



'06 SEP -7 A7:42

# STATE PROCUREMENT OFFICE NOTICE & REQUEST FOR SOLE SOURCE

STATE PROCUREMENT OFFICE  
STATE OF HAWAII

- 1. TO: Chief Procurement Officer
- 2. FROM: Department of Health/Environmental Planning Office  
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:

3. Description of goods, services, or construction:  
 This project would be in partnership with the Honolulu Theater for Youth (HTY). HTY is Hawaii's only professional theater organization that performs to children (pre-K through 12) statewide. They also perform for public audiences. The project would entail development and implementation of eight short plays with messages about issues of human or environmental health. These short plays would be performed prior to the main plays during the 2006-2007 season. In addition to the performances, HTY will also assist the Dept of Health with dissemination of materials relevant to the topics addressed in the short pieces. HTY will also include a question regarding the short play in their follow-up evaluation with teachers. This will allow DOH to measure effectiveness of using live theater to deliver a message, as well as the interest of the topic to teachers and students. HTY would be working with several administrations and divisions within the Department of Health to craft and perform the playlets addressing physical activity, nutrition, tobacco cessation, and environmental issues such as recycling and litter control.

4. Vendor Name: Honolulu Theatre for Youth Address: Tenney Theater, St. Andrew's Cathedral 229 Queen Emma Square Honolulu, HI 96813	5. Price: \$100,000.00
6. Term of Contract: <u>Date of Approval</u> (mm/dd/yyyy) From: <del>09/01/2006</del> To: <u>06/01/2007</u>	7. Prior Sole Source Ref No.

8. Feature: The good, service, or construction has the following unique features, characteristics, or capabilities: HTY is the oldest and largest theater group in Hawaii dedicated to performing for youth. There is not another performing group, for this youth audience, that has an 8-show season (because of the need to provide multiple messages), performs to the wide age range of students, and can perform to approximately 85% of the schools statewide. HTY has a long relationship with the Dept of Education, and therefore has better access to schools and interest from teachers. They are set up to send pre- and post-performance informational materials to teachers to help enhance the educational aspect.

Live theater is also an excellent medium to deliver a message. Students attending live performances are generally more focused and attentive than when information is disseminated through live contact rather than "cold media" such as radio announcements or handouts.

HTY performances are also filmed and broadcast on `Olelo Public Television to increase the audience.

9. Essential features. How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work: Messages about health, particularly environmental health, tend to be developed with an emphasis on technical data that makes it difficult for a lay audience to understand. In order to promote awareness of health issues, it is necessary to try new methods and approaches that might be more effective. Live theater deals with the art of communication, and therefore may act as a more effective messenger.

Dept of Health is interested in working with schools, but lack the staff and resources to develop a means of accomplishing this. Since HTY already has an entrance into the school systems, it allows DOH to use HTY's existing structure and relationships to disseminate messages. HTY reaches an audience of approximately 100,000 students and families during their season with over 300 school performances and 80 public performances. DOH does not have the capacity to reach this size of audience on its own.

HTY has the mission to provide programs that make a difference to the youth, families, and educators in the state of Hawaii, which is aligned with the goals of the Dept of Health.

11. Alternate source. The following other possible sources for the good, service, or construction were investigated but do not meet our needs because: Ohia Productions is another company that performs for many schools on Oahu, and some statewide. However, they only create one show per season. The Maui Academy of Performing Arts is focused mainly on Maui. They have two shows that reach to other islands, but are limited to preK-5 age group. The T-Shirt Theater performs mainly in the Kalihi area - their outreach is focused on 5<sup>th</sup> grade classes. The overall audience size of these groups is considerably smaller than the reach of HTY.

12. Direct any inquiries to:  
Department: Health  
Contact Name/Title: Maile Sakamoto, Public Participation Coord

13 Phone Number:  
586-4344  
Fax Number:  
586-4370

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

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, correct and that the goods, services, or construction are available through only one source.

SEP - 6 2006

Department Head

Date

Reserved for SPO Use Only

15 Date Notice Posted: 9/08/06

Submit written objections to this intent to issue a sole source contract 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

16. Chief Procurement Officer's comments:

17.

APPROVED    DISAPPROVED    NO ACTION REQUIRED

*Clayton S. Jeter*  
Chief Procurement Officer

*9/15/06*  
Date