



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

2014-275

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STATE PROCUREMENT OFFICE
STATE OF HAWAII

TO: Chief Procurement Officer

FROM: PUBLIC SAFETY
Name of Requesting Department

Pursuant to HRS § 103D-102(b)(4) and HAR chapter 3-120, the Department requests a procurement exemption for the following:

1. Describe the goods, services or construction:
COMPLETE SERVICES FOR COMMERCIAL AIR TIME, COMMERCIAL PRODUCTION SERVICES AND WEB ADVERTISING.

2. Vendor/Contractor/Service Provider:	OCEANIC TIME WARNER CABLE,	3. Amount of Request:
		\$ ~42,000.00
4. Term of Contract From:	CPO To: 12 MONTHS	5. Prior SPO-007, Procurement Exemption (PE): NONE
2/10/14	APPROVAL 2/12/15	100-41413

6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:
In an effort to increase the applicant pool for the department's recruitment for Adult Correctional Officers and Deputy Sheriffs, in particular, women applicants the department request an approval to contract with Oceanic Time Warner Cable to run TV ads, on-line ads and produce a commercial grade spot. The total time required for the production of the commercial from shooting to editing is approximately two months. Public Safety did look in-house and made an inquiry with the Department of Accounting and General Services (DAGS) Information and Communications Services Division (ICSD) to help with the production of a commercial spot but was told ICSD does not have the resources to create a commercial grade spot for television. The RFP and contract process will require approximately two to three months. We anticipate a recruitment for neighbor island ACO sometime this month followed by Oahu around April. Through our informal quoting process, only Oceanic Time Warner has offered exposure to a dozen or more channels to provide the largest reach to the target population of females aged 21 to 35 years old.

7. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor/service provider:
PSD performed an informal request for quotes. The information received from Oceanic Time Warner, Hawaii News Now and KITV.Com were reviewed and determined that Oceanic Time Warner was not only the lowest cost, but offered the highest target market exposure.

8. Identify the primary responsible staff person(s) conducting and managing this procurement. (Appropriate delegated procurement authority and completion of mandatory training required).

*Point of contact (Place asterisk after name of person to contact for additional information).

Name	Division/Agency	Phone Number	e-mail address
MARC S. YAMAMOTO <i>MSY 2/10/14</i>	ASO-PC	808-587-1215	marc.s.yamamoto@hawaii.gov

All requirements/approvals and internal controls for this expenditure is the responsibility of the department. I certify that the information provided above is, to the best of my knowledge, true and correct.

[Signature]

Department Head Signature

2/11/14

Date

For Chief Procurement Officer Use Only

Date Notice Posted: *2/14/2014*

Inquiries about this request shall be directed to the contact named in No. 8. Submit written objection to this notice to issue an exempt contract within seven calendar days or as otherwise allowed from date notice posted to:

state.procurement.office@hawaii.gov

Chief Procurement Officer (CPO) Comments:

Exemptions will not be granted in situations that are due to no or limited planning. Therefore, this six (6) month exemption, 4/1/14-9/30/14, is to be used as a bridge period for the department to develop and publish a competitive solicitation. This approved exemption period is for the solicitation process only, HRS section 103D-310(c) and HAR section 3-122-112, shall apply (i.e. vendor is required to be compliant on the Hawaii Compliance Express) and award is required to be posted on the Awards Reporting System. Copies of the HCE certificate and awards posting are required to be documented in the procurement/contract file.

If there are any questions, please contact Bonnie Kahakui, or bonnie.a.kahakui@hawaii.gov.

Approved

Disapproved

No Action Required

[Signature]
Acting Chief Procurement Officer Signature

4/22/14
Date