



JUSTIFICATION AND APPROVAL FOR A LIMITED SOURCE AWARD UNDER A FEDERAL SUPPLY SCHEDULE

1. Contracting Activity: Department of Veterans Affairs (VA)
Office of Acquisition Operations (OAO)
Strategic Acquisition Center-Frederick (SAC-F)
321 Ballenger Center Drive, Suite 125
Frederick, MD 21703

2. Description of Action: The proposed action is for a limited source, 3.5 month General Services Administration (GSA) task order with six optional tasks based on satisfactory completion of base period tasks. The proposed contract type is a firm-fixed price task order. Optional Task One (1) is for 2.5 months, Optional Task Two (2) is for 1 month, Optional Task Three (3) is for 2 months, Optional Task Four (4) is for 8 months, Optional Task Five (5) is for 4 months, and Optional Task Six (6) is for 12 months. This effort is being conducted under the authority of the Multiple Award Schedule Program; the proposed effort will be awarded under the General Services Administration (GSA) Federal Supply Schedule (FSS) Contract Number GS-10F-0120W, to Turtle Reef Holdings (TRH), LLC 6204 Old Fanconia Rd, Suite B, Alexandria, Virginia 22310 (a Service-Disabled Veteran Owned Small Business (SDVOSB)).

3. Description of the Services: The proposed action is to provide performance management analytic services for the Office of Performance Management (OPM) in support of the following task areas: to analyze the existing Performance and Accountability Report (PAR) business process, and annual performance plan measures for suitability for process and technical improvements; provide a data collection tool that is integrated with existing systems and processes; and provide alternatives for establishing linkage among strategic objectives, budget resources, and performance measures. The scope of the optional tasks encompass all existing performance metrics, both annual and more frequently, or approximately 250 measures, across all Assistant Secretary (or equivalent), or above, organizations within VA that are reported to, or may be reported to, OPM. The total estimated value of the proposed action is [REDACTED] (inclusive of the six optional tasks).

4. Authority: Federal Acquisition Regulation (FAR) Part 8.405-6(a)(1)(i)(C). In the interest of economy and efficiency, the new work is a logical follow-on to an original FSS order that was placed in accordance with the applicable FSS ordering procedures. The original Contract Number, GS-10F-02120W, Task Order [REDACTED] for performance management analytic services, was awarded to TRH, LLC. A GSA/FSS competitive solicitation, Request for Quote

Justification and Approval for a Limited Source Award for Performance
Management Analytic Services to Turtle Reef Holdings, LLC

(RFQ) Number VA798-13-Q-0062, was issued for full and open competition (after exclusion of sources) on March 15, 2013.

5. Rationale Supporting Use of Authority Cited Above: The original Contract Number, GS-10F-02120W, [REDACTED], for performance management analytic services was awarded to TRH, LLC for a total contract value of [REDACTED]. The period of performance was May 20, 2013 through January 19, 2014, with two (2) twelve month optional tasks. The two optional tasks each have a period of performance of September 16, 2013 through September 15, 2014. The proposed source is TRH, LLC 6204 Old Fanconia Rd, Suite B, Alexandria, Virginia 22310.

The OPM of the Office of Management (OM) provides analytic support to VA leadership, including all top operational leaders and the Office of the Secretary (OSVA), on the full range of performance management information of concern to the enterprise, and on external reporting of performance information for the Department. These services include the development of approaches, guidance and templates, collection of data and submissions, analysis and assessment of performance information, creation of reporting approaches and deliverables, delivery of reports, and interpretation and presentation of findings. These services are provided for annual, quarterly, and monthly reporting at the executive level of decision-making by VA leadership, the Office of Management and Budget, and the Congress, and satisfy provisions of the Government Performance and Results Act (GPRA) (1993) and the GPRA Modernization Act (2010) related to tying strategic planning to operational performance and budgets of government agencies. TRH, LLC has been under contract with OPM for the performance management analytic services since 2013.

As a result of market research (see paragraph 8. below), there may be other vendors that possibly could perform the tasks in the Performance Work Statement (PWS), although none of them are currently capable to immediately start performance due to unfamiliarity with the existing SharePoint site and not having the infrastructure already in place to perform the requirement. TRH, LLC is currently performing [REDACTED] and can continue to effectively perform services for OPM. The current services performed have been to provide OPM a process, tool and training to deploy and use the capability of compiling VA enterprise-level performance data, analyzing it, storing it in a database for historical purposes, and disseminating it. Currently, that capability is being applied to monthly data used in the Monthly Performance Review led by the Deputy Secretary. The follow-on work is to provide the identical capability for annual enterprise-level performance data, to include the capability of storing text-based information, as well. The current contractor has performed superbly well with the existing requirements, meeting all milestones and providing exemplary training to VA personnel. Proceeding with a logical follow-on to TRH, LLC offers minimal risk for achievement of the requirements, and no steep learning curve, which would occur if awarded to another vendor.

