



DEPARTMENT OF VETERANS AFFAIRS  
Office of Acquisition Operations  
Strategic Acquisition Center – Frederick  
5202 Presidents Court, Suite 103  
Frederick, MD 21703

**JUSTIFICATION AND APPROVAL FOR OTHER THAN FULL AND OPEN COMPETITION**

1. **Identification of the agency and the contracting activity.**

This Justification and Approval (J&A) for Other Than Full and Open Competition is executed by the Strategic Acquisition Center, on behalf of the Department of Veterans Affairs (VA), Office of Acquisition Logistics, (OAL), located at 810 Vermont Avenues, NW, Washington DC, 20420.

2. **Nature and/or description of the action being approved.**

This activity proposes to negotiate a non-competitive sole source award with Military Service Alliance Inc. a verified Service-Disabled Veteran-Owned Small Business, for professional support services to assist the Acquisition Lifecycle Framework (ALF) with the implementation of innovative, interactive, eLearning training modules focused on the ALF utilizing agile, engaging and retention-based delivery learning methods. This includes leveraging next-gen learning methodologies to integrate the ALF training technologies to improve acquisition management outcomes and support in developing an ALF virtual learning curriculum and training program. The place of performance will be primarily performed at the contractor's facilities with occasional work performed in Washington, D.C. The anticipated period of performance for the awarded contract is as follows:

|                     |   |
|---------------------|---|
| Base Period:        | April 1, 2023 -November 30, 2023 (6 Months)     |
| Option Period One   | December 1, 2023 – October 31, 2024 (12 Months) |
| Option Period Two   | December 1, 2024 – October 31, 2025(12 Months)  |
| Option Period Three | December 1, 2025 – October 31, 2026(12 Months)  |

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

The proposed action is to provide professional support services to VA to Integrate human-centered design approaches into the design and development of eLearning interactive training modules, to provide monitoring and tracking tools to access participation and knowledge retention. The Contractor shall provide active and ongoing instructional system design and development on the current and new ALF training curriculums, courses and modules. Further, the Contractor shall provide active and ongoing instructional system design and development on the current and new ALF training curriculums, courses and modules. The Contractor will implement the Analyze, Design, Develop, Implement and Evaluate (ADDIE) methodology for each module and ensure all meet VA 508 compliance requirements. The support for ALF eLearning Interactive Training Curriculum efforts includes Program Management, eLearning Training Module Development, Curriculum Development, eLearning Training Development, Data Analytics, and Data Management & Metric Analysis. The goals are to implement VA governance and a structure focused on the end-to-end Acquisition Lifecycle Framework (ALF) and to begin a coordinated VA approach to strengthen acquisition management practices leading to improved program performance.

The Acquisition Management Program (AMP) is the heart of the VA acquisition business environment driving continuous improvements. VA intends to acquire Program Management Support (PMS) to enhance the AMP as a strategic enabler for ensuring compliance with federal mandates and internal VA business practices. The PMS will also address challenges and fill critical gaps related program management, establishing governance and outreach to implement related

business processes/practices along with the VA Acquisition Lifecycle Frame. The Chief Acquisition Officer (CAO) & Senior Procurement Executive (SPE) are responsible for acquisition management at VA and require PMS to build a proper AMP structure focused on taking the VA ALF from conception to implementation. The results expected from this contract should culminate in a VA-wide focus that clearly provides governance and a framework improving business The Performance Work Statement (PWS) for this requirement includes the resources necessary for the OAL to meet its strategic training goals and objectives in Fiscal Year 2023 through 2027.

The estimated Firm-Fixed Price of the proposed action is [REDACTED] including options.

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

The statutory authority permitting other than full and open competition for this procurement is 41 U.S.C. § 3304(a)(5) as implemented by the Federal Acquisition Regulation (FAR) Subpart 6.302-5 entitled, "Authorized or required by statute". The applicable statute is Public Law 109- 461: "Veterans Benefits, Health Care, and Information Technology Act of 2006" specifically, the "Veterans First Contracting Program" outlined in 38 USC §8127(c).

