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LIMITED SOURCES JUSTIFICATION AND APPROVAL
for Orders or BPAs established under Federal Supply Schedules
Solicitation No.: R13PS80078
Project Name: Public Relations Media Software

In accordance with FAR 8.405-6, the proposed contractual action is pursuant to the statutory authority under the Multiple Award Schedule Program [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].

1. **Agency and Contracting Activity.** Department of the Interior, Bureau of Reclamation, Acquisitions Operations Group, Denver Office
2. **Nature/Description of Action.** This will be a firm fixed price task order issued against GSA Schedule Contract GS-35F-0668S with Vocus, Inc using Procurement FY13 one year funds. The requirement is for public relations media software and incidental services. Approximately 97% of this task order will be for software. The remaining 3% is for the incidental services that will include training and other support services. The task order will be awarded with a 12 month base period and four (4) 12 month option periods for a total of five (5) years if all option periods are exercised.
3. **Description of Supplies/Services.** The contractor shall provide a media database that is reviewed periodically and provides a method for the Bureau of Reclamation to update and contain proprietary information and the ability to have a customer/stakeholder database, designed to manage public relations information to include, maintaining current media contacts and documenting conversations with the media. Provide a database of federal and state elected officials and staff that is integrated with the customer and stakeholder database. Provide online training for interested users. The database shall create targeted list to the media, customers, stakeholders and the general public for the purpose of communicating simultaneously with the above mentioned parties. The software should also facilitate Reclamation's ability to run analytics on information captured through media monitoring of news clips. It should also facilitate the publishing of news releases through an online news release database. The database should be compatible to work with Critical Mention, importing the mentions into the news database. The contractor shall provide professional services support for training and other support services.

The following are the item descriptions and the Government's base period estimated cost that was based on the previous order and the GSA Schedule:

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Description	Cost per unit	Units	Total
Vocus Public Relations - Enterprise Edition -- P-VPR-EE	\$4,349.80	25	\$108,745.00
Analytics - Advanced -- P-ANA-ADV	\$8,721.00	1	\$8,721.00
50 State Legislator Data -- G-DAT-USLD	\$13,937.00	1	\$13,937.00
Additional Storage (500M) -- P-OTH-STG	\$1,396.00	1	\$1,396.00
News On-Demand with Premium Content Unlimited Clips -- P-NOD-PRM	\$1,006.60	25	\$25,165.00
Social Media Module up to 600,00 results per year -- P-SMM-AB4	\$10,800.00	1	\$10,800.00
Social Media Module additional 600,000 results per year -- P-SMM-UP5	\$4,200.00	1	\$4,200.00
Professional Services -- P-SVC-CUS	\$1,221.00	6	\$7,326.00
PRWeb Premium Releases w/cap at 1 per day -- P-PRW-PREMU (Single Company Use, Unlimited domains)	\$3,500.00	1	\$3,500.00
			\$183,790.00

In order to determine the potential total value of the task order, a five (5) percent escalation was used for all four (4) of the option periods. Using this calculation, the potential total value of the task order is \$1,015,555.77 with the estimates costs as follows:

Base Period	\$183,790.00
Option 1	\$192,979.50
Option 2	\$202,628.48
Option 3	\$212,759.90
Option 4	\$223,397.89
Estimated Total	\$1,015,555.77

4. **Authority/Justification Rationale and Demonstration of Contractor's Unique Qualifications.**

a. **The following exception applies to this acquisition.**

(FAR 8.405-6(b)(1))- Items peculiar to one manufacturer. The Public Relations Media Database software and services offered by Vocus, Inc. has the ability to create and manage the various contact lists for both media and non-media separately and automatically notify all of the stakeholders rather than using Search Engine Optimization (SEO), which is similar to any search engine. These particular features are all essential to the Government's requirements. The market research described below in Part 6 indicates other companies' similar products lack some or all of these particular features and do not meet and cannot be modified to meet Reclamations needs. **Justification.** The Vocus public relations media software is specialized as it is the only software that provides a separate area for media and non-media contacts. It is also the only vendor that can meet Reclamation's needs in providing federal and state elected legislative government officials contact information, as well as their staff. Other public relations media software combines the media and non-media

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contacts and requires the procuring agency to provide the contact information. The Vocus public relations media software allows all of these requirements to be secured through one contract.

The Vocus public relations media software also interfaces with Critical Mention. This is very important because Reclamation currently has a contract with Critical Mention to monitor all news anchors, syndicated shows, journalists and consumers to identify when Reclamation is mentioned in the content of any of these vehicles. This allows Reclamation to be proactive in responding to the information being reported and to help minimize any adverse publicity.

5. Best Value Determination.

Price Reduction: The pricing for both the software and the services listed in this GSA Schedule contract are fixed prices and GSA has already determined that the pricing is fair and reasonable. Additionally, Vocus offers GSA a 30.75% discount off of its commercial list price. Therefore, by placing this order against the schedule contract, Reclamation has concluded that the order represents the best value and results in the lowest overall cost alternative (considering price, special features, administrative costs, etc.) to meet the Government's needs.

- 6. Description of Market Research.** The customer researched several public relations software products to include Meltware, Cision, and Piers. Meltware's software is all separate modules rather than one coordinated software. Some of these software products do not have the fifty (50) state legislation data or the separate customer and stakeholder databases. Most of the software relies on Search Engine Optimization (SEO) for obtaining the information. SEO requires the various customers and stakeholders to perform their own searches in the database rather than having the information automatically sent to them. This does not meet the requirements. Piers' software is the closest, next to Vocus, for meeting the requirements. However, this software requires that the procuring entity have its own news room and the licenses are not pooled. This would require a separate license for each user.

A Sources Sought Announcement was issued to determine if there were other products available. Only three (3) responses were received, one of which was Vocus. All three responses were provided to the Requesting Office's Representative. The following are the comments provided by the Requesting Office's Representative:

Vocus provides everything that we are looking for and meets our requirements. Specifically it was the only one that provided a separate area for media and non-media contacts. It is also the only vendor that can meet our needs in providing federal and state elected legislative government officials contact information, as well as their staff. This is all secured through one contract.

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Symplicity is not a commercial, off-the-shelf system. It is a system that they build for you based upon needs and requirements utilizing tools they have their tool chest. It is a constituent tracking system that relies on Reclamation inputting all the information. For example, we are looking for a solution where the vendor provides and maintains a media database (both contacts and outlets) and Symplicity does not provide that. Media databases contain 100's of thousands of records and it would be too much for Reclamation to maintain this. It provides the database but what comes with that database is not present. It also does not separate media from non-media constituents. It also doesn't work with Critical Mention or provide a gateway to a web-based news release system. From what I can tell, there is no automatic media monitoring.

BurrellesLuce meets several of our requirements but it fails in a couple, particularly the ability to keep customers/stakeholders and media in separate areas. They combine the media and stakeholders into one database but the lists are kept separate by designation. It is important that these two don't mix. I'm confused by the answer about government/legislative contacts. It says you can pull by legislative area but it doesn't look like they provide the contact information. We need that service provided because it is nearly impossible for us to keep track of that information. They don't directly provide an integrated news release positing for online news releases, but they partner with Marketwire. In my experience this means that we will need to secure another contract with Marketwire to post to their service. Fax distributions seem impossible. They don't work with Critical Mention, whom we already have a contract with, while they have their own broadcast media monitoring.

7. **Any Other Supporting Facts.** Not Applicable.
8. **Actions Taken to Remove Barriers to Competition.** Reclamation will continue to review other products as they are offered on the open market to see if there are other solutions to the compatibility and the quality issues for these types of products.