



DEPARTMENT OF VETERANS AFFAIRS

Strategic Acquisition Center
10300 Spotsylvania Ave
Fredericksburg, VA 22408

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
Strategic Acquisition Center
10300 Spotsylvania Ave, Suite 400
Fredericksburg, VA 22408
2. Description of Action: The proposed sole source action is for a 12-month firm-fixed-price (FFP) contract for Operations and Maintenance (O&M) support for the My HealtheVet (MHV) website portal with The District Communications Group (TDCG), LLC, 13 9th Street SE Washington DC 20003-1378.
3. Description of Supplies or Services:
 - a. MHV is the VA's Personal Health Record (PHR), an eHealth support tool. MHV is a web-based portal that provides a secure online environment for Veterans and beneficiaries, caregivers, and clinicians to collaborate to optimize Veterans' health care. The MHV portal is the largest, most active, and fastest growing VHA website. In 2014, MHV hosted more than 23 million page views per month, processed 1.1 million prescription refills, and transmitted 746,000 secure messages. It currently represents 35% of all VA.GOV web traffic. Additional features include VA Blue Button, VA appointments, health risk assessments, and educational resources including the Veterans Health Library, mental health, and food and activity journals. There are approximately 800 content pages consisting of health education materials and promotional feature articles, as well as Frequently Asked Questions (FAQs), help pages, and user guides to specific features in MHV.
 - b. Currently, web publication of new and updated content are accomplished and processed through manual Hypertext Markup Language (HTML) editing and file movement into database middleware and web servers hosted on a WebLogic platform. In an effort to redesign the site as well as enable a more efficient process for updating content, MHV is implementing a new Web Content Management System (WCMS). Web page design is transitioning to a new development using LifeRay Portal Enterprise Edition v.6.2 Content Management System (CMS) in collaboration with VA Office of Information and Technology (OI&T) not later than September 30, 2015.
 - c. As the newly-acquired CMS is integrated into the MHV development process, the VA requires skills and experience to work with VA and a lead designer to manage the "as is" web publishing process, manual HTML editing and file transfers on the WebLogic platform and the "to be" streamlined process which will leverage the CMS. Acquisition of a vendor to perform these services regularly scheduled and on-demand website maintenance to the MHV portal will ensure and compliance with OI&T, VA Directive 6102 Internet/Intranet Services and Section 508 Amendment to the Rehabilitation Act, which directly supports VA's mandate to migrate website content from the WebLogic platform to the new LifeRay WCMS, not later than September 30, 2015. The total estimated price of the proposed action is \$480,258.36.

4. Statutory Authority: The statutory authority permitting other than full and open competition for this acquisition is VA Acquisition Regulation 819-7007 Sole Source Awards to Service-disabled Veteran-owned Small Business (SDVOSB) Concerns. This requirement will result in a Service-disabled Veteran-owned Small Business Direct Award.

5. Rationale Supporting Use of Authority Cited Above: In accordance with Veterans Affairs Acquisition Regulation (VAAR) 819.7007(c), the Contracting Officer has verified that TDCG is registered and certified in the Vendor Information Pages (VIP) database and qualifies as an SDVOSB. Based upon market research, as described in Section 8 of this justification, TDCG has been determined technically capable of providing the needed services. TDCG possesses the requisite capabilities, experience, and knowledge to provide O&M support services. .

6. Efforts to Obtain Competition: Market research was conducted, details of which are in the market research section below. Additionally, consistent with the guidelines of the Veterans First Contracting Program, the proposed action described herein will be synopsisized on the Federal Business Opportunities Page pursuant to FAR Part 5.

7. Actions to Increase Competition: All future requirements will be handled on a case-by-case basis to determine any future acquisition strategy.

8. Market Research:

Market research was conducted in accordance with FAR Part 10 on 18 June 2015 by the Program Office and the Contract Specialist by contacting the 11 SDVOSBs on Federal Supply Schedule (FSS) Special Item Number (SIN) 541 3 for Web-based Marketing Services on GSA's eBuy. The PMO performed market research to assess TDCG's capabilities as well as the 11 other SDVOSBs'. Of the 11 contacted, questions were asked concerning how familiar they were with MHV, what was their feasibility to perform on a short notice, and what experience they had working on or managing uploads to the VA web-based portal. Of the eleven SDVOSBs contacted, three FSS holders recognized the term "MHV", but did not have any experience or familiarity with MHV. The remaining seven SDVOSBs interviewed stated they had no experience with the VA or were not familiar with or had any understanding of MHV. TDCG was the only vendor familiar with the program, had experience directly with the VA within the last 18 months, and understood the upload process within the VA portals. TDCG also had an in-depth understanding of the VHA infrastructure, knowledge of the forthcoming migration and protocol upgrade requirements, process synergy that allows quality checks while performing the upgrade, and the overall conversion standards from the maintenance and veterans/customer utilization. TDCG is the only responsible SDVOSB able to perform on this requirement.

By interviewing all SDVOSB FSS vendors, the Government was able to demonstrate that issuing a sole source RFQ to TDCG would result in an award that would meet the needs of VHA's mission of transitioning from a manual HTML portal to the new Web Content Management System (WCMS) using LifeRay Portal Enterprise Edition v.6.2 Content Management System (CMS). Awarding to any other vendor would take significantly more time causing delays in data migration. Furthermore, the VA would not benefit from competition based on the market research due to the fact that no other SDVOSBs on the GSA schedule have the capability or the knowledge to perform these services. Only TDCG possess the experience necessary to support the unique requirement that exists only within the VA for Veteran's benefits. TDCG was considered the only responsible SDVOSB based on the vendor's specific experience with the My HealtheVet Program's requirement. TDCG performed services under VA776-C10182, My HealtheVet that were almost identical to the services the VA is seeking under this task order.

Previously, TDCG demonstrated knowledge of Veterans' health care and provides services that effectively increased MHV usage and growth within the Veteran-advocate community.

9. Other Facts: In accordance with Veterans Affairs Acquisition Regulation (VAAR) 819.7007(c), the Contracting Officer has verified that TDCG is registered and certified in the Vendor Information Pages (VIP) database and qualifies as an SDVOSB and is the only responsible source able to provide the services described in the Performance Work Statement (PWS). Based upon market research, as described in Section 8 of this justification, TDCG has been determined to be the only SDVOSB under the GSA FSS that is technically capable of providing the needed services and determined that this is a logical follow-on. TDCG possesses the requisite capabilities, experience, past performance under Contract VA776-C-10182, and knowledge to provide the required O&M support services. The Procuring Contracting Officer has determined that this proposed action meets all the requirements of 38 U.S.C. 8127. This acquisition is below the \$5,000,000.00 threshold, TDCG's System for Award Management (SAM) record is active through July 6, 2016, and their record revealed 0 (zero) active exclusion/debarred records.

a. Price Reasonableness: Price reasonableness will be determined by comparing the proposed price to the Independent Government Cost Estimate and a comparison of proposed labor rates with published labor rates for the same or similar services. 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.

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