (DIBBS)
 - Small Business (SB) Innovative Research (SBIR) / SB Technology Transfer (STTR)
 - DoD Cyber Security clause compliance and the Cybersecurity Maturity Model Certification (CMMC) process
 - Obtaining federal contract data from data repositories (e.g. SAM.gov)
 - Finding federal procurement opportunities using SAM.gov
 - Business size and type (socioeconomic) certifications



Procurement Technical Assistance does not include

- General business training or financial assessments
- Assistance to Pre-startup or newly started businesses
- Acting as the client's representative
- Employee development related training
- Advise or participate in client's decision to protest or file claims. Once a client has filed a protest or claim, the PTAC must not provide further counseling on matters that are the subject of the specific protest or claim
 - The PTAC may counsel clients regarding their rights to file protests and claims, including the applicable time limits and venues for these processes



Definitions and Documentation Standards

- **Active client** means a contractor with which the PTAC has recorded at least 30 minutes of counseling time and/or has attended at least one participated event during the previous 12 month period
- Documentation Standards: you must maintain documentation to substantiate the active clients the PTAC reports, which must include:
 - The contractor's name
 - The physical address of the contractor's primary location
 - A point of contact with the contact information
 - If applicable, designation in any category of small business provided in the Federal Acquisition Regulation (FAR) for which the contractor qualifies
 - Evidence that the contractor has explicitly stated intent to become a PTAC client
 - Information that substantiates the contractor's status as an active client



Definitions and Documentation Standards Cont.

- **Counseling Time:**

- Time the PTAC staff spent **one-on-one** interacting with a client, to include any preparation time that is attributable to the specific interaction
- Time that is attributable to an individual client during which professional guidance specific to the needs of the client is provided
- The interaction with the client may be in person or via electronic media
- It is tracked by using the actual number of qualifying minutes and hours
- Multiple PTAC staff members or individuals representing the client may participate simultaneously; however, you must not count any particular period of time more than once
- The time PTAC spends reading and/or **responding to a specific inquiry received from a client** is considered reportable counseling time. You may not count any other type of email correspondence as counseling time
- Counselor must only report counseling time with active clients. The client must be considered active when the counseling time occurred; this does not mean that the client has to still be active when you report the counseling time
- The only exception to the requirement that counseling time is spent one-on-one with a client is counseling with regard to specific teaming relationship between two clients
- You must not count travel time or time spent on administrative matters such as referrals to other sources of information or between numerous members of the PTAC staff as counseling time



Definitions and Documentation Standards Cont.

- Documentation Standards: you must maintain documentation to substantiate the counseling time the PTAC reports, which must include:
 - The amount of time counseling
 - The client's name
 - The date of the counseling
 - The name of the PTAC staff member(s) that logged the counseling time
 - A brief description of the assistance provided to the client



Definitions and Documentation Standards Cont.

- Covered Small Business means a small business concern that received a DoD contract pursuant to a solicitation that included the provision at DFARs 252.219-700, Advancing Small Business Growth
- Distressed area concern means a client located in a distressed area, which is based on the physical address of the client's primary location
- New Client means a contractor that meets the standard for "active client" which did not meet the standard for the previous reporting period and was not reported as an active client for that period



Definitions and Documentation Standards Cont.

- Documentation Standards: you must maintain documentation to substantiate the new clients the PTAC reports, which must include:
 - The amount of time counseling
 - The client's name
 - The date of the counseling
 - The name of the PTAC staff member(s) that logged the counseling time
 - A brief description of the assistance provided to the client

(These are the same documentation standards as Active Clients)



Definitions and Documentation Standards Cont.

- **Participated event** means a conference, workshop, seminar or other event in which PTAC staff participated to conduct PTAC business.
- To be reportable, the PTAC's participation in the event must have been recognized by its organizers. For example, the PTAC hosted the event, was allotted time on the event's agenda or was provided exhibit space
- Participated events may encompass various types of events including, but not limited to, training, matchmaking, outreach and promotional events
- Only events attended by contractors that are clients or prospective clients are reportable



Definitions and Documentation Standards Cont.

