

**DEPARTMENT OF VETERANS AFFAIRS**  
Justification for Other than Full and Open Competition

**1. Identification of the agency and the contracting activity:**

Department of Veterans Affairs (VA)  
Office of Acquisition Operations  
Strategic Acquisition Center  
10300 Spotsylvania Ave, Suite 400  
Fredericksburg, VA 22408

**2. Nature and/or description of the action being approved:**

The proposed action is to enter into a sole source firm-fixed price (FFP) contract with RecruitMilitary LLC, 422 West Loveland Avenue, Loveland, OH 45140 to provide job recruitment advertising services for transitioning U.S. Military Veterans for a one-year base and four one-year option periods.

**3. A description of the supplies or services required to meet the agency's needs (including the estimated value):**

The Department of Veteran Affairs (VA) has made tremendous progress toward fulfilling the vision of transforming VA into a high-performing, 21<sup>st</sup> century organization that proactively anticipates and meets the needs of Veterans. The Veteran Employment Services Office (VESO) is a strategic program management office that provides employment and career management resources designed to attract, retain and support Veteran employees at VA and across the federal government, including those serving in the National Guard and Reserve. VESO develops and implements innovative and comprehensive programs, procedures and services to support federal Veteran recruitment and VA retention and reintegration. VESO oversees VA Veteran employment initiatives and Executive Order 13518.

VESO is seeking a contractor that can provide career fair recruitment exhibit space in 85 nationwide career fair events per year throughout the United States and its territories, magazine expose and unlimited access to Veteran applicant online job board database, internet access during career fair events, and tracking mechanisms for career fair event attendees and employers to assist with its strategic goals. The total estimated value of the proposed action is (inclusive of options).

**4. An identification of the statutory authority permitting other than full and open competition:**

The statutory authority permitting other than full and open competition is 41 U.S.C. 1903 as implemented by the Federal Acquisition Regulation (FAR)

Subpart 13.501(a), entitled "Special Documentation Requirements, Sole Source Acquisitions".

**5. A demonstration that the proposed contractor's unique qualifications or the nature of the acquisition requires use of the authority cited:**

The proposed source for this acquisition is Recruitmilitary LLC. RecruitMilitary LLC is only company that is technically qualified to perform recruitment, job fair and employment advertising services. Recruitmilitary LLC is the incumbent contractor and has performed all the requirements in a satisfactory manner since June 25, 2013. The initial award, dated June 25, 2013, for magazine and recruitment services was competed on General Service Administration Federal Supply Schedule as a small business set-aside and only one quote was received. Recruitmilitary is unique in that it is the only vendor capable of providing nationwide career fair events specifically targeted to Veterans and transitioning service members across all grades and services, combined with advertising in print publications distributed at transition centers on military bases plus a comprehensive database of Veteran and transitioning service member resumes and the ability to post jobs for those personnel. Other vendors in the market place are limited in the scope of services provided or have a more limited reach/market in terms of locations or population (i.e. non-Veterans or only certain states).

**6. A description of efforts made to ensure that offers are solicited from as many potential sources as is practicable, including whether a notice was or will be publicized as required by [subpart 5.2](#) and, if not, which exception under [5.202](#) applies:**

Market research was conducted, details of which are in the market research section of this document. This effort did not yield any additional sources that can meet the Government's requirements in an efficient and effective method. Additionally, the proposed action will be synopsized on the Federal Business Opportunities Page in accordance with FAR 5.201. Any capability statements that are received shall be reviewed and considered.

**7. A determination by the contracting officer that the anticipated cost to the Government will be fair and reasonable:**

No award shall be made until the Contracting Officer determines the price to the Government is fair and reasonable. This determination will be made in accordance with FAR 13.106-3.

**8. A description of the market research conducted (see [Part 10](#)) and the results or a statement of the reason market research was not conducted:**

In accordance with Federal Acquisition Regulation (FAR) Part 10, VA Acquisition Regulation (VAAR) 810.001 and VA Procurement Policy Memorandum (2016-05), Implementation of the Veterans First Contracting Program as Result of the U.S Supreme Court Decision, the Department of Veterans Affairs (VA) conducted market research to arrive at the most suitable approach to acquiring the services required.

A search was conducted on Vendor Information Pages (VIP) for SDVOSBs and VOSBs providing services under NAICS 561330 on August 25, 2016, revealed 110 firms who met the search criteria. For more specific results, a key word search of “nationwide career fair” yielded 10 firms. The websites of the firms listed in Attachment A – VIP query were reviewed. It was determined the firms provided job placement services and/or assistance to applicants in the preparation of employment. There were no firms that demonstrated the capability to provide nationwide career fair events. The results concluded that no new firms can provided nationwide career fair recruitment event space, magazine expose and unlimited resume online job board database access targeted to Veterans and transitioning military service members that could satisfy the agency’s requirement.

Based on the current market research performed, there is not a reasonable expectation of receiving two or more offers from eligible VOSB firms for nationwide career fair recruitment exhibit space and unlimited access to Veteran online job board database targeted to Veterans and transitioning military service members and only one company Recruit Military LLC possessed the requisite capabilities to satisfy the agency requirements.

**9. Any other facts supporting the use of other than full and open competition:**

There are no other supporting facts for use of other than full and open competition.

**10. A listing of the sources, if any, that expressed, in writing, an interest in the acquisition:**

RecruitMilitary LLC, the incumbent is the only known source that is capable of meeting the requirements for reasons listed in paragraph five.

**11. A statement of the actions, if any, the agency may take to remove or overcome any barriers to competition before any subsequent acquisition for the supplies or services required:**

The Government will continue to conduct market research to ascertain if there are changes in the market place that would enable future actions to be competed.

## 12. Technical and Requirements Certification:

**Technical Cognizant:** 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.

\_\_\_\_\_  
Date

Veteran Employment Service Office

### Approval

**Procuring Contracting Officer Certification:** For a proposed contract exceeding the simplified acquisition threshold but not exceeding \$650,000, the contracting officer's certification required by FAR [6.303-2\(b\)\(12\)](#) will serve as approval.

I certify that this justification is accurate and complete to the best of my knowledge and belief. As this contract action does not exceed \$650,000, the certification below required by FAR 6.303-2(b)(12) serves as approval.

\_\_\_\_\_  
08-26-2016

Date

\_\_\_\_\_  
Strategic Acquisition Center