



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

1. TO: Chief Procurement Officer
2. FROM: DOH/ Community Health Division/ 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:
On-screen advertisement for:
1) Tobacco and teens/youth smoking messages in Consolidated Theatres complexes (\$63,492.00):
- Victoria Ward 1-8 and 9-16
- Koko Marina 1-4 and 5-8
- Kapolei 1-8 and 9-16
- Pearlridge West 1-8 and 9-16
- Mililani 1-7 and 8-14
- Koolau 1-4 and 5-10
- Kaahumanu 6
- Kukui Mall 4
2) Tobacco smoking messages in Wallace Theatres (\$17,550.00) at the following locations:
- Kress Cinema 4 (Big Island)
- Prince Kuhio 9 (Big Island)
- Makalapua Stadium 1-5 and 6-10 (Big Island)
- Maui Mall Megaplex 1-6 and 7-12 (Maui)
- Coconut Marketplace (Kauai)
- Maunaloa Town Cinema (Molokai)

4. Name of Vendor: Screenvision Direct, Inc.
Address: P.O. Box 22905
Rochester, NY 14692
5. Price: \$81,042.00

6. Term of Contract: From: 6/23/06 To: 6/22/07
7. Prior Exemption Ref. No. n/a

8. Explanation describing how procurement by competitive means is either not practicable nor advantageous to the State:
Vendor is the sole representative for both Consolidated Theatres and Wallace Theatres in Hawaii. The vendor was not selected by the requestor, but is contracted by the theater to manage on-screen advertisement.

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. Please see attachment.

10. A description of the agency's internal controls and approval requirements for the exempted procurement:
Please see attachment.

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
Chiyoume Fukino	Director, DOH	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Janice Okubo	Communication Director, DOH	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Barbara Yamashita	Chief, CHD	<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	Coordinator, TPEP	<input checked="" type="checkbox"/> Approval <input checked="" type="checkbox"/> Administration
Aaron Chow	Account Clerk, TPEP	<input type="checkbox"/> Approval <input checked="" type="checkbox"/> Administration

13. Direct inquiries to:	Department: Health/ CHD/ CDMCB/ TPEP
	Contact Name: Julian Lipsher <i>ML</i>
	Phone Number: 586-4662
	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.*

Chiyoume Fukino
 Department Head

MAY 4 2006

Date

Reserved for SPO Use Only	
15. Date Notice Posted	<u>5/10/06</u>
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, section 103D-310(c), HRS, and section 3-122-112, HAR, shall apply.	

16. APPROVED DISAPPROVED

Allen S. Fujita
 Chief Procurement Officer

5/17/06
 Date

ATTACHMENT

REQUEST FOR AN EXEMPTION FROM CHAPTER 103D, HRS

Details of the process to be followed in selecting the vendor to ensure maximum, fair and open competition as practicable:

There are no other vendors for this service at the selected sites.

Program Coordinator identifies the target consumer and marketing modality (theatre on-screen advertisement).

Program Coordinator investigates the various sites' effectiveness in reaching the largest numbers of the target consumer.

Program Coordinator selects site(s) and works with the vendor (sole representative for a site) who contracts for on-screen advertisements.

Contract is negotiated with vendor.

Description of the agency's internal controls and approval requirements for the exempted procurement:

Program Coordinator	Selects sites and negotiates fees.
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Fiscal Office	Monitors billings for proper expenditures.
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