

LIMITED SOURCES JUSTIFICATION

ORDER >\$3,000

FAR PART 8.405-6

2237 Transaction # or VISTA Equipment Transaction #: 636-14-4-4017-0091

This acquisition is conducted under the authority of the Multiple Award Schedule Program. The material or service listed in par. 3 below is sole source, therefore, consideration of the number of contractors required by FAR Subpart 8.4 – Federal Supply Schedules, is precluded for the reasons indicated below.

Restricted to the following source: Provide original manufacturer's name for material or contractor's name for service. (If a sole source manufacturer distributes via dealers, ALSO provide dealer information.)

Manufacturer (MFG)/Contractor:	FRANKLIN COVEY CLIENT SALES INC
MFG/Contractor POC & phone number	CONI ROLLER (coni.roller@franklincovey.com) 801-817-7101
MFG/Contractor Address	2200 PARKWAY BLVD, SALT LAKE CITY, UT 84119-2099
Dealer/Rep address/phone number	N/A

☒ The requested material or service represents the minimum requirements of the Government.

(1) AGENCY AND CONTRACTING ACTIVITY:

Department of Veterans Affairs
Network Contract Office 23 (NCO 23)
2501 W 22nd Street
Sioux Falls SD 57105

VISN: 23

(2) NATURE AND/OR DESCRIPTION OF ACTION BEING APPROVED:

Approval is being sought to solicit, evaluate, and award a firm-fixed price task order on a limited sources basis to Franklin Covey Client Sales Inc, for CultureCare, Speed of Trust, Consultation Services, Training Products and Training Materials in accordance with Federal Acquisition Regulation (FAR) 8.405-6. This action is being conducted under the General Services Administration's (GSA) Multiple-Award Schedule (MAS) Program. The contract period of performance will be for 30-days for a total estimated contract price of \$235,434.00.

(3) (a) A DESCRIPTION OF THE SUPPLIES OR SERVICES REQUIRED TO MEET THE AGENCY'S NEED:

Services are required to implement an ICVAHCS-wide transformation model that takes a unique, behavioral approach to creating a high trust collaborative culture – which becomes the foundation to creating a superior patient experience. This effort is envisioned to provide all leaders and employees at the ICVAHCS with the skills and ability to learn and apply the language and behaviors of trust; Executive Team, Directors, Managers/Supervisors, Staff, and Physicians will learn the timeless, universal principles that build personal and organizational credibility and trustworthiness to make specific plans for integrating these behaviors in their teams. Each track will include a learning component and specific implementation plan to institutionalize new behaviors within their teams.

The purpose of this acquisition is to transform the workforce culture utilizing the Franklin Covey Culture Care program. The program is expected to increase efficiency, provide safer transitions, increase quality clinical outcomes, increase engagement, decrease readmissions, decrease clinical errors and increase patient satisfaction scores by equipping leaders, staff, and physicians with the behavioral skills and tools needed to produce a superior patient experience. ICVAHCS priorities include; (1) Build high trust and high collaboration throughout the entire organization, (2) Increase staff engagement and responsibility resulting in positive change behavior, (3) Increase staff satisfaction, and (4) Improve the quality of customer service.

The contractor will provide the following:

a. Franklin Covey Consulting Days. Vendor will provide consultants for a minimum of 30 consulting days to be used for work sessions, Check Point Meetings, coaching sessions, and training related to the products listed below. Consultants will also be training ICVAHCS in the CultureCare materials and transfer the training capability prior to the end of the contract.

b. CultureCare Training Products. Vendor will provide an Intellectual Property (IP) agreement to give ICVAHCS the ability to use Franklin Covey's IP forms necessary to transform the culture (derivative work authority not included).

- Patient Centered Care at the Speed of Trust – Leaders
- Patient Centered Care at the Speed of Trust – Associates
- Self-Trust
- Relationship Trust
- Organizational Trust
- High Cost – Insight
- Executive Team Index
- Organizational Trust & Engagement Index
- Physicians Index

c. CultureCare Training Materials (including electronic copies of all materials). Vendor will provide an IP agreement to give ICVAHCS the ability to use Franklin Covey's intellectual property in forms necessary to transform the culture (derivative work authority not included).

- Patient Centered Care at the Speed of Trust – Leaders Guidebook
- Patient Centered Care at the Speed of Trust – Associates Guidebook
(Associated facilitator guide & facilitator slides)
- 13 Behaviors Action Cards
- Leader Conversation Kit (leader cards) TAP Pads
- WIP Pads
- E-Learning Modules:
 - o Self-Trust
 - o Relationship Trust
 - o Organizational Trust
 - o High Cost of Low Trust (Insight Module)
- Executive Team Index

- Organizational Trust & Engagement Index
- Physicians Index

The contract includes 30 days of consulting services and includes intellectual property (IP) agreement to use Franklin Covey products and training materials. The estimated total contract cost is \$235,434.00.

