

LIMITED SOURCES JUSTIFICATION
ORDER >SAT
FAR PART 8.405-6

Acquisition Plan/Action ID/2237#: 101-19-4-5814-0036

Restricted to the following source:

Contractor: Dynamic Integrated Services

Contractor POC & phone number: [REDACTED]

Contractor Address: 8110 Gatehouse Rd Suite 101E Falls Church, VA 22042

(1) AGENCY AND CONTRACTING ACTIVITY:

Department of Veterans Affairs
Veterans Benefits Administration
Acquisition Division
Washington, DC 20006

(2) NATURE AND/OR DESCRIPTION OF ACTION BEING APPROVED:

This Limited Source Justification and Approval sets forth the facts and requests approval for the issuance of a task order to Dynamic Integrated Services, pursuant to procedures under FAR 8.405-6 Limited Sources: (A)(1)(i)(B). Only one source is capable of providing the services required at the level of quality required because the services are unique and highly specialized. The proposed order is

[REDACTED] (base of 6 months), [REDACTED] (2-three month options) [REDACTED].

(3) (a) A DESCRIPTION OF THE SUPPLIES OR SERVICES REQUIRED TO MEET THE AGENCY'S NEED:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED] Contractor shall complete a press release, FAQ's, key messaging, draft letters to BWN stakeholders, direct mail pieces, direct email series, and VSO engagement, VSO/partner toolkit, up to 4 articles/op-eds in high end publications, BWN promotional landing page, direct Facebook interest advertising and search engine marketing (assumes 3-3 week flights), BWN education and training web presentation for internal and VSO audiences, public service announcements for TV and radio and distribution to 3000 radio and 800+ TV outlets, ad hoc support materials (assumes 22 new materials or communications products). When feasible, begin transitioning services from incumbent to new contractor or VA employees set to assume the task.

[REDACTED] contractor will conduct a series of activities including human-centered design, small focus groups, and review of existing data to develop and support a recommendation for course of action on key campaign messages, target small audiences, and delivery methods. The contractor will analyze the data and provide justification for a course of action as part of the decision-making process. This is to include scheduling, coordinating, research execution, and a final report.

[REDACTED]
[REDACTED]
[REDACTED] Chapter 36 prototyping, testing and rebranding that began in the third option year of VA101V-16-F-3158. Includes comprehensive toolkits and up to two videos. When feasible, begin transitioning services from incumbent to new contractor or VA employees set to assume the task.

[REDACTED] The contractor shall assist with presentations and support for VBA's senior leaders and subject matter experts.

[REDACTED] contractor shall provide support to the Office of the Undersecretary for Benefits for the quarterly webcast, speechwriting and presentation support for senior VBA officials, and executive event support. (assumes 2 webcasts, 50 speeches, 10 miscellaneous presentations, and 10 events). When feasible, begin transitioning services from incumbent to new contractor or VA employees set to assume the task.

[REDACTED] **Transition Plan:** The contractor shall provide a plan, support, briefings, and insights with new contractor or VA assuming employees to successfully transition projects related to Deliverables One to Three.

[REDACTED] Within thirty days of end of contract, Contractor will provide detailed PMP to ensure a seamless transition of all outstanding work and outline the next steps to complete Deliverable One to Three to the successive contractor or VA personnel who will be assuming work. The contractor shall report upon COR/PM request on the status of the transitioning of each deliverable/task/program.

(b) ESTIMATED DOLLAR VALUE: [REDACTED]
[REDACTED]

(c) REQUIRED DELIVERY DATE: 09/29/19

(4) IDENTIFICATION OF THE JUSTIFICATION RATIONALE (SEE FAR 8.405-6), AND IF APPLICABLE, A DEMONSTRATION OF THE PROPOSED CONTRACTOR'S UNIQUE QUALIFICATIONS TO PROVIDE THE REQUIRED SUPPLY OR SERVICE. (CHECK ALL THAT APPLY AND PROVIDE NARRATIVE.)

☒ Specific characteristics of the material or service that limit the availability to a sole source (unique features, function of the item, etc.). Describe in detail why only this suggested source can furnish the requirements to the exclusion of other sources.

☐ A patent, copyright or proprietary data limits competition. The proprietary data is: *(redaction of proprietary data is required before posting. It may be more beneficial to mention the type of equipment, procedure, etc. to show that proprietary supplies or services are being procured.)*

☐ These are "direct replacements" parts/components for existing equipment.

