

DEPARTMENT OF VETERANS AFFAIRS

Justification and Approval

For

Other Than Full and Open Competition

1. **Contracting Activity:**

Department of Veterans Affairs
Program Contracting Activity Central (PCAC)
6150 Oak Tree Blvd. Suite 300
Independence, Ohio 44131

2. **Nature and/or Description of the Action Being Processed:**

The Department of Veterans Affairs Program Contracting Activity Central (VA-PCAC) intends to execute a Service Disabled Veteran Owned Small Business (SDVOSB) Direct award in accordance with VAAR 819.7007 with Barbaricum, LLC. for the procurement of services in support of the Veterans Health Administration (VHA) Workforce Management and Consulting Office (WMC) 2013 Rural Re-Location Marketing Campaign. This will ensure that VHA continues marketing and advertising efforts to promote VA as an employer of choice and generate interest in coming to work for VA. This is a new contract and will be firm fixed price.

3. **Description of Supplies/Services Required to Meet the Agency's Needs:**

a) **Description of Services:** The purpose of this campaign is to target urban physicians in transit during their daily commute and persuade them through a compelling recruitment marketing & advertising campaign to explore options for a relocation to the nearest rural VA medical center. The contractor will be responsible for developing a media buying plan, purchasing media, and developing and distributing marketing material as well as public service announcements.

b) **Estimated Dollar Value:** \$400,000.00

c) **Period of Performance:** One (1) year from the date of award.

4. **Statutory Authority Permitting Other than Full and Open Competition:**

38 U.S.C. § 8127(c), Veterans First Contracting Program, as implemented by FAR 6.302-5, Authorized or required by statute.

() (1) Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements per FAR 6.302-1;

- () (2) Unusual and Compelling Urgency per FAR 6.302-2;
- () (3) Industrial Mobilization, Engineering, Developmental or Research Capability or Expert Services per FAR 6.302-3;
- () (4) International Agreement per FAR 6.302-4
- (X) (5) Authorized or Required by Statute 38 U.S.C. § 8127(c), Veterans First Contracting Program
- () (6) National Security per FAR 6.302-6;
- () (7) Public Interest per FAR 6.302-7;

5. **Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority):**

Barbaricum, LLC. has the experience and expertise to provide the required services. This SDVOSB provided several proven instances of successful past performance that are directly relevant to the scope of this effort. Securing Barbaricum, LLC. to provide the work under this contract will successfully allow the marketing and advertising efforts of VHA to continue to promote VA as an employer of choice within the health care industry.

Further, as part of the authority to procure using the sole source method, under VAAR 819.7007(c), the Contracting Officer ensured Barbaricum, LLC. is currently verified as an SDVOSB concern in the VIP database and will re-verify they are in the database at award.

6. **Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable:**

IAW VAAR § 819.7007 Sole source awards to service-disabled veteran-owned small business concerns. (b) "The contracting officer's determination whether to make a sole source award is a business decision wholly within the discretion of the contracting officer. A determination that only one SDVOSB concern is available to meet the requirement is not required."

An RFI/Sources Sought Synopsis (SSS) was released on April 26, 2013 to General Services Administration (GSA) e-Buy! under synopsis number VA701-13-I-0179. Of the RFI responses, one (1) SDVOSB and one (1) Veteran Owned Small Business (VOSB) responded to the RFI. Upon reviewing the capability determinations, the SDVOSB was determined to be reasonably capable of fulfilling the requirement. And, as stated above, is registered in the VIP database. Further, the VOSB respondent was determined to be marginally capable of fulfilling the requirement, but is not certified in the VIP database as required by the VAAR to be considered for SDVOSB/VOSB set-aside actions. Therefore, Barbaricum, LLC was the only SDVOSB/VOSB both found reasonably capable of fulfilling the requirement and Vetbiz certified in the VIP database.

Consistent with the guidelines of the Veterans First Contracting Program, the proposed action described herein will be synopsisized on the Federal Business Opportunities Page in accordance with FAR Part 5.

7. **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 to be

fair and reasonable. This determination will be based on a comparison of current contract pricing, the Independent Government Cost Estimate, other information made available, and the Barbaricum, LLC. proposal.

8. **Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted:**

An RFI was published to GSA e-Buy! resulting in a total of twenty-nine (29) responses received. Of the responses there was (1) SDVOSB, one (1) VOSB, three (3) 8a businesses, six (6) large businesses, eight (8) woman owned small businesses, and ten (10) small businesses. As stated above the SDVOSB was determined to be reasonable capable of fulfilling the requirement by Mr. Darren Sherrard, Program Manager WMC. A discussion was then held with a point of contact from Barbaricum, LLC on June 5, 2013 to discuss the firm's interest and verify capabilities. The point of contact confirmed that the firm is very interested in the requirement and capable of performing the work. Based on the above, it has been determined that Barbaricum, LLC. can meet the Government's requirements for this procurement.

9. **Any Other Facts Supporting the Use of Other than Full and Open Competition:**

None

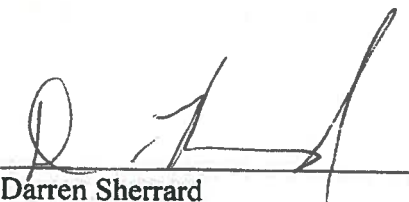
10. **Listing of Sources that Expressed, in Writing, an Interest in the Acquisition:**

Barbaricum, LLC
718 7th Street Suite 302, NW
Washington, DC 20001

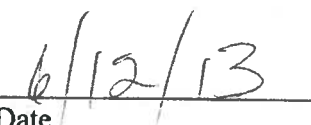
11. **A Statement of the Actions, if any, the Agency May Take to Remove or Overcome any Barriers to Competition before Making subsequent acquisitions for the supplies or services required:**

The contracting and program office will continue to do market research to assist in identifying additional SDVOSBs and VOSBs that are capable of performing this work with the intent to pursue future awards as competitive.

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.

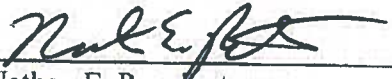

Darren Sherrard
Associate Director for Recruitment
Marketing

Workforce Management and Consulting Office

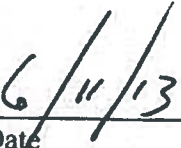

Date

13. Approvals in accordance with FAR 6.304

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



Nathan E. Pennington
Contracting Officer
Program Contracting Activity Central

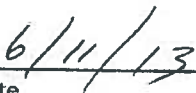


Date

- b. **NCM/PCM (Required \$3K and above):** I certify the justification meets requirements for other than full and open competition.



Richard Dahmen
Program Contract Manager
Program Contracting Activity Central



Date