- At a minimum PTACs are expected to present group training twelve times per year through their center or subcenter(s) and participate in a total of at least fifteen.
- The event may be conducted in person or via electronic media (e.g. a live-streamed virtual meeting training class/webinar)
 - PTAC staff must have been present and participating in the event
- You may report an event that you co-host if it meets the standards
- You must not report a single event comprised of multiple breakout sessions as more than one event



Definitions and Documentation Standards Cont.

- Documentation Standards: you must maintain documentation to substantiate the participated events the PTAC reports, which must include:
 - The name of the event
 - The date of the event
 - The event's agenda, program or similar document
 - The location of the event
 - A brief description of the PTAC's participation in the event
 - List of the attendees when available
 - When not available the approximate number of attendees must be documented
 - For events hosted by the PTAC or their subrecipients, PTAC must maintain documentation to substantiate the business size or type (SB, LB, or Government) of attendees when that information may be gained from registration form, sign in sheets, attendee lists, etc...



Reportable or Not

- A small business calls asking for information regarding an Economic Injury Disaster Loan. Reportable or Not?



Reportable or Not

- A small business calls asking for information regarding an Economic Injury Disaster Loan. Reportable or Not?
- **Not Reportable**

See page 8, paragraph 4.a. of the Terms & Conditions.



Reportable or Not

- A client is about to be considered inactive in the database. The counselor sends a quick email asking the client if they would like to continue to receive PTAC services. Reportable or Not?



Reportable or Not

- A client is about to be considered inactive in the database. The counselor sends a quick email asking the client if they would like to continue to receive PTAC services. Reportable or Not?
- **Not Reportable**

See page 3, second paragraph of Appendix A. Counseling time is time that must be attributed to a client which professional guidance on a specific inquiry is provided.



Reportable or Not

- A small business calls asking if the Defense Production Act applies to them. Reportable or Not?



Reportable or Not

- A small business calls asking if the Defense Production Act applies to them. Reportable or Not?

Depends. If it's an active client, it would be reportable if it is a new client it would not be reportable until the client met the definition of an active client

See page 7 paragraph 2.e.i. of the Terms and Conditions and page 3, last paragraph of Appendix A. The counselor must be responding to a specific inquiry on an appropriate topic.



Reportable or Not

- You help a client set-up her bid match. It takes 10 minutes. Reportable or Not?



Reportable or Not

- You help a client set-up her bid match. It takes 10 minutes. Reportable or Not?
- **Reportable**

See page 7, paragraph b. of the Terms and Conditions and page 3, last paragraph of Appendix A. The counselor is responding to a specific inquiry with the subject matter within Terms and Conditions.



Reportable or Not

- You are a new counselor, and your client asks about limitations on subcontracting which brings up this whole thing about non-manufacturer rule. Govology has a 1 hour training on the topic so you take the training. Reportable or Not?



Reportable or Not

- You are a new counselor, and your client asks about limitations on subcontracting which brings up this whole thing about non-manufacturer rule. Govology has a 1 hour training on the topic so you take the training. Reportable or Not?
- **Reportable**

See page 7, paragraph d. of the Terms and Conditions.



Reportable or Not

- You counsel a business for 20 minutes. Reportable or Not?



Reportable or Not

- You counsel a business for 20 minutes. Reportable or Not?

Depends. If it's an active client, it would be reportable if it is a new client it would not be reportable until the client met the definition of an active client

See page 7 of the Terms and Conditions and page 3, last paragraph of Appendix A. The counselor is responding to a specific inquiry with a subject matter that is within Terms and Conditions.



Reportable or Not

- A business calls confused about how to reset their SAM.gov password. Reportable or Not?



