

**National Aeronautics and Space Administration  
Ames Research Center  
Moffett Field, California 94035-1000**

**Justification for Other than Full and Open Competition**  
[FAR 6.303-2(a)(1)]

**Summary Information:**

Initiating Office: NASA Ames Research Center  
Office of the Deputy Director, Code D

Purchase Request No.: 4200353872

Procurement Title: Educational Outreach Events

Total Estimated Value: **FOIA Exemption 5**

Period of Performance: 8/13 through 9/7/2010

Statutory Authority: 10 USC 2304(c)(2), *Unusual and Compelling Urgency*  
[FAR 6.303-2(a)(4)]

This Justification for other than full and open competition has been prepared in accordance with the requirements of Federal Acquisition Regulation (FAR) 6.303 and NASA FAR Supplement 1806.303.

**Detailed Information:**

**A. Nature and/or description of the action being approved.** [FAR 6.303-2(a)(2)]

NASA Ames Research Center (ARC) proposes to negotiate a sole source contract with Ankh Marketing of San Francisco based on unusual and compelling urgency. The requirement is for the design of a prototype multimedia presentation that will serve as a key component of a September 4<sup>th</sup> NASA Multi-Center Science, Technology, Engineering, and Math (STEM) Event.

**B. Description of the supplies or services required to meet the agency's needs (including estimated value).** [FAR 6.303-2(a)(3)]

NASA is concerned by the fact that many young people in the United States are unaware of the benefits of studying science, technology, engineering, and math (STEM) subjects. To meet this challenge NASA needs to inspire student interest in and to generate enthusiasm for space, particularly in underrepresented communities (African Americans, Hispanics, Native Americans, and women) and in mostly poor rural communities. NASA is uniquely positioned to communicate these opportunities and inspire young people through example. The Agency can do this better if it combines its own resources and internal success stories with speakers from outside the space program – speakers who can connect with young people and open intellectual doors for them. And it can do it even better if the speakers are able to deliver their message through novel, high-tech approaches that will seize the interest of young people. The

Contractor will provide a highly innovative technical approach – including a holographic display - to communicate the intended message to inspire students to study STEM subjects. Ankh is also highly connected with the educational community in the Bay Area, and can “deliver” students from underrepresented communities there.

Specific Requirements Include:

- Design a prototype, using STEM content from NASA and in coordination with ARC representatives, of an immersive presentation on science and technology, highlighting space, involving holographic technology;
- Holographically record identified speakers providing an inspirational introduction to core STEM subjects via an innovative, cutting edge holographic technology that will enthuse students, and provide for projection of that content to designated sites in California and Florida;
- Develop and carry out a complementary interactive half-day science fair with a focus on space;
- Provide all the domes, projectors, screens, and other materials needed for the presentations, the wall, and the science fair in the designated sites.
- Lead in the advertising of the science fair and in inviting Bay Area schools, and collaborate with other NASA organizations involved to assist them in doing the same in their areas.

The message would be tailored for students from kindergarten through high school, in three clusters (K-5, grades 6-8 and 9-12). The goal in all cases would be to use cutting-edge multimedia artistry to inform and excite students about science and technology.

The estimated total firm fixed price of this requirement is **FOIA Exemption 5**, based on requirements determined by ARC in conjunction with HQ.

**C. An identification of the statutory authority permitting other than full and open competition.** [FAR 6.303-2(a)(4)]

10 USC 2304(c)(2), *Unusual and Compelling Urgency*

**D. Demonstration of the proposed contractor’s unique qualification or the nature of the acquisition requires use of the authority cited.** [FAR 6.303-2(a)(5)]

As set forth in FAR 6.302-2, the cited statutory authority is appropriate when unusual and compelling urgency precludes full and open competition; and the delay in award of a contract would result in serious injury, financial or other, to the Government. Specific to the instant requirement, failure to execute this award to Ankh Marketing will cause serious injury to the Government, in that it will greatly degrade the intent and purpose of 3 major coordinated NASA-sponsored STEM events on September 4<sup>th</sup>, 2010. This determination is based on the following:

The prototype presentation is being designed as a demonstration of how a cutting edge immersive technology can be a key component of NASA's effort to inspire Kindergarten through Twelfth Grade ("K through 12") students to pursue STEM education. Given the need to plan for and implement the September 4<sup>th</sup> events, in addition to the need to coordinate between the NASA Headquarters, Kennedy Space Center, and Ames Research Center events, it is determined that only Ankh Marketing can execute the requirement in a timeframe to meet the Government need date. Further, market research conducted on advanced technology that will be used as a crucial aspect of the presentation, specifically holographic projections at the multiple locations, shows that there are limited firms that possess this technology. Sufficient time does not exist to solicit offers from multiple organizations for the requirement, and sufficient planning time was not available from conception of the use of the prototype presentation to allow for competitive acquisition. Specifically, the need for the prototype presentation, and the timing of it, was determined during discussions between ARC and NASA Headquarters officials on the week of July 12; an estimate was obtained by NASA personnel developing the Event based on previous knowledge of Ankh's capability the week of July 19; and contracting arrangement were initiated on the week of July 26. Although quantification of the specific harm to the Government is problematic due to the nature of this requirement, it is asserted that the planning and execution of the NASA September 4<sup>th</sup> STEM Events, including resource dedication, travel, and other expenses, constitutes a substantial funding investment by NASA, and the effectiveness of the use of those dollars will be denigrated if the goals of the Event are not achieved. The prototype demonstration is key to the effectiveness of the Events.

