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

1. TO: Chief Procurement Officer
2. FROM: Department of Health, Bioterrorism Branch, Communications

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:  
Printing and Oahu-wide distribution of an emergency preparedness booklet for individuals and families

4. Name of Vendor: OAHU PUBLICATIONS, INC. (HONOLULU STAR-BULLETIN)  
Address: 500 ALA MOANA BLVD STE 500  
HONOLULU, HI 96813

5. Price:  
\$109,445.39

6. Term of Contract: *Upon CPD OK*  
From: *2/5/07 Approval* To: 3/31/07

7. Prior Exemption Ref. No.

8. Explanation describing how procurement by competitive means is either not practicable nor advantageous to the State:  
There are only three newspapers/magazines with Oahu-wide distribution, the Honolulu Advertiser, the Star Bulletin, and Midweek magazine (an affiliate of Star Bulletin). DOH met with representatives from each publication and determined that Midweek offered the greatest value to the state in terms of readership and functionality. Midweek is distributed to all households for free vs. paid subscribers only. It's circulation exceeds that of the Star Bulletin and Honolulu Advertiser newspapers by more than 100,000. Midweek offered additional advertising and promotional copy to promote the booklet at no additional cost to the state. It also streamlined and discounted its service by bundling printing and distribution services in one contract. For all these reasons, completing the formal procurement process offers no advantage to 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:  
DOH consulted with the Office of the Governor to determine the best way to reach all Oahu households. DOH staff contacted both the Honolulu Advertiser and the Star Bulletin to discuss their ad rates and distribution vehicles. The Honolulu Advertiser did not have a distribution vehicle similar to Midweek and was not able to provide a comparable bundle of goods and services. DOH solicited bids from three print vendors on Oahu to determine whether separating the advertising/insert function from the print function would be advantageous to the state. Those bids are attached. All of them represent a substantial increase over the cost of printing included in the Midweek offer and none of them includes Oahu-wide distribution.

10. A description of the agency's internal controls and approval requirements for the exempted procurement:  
DOH obtained written approval from the Office of the Governor for the public awareness campaign and the purchase of media. DOH consulted representatives from the two Oahu vendors capable of providing the requisite goods and services. DOH staff met with the agency director to obtain approval to pursue a distribution arrangement with Star Bulletin.

**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
Chiyome Leinaala Fukino	Director of Health	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Administration
Janice Okubo	Communications Director	<input type="checkbox"/> Approval <input checked="" type="checkbox"/> Administration
Kari Rachlin	Procurement Officer	<input type="checkbox"/> Approval <input checked="" type="checkbox"/> Administration
Adrienne Gardner	Educ/Outreach Specialist	<input type="checkbox"/> Approval <input checked="" type="checkbox"/> Administration
		<input type="checkbox"/> Approval <input type="checkbox"/> Administration
		<input type="checkbox"/> Approval <input type="checkbox"/> Administration

13. Direct inquiries to: Department: Communications  
 Contact Name: Adrienne Gardner  
 Phone Number: 808-586-4660  
 Fax Number: 808-586-4417

Agency shall ensure adherence to applicable administrative and statutory requirements

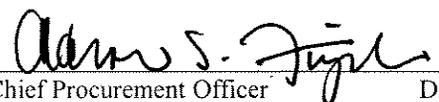
14. *I certify that the information provided above is, to the best of my knowledge, true and correct.*

Department Head 

Date 2/2/07

Reserved for SPO Use Only	
15. Date Notice Posted <u>3/22/07</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: <p align="center">                         Chief Procurement Officer                          State Procurement Office                          P.O. Box 119                          Honolulu, Hawaii 96810-0119                     </p>	
Chief Procurement Officer's comments: <p align="center">                         This approval is based on DOH's determination that the use of this vendor provides the best value based on the required services. This approval is for the solicitation process only, HRS section 103D-310(c) and HAR section 3-122-112, shall apply.                     </p>	

16.  APPROVED  DISAPPROVED  NO ACTION REQUIRED


 Chief Procurement Officer      Date 3/29/07