(b) **ESTIMATED DOLLAR VALUE:** \$235,434.00

(c) **REQUIRED DELIVERY DATE:** 15-Sep-2014

(4) IDENTIFICATION OF THE JUSTIFICATION RATIONALE (SEE FAR 8.405-6), AND IF APPLICABLE, A DEMONSTRATION OF THE PROPOSED CONTRACTOR'S UNIQUE QUALIFICATIONS TO PROVIDE THE REQUIRED SUPPLY OR SERVICE. (CHECK ALL THAT APPLY AND COMPLETE)

☒ Specific characteristics of the material or service that limit the availability to a sole source (unique features, function of the item, etc.). Describe in detail why only this suggested source can furnish the requirements to the exclusion of other sources.

Franklin Covey has created a unique approach to quality and organizational performance that is not replicated elsewhere in the consulting or training industry. The assessment and measurement aspect of Franklin Covey's training and consulting is wholly owned. Further, Franklin Covey is the only approved supplier of training materials used with its licensed programs. The materials are copyrighted and not available from any other source.

☒ A patent, copyright or proprietary data limits competition. The proprietary data is: (If FAR 8.405-6(a)(2)iii before posting. Do not include specific proprietary data. Only mention the type of equipment, procedure, etc. to show that proprietary supplies or services are being procured.)

Franklin Covey is the only approved supplier of the training material used in conjunction with its licensed programs. In addition to being a part of an integrated development system, Franklin Covey courses included core concepts both consistent with and build upon concepts currently taught in other Franklin Covey courses. Franklin Covey courses are strategically designed to help achieve the organization's highest priorities. Since 2010, the ICVAHCS has obtained training and materials from Franklin Covey. Franklin Covey courses build on the competencies identified as necessary for the ICVAHCS managers, supervisors, and leaders to be effective in building and sustaining a high performance culture.

☐ These are "direct replacements" parts/components for existing equipment.

☐ The material/service must be compatible in all aspects (form, fit and function) with existing systems presently installed/performing. Describe the equipment/function you have now and how the new item/service must coordinate, connect, or interface with the existing system.

☐ The new work is a logical follow-on to an original Federal Supply Schedule order provided that the original order was placed in accordance with the applicable Federal Supply Schedule

ordering procedures. The original order must not have been previously issued under sole source or limited source procedures.

☐ An urgent and compelling need exists, and following the ordering procedures would result in unacceptable delays.

(5) DESCRIBE WHY YOU BELIEVE THE ORDER REPRESENTS THE BEST VALUE CONSISTENT WITH FAR 8.4 TO AID THE CONTRACTING OFFICER IN MAKING THIS BEST VALUE DETERMINATION:

The order represents the best value consistent with FAR 8.404, price and other factors considered. The Contracting Officer will also seek additional discounts before placing an order, as suggested in FAR 8.405-4.

(6) DESCRIBE THE MARKET RESEARCH CONDUCTED AMONG SCHEDULE HOLDERS AND THE RESULTS OR A STATEMENT OF THE REASON MARKET RESEARCH WAS NOT CONDUCTED:

No responses were received to market research submitted to FSS GSA Performance Management/ Continuous Process Improvement (PM/CPI) Blanket Purchase Agreement (BPA) schedule holders and Mission Oriented Business Integrated Services (MOBIS) schedule holders. Only GSA contract holder Franklin Covey Client Sales Inc, GS-02F-0095T responded to being able to provide services.

(7) ANY OTHER FACTS SUPPORTING THE JUSTIFICATION:

This procurement builds on the Franklin Covey training that has been previously completed by employees of the ICVAHCS. No other training is designed to build on this foundation.

(8) A STATEMENT OF THE ACTIONS, IF ANY, THE AGENCY MAY TAKE TO REMOVE OR OVERCOME ANY BARRIERS THAT LED TO THE RESTRICTED CONSIDERATION BEFORE ANY SUBSEQUENT ACQUISITION FOR THE SUPPLIES OR SERVICES IS MADE:

The Sioux Falls NCO23 will conduct market research to determine whether other firm's courses and materials meet the ICVAHCS's requirements. Further, a special notice of intent will be posted on FedBizOpps to inform firms of this requirement. Any responses will be forwarded to the ICVAHCS.

(9) 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. I understand that processing of this limited sources justification restricts consideration of Federal Supply Schedule contractors to fewer than the number required by FAR Subpart 8.4. *(This signature is the requestor's supervisor, fund control point official, chief of service or someone with responsibility and accountability.)*

Bryan Clark
Program Specialist, Learning Resources
Iowa City VA Health Care System

Date

(10) APPROVALS IN ACCORDANCE WITH FAR 8.405-6(d):

a. CONTRACTING OFFICER'S CERTIFICATION (required): I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.

John Becker
Contracting Officer
NCO 23 Sioux Falls
Requestor's Facility

Date

c. NCM/PCM/DESIGNEE: I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.

Lori Fischer
Product Line Contract Manager
NCO 23 Sioux Falls

Date