☐ The material/service must be compatible in all aspects (form, fit and function) with existing systems presently installed/performing. Describe the equipment/function you have now and how the new item/service must coordinate, connect, or interface with the existing system.

☐ The new work is a logical follow-on to an original Federal Supply Schedule order provided that the original order was placed in accordance with the applicable Federal Supply Schedule ordering procedures. The original order must not have been previously issued under sole source or limited source procedures. **Follow-on procedures are not intended for a long-term action but rather provide an opportunity to maintain services while a competitive action is sought.**

(5) DESCRIBE WHY YOU BELIEVE THE ORDER REPRESENTS THE BEST VALUE CONSISTENT WITH FAR 8.4 TO AID THE CONTRACTING OFFICER IN MAKING THIS BEST VALUE DETERMINATION:

This acquisition is meant to serve as a transition of services. VBA and the Office of Corporate Communications is in need of an interim task order to continue supporting VBA's Blue Water communications efforts and executive support programs to a point when a transition will be possible, and to continue unabated research related to VBA's Chapter 31 and 36 programs, that has already been started by the contractor during the third option year of VA101V-16F-3158. The vendor has critical knowledge of the programs and a gap in the existing order will result in delays, stoppages and a loss of continuity of valuable work that has been conducted over the past year. Restarting the programs now would waste Government resources and affect project momentum. This would negatively affect the Veterans and stakeholders served by VBA. A gap in the existing order will result in delays, stoppages and a loss of continuity of valuable work over the past 12 months, and cost the Government resources, project momentum and time and money due to duplication of effort and a significant learning curve that will impact any new vendor and lead to significant delays to program reform efforts.

(6) DESCRIBE THE MARKET RESEARCH CONDUCTED AMONG SCHEDULE HOLDERS AND THE RESULTS OR A STATEMENT OF THE REASON MARKET RESEARCH WAS NOT CONDUCTED:

Because of the circumstances surrounding this specific acquisition from #5 of this form, our market research shows why VBA is going with Dynamic Integrated Services.


(7) ANY OTHER FACTS SUPPORTING THE JUSTIFICATION:

None.

(8) A STATEMENT OF THE ACTIONS, IF ANY, THE AGENCY MAY TAKE TO REMOVE OR OVERCOME ANY BARRIERS THAT LED TO THE RESTRICTED CONSIDERATION BEFORE ANY SUBSEQUENT ACQUISITION FOR THE SUPPLIES OR SERVICES IS MADE:

We will continue to pursue competitive procedures when practicable.

(9) 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. I understand that processing of this limited sources justification restricts consideration of Federal Supply Schedule contractors to fewer than the number required by FAR Subpart 8.4. *(This signature should be someone with financial responsibility and accountability.)*


Peter Granato, Contracting Officer Representative Date 8/21/19

(10) APPROVALS (CO should edit the signature blocks in accordance with approvals identified in VBA SOP. Include only those signature boxes required by SOP, which considers approval required by FAR and VAAR.)

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

Vernon M. Quilici 131117 Digitally signed by Vernon M. Quilici
131117
Date: 2019.09.10 07:30:05 -04'00' 9/10/19
Vernon Mario Quilici, VBA Contracting Officer Date

b. Supervisory Contract Specialist (required for order valued at SAT-\$700K): I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.

Mary K Hoelscher 678616 Digitally signed by Mary K Hoelscher
678616
Date: 2019.09.11 08:44:22 -05'00' 9/11/19
Mary K. Hoelscher, VBA Supervisory Contracting Officer Date

HIGHER LEVEL APPROVAL (Required For orders over \$700,000):

c. Veterans Benefits Administration (VBA), Acquisition Director concurrence and VBA HCA Approval: (over \$700,000 to \$13.5 million): I have reviewed the foregoing justification and find it to be complete and accurate to the best of my knowledge and belief and approve for restricting consideration of the Federal Supply Schedule contractors to fewer than the number required by FAR Subpart 8.4.

Concur:

Matthew J. Manning 430512 Digitally signed by Matthew J. Manning 430512
Date: 2019.09.12 09:44:49 -04'00' 9/12/19
Matthew J. Manning, Chief Date
Acquisition Division