Additional information demonstrating the importance of the September 4<sup>th</sup> STEM Event:

The NASA STEM initiative is part of the President's program to inspire and provide outreach in the area of science, technology, engineering and math education. NASA believes it is uniquely positioned in the Federal Government to inspire students in STEM subjects. NASA further believes that since traditional outreach mechanisms are proving less effective than hoped in terms of reaching students, innovative approaches must be tried to kindle their interest. Ankh Marketing would be providing exactly the kind of highly advanced capability, complemented by close connections with educational authorities (particularly in underrepresented communities), that would allow outside presenters and NASA officials and astronauts to join forces in a prototype presentation that will be a key component of NASA's intent to provide compelling, inspiring content to students in Virginia Beach, the Bay Area in California, and the Orlando area in Florida at the Sept 4<sup>th</sup> STEM Events (and hopefully at future NASA STEM events). Reaching out to these underrepresented communities is a key goal of the Agency this summer. While it would directly touch thousands of students in Virginia Beach, the Bay Area in California, and the Orlando area in Florida at the Sept 4<sup>th</sup> STEM Events, simultaneously this unique technology would indirectly reach and inspire thousands more students all across the Nation, because these NASA Events are tied to the "Tom Joyner family reunion program" (locked in for Sept 3<sup>rd</sup> through Sept 6<sup>th</sup>). The Tom Joyner connection also ensures that NASA will connect with a significant number of students in underrepresented communities. Reaching out to these underrepresented communities is a key goal of the Agency this summer.

**E. 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 FAR Subpart 5.2 and, if not, which exception under 5.202 applies.** [FAR 6.303-2(a)(6)]

NASA is aware of no other contractor that can provide the combination of timely response, technological capability, and educational connections, that will meet the Government's requirements by the necessary contract award date.

**F. A determination by the contracting officer that the anticipated cost to the Government will be fair and reasonable.** [FAR 6.303-2(a)(7)]

The contracting officer's signature on this document indicates that the contracting officer has determined that the anticipated cost to the government will be fair and reasonable. Prior to execution of the contractual instrument, a proposal analysis will be performed in accordance with FAR 15.404. The proposal analysis will ensure that the final agreed-to price for the contract extension is fair and reasonable. Analysis will include a cost analysis of estimated labor, indirect expenses, other direct costs, and reasonable profit associated with completing the work effort. Pre-negotiation objectives will be prepared prior to the initiation of negotiations and will be approved in accordance with FAR 15.406 prior to the conduct of negotiations.

**G. Description of the market research conducted and the results or a statement of the reason market research was not conducted.** [FAR 6.303-2(a)(8)]

*Market research conducted shows that there are limited organizations that have holographic technology that could meet the government's requirements, if sufficient time were available to allow for competitive acquisition. However, as indicated above, the requirements necessary to support this requirement include a combination of services including both technology development and educational outreach. Sufficient time is not available to develop potential sources to meet these requirements by the required award date.*

**H. Any other facts supporting the use of other than full and open competition.** [FAR 6.303-2(a)(9)]

Facts supporting the use of other than full and open competition are set forth in paragraph C. of this document. *(Include additional information, if applicable, per the areas identified at FAR 6.303-2(a)(9)).*

**I. Listing of the sources, if any, that expressed, in writing, an interest in the acquisition.** [FAR 6.303-2(a)(10)]

This requirement is exempt from pre-award synopsis requirements in accordance with FAR 5.202(a)(2).

**J. 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.**

Any subsequent requirement for these services will be competitively procured unless properly justified in accordance with FAR 6.303.

**Signature Page**

**Requirement Initiator:**

*Insert Name and*

*Title* INGRID DESILVESTRE

Executive Officer to  
Deputy Center Director

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

*Ingrid Desilvestre*  
Signature

8/9/10  
Date

**Directorate Manager:**

*Insert Name and*

*Title*

Lewis Braxton

*Lewis Braxton*  
Signature

8/9/2010  
Date

**APPROVAL:**

**Contracting Officer:**

*Insert Name*

Jeffery M. Lupis

I hereby determine that the anticipated cost to the Government will be fair and reasonable and certify that this justification is accurate and complete to the best of my knowledge and belief. [FAR 6.303-2(a)(12)]

*Jeffery M. Lupis*  
Signature

8/12/10  
Date