5. **A demonstration that the proposed contractor's unique qualifications or the nature of the acquisition requires use of the authority cited.**

VAAR 819.7007 states explicitly, "A determination that only one SDVOSB can meet the requirement is not required," and that using this authority, the following must be verified

(1) The anticipated award price of the contract (including options) will not exceed \$5 million.

- The estimated value is [REDACTED] and does not exceed \$5M.

(2) The justification prepared pursuant to FAR 6.302-5(c)(2)(ii) is posted in accordance with FAR subpart 5.301(d).

- This J&A will be posted on FBO.

(3) The SDVOSB concern has been determined to be a responsible source with respect to performance, and;

- Military Service Alliance Inc. is a registered and VIP-verified Service-Disabled Veteran-Owned Small Business (SDVOSB), verified as being certified in VETBIZ 01 MAR 2023, under the applicable NAICS 541611 Administrative Management and General Management Consulting Services. Military Service Alliance Inc. has the required expertise and experience supporting various VA high level programs. Military Service Alliance Inc. conducts work in all related NAICS and has historically provided services and on-time delivery of specified Professional Services to various Federal Agencies under its multiple contracts.

Military Service Alliance Inc. is fully capable of successfully delivering the services to the Department of Veterans Affairs (VA), Acquisition Lifecycle Framework Office (ALF), over this base plus option year contract. Military Service Alliance Inc. is registered in the System for Award Management (SAM) as a small business under the applicable North American Industry Classification System (NAICS) code 541611 Administrative Management and General Management Consulting Services. Military Service Alliance Inc. offers aOf note, Military Service Alliance Inc. has developed automated applications and delivered automated learning solutions, Virtual Training Environments, and organizational and management assessment services. To this end, Military Service Alliance Inc. has extensive and germane experience developing and implementing

workforce development programs valued at over \$300M for a workforce comprised of over 300,000 federal employees. This relevant experience will prove valuable to this contract effort.

(4) In the estimation of the Contracting Officer, contract award can be made at a fair and reasonable price that offers best value to the Government.

The pricing estimated is based on similar pricing of current effort for the same type of work.

(5) The Contracting Officer has determined that the use of this authority is in the best interest of the government based upon the fact that Military Service Alliance Inc. is a certified SDVOSB which has a satisfactory performance with prior experience and capability to perform the requirement for VA under Contract #36C10X21P0119, which expires 31 MAR 2023.

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.

In accordance with 819.7007(b), the determination to make a sole source award to an SDVOSB is a business decision wholly within the discretion of the contracting officer; therefore, the requirement to ensure that offers are solicited from as many potential sources as practicable is not applicable to this procurement. In addition, 819.7007(c) further authorizes the contracting officer to make the award without first determining that only one SDVOSB source can meet the requirement.

A notice will be publicized as required by Subpart 5.2. The approved J&A for Other than Full and Open Competition will be made publicly available at SAM.gov within 14 days after contract award as required by FAR 6.305(a).

7. A 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 costs to the Government to be fair and reasonable. This determination will be based on the historical pricing data agreed to in one or more VA contracts for the same or similar services complimented by an assessment of the level of effort and labor mix proposed, as well as the Independent Government Cost Estimate (IGCE).

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 was conducted, and Military Service Alliance Inc. has been determined to be a responsible source with respect to performance. They are registered and certified in VetBiz.gov as a SDVOSB with the NAICS code for this requirement which in accordance with Public Law 109-461 Section 502(c) meets the requirements of this statute to sole source to an SDVOSB. A review of their Representations and Certifications was conducted in the System for Award Management (SAM) and Military Service Alliance Inc. represented they are an SDVOSB. Military Service Alliance Inc. is represented in VETBIZ as a certified SDVOSB.

