

**Justification For Other Than Full and Open Competition
US Census Bureau
Computer Services Division (CSvD)**

Justification For Other Than Full And Open Competition
U.S. Census Bureau
Acquisition Division

Contract Title: Household Sampling Data
Contractor: AUS Marketing Research System, Inc.
Period of Performance: August 4, 2016 - November 4, 2016
Place of Performance: US Census Bureau
COR: Thomas Thornton
Contract Type: Fixed Price

1. **Nature of the Action Being Approved**

Noncompetitive acquisition of services from AUS Marketing Research System, Inc for a period of approximately 3 months to perform the tasks as described below that are necessary for the U. S. Census Bureau to acquire a unique and quality sample for the NHES that follows sampling specifications provided by the U.S. Census Bureau which must include all variables needed to conduct the survey and subsequent analyses.

2. **Description of Services**

The purpose of this contract is to obtain a unique sample for the National Household Education Survey (NHES) to ensure high quality survey data. This support includes providing the set of unique variables requested in the specifications provided by the U.S. Census Bureau in a timely manner.

3. **Statutory Authority**

This action is taken pursuant to the authority of 41 U.S.C. 253 (c) (1) – Only One Responsible Source as implemented by the FAR 6.302-1 (a)(ii)(A). The services required by the agency are available from only one responsible source and no other type of services will satisfy agency

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requirements. Services may be deemed to be available only from the original source in the case of a follow-on contract for the continued development or production of a major system or highly

specialized equipment, including major components thereof, when it is likely that award to any other source would result in substantial duplication of cost to the Government that is not expected to be recovered through competition.

4. **Reason for Authority Cited**

This contract is being put in place as a sole source logical follow-on purchase order under the because data from AUS Marketing Research System, INC includes the ability to augment the city style/rural route and PO Boxes addresses, critical for the success of the NHES survey and survey analyses.

This logical follow-on purchase order will ensure continuity of mission critical support for the National Center for Education Statistics (NCES) and U.S. Census Bureau.

5. **Unique Qualifications**

AUS Marketing Research System, Inc has been providing support for the U.S. Census Bureau's NHES since 2007. The tasks described in the solicitation are direct extensions of the work performed by AUS Marketing Research System, Inc under task order #YA1323-16-NC-0230. As such, AUS Marketing Research System, Inc , is uniquely qualified to perform these follow-on activities.

6. **Fair and Reasonable Costs**

As a result of price analysis the Contracting Officer determined that the final contract price was fair and reasonable.

7. **Other Supporting Facts**

The amount of time and funds required to train, educate and provide a comparable skill set comparable to AUS Marketing Research Systems, Inc. would cause an unacceptable delay in the Census Bureau's ability to fulfill its mission. Not acquiring the services from this vendor will jeopardize the quality of the NHES data and timeliness of the Census Bureau's ability to complete the services for NCES.

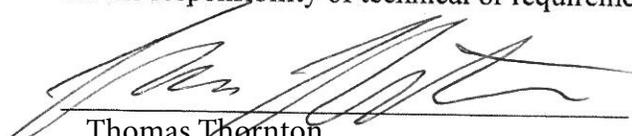
This contract will support the continuity of acquiring quality and unique data for the NHES until they can be transitioned to another vendor. A future contract will be awarded via applicable competitive procedures.

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8. **Recommendations and Certification from Program Office:**

Based on the above, I recommend this acquisition be conducted on the basis of other than full and open competition. I certify that technical data that form the basis for this justification that are the responsibility of technical or requirements personnel are complete and accurate.

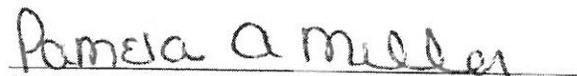


Thomas Thornton
COR

Date 8-19-16

9. **Certification from the Contracting Officer:**

All of the requirements of the Competition in Contracting Act (41 U.S.C. 253), as implemented in the Federal and Commerce Acquisition Regulations, have been considered in preparing this justification. As Contracting Officer, I hereby certify that the justification for other than full and open competition for this requirement is accurate and complete to the best of my knowledge and belief.



Pamela A. Miller
Contracting Officer

Date 8-18-16