Justification and Approval for a Limited Source Award for Performance Management Analytic Services to Turtle Reef Holdings, LLC

Moreover, the use of optional tasks with deliverables assists in mitigating what little execution risk remains.

6. Efforts to Obtain Competition: In accordance with FAR 5.301 and 8.405-6(B)(2), this action will be synopsisized at award on the Federal Business Opportunities (FBO) website and the justification will be made publicly available. Market research was conducted, details of which are in the market research section of this document. While vendors exist that could perform the work, they would not have the expertise of the existing contractor that has been accrued through work on the current contract. As a result, the new vendor would have to be brought up to speed on OPM's efforts which will hinder the effectiveness of the office at a critical time when data is needed on a regular basis for the OSVA and other key leaders.

7. Actions to Increase Competition: No barriers to future competition are anticipated. Any future acquisitions will be awarded on a competitive basis. Moreover, any source other than TRH, LLC would still require time to learn what is required for this effort before they could provide support.

8. Market Research: Market research efforts were conducted via General Services Administration (GSA) eLibrary search to determine if competition was available for this action. The search included Mission Oriented Business Integrated Services (MOBIS) Schedule 874-1, Integrated Consulting Services, limited to Service-Disabled Veteran Owned Small Businesses (SDVOSBs). As a result of this search, 174 vendors were found (including TRH, LLC). While other sources had the general capabilities needed to perform the proposed effort, only TRH, LLC possesses the technical expertise and experience to ensure OPM's requirements will be met without interruption. As stated above, any future requirement for the subject services will be competitively solicited.

9. Other Facts: None

10. Technical and Requirements Certification: I certify that the supporting data under my cognizance, which are included in this justification, are accurate and complete to the best of my knowledge and belief.

Name: [REDACTED]

Date: 6/26/14

Title: Project Manager

Signature: [REDACTED]

Justification and Approval for a Limited Source Award for Performance Management Analytic Services to Turtle Reef Holdings, LLC

11. Determination of Best Value: I hereby determine that the proposed contract action will represent the best value to the Government. GSA has already determined that the prices on the FSS contract are fair and reasonable. Further price analysis, to include an analysis of proposed level of effort and mix of labor, will be conducted and subsequent negotiations held as necessary. Additionally, price discounts will be sought.

Name: [REDACTED]

Date: 7/29/2014

Title: Contracting Officer

Signature: [REDACTED]

12. Procuring Contracting Officer Certification: I certify that this justification is accurate and complete to the best of my knowledge and belief.

Name: [REDACTED]

Date: 7/29/2014

Procuring Contracting Officer

Signature: [REDACTED]

Note: If the Contracting Officer is the approval authority, the justification ends at paragraph 12.

13. Legal Sufficiency Certification: I have reviewed this justification and find it adequate to support a limited source award and deem it legally sufficient.

Name: [REDACTED]

Date: 07/02/2014

Title: Staff Attorney

Signature: [REDACTED]

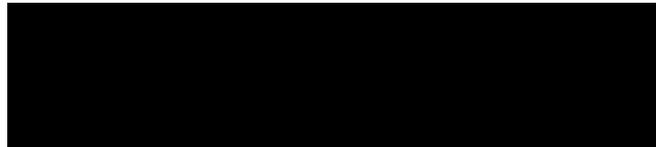
Justification and Approval for a Limited Source Award for Performance
Management Analytic Services to Turtle Reef Holdings, LLC

Approval

In my role as Contracting Activity Competition Advocate, based on the foregoing justification, I hereby approve the acquisition of performance management analytic services to Turtle Reef Holdings (TRH), LLC, 6204 Old Fanconia Rd, Suite B, Alexandria, Virginia 22310 (a Service-Disabled Veteran Owned Small Business (SDVOSB)), pursuant to the authority cited in paragraph 4 above, subject to availability of funds, and provided that the services herein described have otherwise been authorized for acquisition.

Date: 

Signature:



Head of the Contracting Activity
Office of Acquisition Operations