In addition, Federal Awardee Performance and Integrity Information System (FAPIS) incorporated within SAM, was reviewed and FAPIS shows no reports for Military Service Alliance Inc. and no exclusions or reports that would indicate defective pricing, instances of contractor fault or recipient not-qualified, terminations for cause, default or material failure to comply, or non-responsibility of the contractor. IAW Public Law 109-461 Section 502(c), Military Service Alliance Inc. meets the requirements of this statute for a non-competitive award to an SDVOSB.

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

In accordance with Public Law 109-461, codified at 38 USC § 8127, to increase contracting opportunities for small business concerns owned and controlled by veterans and small business concerns owned and controlled by veterans with service-connected disabilities, VA Contracting Officers are given specific statutory authority to award a contract to a small business concern owned and controlled by veterans using procedures other than competitive procedures (i.e. a "sole-source" contract). The Contracting Officer may do so in accordance with VAAR 819.7007. The Contracting Officer has determined that this proposed action meets all of the requirements of 38 USC § 8127. This acquisition is below the \$5,000,000.00 threshold, Military Service Alliance Inc. is a responsible SDVOSB for performance of the services described herein, and the proposed contract can be awarded at a fair and reasonable price.

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

Military Service Alliance Inc.  
7926 Hollington PL  
Fairfax Station, VA 22039

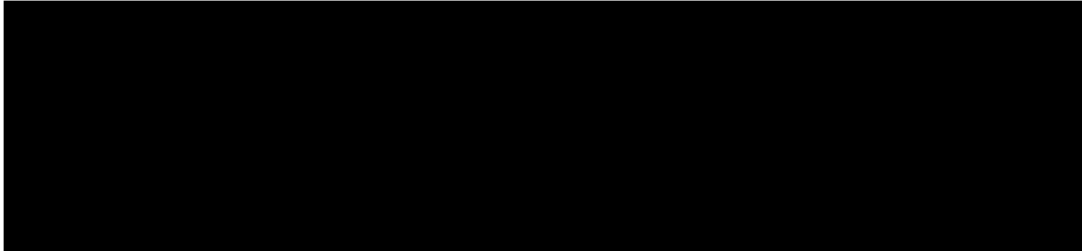
11. A statement of the actions, if any, the agency may take to remove or overcome any barriers to competition before any subsequent acquisition for the supplies or services required.

All future requirements will be handled on a case-by-case basis. Toward the expiration of this contract, consideration will be given as to whether the future acquisition should be competitive.

## **Certifications/ Signatures**

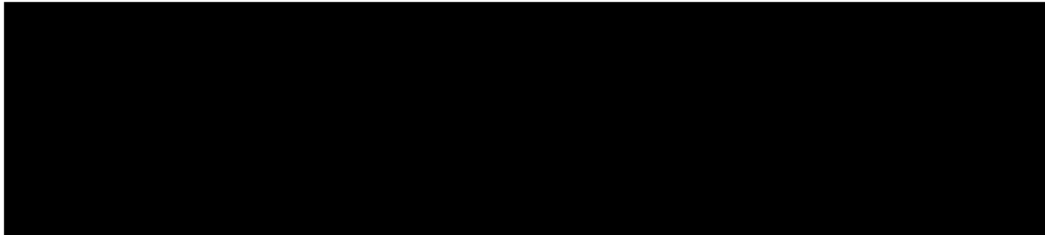
### **Technical and Requirements Certification:**

I certify that the forgoing justification is complete and accurate to the best of my knowledge and belief.



### **Contracting Officer Certification:**

Pursuant to FAR Subsection 6.303-2(b) (12), I certify that this justification is accurate and complete to the best of my knowledge and belief and approval is thus recommended.



### **(Approval)**

In my role as Contracting Activity Competition Advocate, based on the foregoing justification, I hereby approve this acquisition on an "other than full and open competition" basis pursuant to the statutory authority cited in paragraph four above, subject to availability of funds, and provided that the property and services herein described have otherwise been authorized for acquisition. As this action does not exceed \$15M, the certification below required by FAR 6.304 serves as approval.

