

SOLE SOURCE JUSTIFICATION

1. **Contracting Activity:** Department of Veterans Affairs (VA)
Office of Acquisition Operations
Technology Acquisition Center
23 Christopher Way
Eatontown, NJ 07724

2. **This requirement will be accomplished via:**

A new Firm Fixed Price Contract funded with IT Sustainment Funds.

3. **Description of Supplies or Services**

10 Photographs of Veterans to be used on the Vets.gov/VA.gov websites for a one-year Base Period and two one-year Option Periods.

4. **Authority Cited**

FAR 13.106-1(b)(1): For purchases not exceeding the simplified acquisition threshold. Contracting officers may solicit from one source if the contracting officer determines that the circumstances of the contract action deem only one source reasonably available.

5. **Reason for Authority Cited**

The proposed source for this action is:

F8PJ, LLC

DBA Veterans Portrait Project (VPP)

Tax ID: 26-1372352

DUNS: 011949755

Vendor is a Small Business

The 10 photographs required by this effort have been used on the Vets.gov website for the past several years and are configured to work with the specific Va.gov/Vets.gov website configurations. The use of any other photographs would require a significant level of effort and incur additional costs for reconfiguration to work on Va.gov/Vets.gov, costs that are not anticipated to be offset by competition. Additionally, given that the Vets.gov website will be incorporated into the soon to be updated VA.gov website, use of other

photographs risks significantly delaying the transition to the new website scheduled for November 2018. F8PJ holds exclusive rights to the 10 required photographs, and thus, no other vendor can provide access to the 10 necessary photos. Additionally, F8PJ maintains the contact information for the subject of each photograph and supports the maintenance of agreements with each subject ensuring they properly authorize the use of their image and the conditions under which they may be used. Use of a vendor other than F8PJ would risk the lapse or mishandling of those agreements. Lastly, utilizing the 10 specific images on Vets.gov/Va.gov will ensure the integrity of the web design and eliminate the need for an entire web design which would threaten the required November 2018 release date of the updated VA.gov website.

6. Efforts to Obtain Competition.

The sources proposed above are the only sources that can meet the urgent requirements for the reasons given above. Procurement data does not include any unnecessary requirements that may inhibit competition.

7. Actions to Increase Competition

Other actions will be accomplished to increase competition in future efforts for similar supplies.

8. Market Research

Since the vendor has exclusive rights to the 10 necessary photographs, no additional market research was conducted.

9. Interested Sources

This procurement will be synopsisized in the Federal Business Opportunities Page and any bids/proposals received shall be evaluated.