



05 JUN -5 10:27 AM  
**STATE PROCUREMENT OFFICE**  
**NOTICE & REQUEST FOR SOLE SOURCE**

1. TO: Chief Procurement Officer
2. FROM: DOH/CHD/Tobacco Prevention & Education Control Section  
 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:  
 Purchase of advertising space (posters) in free standing three (3) sided-kiosks in high volume and geographic specific shopping centers and malls throughout the state.

4. Vendor Name: Hawaii Malls, Inc. Address: Gentry Pacific Center 560 N Nimitz Hwy., Suite 206A Honolulu, Hawaii 96817	5. Price: <u>\$390000.00</u>
6. Term of Contract: (mm/dd/yyyy) From: <u>7/01/2008</u> To: <u>6/30/2011</u> <sup>2009</sup> <i>BCP</i>	7. Prior Sole Source Ref No. <u>07-089-B</u>

8. Feature: The good, service, or construction has the following unique features, characteristics, or capabilities:  
 A major target group of the State's Tobacco Prevention and Education Program is youth ages 11 to 17. Mall traffic studies have shown that adolescents in this age group gravitate toward shopping outlets and movie theaters.

Advertising and marketing in the state's shopping centers and malls allow the Department of Health the opportunity 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 malls kiosks are at eye level, illuminated, and featured in four (4) color posters. The posters measure 40" x 50" and the graphics are larger than life. The ads are rotated every thirty (30) days to new locations within a shopping center. Marketing studies have shown that these ads will be seen at least six (6) times by shoppers every month. DOH evaluations have demonstrated that 9 out of 10 teens surveyed are aware of DOH anti-smoking ads.

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

A statewide media and counter-marketing campaign is a 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 essential part of the teen anti-smoking program. Other campaigns utilize television advertising and the purchasing of advertising space in magazines read by the Hawaiian teens.

11. Alternate source. The following other possible sources for the good, service, or construction were investigated but do not meet our needs because:

Hawaii Malls, Inc. is the only vendor that provides advertising posters in free standing kiosks in the different centers and malls throughout the State. There are no other vendors for this service.

12. Direct any inquiries to:

Department: Health

Contact Name/Title: Julian Lipsher/Program Manager



13 Phone Number:

586-4662

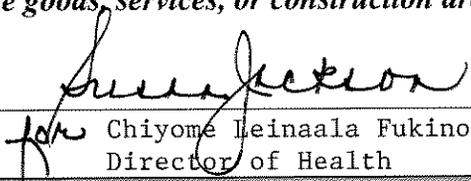
Fax Number:

586-8252

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.*



Department Head for Chiyome Leinaala Fukino, M.D.  
Director of Health

JUN 03 2008

Date

Reserved for SPO Use Only

15 Date Notice Posted: 6/12/08

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:

This approval is given based on the DOH's representation that the conditions for their previous approved sole source request (SS-07-066-C) has not changed and this advertising remains an essential part of their anti-tobacco program.

17.

APPROVED    DISAPPROVED    NO ACTION REQUIRED

Adam S. Fujita   6/19/08  
Chief Procurement Officer   Date