

Justification for Restricted Competition – Federal Supply Schedule Acquisition

1. This is a NASA–KSC acquisition to be accomplished pursuant to FAR Part 8.4 under the authority of Title III of the Federal Property and Administrative Services Act of 1949 (41 U.S.C. 251, et seq.) and Title 40 U.S.C. 501, Services for Executive Agencies.
2. Estimated value of acquisition (including options): \$600,000.
3. Describe what is being acquired and period of performance (if services).

The Advanced Planning Staff (APS) in the KSC Integration Office (AA-I) plays a crucial role in aligning Kennedy Space Center (KSC) with the NASA Strategic Plan; all KSC strategic planning activities are performed and managed from this office. To meet its objectives, the APS has a requirement for contractor support to assist APS personnel in the development and implementation of strategic planning, strategic management process, and associated strategic management tools.

This acquisition is for contractor support to provide strategic management expertise and assistance to APS personnel in accomplishing strategic management and implementation tasks for the KSC Executive Team, the APS, the Launch Services Program, the Ground Systems Development & Operations Program, and support to the KSC Directorates, and the KSC leadership team. The period of performance for this acquisition is from October 1, 2014 – September 30, 2015.

4. Present the reasons that justify restricting competition [see FAR 8.405-6(b)].

This effort is being sole-sourced to The Performance Knowledge Group LLC (TPKG) based on the expertise of its principle partner, Dr. Tim Kotnour. The decision to pursue a noncompetitive award to TPKG will be based on the company's certification that Dr. Kotnour will complete the APS's requirements as specified in the Statement of Work (SOW).

Dr. Kotnour's specialized knowledge, unique expertise, and prior experience makes TPKG the only vendor capable of successfully completing this effort. Dr. Kotnour has been engaged with NASA–KSC since 1996 and since 2003 Dr. Kotnour has provided primarily all strategic management services to KSC on over 30 separate acquisitions arising from various Directorates within the Center. Dr. Kotnour has extensive working relationships with senior management and strategic management personnel; he is uniquely familiar with KSC's strategic management needs. His specialized knowledge and unique prior experience relevant to this acquisition include: (1) Facilitating senior management reviews; (2) Providing training for senior management and various directorate personnel; (3) Facilitating the development of KSC's strategic and implementation plans; (4) Facilitating the development of KSC's measures; (5) Facilitating KSC senior management teams in developing scenarios; and (6) Coaching KSC's executive teams on strategic management, strategy, and change management.

Moreover, this non-competitive acquisition is also based on the need for a seamless continuation of the ongoing APS initiatives. The APS seeks the services of Dr. Kotnour, a qualified source that is not only able to provide strategic guidance for the Center's future support but is also knowledgeable of the Center's history and evolution. It is imperative that the APS is poised and able to strategically advise the KSC Executive Team and each directorate as transitions are made from previous programs and projects to the planning and development of a multi-user Spaceport. Dr. Kotnour has an extensive knowledge of KSC support to the Space Shuttle and ISS programs and is least likely to penalize the APS with delays.

Another contractor would have to duplicate efforts in: researching APS requirements, interviewing senior managers and APS personnel, researching and understanding the APS's plans and processes, researching KSC's strategic history, and gaining a thorough understanding of APS expectations, operations, and process needs. Dr. Kotnour has been integral in assisting APS in developing the Center's strategic future. Although there are strategic management professionals that are capable of providing consulting services, it is highly unlikely that another offeror is uniquely familiar with KSC, and could overcome the best-value preference that would exist for continued performance by Dr. Kotnour. Dr. Kotnour has demonstrated a high degree of competency in providing strategic management services to KSC and substituting another contractor at this point in time is not acceptable and would be detrimental to KSC.

5. The contracting officer will determine if the order represents the best value consistent with FAR 8.404(d).
6. Describe the market research conducted and the results, or a statement of the reason(s) market research was not conducted. Be sure to list the sources considered, contacted, or that contacted you with an interest in the acquisition, if any.

The APS is intimately familiar with the market for these services and is not aware of any other company that has the knowledge or expertise to provide KSC with the kind of strategic management services specified in the Statement of Work.

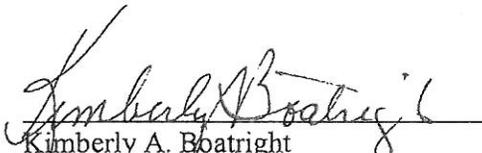
7. Describe any other facts supporting the justification.

There are no additional facts supporting the justification.

8. Describe those actions, if any, KSC may take to remove or overcome barriers to future restricted acquisition of these supplies/services.

There are no known actions that could be taken to overcome barriers to future restricted acquisitions.

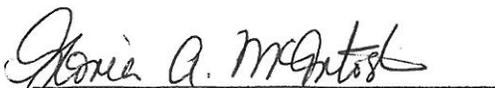
I hereby certify that the supporting data which form the basis of this justification to restrict competition is complete and accurate to the best of my knowledge and belief.



Kimberly A. Boatright
Contracting Officer's Representative
(COR)

8/5/2014
Date

I have reviewed this justification to limit sources within the Federal Supply Schedules and certify that the justification is accurate and complete to the best of my knowledge and belief. I will make a best value determination consistent with FAR 8.404(d) before issuing an order.



Gloria A. McEntosh
Contracting Officer

8/13/2014
Date