

Justification for Other than Full and Open Competition

1. Identification of Agency and Contracting Activity:

This Justification and Approval (J&A) for Other Than Full and Open Competition is executed by Acquisition Service - Frederick (AS-F), 8490 Progress Drive, Frederick, MD 21701, on behalf of the Department of Veterans Affairs (VA), Veterans Affairs Central Office (VACO).

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

The proposed action is for a twenty one (21) days firm-fixed price (FFP) task effort. This task effort is proposed to be awarded under the General Services Administration (GSA) Federal Supply Schedule (FSS) GS-35F-0533L to Journeyworks Publishing, P.O. Box 8466 Santa Cruz, CA 95061

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

CLIN	Description	Quantity
	5 Tips to Avoid Caregiver Burnout	146,250
	50 Things Every Caregiver Should Know	146,250
	A Checklist for New Caregivers	146,250
	Balancing Caregiving, Family and Work	146,250
	Caring For the Caregiver	146,250
	Long Distance Caregiving	146,250
	Rewards of Caregiving	146,250
	10 Things Everyone Should Know About Post-Traumatic Stress Disorder	146,250
	Parenting Together	146,250

CLIN	Description	Quantity
	50 cosas/saber/los cuidadores	7,750
	5 consejos contra el agotamiento del cuidador	7,750
	Una lista de control para cuidadores nuevos	7,750
	Equilibrio entre prestar cuidados, la familia y el trabajo	7,750
	Cuidados para el cuidador	7,750
	Cuidados a larga distancia	7,750
	Recompensas por prestar cuidados	7,750
	New Spanish-Language version of "10 Things Everyone Should Know About Post-Traumatic Stress Disorder"	7,750
	New Spanish-Language version of Parenting Together	7,750

The overall purpose and objective of this contract is to procure 1,386,000 specific Caregiver brochures (9 different versions), to include Spanish version of the 9 different brochures, with delivery of 1000 to each of the 154 VAMC locations. Both English and Spanish versions of the

brochures (together totaling 1000 copies) are to be shipped to 22 of the 154 locations – Please see Attachment A for exact quantity and locations. The brochures are information materials to be distributed nationally to provide additional resources to Family Caregivers of Veterans.

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

Federal Acquisition Regulation (FAR) Part 8.405-6(a)(1)(i)(B), Only one source is capable of providing the supplies or services required at the level of quality required because the supplies or services are unique or highly specialized.

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 is Journeyworks Publishing, P.O. Box 8466 Santa Cruz, CA 95061. Journeyworks Publishing has been in business for several years and is perceived as a leader in the design and production of brochures and other literature to promote health and wellness. The brochures are written by professional health education writers and editors. Journeyworks possesses the background knowledge of drafting brochures containing medical content that identifies with the unique needs of the Veterans and Caregiver population that are participating in the Caregiver Support Program. This may include, but not limited to, such needs as tips for coping with PTSD, avoiding caregiver burnout, and balancing caregiving, family and work. The brochures serve as additional resources to Family Caregivers who care for Veterans in the Caregiver Benefit Program. The materials are written at the appropriate grade level for the population served and are also available in Spanish, a requirement for the Caregiver Support Program.

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. There is no competition anticipated for this acquisition.

In accordance with FAR 5.301 and 8.405-6(a)(2), this action will be synopsized at award on the Federal Business Opportunities Page (FBO) and the justification will be made publicly available.)

7. A determination by the Contracting Officer that the anticipated cost to the Government will be fair and reasonable:

No barriers to future competition are anticipated.

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:

Market research efforts were conducted via FSS vendor websites to determine if competition was viable for this action. Market research was also conducted via the internet. While other sources had the general capabilities needed to perform the proposed effort, only Journeyworks possessed the technical expertise and experience with creating medical content unique to the Caregiver Benefit Program.

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

Provide any additional explanation of why technical data packages, specifications, engineering descriptions, statements of work, or purchase descriptions are not suitable for competition among all schedule holders.

N/A

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

N/A

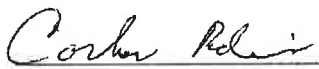
11. A statement of the actions, if any, the agency may take to remove or overcome any barriers to competition before any subsequent acquisition for the supplies or services required:

The program office will continue to monitor the market for availability of a contractor who has the technical and functional resources in the VA to meet the requirement. Any limited source information for future contracts for these products will include the documented summary of the ongoing market research.

12. Certifications

Technical/Requirement Representative

I certify the supporting data, including the statement of the Government's minimum needs and other rationale for other than full and open competition is complete and accurate to the best of my knowledge.




Carlos Robinson
Technical Representative

10-17-12
Date

Contracting Officer

Pursuant to FAR FAR 8.405-6(d)(1), I certify that this justification is accurate and complete to the best of the contracting officer's knowledge and belief.



Susan Wellen
Contracting Officer

Oct 18, 2012
Date