

'05 APR 19 P2:39

Submit in Duplicate

**STATE OF HAWAII
REQUEST FOR SOLE SOURCE**

STATE PROCUREMENT OFFICE
STATE OF HAWAII

TO: Chief Procurement Officer

FROM: Department of Health/Community Health Division/Chronic Disease Management & Control
(Department/Division/Agency) Branch/Tobacco Prevention & Education Program

Pursuant to § 103D-306, HRS, and Subchapter 9, Chapter 3-122, HAR, the Department requests sole source approval to purchase the following:

<p>Description of goods, services, or construction:</p> <p>Monthly rental of advertising space for ad boards at the following locations for twelve (12) months; Kahala Mall, Pearlridge Shopping Center, Restaurant Row, Kaimuki Shopping Center, Ward Center, Dole Cannery, University of Hawaii (3 ads), and Prince Kuhio Plaza.</p>
--

<p>Name of Vendor: Ad Walls, LLC</p> <p>Address: 1001 Bishop St., Suite 2820 Honolulu, HI 96813</p>	<p>Cost:</p> <p>\$42,000.00</p>
---	---------------------------------

<p>Term of Contract: From: 07/01/2005 To: 06/30/2006</p>	<p>Prior Sole Source Reference No:</p> <p>SS-03-17-J</p>
--	--

The goods, services, or construction has the following unique features, characteristics, or capabilities:

A major target group of the State's Tobacco Prevention & Education Program is youth ages 11 to 17. Mall traffic studies have shown that youths in this age group gravitate toward shopping outlets and movie theaters.

Advertising and marketing in the state's shopping centers and malls provide the Department of Health to capitalize on the traffic generated by the shopping centers. By utilizing professionally designed ads in shopping centers and malls, the DOH can target their advertising and marketing efforts to specific teen age population that frequent the malls and shopping centers.

The ad boards are larger than life, high-gloss, vinyl billboards that measure 6'x8' and 6' x 12'. Marketing stuides have shown that these ads will be seen at least six (6) times by shoppers every month. DOH evaluations have revealed that there is a 76% awareness by teens, ages 11-17, of DOH anti-smoking ads.

00 00 1 1 0

How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work:

A statewide media and countermarketing campaign is an core component of the Department of Health's comprehensive Tobacco Prevention and Control Program to reduce tobacco consumption in Hawaii. A shopping center and mall/poster/billboard advertising campaign is an essential part of the teen anti-smoking program. Other campaigns utilize television advertising and the purchase of advertising space in magazines read by Hawaiian teens.

The following other possible sources for the goods, services, or construction were investigated but do not meet our needs because:

Ad Walls, LLC is the only vendor that provides advertising space in parking structures and interior locations in different shopping centers and malls throughout the state. There are no other vendors for this service.

Direct Questions To: Julian Lipsher

Phone: 586-4662

I certify that the information provided above is to the best of my knowledge, true, correct and that the goods, services, or construction are available through only one source.

Julian J. Lipsher, mo
Department/Agency Head

APR 18 2005
Date

Title (If other than Department/Agency Head)

Chief Procurement Officer's Comments:

This approval is for advertising space in parking structures only. It is our understanding that other vendors may provide interior ad space in various locations (malls, centers, etc.) for these types of ad boards.

Please ensure adherence to applicable administrative and statutory requirements.

Expenditure may be processed through a purchase order: Yes No . If no, a contract must be executed and funds certified.

Approved Denied

Russell
Chief Procurement Officer
Date: 5/2/05

STATE OF HAWAII NOTICE OF SOLE SOURCE

The Chief Procurement Officer is in the process of reviewing the request from the Department of Health for the sole source purchase of the following goods, services, or construction:

Monthly rental of advertising space for ad boards at the following locations for twelve (12) months; Kahala Mall, Pearlridge Shopping Center, Restaurant Row, Kaimuki Shopping Center, Ward Center, Dole Cannery, University of Hawaii (3 ads), and Prince Kuhio Plaza.

Vendor: Ad Walls, LLC

Address: 1001 Bishop St., Suite 2820
Honolulu, HI 96813

Term of Contract:	From: 07/01/2005 To: 06/30/2006	Cost: \$42,000.00
-------------------	---------------------------------	-------------------

Direct any inquiries to: Department: Tobacco Prevention & Education Program Contact Name/Title: Julian Lipsher Program Coordinator Address: 1250 Punchbowl St., Rm 217 Honolulu, HI 96813	Phone Number: (808) 586-4662 Fax Number: (808) 586-8252
--	--

A copy of this notice of sole source shall be posted by the Chief Procurement Officer and the purchasing agency in an area accessible to the public, at least seven calendar days prior to any approval action.

Submit written objections to this notice to issue a sole source contract within seven calendar days from the date this notice was posted to:

Chief Procurement Officer
 Office/Agency _____
 Address _____

Date Notice Posted: 4/20/05

SS Number: 05-66-C