

# DEPARTMENT OF VETERANS AFFAIRS

## Justification and Approval

For

### Other Than Full and Open Competition

1. **Contracting Activity:** Department of Veterans Affairs, VISN 07, Charlie Norwood VA Medical Center, Augusta, GA. Purchase Request #509-14-1-545-0001.
2. **Nature and/or Description of the Action Being Processed:** Firm, fixed-price contract for other than full and open competition for the procurement of maintenance services on the Target Vision Digital Signage System.
3. **Description of Supplies/Services Required to Meet the Agency's Needs:** Target Vision is the digital signage located in the hallways throughout the CNVAMC, including the two main divisions as well as the Aiken and Athens CBOCs and the Seamless Transition Services Center. Symon Care is a service agreement providing support/repair for the Target Vision System software and hardware; on Target programming provides news/weather updates to the system, which displays hospital information to both patients and employees. The service contract provides repair/replacement of all hardware and software not including hallway monitors. Service period requested is October 1, 2013 through September 30, 2014, with four (4) option years.
4. **Statutory Authority Permitting Other than Full and Open Competition:** 41 USC §253(g), as implemented by FAR 6.302.  
  
( X ) (1) Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements per FAR 6.302-1;
5. **Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority):** Symon Communications is the developer of the programming for our Target Vision System. They are the only ones that can provide service to their product. On Target Programming is professionally developed and maintained by Symon Communications (see Vendor proprietary letter attached).
6. **Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable:** A Sources Sought Notice was published on FedBizOpps. A Notice of Intent to Sole Source was also posted on FedBizOpps. GSA Advantage and Vetbiz Registry were also researched for sources.
7. **Determination by the Contracting Officer that the Anticipated Cost to the Government will be Fair and Reasonable:** The anticipated price to the Government is \$21,675.37 for the base year and \$122,185.52 for base plus four option years. Symon Communications does not discount their

pricing. They provide the same service to ten (10) other VAMC and provide the same pricing structure to each of them. Award totals vary based on how much signage is used at each facility. Reference awards are VA565C10284, 6/30/11 - \$24,656.00, and VA24613P2650, 10/1/12 - \$20,600.00.

8. **Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted:** VetBiz Registry and GSA Advantage searches yielded no results. FedBizOpps Sources Sought Notice and Notice of Intent to Sole Source yielded no results. The manufacturer of the equipment (Symon Communications) was consulted for sources. Symon Communications provided a sole source letter (see attached).
9. **Any Other Facts Supporting the Use of Other than Full and Open Competition:** Symon Communications is the developer of the programming for the Target Vision System. On Target Programming is professionally developed and maintained by Symon Communications.
10. **Listing of Sources that Expressed, in Writing, an Interest in the Acquisition:** No sources expressed an interest in writing in this acquisition.
11. **A Statement of the Actions, if any, the Agency May Take to Remove or Overcome any Barriers to Competition before Making subsequent acquisitions for the supplies or services required:** As future requirements occur, market research will be conducted to determine if any other sources have become available for competition purposes.
12. **Requirements Certification:** I certify that the requirement outlined in this justification is a Bona Fide Need of the Department of Veterans Affairs and that the supporting data under my cognizance, which are included in the justification, are accurate and complete to the best of my knowledge and belief.



Brian R. Rothwell  
Chief, Medical Media/Library  
Charlie Norwood VA Medical Center

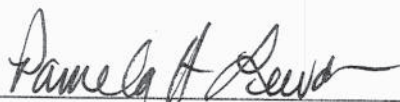
Date

5-Aug-13

SUBJ: Sole Source Justification for Other Than Full and Open Competition – Target Vision Maintenance

13. Approvals in accordance with FAR 6.304

- a. Contracting Officer's Certification (required): I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.

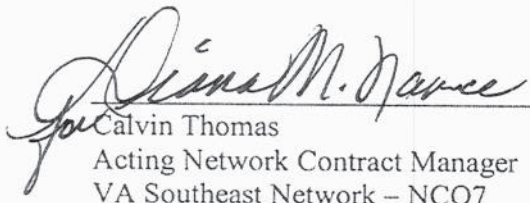


Pamela H. Lewallen  
Contracting Officer  
NCO 7 Contracting Activity

Date

8-5-13

- b. NCM/PCM (Required \$3K and above): I certify the justification meets requirements for other than full and open competition.

  
Calvin Thomas  
Acting Network Contract Manager  
VA Southeast Network – NCO7

Date

6 Aug 13