

**JUSTIFICATION FOR USE OF SINGLE SOURCE  
UNDER IDIQ CONTRACT**

**PART I**

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| 1. | Date:   | August 2, 2006   |
| 2. | Agency and Contracting Office:                                | National Park Service<br>Harpers Ferry Center<br>Office of Acquisition Management              |
| 3. | Requesting Office:  | Media Services   |
| 4. | Contracting Officer's Representative:                         | Roberta Wendel<br>Visual Information Specialist  |
| 5. | Description of the Requirement:                               | Illustration for biodiversity mural as part of<br>visitor center exhibits for Great Falls Park |
| 6. | Government Estimate:  | \$11,323.00  |
| 7. | Statutory Authority:  | Only One Responsible Source  |
| 8. | Proposed Contractor Name,<br>Address, Phone Number and Email: | Robert Hynes<br>5215 Muncaster Mill Rd.<br>Rockville, MD 20855<br>301 926 7813                 |

I recommend that the procurement of the illustration for biodiversity mural in the Great Falls Visitor Center Exhibits be placed on an other than full and open competitive basis with Robert Hynes for the following reasons:

**PART II**

9. Nature of acquisition to meet the authority cited in item 7 above.

The proposed Contractor, Artist Robert Hynes, is uniquely qualified to provide a product that meets the needs of the Government in both scope and subject matter expertise.

- a. The Contractor is the most qualified to provide artistic direction to this project as he has successfully demonstrated the ability to create highly detailed, scientifically accurate scenes of complex natural environments on multiple projects for the National Park Service, namely Cape Lookout National Seashore and Great Basin National Park, and others.
- b. The Contractor is based locally within the Potomac River watershed and therefore has developed an in depth knowledge of the species of the habitats in this area. He has

significant experience creating comparable, site-specific scenes for other sites in the Washington metropolitan area, namely Rock Creek Park Visitor Center.

- c. The contractor has successfully produced illustrations for dramatic enlargement to wall mural size for many NPS projects. Through this experience he has developed a sense of how subjects will scale to the final size upon enlargement. This saves the government in avoiding costly adjustments in the enlargement process.
- d. Since the Contractor has produced many paintings of this type the National Park Service is benefiting through the development of a collection of works by the same artist. With each new painting accessioned into the NPS Art Collection the intellectual value of the collection increases. These works will add value to other media projects including touch screen media and web-based communications.

10. Describe the action taken to conduct market research to locate sources:

The IDIQ Contract is the first contracting source to consider. Research was only done on the contractors listed in the IDIQ as the contractors' skills and talent have been evaluated and costs established. Samples of work and subject matter expertise were considered.

Of all the contractors on the IDIQ contract Robert Hynes is the only contractor with specific experience creating scientifically accurate natural history scenes based on the uniqueness of the habitats being depicted. Wood, Ronsaville, Harlin, Inc. and Archil Pichkhadze have a very general knowledge about similar natural history subjects but would need to do significant research to create scenes of this complexity and diversity of subjects. Steven Patricia is more familiar with cultural history subjects and thus suited to developing scenes that are less specific than this requirement. Keith Rocco has expertise in military history and not detailed knowledge of natural history. The Government will benefit significantly from the knowledge and expertise Mr. Hynes can contribute on this subject matter.

11. Details to support the Government Estimate:

**Phase 1:**

Travel:	\$35.00	
Labor:	12 hours @ \$41.50/hour =	\$498.00
TOTAL:	\$533.00	

**Optional Phase 2:**

Labor:	260 hours @ 41.50/hour =	\$10,790.00
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TOTAL FOR ALL	\$11,323.00
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12. Listing of any sources that have expressed interest in this requirement:

None. This acquisition has not been discussed with contractors.

13. Any additional information to support the submission:

Additional illustrations will be identified for this project. These opportunities will be offered to the remaining IDIQ contractors and others outside the IDIQ contracts. The work needed for this visitor center exhibit plan is diverse in subject matter such that any single contractor does not have the necessary expertise to be awarded all of the work for this project.

**PART III**

15. This justification is accurate and complete to the best of my knowledge and belief. The anticipated cost to the government has been reviewed by both the contracting officer's representative and the contracting officer and a determination has been made that the costs are fair and reasonable.

Requirements Under \$500,000

Recommended: \_\_\_\_\_  
Contracting Officer's Representative Date

Reviewed and Concurred: \_\_\_\_\_  
Contracting Officer/Contract Specialist Date

Reviewed and  
Approved or Concurred \_\_\_\_\_  
Deputy Associate Manager Date  
Office of Acquisition Management

(IF ACTION IS OVER \$500,000)

Reviewed and Approved: \_\_\_\_\_  
Competition Advocate, WASO Date