

DEPARTMENT OF VETERANS AFFAIRS


**Justification and Approval (J&A)
For
Other Than Full and Open Competition (>SAT)**

1. **Contracting Activity:** Department of Veterans Affairs, VISN 01 VA Outreach.
Network Contracting Office 11 VA Center, Augusta, ME04330
TA#: 523-18-4-9182-0065.
2. **Nature and/or Description of the Action Being Processed:** This is a request for a sole source award for advertising and marketing space via the Military.com website, which will promote VA Outreach Office developed advertisements in accordance with FAR 13.5 Simplified Procedures for Certain Commercial Items and specifically FAR 13.501 Special Documentation Requirements, where acquisitions conducted under Simplified Acquisition Procedures are exempt from the requirements of FAR Part 6, but still require a justification using the format of FAR 6.303-2. It is planned for award as a new contract on a Firm Fixed Price (FFP) basis for a base year at \$98,998.75 and four option years for a total contract amount of \$494,993.75.
3. **Description of Supplies/Services Required to Meet the Agency's Needs:** The vendor shall provide an avenue for VA developed advertisement to promote research, analysis, marketing, and technical support for implementing an effective outreach to Veterans residing within VISN 1. The relevant information on the selected contractor and award details is as follows:
 - Sponsored content of Military.com Evergreen Article 500,000 impressions
 - Veterans Insider Newsletter-featured placement graphic and text 250,000 impressions
 - Military report Newsletter-featured placement graphic and text 220,000 impressions
 - Family and Spouse Newsletter-featured placement graphic and text 46,400 impressions
 - Run of Site and featured placements (desk top and mobile) 1,000,000 impressions
 - Spouse Bundle-Spouse Channel and Spouse Buzz with featured placements (desk top and mobile) 720,000 impressions
 - Benefits Bundle-Benefits, **News**, Military reports pages 500,000 impressions
 - Custom Solo Email-100% VA New England Healthcare content 40,000 impressions
 - Veteran Talent Portal-Strategic Placements on Veterans Jobs Pages and Jobs Searches 400,000 impressions
 - Added Value: Run of Military 250,000 impressions and Family and Spouse 23,200 impressions
4. **Statutory Authority Permitting Other than Full and Open Competition:** The authority for applying the Simplified Procedures for Commercial Items of FAR 13.5 is 41 U.S.C. 1901 and is implemented by restricting competition on this procurement via FAR 13.106-1(b)(2).
5. **Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority):** The services required by VISN 1 are available from only one responsible source. Monster Government Solutions Inc has sole

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Attachment 2: Request for Sole Source Justification Format >SAT

ownership, printing and publishing rights for the requested newsletters and publications as well as Military.com. Accordingly, Monster Government Solutions Inc is the only firm capable of providing the supplies and services described above without the Veteran's Health Administration experiencing substantial duplication of cost that could not be expected to be recovered through competition and unacceptable delays in fulfilling its requirements.

6. **Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable:** None, Monster Inc. is the only company that owns and operates the rights to Military.com as well as related newsletters and publications.
7. **Determination by the CO that the Anticipated Cost to the Government will be Fair and Reasonable:** The price will be determined fair and reasonable based on current commercial price lists, past similar procurements and based on comparison with similar items in a related industry.
8. **Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted:** There is no other vendor that provides the services of Military.com in the targeted areas for the VISN. This contract supports the strategic project to aggressively educate, enroll, visit, and retain Veterans in order to expand its patient base to 300,000 users.
9. **Any Other Facts Supporting the Use of Other than Full and Open Competition:** Utilization of the Web to advertise over military related websites and publications is part of VISN's overall Outreach campaign to increase VA Healthcare awareness and market share in New England. It has been determined by market research and documentation from the service provider that Monster Government Solutions Inc is the only vendor to provide these services.
10. **Listing of Sources that Expressed, in Writing, an Interest in the Acquisition:** None. A presolicitation notice will be posted to FBO.gov.
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:** No actions are planned at this time because Monster Government Solutions Inc has the unique capabilities of providing space in their publications and websites to reach their users through media. Monster Government Solutions Inc is the only firm capable of providing these services.
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.



Dana Castagneto
Title: *V. J. R. I*
Facility: *V. J. R. I*

9/21/10

Date

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13. Approvals in accordance with the VHAPM Part 806.3 OFOC SOP:

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

Tammy A.
Davis 1408639

Digitally signed by Tammy
A. Davis 1408639
Date: 2018.09.06 13:08:11
-04'00'

Tammy Davis
Contracting Officer, NCO1

Date

- b One Level Above the Contracting Officer (Required over SAT but not exceeding \$700K): I certify the justification meets requirements for other than full and open competition.

Paul E Marvin
916912

Digitally signed by Paul E
Marvin 916912
Date: 2018.09.19 10:45:10
-04'00'

Paul Marvin
Branch Chief, NCO1

Date