Reportable or Not

- A business call confused about how to reset their SAM.gov password. Reportable or Not?

Depends. If it's an active client, it would be reportable if it is a new client it would not be reportable until the client met the definition of an active client

See page 7 of the Terms and Conditions and page 3, last paragraph of Appendix A. The counselor is responding to a specific inquiry regarding a subject matter that is within Terms and Conditions.



Reportable or Not

- You counsel a business for 90 minutes. There is no signature on file indicating the client's intent to receive PTAC services. Reportable or Not?



Reportable or Not

- You counsel a business for 90 minutes. There is no signature on file indicating the client's intent to receive PTAC services. Reportable or Not?

Depends. If the business contacted the PTAC for assistance for a specific reason one would assume the business has the intent to become a client and counselor has ensured all documentation standards have been met. Then it would be reportable. If the counselor cold called the business then it would not be reportable. The business has to initiate the meeting/phone call. Time alone does not determine whether the counseling contact is reportable or not.

See page 3, last paragraph of Appendix A of the Terms and Conditions and the definition of the "Active Client" on page 2.



Reportable or Not

- You conduct research and find a solicitation that would be perfect for your client to bid on. Time spent researching and/or time contacting the client. Reportable or Not?



Reportable or Not

- You conduct research and find a solicitation that would be perfect for your client to bid on. Time spent researching and/or time contacting the client. Reportable or Not?
- **Not Reportable.**

...and why would counselors be aimlessly researching solicitations. This example highlights the kind of activity that is a waste of time/inefficient. PTACs should be teaching clients how to find opportunities not doing the work for them.



Reportable or Not

- You write and send an article on HUBZone changes to all your certified HUBZone firms. The email took 10 hours to write, you sent to 10 clients (one hour per client).
Reportable or Not?



Reportable or Not

- You write and send an article on HUBZone changes to all your certified HUBZone firms. The email took 10 hours to write, you sent to 10 clients (one hour per client).
Reportable or Not?
- **Not Reportable.**

See page 4, second paragraph of Appendix A. Counseling time is time that must be attributed to a client which professional guidance on a specific inquiry is provided.



Reportable or Not

- You hold a virtual event and only 2 people show.
Reportable or Not?



Reportable or Not

- You hold a virtual event and only 2 people show.
Reportable or Not?
- **Reportable**

See page 4, paragraph 7. of Appendix A.



Reportable or Not

- You help a client submit a bid and they lose. They want to file a protest and you help them understand the FAR regulations regarding protests. Reportable or Not?



Reportable or Not

- You help a client submit a bid and they lose. They want to file a protest and you help them understand the FAR regulations regarding protests. Reportable or Not?
- **Reportable.** Once a client has filed a protest or claim, the PTAC must not provide further counseling on matters that are the subject of the specific protest or claim.

See page 8, paragraph 4.a. of the Terms & Conditions.



Reportable or Not

- A client goes to a PTAC's website and completes a registration. The Administrative Assistant reviews their registration and assigns a counselor and then sends the applicant an email telling them their registration has been received and the name of the counselor that has been assigned to them. She then notifies the counselor of the new client that is assigned to them. The Administrative Assistant is reporting the time she spends reviewing the registration and emailing the counselors as counseling. Reportable or Not?



Reportable or Not

- A client goes to a PTAC's website and completes a registration. The Administrative Assistant reviews their registration and assigns a counselor and then sends the applicant an email telling them their registration has been received and the name of the counselor that has been assigned to them. She then notifies the counselor of the new client that is assigned to them. The Administrative Assistant is reporting the time she spends reviewing the registration and emailing the counselors as counseling. Reportable or Not?
- **Not Reportable**

See page 3, paragraph 3 of Appendix A. Counseling time is time that must be attributed to a client which professional guidance on a specific inquiry is provided.



Questions?

- Please contact your Grants Officer or send an email to ptap@dla.mil

