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STATE PROCUREMENT OFFICE
OF HAWAII

STATE PROCUREMENT OFFICE NOTICE OF AND REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS

- 1. TO: Chief Procurement Officer
- 2. FROM: DOHJCDMCB/Tobacco Prevention & Education Program

Department/Division/Agency
Pursuant to §103D-102(b)(4), HRS, and Chapter 3-120, HAR, the Department requests a procurement exemption to purchase the following:

3. Description of goods, services or construction:
Monthly advertising space (posters) in free standing three (3) sided kiosks in high volume and geographic specific shopping centers and malls throughout the state.

4. Name of Vendor: Hawaii Malls, Inc. Address: 560 N. Nimitz Hwy., Suite 206A Honolulu, Hawaii 96817	5. Price: \$116,890.22
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6. Term of Contract: From: <u>7/15/11</u> 7/1/2011 <i>16T</i> To: 6/30/2012	7. Prior Exemption Ref. No. 10-082-B
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8. Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State:
Vendor is the sole representative for advertising in shopping mall kiosks throughout the state.

9. Details of the process or procedures to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:
There are no other vendors for this service.
Program Manager identifies the target consumer and marketing modality.
Program Manager investigates the various sites' effectiveness in reaching the largest number of the target consumers.
Program Manager selects site(s) and works with the vendor (sole representative for a site) who contracts advertisements.
Contract is negotiated with vendor.

10. A description of the agency's internal controls and approval requirements for the exempted procurement:
 Julian Lipsher, Program Manager Selects sites and negotiates fees
 James Cullen, PHAO, TPEP Monitors billings for proper expenditures
 Danette Wong Tomiysau, CDMCB Chief Approval of purchase order
 Janice Okubo, Communications Office, Chief Approval of ads that are to be displayed

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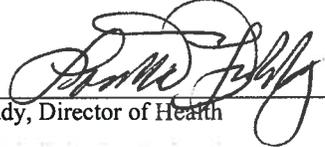
REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS (Cont.)

12. A list of agency personnel, by position, who will be involved in the approval process and administration of the contract:		
Name	Position	Involvement in Process
Loretta J. Fuddy	Director of Health	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Sharon Abe	Chief, ASO	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
James Cullen	PHAO, CDMCB	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Danette Wong Tomiyasu	Chief, CDMCB	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Julian Lipsher	Program Manager, TPEP	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Lola Irvin	Project Officer, TSP	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration

13. Direct inquiries to:	Department: TPEP Contact Name: Julian Lipsher Phone Number: 586-4662 Fax Number: 586-8252
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Agency shall ensure adherence to applicable administrative and statutory requirements

14. *I certify that the information provided above is, to the best of my knowledge, true and correct.*


7/1/11

 Loretta J. Fuddy, Director of Health Date

Reserved for SPO Use Only

15. Date Notice Posted 7/7/11

The Chief Procurement Officer is in the process of reviewing this request for exemption from Chapter 103D, HRS. Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven calendar days or as otherwise allowed from the above posted date to:

Chief Procurement Officer
 State Procurement Office
 P.O. Box 119
 Honolulu, Hawaii 96810-0119

Chief Procurement Officer's comments:

This approval is for the solicitation process only, HRS section 103D-310(c) and HAR section 3-122-112, shall apply and award is required to be posted on the Awards Reporting System.

As a reminder, individual(s) participating in procurement activities are required to be in compliance with Procurement Delegation No. 2010-01 and Amendment 1, and Procurement Circular No. 2010-05, *Statewide Procurement Training*, as appropriate. Procurement requests submitted to the SPO listing departmental personnel without written delegated procurement authority and the appropriate mandatory procurement training will be returned.

16. APPROVED DISAPPROVED NO ACTION REQUIRED


7/22/2011

 Chief Procurement Officer Date