



'11 AUG -3 P2:09

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

1. TO: Chief Procurement Officer
2.FROM: DOH/TSP/CDMCB/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 for ad boards in various locations statewide.

4. Name of Vendor: Ad Walls, LLC
Address: 1001 Bishop St., Suite 2820
Honolulu, Hawaii 96813
5. Price: \$63,830.00

6. Term of Contract: From: 8/3/2011 To: 6/30/2012
7. Prior Exemption Ref. No. 10 084 B

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 ad boards in shopping centers and malls including their attached parking structures.

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 consumer.
Program Manager selects site(s) and works with the vendor (sole representative for a site) who contract advertisements.
Contract is negotiated with vendor.

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

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 Tomiyasu, CDMCB Chief	Approval of Purchase Order
Lola Irvin, TSP Project Officer	Approval process
Janice Okubo, Communications Office, Chief	Approval of ads that are to be displayed

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 <i>SA</i>	Chief, ASO	<input checked="" type="checkbox"/> Approval	<input type="checkbox"/> Administration
Lola Irvin <i>LIR</i>	Project Officer, TSP	<input checked="" type="checkbox"/> Approval	<input type="checkbox"/> Administration
Danette Wong Tomiyasu <i>DWT</i>	Chief, CDMCB	<input checked="" type="checkbox"/> Approval	<input type="checkbox"/> Administration
Julian Lipsher <i>JL</i>	for Program Manager, TPEP <i>586-4662</i>	<input checked="" type="checkbox"/> Approval	<input type="checkbox"/> Administration
James Cullen <i>JC</i>	PHAO, CDMCB	<input checked="" type="checkbox"/> Approval	<input type="checkbox"/> Administration

13. Direct inquiries to: Department: TSP
 Contact Name: Lola Irvin
 Phone Number: 586-4488
 Fax Number: 586-8252

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.*



AUG - 2 2011

Department Head *Director of Health*

Date

Reserved for SPO Use Only

15. Date Notice Posted 8/5/11

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

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

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.

16.



APPROVED



DISAPPROVED



NO ACTION REQUIRED

Charles. Ayala 8/12/2011
Chief Procurement Officer Date