



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

STATE PROCUREMENT OFFICE
STATE OF HAWAII

09 MAY09 3 10:27 AM

1. TO: Chief Procurement Officer
2. FROM: Chiyoame Fukino, Director of Health

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:
We are seeking an exemption to use YouTube to post health promotion videos on the internet via the YouTube website, www.youtube.com. There is no cost to post videos to YouTube. We would also like to be able to list on our Department of Health and Healthy Hawaii Initiative websites the web address where our videos are posted on YouTube. Other government organizations utilize this social media site to increase exposure for their programs and education campaigns.

4. Name of Vendor: YouTube, LLC Address: 901 Cherry Ave., San Bruno, CA 94066	5. Price: \$0
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6. Term of Contract: From: 5/1/09 To: 12/31/11	7. Prior Exemption Ref. No.
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8. Explanation describing how procurement by competitive means is either not practicable or not advantageous to the State:
Other free web based video posting sites exist, but none are as popular as YouTube.
- YouTube is the number one video site on the internet and the 4th largest Internet destination in the world. (Nielsen NetRatings, December 2008)
- YouTube attracted over 300 million unique video viewers across the world in December 2008. (Nielsen NetRatings, December 2008)
- YouTube is the #2 search engine in the world, after Google and before Yahoo! (comScore, October 2008)
By posting our videos on YouTube we are tapping into an existing network of web users who are looking for information online.

9. Details of the process or procedures to be followed in selecting the vendor to ensure maximum fair and open competition as practicable:
We are open to posting our promotional videos on other free video posting sites if we are approached by them.

10. A description of the agency's internal controls and approval requirements for the exempted procurement:
We are open to posting our promotional videos on other free video posting sites if we are approached by them.

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	
Alice Silbanuz	Public & Prof. Education Coor.	<input type="checkbox"/> Approval	<input checked="" type="checkbox"/> Administration
Lola irvin	Project Manager	<input checked="" type="checkbox"/> Approval	<input type="checkbox"/> Administration
		<input type="checkbox"/> Approval	<input type="checkbox"/> Administration
		<input type="checkbox"/> Approval	<input type="checkbox"/> Administration
		<input type="checkbox"/> Approval	<input type="checkbox"/> Administration
		<input type="checkbox"/> Approval	<input type="checkbox"/> Administration

13. Direct inquiries to: Department: HEALTH
 Contact Name: Alice Silbanuz
 Phone Number: 586-4434
 Fax Number: 586-4444

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 

MAY 12 2009
Date

Reserved for SPO Use Only

15. Date Notice Posted 5/13/09

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:

Approval is granted based on department's representation that YouTube would give the DOH a wide and varied audience who may be looking for information on health promotions programs and educational campaigns on a no fee basis.

16. **APPROVED** **DISAPPROVED** **NO ACTION REQUIRED**


 Chief Procurement Officer Date 6/9/09