

## JUSTIFICATION FOR OTHER THAN FULL AND OPEN COMPETITION (JOFOC)

**1. This document is a justification for other than full and open competition prepared by NASA's Goddard Space Flight Center (NASA's GSFC):**

This justification has been prepared by NASA Headquarters (HQ) Office of Human Capital Management (OHCM) and the NASA HQ Procurement Office at Goddard Space Flight Center (GSFC).

**2. The nature and/or description of the action being approved:**

This document provides the rationale and justification to solicit only one source for the continuation of coaching services for the Agency Coaching Program through the increase of the maximum ordering value of Contract NNH07CD39B with Cambria Consulting.

**3. Description of the supplies or services required, including an estimated value:**

The contractor shall continue providing a diverse pool of executive/business coaches, preferably International Coaching Federation (ICF) certified, to NASA leadership development programs and courses. This expands the current use of the contract beyond providing coaches for 1-on-1 engagements at each of the 10 NASA centers.

The estimated value of this requirement is \$540,000:

- \$134,400 for Systems Engineering Leadership Development Program (SELDP)
- \$300,000 for Mid-Level Leader Program (MLLP)
- \$105,600 for Leading Through Effective Communications (LEC)

**4. Statutory authority permitting other than full and open competition:**

Statutory Authority: 10 U.S.C. 2304 (c) (1), Only One Responsible Source.

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

Only one responsible source is capable of responding due to the unique or specialized nature of work. Cambria Consulting has the specific process, copyrighted documents, and cadre of coaches the Agency requires in order to execute coaching services in support of leadership programs and courses in the very short amount of time these services are required. Currently, the maximum value of Contract NNH07CD39B is \$1,200,000, and the Government is expected to reach this by mid-March 2010.

**6. Description of the efforts made to ensure that offers are solicited from as many potential sources as practicable, including whether a notice was or will be publicized as required by Federal Acquisition Regulation (FAR) 5.202:**

This Contract has only been awarded for a short period of time. At the time of Contract award, market research was conducted to solicit as many sources as possible to fulfill the requirements. Four proposals were submitted in response to the competitive solicitation issued. Since Contract award, there have been no changes in the market. Further, the follow-on procurement will be processed utilizing competitive procedures.

**7. A determination by the contracting officer that the anticipated cost to the Government will be fair and reasonable:**

The Contracting Officer intends to perform an analysis of the cost proposal to insure it represents a fair and reasonable cost to the government for the effort. The analysis will be conducted utilizing information such as verification of labor and indirect rates in Cambria Consulting contract, evaluation of the proposed hours and skill mix, and historical cost data for this effort.

**8. Description of the market research conducted, and the results, or a statement of the reasons market research was not conducted:**

Limited market research was conducted because the Cambria Consulting copywrited documents and cadre of coaches are required for the continued successful performance of the subject services and continuance of the Agency Coaching Program. No other contractors have access to these documents and/or coaches and are, therefore, unable to meet the requirement. Copyrighted documents include standardized coaching plans and processes currently being used in all NASA coaching engagements; coaching work being performed in conjunction with NASA leadership development programs should follow the same standard plans and processes to ensure quality of service, efficiency, and specified results of the coaching engagement. Other contractors would not have access to these specific standardized plans and processes and would, therefore, cause an inconsistency between current NASA coaching engagements and any future NASA coaching engagements as well as a possible break in service. Additionally, Cambria and its cadre of coaches have knowledge and experience in working with NASA employees, supervisors/managers, and executives around a variety of leadership topics. This specific knowledge and experience is crucial to the success of coaching in collaboration with NASA leadership development programs and courses as it is foundational to success in the coaching engagement. Cambria's ongoing experience, knowledge, and work is a primary reason NASA has been able to expand its coaching strategy to include coaching in collaboration with its leadership programs. We did not anticipate this level of effectiveness with coaching during the contract period and, therefore, the current cost ceiling on the contract is insufficient to meet employee and client demands.

**9. Other facts supporting the use of other than full and open competition:**

NASA is requiring the exact same processes, copyrighted documents, and available cadre of coaches for coaching participants of leadership development programs and courses. This is an

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expansion of the initial intent of the contract which was strictly for 1-on-1 senior executive engagements and some high-level GS employees. Arrival of the new Administration, NASA priorities, and important Agency milestones such as the retirement of the Shuttle require NASA leverage all possible avenues of development while maintaining consistency of processes and level of performance. The current environment of the Agency has lead to a request from agency leadership programs and courses to supply coaches as part of their overall course content and curriculum which requires an increase in the overall ceiling of the contract.

**10. Sources, if any, that expressed an interest, in writing, in the acquisition:**

NASA received capability statements from six vendors expressing their interest in the follow-on acquisition. Responses to the synopsis were received from: Aljucar, Real Change Experts, Walks Beside Coaching & Consulting, CommCore Consulting Group, Take 2 Success, and The Millennium Group International. All interested parties were contacted and encouraged to monitor the Government Point of Entry for information regarding the follow-on procurement.

**11. The actions the Agency may take to remove or overcome any barriers to competition before any subsequent acquisition for the supplies or services required:**

OHCM will monitor and research the industry to identify any other contractors capable of meeting this requirement for NASA, as the follow-on effort to this Contract will be competitive.

JOFOC Signature Page for the increase of Contract Ceiling for Contract No. NNH07CD39B

TECHNICAL DIRECTORATE: I certify that the facts presented in this justification are accurate and complete.

Erica J Borand

Signature

4/27/10

Date

CONTRACTING OFFICER:  
(APPROVAL)

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

Sandra P. Buse

Signature

4/27/10

Date