

Defense Manpower Data Center (DMDC)
Justification and Approval
for
Other than Full and Open Competition

1. Contracting Agency: Defense Human Resource Activity- Procurement Support Office
4040 N. Fairfax Dr., Suite 120, Arlington, VA 22203.

2. Authority Cited:

10 U.S.C.2304(c)(1), FAR 6.302-1 -- Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements.

3. Description of Supplies and Services: The purpose of this effort is to collect and tabulate data, to create documented databases that are ready for analysis, to analyze and evaluate data collection methods for recommendations on best practices and improvements for surveys, and to provide email communications with the DoD community on topics related to DMDC surveys. Surveys vary greatly in topic, size, operational complexity, and timing. Surveys are generally mailed to samples ranging from 5,000 to 120,000. Completed surveys (typically 30%-55%, but as high as 80%) must be processed into documented datasets. The Contractor shall provide support for the measurement of well-being in a DoD population by providing the use of a core set of standard scientifically validated questions and a limited set of DoD unique questions.

Broadly speaking, there are three primary types of surveys administered by DMDC. Status of Forces Surveys (SOFS) are administered by web administration to cross-sectional samples of active duty members, reserve component members, and DoD civilian employees. This survey includes the Well Being Survey requested by Personnel Readiness and Information Management (P&R IM). QuickCompass surveys are also web administered but have more limited administration time and sample contacts and/or are special, single topic surveys. Human Relations surveys are in-depth studies of sensitive topics (e.g., sexual harassment) and/or are comprised of populations who have limited Internet access (e.g., spouses of active duty and reserve component members). Administration of Human Relations surveys are primarily on the web but paper is used for some surveys.

4. Description of Action: An indefinite delivery/indefinite quantity sole source contract award to the incumbent (Data Research Corporation) is requested with a total estimated value of [REDACTED]. The period of performance consists of one 12-month period. DMDC will be providing [REDACTED] of FY11 Operating and Maintenance (O&M) funds, and DHRA will be providing [REDACTED] FY '11 O&M funds. The remaining funds will be coming from outside agencies upon award and make up the balance of the estimated amount of [REDACTED].

5. Reason for Authority Cited:

In continuing our efforts to set the scope of the contract, many delaying influences came into play:

- DMDC's Business Operations Management experienced three leadership changes in a 6-month period. The turnover resulted in changes of direction and loss of footing in getting this and other contract recompetes completed by required submission dates.
- On top of the changeover in internal leadership, we were then directed to go through a new contracting office, our headquarters, DHRA. DHRA has been instrumental in assisting DMDC with its procurement recovery; however valuable time was still lost.

- DMDC was notified late in the planning stages by P&R IM that an urgent requirement existed for a Well Being Survey of Forces. That survey is now incorporated in this requirement.
- Outside agencies who historically have utilized DMDC's survey contract were delayed in committing funds to this requirement due to the unknown budget situation. Once on an IDIQ contract, the delay no longer becomes a disruption, nor does it exclude others from participating, even in early FY12.
- Programmatically, the reality of a new contractor competing on a one year contract is unrealistic at best. The contractor would need to familiarize themselves with a government owned application, SURVANT, and the intricacies of the myriad surveys. By continuing with the incumbent, the mandated surveys will continue on a delayed schedule, but will still occur.

6. Effort to Obtain Competition:

The Government is pursuing a competitive award of a three year IDIQ contract. This contract is larger in scope and the length of time to respond is amenable to the award being the result of a true open competition. By working a proper re-compete package, bidders are given an improved chance of successfully bidding. All bidders will have a longer period to respond to request for proposal, allowing time for bidders to familiarize themselves with the SURVANT package and the complexities of the surveys to be developed, thus fortifying their bids.

7. Effort to remove barriers to/increase competition:

Once the one year contract is in place, DMDC will work with DHRA to award a multi-year, IDIQ for a period of 3 to 5 years. Encouragement of small business participation will be pursued. Our estimated completion of the IDIQ for the multi-year effort is February, 2012.

8. Market Research:

Market research included Vendor websites, Internet Search Engines (i.e., Google search on well-being measure), Vendor Catalogs, Price Lists, Other Agency Contracts – GSA, Public data/statistical information, published reports/trade journals.

9. Interested Sources: Not applicable.