

STATE OF HAWAII REQUEST FOR SOLE SOURCE

05 JUL 19 08:17

TO: Chief Procurement Officer

STATE PROCUREMENT OFFICE
STATE OF HAWAII

FROM: Department of Health/Tobacco Settlement Project/Healthy Hawaii Initiative
(Department Division Agency)

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

Description of goods, services, or construction:

“Start.Living.Healthy.” (SLH) is the public education campaign for the Department of Health Healthy Hawaii Initiative. Ads with SLH messages will be included in the following:

1. Magnetic Tip-On – Full color magnet placed on front cover of Yellow Pages Directory including initial distribution of approximately 527,100.
2. Full Page, Full Color Ad – Sponsorship page of the “Healthy Life Styles” Section in the Health & Wellness Guide in the Yellow Pages.
3. Full Page, Full Color Ad –Inside Front Cover of the White Pages, high visibility area.
4. Ad Production and Proofs – final art and proofs for all ads.

Name of Vendor: Hawaiian Telcom Yellow Pages
Address: 711 Kapiolani Blvd. 8th Floor
Honolulu, HI 96813

Cost: \$50,400.00

Term of Contract: From: August 1, 2005

To: July 31, 2005

Prior Sole Source Reference No

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

- Hawaiian Telcom is the only directory publisher required by the Public Utilities Commission to deliver a phone directory to every household and business in the State of Hawaii. The Hawaiian Telcom directory is also mailed to every new business and household in Oahu within 24 hours of phone service being installed throughout the entire County. For Oahu alone, Hawaiian Telcom distributes 700,000 each of the Yellow Pages and White Pages books.
- Based on independent study conducted by the Gallup Organization in 2002, 92% of Oahu adults use the Hawaiian Telcom phonebooks (approximately 460,000 adults). With the average use of the phonebook at seven times per month, we can project 3.2 impressions per month.

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

The Start.Living.Healthy public education campaign of the Department of Health Healthy Hawaii Initiative, is promoting healthy lifestyle choices to prevent chronic disease in the State of Hawaii and targeting the general public. The Hawaiian Telcom phonebooks is the only print publication that is required by the Public Utilities Commission (PUC) to be delivered to every resident/business telephone customer in the State. With the guaranteed distribution of 700,000 Yellow Pages and White Pages phonebooks on Oahu, this print publication provides the Department the opportunity to increase public awareness and knowledge on recommended practices in physical activity, nutrition and tobacco prevention. The magnets are a vehicle for conveying the public health message beyond the life of the phonebooks.

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

- Paradise Pages – Though production is 700,000, circulation is to 300,000 single buildings/homes, based on requests for publication and not PUC required; publication maintains listings of businesses and not residential sites.
- Trade Publication Co., United Korean Assn. of Hawaii's The Korean Directory of Hawaii, Aloha from Hawaii Hotels Directory Magazine, Hawaii Business Directory, Hawaii Wedding Directory, The Web Pages Directory, Oahu Business Directory – These publications are generally industry-specific publications, targeted, and limited in distribution and accessibility.

Direct questions to: Lola Irvin/Janice Okubo Phone: 586-4486/586-4445

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.

Susan Jackson JUL 15 2005
 Department Head or Designee Date
Deputy Director of Health
 Title (if other than Department Head)

Chief Procurement Officer's comments:

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 DISAPPROVED

Quitsky 7/26/05
 Chief Procurement Officer Date