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STATE PROCUREMENT OFFICE
NOTICE & REQUEST FOR SOLE SOURCE
STATE OF HAWAII

- 1. TO: Chief Procurement Officer
- 2. FROM: DOH/CHD/CDMCB/Tobacco 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:
 Monthly 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>\$120,000.00</u>
6. Term of Contract: (mm/dd/yyyy) From: <u>7/1/2009</u> To: <u>6/30/2010</u>	7. Prior Sole Source Ref No. <u>08-073C</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 Control Section is youth ages 11 to 17. Mall traffic studies have shown that youth in this age group gravitate toward shopping outlets and movie theaters. Advertising and marketing in these areas provide the Department of Health (DOH) the opportunity to capitalize on the traffic generated by the shopping centers. By utilizing professionally designed poster ads in shopping centers and malls, the DOH can target their advertising and marketing efforts to specific teenage populations that frequent these particular areas. DOH evaluations have demonstrated that 9 out of 10 teens surveyed are aware of the DOH posters anti-smoking ads.

The mall kiosks are at eye level, illuminated, featured in four (4) color posters and the graphics are larger than life. The posters are rotated to new locations within a shopping center and marketing studies have shown that these ads will be seen at least six (6) times by shoppers every month.

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 DOH's comprehensive Tobacco Control Section 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 portions of the DOH youth-focused campaigns utilize television advertising, advertising slides in movie theaters and advertising space in magazines read by teens to reinforce a no smoking message.

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 shopping 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

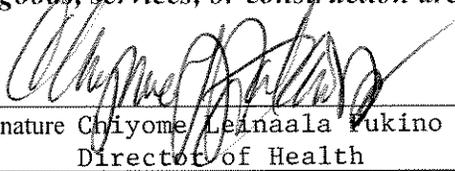
13 Phone Number:

586-4662
 Fax Number:
586-8252

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

Agency shall ensure adherence to applicable administrative and statutory requirements, including HAR Chapter 3-122, Subchapter 15, Cost or Pricing Data, if required.

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 Signature Chiyome Leanaala Fukino
 Director of Health

APR 24 2009

Date

Reserved for SPO Use Only

15 Date Notice Posted: 4-28-09

Submit written objections to this notice 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 request does not fulfill the requirements of a sole source procurement under HRS section 103D-306. Based on the information provided, the department has determined that target audience can be reached by advertising on ad boards in shopping centers, malls and parking structures. Agency was advised to re-submit their request as an exemption from 103D as the vendor is contracted by the mall, shopping center and building management.

17.

APPROVED DISAPPROVED NO ACTION REQUIRED

Charles J. Jr 7/24/09
Chief Procurement Officer Date