

**DEPARTMENT OF THE INTERIOR**

**U.S. GEOLOGICAL SURVEY**

**JUSTIFICATION FOR OTHER THAN FULL AND OPEN COMPETITION**

1. Contracting Agency and Activity

The Department of the Interior (DOI), United States Geological Survey (USGS) plans to award by means of other than full and open competition. This document sets forth the justification and approval for use of one of the exceptions to full and open competition allowed under the Competition in Contracting Act (CICA) of 1984.

2. Nature of the Action Being Approved

This action is to initiate a new subscription Firm Fixed Price contract for Altmetric Explorer for Institutions (EFI) available from Altmetric, a Digital Science company.

3. Description of Supplies and Services

Altmetric Explorer data provides valuable insight for publishers, authors and editorial staff on how published content is being used and shared. Their badges, a colorful display image designed to identify how much and what type of attention an article has received, are easily embedded into any platform to showcase activity related to individual articles and the flexible Application Program Interface (API), only available through subscription, can incorporate data for display in multiple applications managed by USGS (e.g. Publications Warehouse). The robust interface permits full access to the Altmetric database where USGS can monitor and report on USGS publishing efforts as an entity or by individual authors.

Altmetric Explorer for Institutions is a proprietary product of Altmetric, a Digital Science company based in London, UK. They are the sole producer, owner and distributor of Altmetric Explorer for Institutions. This award will be for a One (1) Year subscription to Altmetric Explorer for Institutions.

4. Estimated Dollar Value

The total estimated dollar value for this requirement is \$22,050, which includes a one-time 10% discount from vendor for first time clients.

5. Statutory Authority

The statutory authority for this sole source acquisition is in accordance with FAR Part 13.106-1-only one source reasonably available.

6. Rationale for Sole Source Acquisition

The Government has need for a service measuring scholarly impact due to the major paradigm shifts in the research life cycle, scholarly communications and the publishing community. USGS management specifically requested availability of this service because of its measureable qualities including the ability to track social media and news sources referencing USGS authored publications and the analytical analysis reporting that can be used for comparison or other publishing metrics. The author and publishing focus of this product is what makes it unique from other potential services on the market as they do not comprehensively aggregate information at the author, publication and institutional levels.

Previously USGS authors have only been able to use the number of times written articles were cited by others to prove relevance for publishing in their fields of study. This measurement is used to track how USGS information products are referenced in a number of areas outside of scholarly publishing, and is a measure of the level of impact that the science expertise has on research areas and disciplines. This service is being used by other federal agencies to provide feedback on social media and other communications that is unavailable with detail at such a granular level.

The distinctive qualities of this product derive from their ability to combine data and rankings from traditional evaluation factors like times a publication was cited and merge it with multiple social media impact factors to obtain a comparable unique number for individual articles. Having a subscription gains USGS access to utilizing the Altmetric API, which enables USGS scientists to obtain analytic reporting on their individual publications and see how they compare within the USGS and to others in their field of study. Altmetric Explorer for Institutions reporting leverages the geo key and Twitter profile information to present georeferenced usage, and specific information about user categories including researcher, practitioner, science communicator, and member of the public not found in other applications like PlumX Metrics or ImpactStory. Understanding the audience composition is important to evaluating performance and readership trends in a science organization, which is something Altmetric Explorer for Institutions delivers exceptionally in comparison.

Altmetric Explorer provides access to an API to permit cross-integration of data within other USGS created products that is not provided by alternative services. Altmetric reporting includes generation of a geographical map of tweeters compiled from information in Twitter profiles, and the geo key which breaks down areas where in the world users sharing an article are located. Reporting features also break down user information by categories including researcher, practitioner, science communicator, and member of the public. Altmetric delivers an extensive and integrated measurement of these criteria by combining multiple social media and alternative metrics to provide a unified comparison of the impact

USGS authored publications have on the larger scientific community. Gaining access to these expertly conveyed measurements will benefit the USGS and further the USGS Library's mission of establishing the best scientific foundation possible to help guide decisions and evaluate actions critical to the USGS mission. Comprehensive, instant, desktop access to scholarly impact for USGS authors is critical to fulfilling this mission. Supporting research administration by providing quantitative usage metrics and tools supports the overall USGS science mission.

## 7. Other Sources Considered

In 2016, the USGS Library reviewed the literature, searched the Internet, and collected feedback from library colleagues to confirm Altmetric Explorer for Institutions, a proprietary product of Altmetric LLP, is not available from another source. Similar products identified such as PlumX Metrics and ImpactStory collect data from usage, clicks, downloads and views, blog post mentions, Tweets and traditional citation counts. However, they are unable to provide enough detail on specific science areas and do not assign scores derived from the volume of mentions, the source of those mentions and their authors to provide a comparable rating nor do they allow authors to focus specifically on their own publications, compare against others in their organization or research area through reporting analytics. Alternative products do not provide access to an API to permit cross-integration of data within other USGS created products as Altmetric Explorer does. Altmetric reporting includes generation of a geographical map of tweeters compiled from information in Twitter profiles, and the geo key which breaks down areas where in the world users sharing an article are located. Reporting features also break down user information by categories including researcher, practitioner, science communicator, and member of the public. Understanding the audience composition is important to evaluating performance and readership trends in a science organization. As a result of our market research, no other known product can provide the comprehensive and detailed analysis to meet the needs of USGS scientists.

## 8. Market Research

The library industry does regular work with "identifying" software/programs and is aware of other options such as PlumX Metrics and ImpactStory. However these entities do not meet the Governments minimum needs as they do not comprehensively include all of the necessary analytical data to effectively evaluate USGS authored publications. Although they include similar content such as usage, captures, mentions, social media and citation information, they do not allow the user to delve deeper into the data to further extract information to read what was said in a Tweet or comments left on a Blog site to determine relevancy.

The distinctive qualities of this product derive from their ability to combine data and rankings from traditional evaluation factors like times a publication was cited and merge it with multiple social media impact factors to obtain a comparable unique number for individual articles. Having a subscription gains USGS access to utilizing the Altmetric API, which enables USGS scientists to obtain analytic reporting on their individual publications and see how they compare within the USGS as well as others in their field of study

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9. Future Plans to Permit Competition

The requirements will be reviewed on a yearly basis to evaluate if there is any new competition in the market. Should competition be identified, the requirement will be competed.

10. Recommendation and Certification

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 is the responsibility of technical or requirements personnel and which form the basis of this justification are complete and accurate.

*Erin Donnelly*  
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Erin Donnelly, COR

*September 15, 2016*  
\_\_\_\_\_  
Date

11. Certifications from the Contracting Officer

All requirements of the Competition in Contracting Act, (41U.S.C.253), as implemented in the Federal and Interior Acquisitions Regulations, have been considered in preparing this justification. This justification is accurate and complete to the best of my knowledge and belief.

12. Approvals

\_\_\_\_\_  
Nicole Johnson, Contract Specialist

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Date

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Karen Phillips, Contracting Officer

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Date