

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

TO: Chief Procurement Officer  
FROM: Chronic Disease Prevention and Health Promotion Division *JHO*  
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:  
On-screen advertisements containing primary prevention messages (physical activity, nutrition and tobacco) for teens/youth.

2. Vendor/Contractor/Service Provider:	National Cinemedia, LLC	3. Amount of Request:	
		\$	\$54,696.00
4. Term of Contract From:	8/22/2016	To:	8/21/2017
		5. Prior SPO-007, Procurement Exemption (PE):	16-057D

6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:  
Vendor is the sole representative for <sup>Regal Cinemas</sup> ~~Signature and Hollywood Theatres~~ in Hawaii. The vendor was not selected by the requester, but is contracted by the theatre to manage the on-screen advertisement. *per Lola 4/18/16*  
*-css*

7. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor/service provider:  
1) There are no other vendors for this service; 2) Program Manager identifies the target consumer and marketing modality; 3) Program Manager investigates the various sites' effectiveness in reaching the largest number of the target consumer; 4) Program Manager selects site(s) and works with the vendor (sole representative for a site) who contract advertisements; and 5) Contract is negotiated with vendor.

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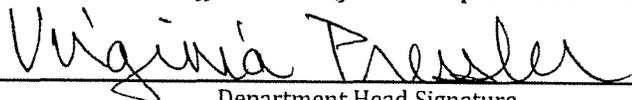
16-001322

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
Lola Irvin 	CDPHPD	586-4481	lola.irvin@doh.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.*



Department Head Signature

MAR 29 2016

Date

**For Chief Procurement Officer Use Only**

Date Notice Posted: 4/5/16

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](mailto:state.procurement.office@hawaii.gov)

Chief Procurement Officer (CPO) Comments:

Approval is granted for the period 8/22/2016 to 8/21/2017 with the understanding that National Cinemedia, LLC is the only contractor to provide on-screen advertisements at Regal Cinemas in the State of Hawaii. This approval 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 show proof of compliance and may use the Hawaii Compliance Express) and the award is required to be posted on the Awards Reporting System. Proof of compliance and the awards posting are required to be documented in the procurement/contract file.

If there are any questions, please contact Carey Ann Sasaki at 586-0575, or [careyann.r.sasaki@hawaii.gov](mailto:careyann.r.sasaki@hawaii.gov).

Approved

Disapproved

No Action Required

  
Chief Procurement Officer Signature

4/21/16  
Date