

**SINGLE SOURCE DETERMINATION USING SIMPLIFIED  
ACQUISITION PROCEDURES (SAP) UNDER THE  
SIMPLIFIED ACQUISITION THRESHOLD (SAT)  
AUTHORITY: FAR 13.106-1(b)(1)  
NEA# 59310524S0015**

- 1. Contracting activity/agency.** National Endowments for the Arts (NEA)
- 2. Description of supplies or services required to meet agency needs.**

The NEA has a requirement for the following sole source General Social Survey, National Opinion Research Center (NORC), University of Chicago, GSS Arts Module Historical Report and Guide to meet staffing needs:

This contract is to complete a report on past arts modules fielded within the General Social Survey (GSS), which is produced by NORC. The objective is to document changes within the arts module instruments from 2012-2022, compare results over time, and outline methodological approaches for researchers who wish to use historical GSS datasets. This activity relates to the Agency's Strategic Objective 3.2: Produce research, statistics, and general information about the arts for the benefit of the arts sector and beyond. By investing in research and evaluation, the NEA promotes empirical insights on the value and impact of the arts for individuals and communities. The NEA also circulates evidence, data, and research resources to support the ongoing work of cultural providers, funders, researchers, and policymakers.

The period of performance is from date of award through 8 months (September 2024 through May 2025) for approximately \$17,095.00.

**Identification of the sole source to be solicited.**

General Social Survey, National Opinion Research Center (NORC)  
1155 E 60th Street,  
Chicago, IL 60637  
POC: Beth Fisher  
Email: Fisher-Beth@norc.org.

- 3. Reason for authority cited.** The contracting officer has determined the circumstances of the contract deem only one source is capable of providing the services required at the level of quality required because the services are unique or highly specialized. General Social Survey, National Opinion Research Center (NORC) is the only responsible source as that has administered and produced research on the GSS since its inception in the 1970s. In order to understand how to compare 2012, 2016, and 2022 timeseries and account for potential differences across

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instruments and universes of respondents, any contractor would have to rely substantially on NORC staff to provide information, resources, and tailored recommendations for analyses beyond what is available to the public. NORC therefore has unique qualifications to complete this report.

#### **4. Rationale.**

General Social Survey, National Opinion Research Center (NORC) is the only source capable of offering on-site protected, safe, assured vital security services which meets the Government's requirements of being located at 400 7<sup>th</sup> Street, Washington D.C., with 24-hour secure access to the building for out-of-hours use. The Government could not be able to fulfil its day-to-day functions if employees and contractors didn't have the secure rights of ingress to and egress made available as required. Government personnel: staff and contractors shall have full safety access during all operations on National Endowment for the Arts Government premises. If this contract was not in place, it would cause unwarranted hardship, adversity and suffering for all employees with the need to access the building during normal business hours, outside of business hours; at night, or on the weekends 24-hour/7 days a week secure access. General Social Survey, National Opinion Research Center (NORC) is currently providing required services for NEA regarding these crucial security services.

#### **5. Market Research.**

Market research indicates that the pricing of the report is reasonably fair and consistent with many other research projects the Office of Research & Analysis has contracted recently. NORC, as the administrator of the GSS and the arts modules associated with the GSS, has unique knowledge and expertise that other contractors do not possess. Any other contractor working on this report would have to rely on NORC staff for crucial information. Therefore, the total project cost associated with a separate contractor would likely be greater, given that they would have to allocate substantial time to understanding previous GSS surveys, how the surveys were administered differently over time, how the instruments were phrased differently over time, and how the universe of respondents varied over time. Documentation is supported by the Contracting Officer's Representatives (CORs) sole source justification approved through General Counsel that was obtained for the file. The required services and execution continue to be outstanding and is cost efficient and cost effective. Under the authority of **FAR 13.106-1(b)(1)**, the undersigned hereby determine the circumstances of this contract action and deem only one source is reasonably available as supported herein.

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Latonca Harris  
Contracting Officer