



'10 DEC 28 P2:22

STATE PROCUREMENT OFFICE

NOTICE & REQUEST FOR SOLE SOURCE

STATE PROCUREMENT OFFICE
STATE OF HAWAII

- 1. TO: Chief Procurement Officer
- 2. FROM: DBEDT/SID/State Energy Office
Department/Division/Agency

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

3. Description of goods, services, or construction:

Cox Radio Inc. has created the "Hawaii Clean Energy Pledge" (HCEP), a community outreach program to motivate behavioral changes to decrease Hawaii's energy dependence and usage. This is a six-month sponsorship (Jan-June 2011) of the Hawaii Clean Energy Pledge program. The HCEP program sponsorship includes: radio announcements on Cox Radio Inc. radio station network (36-60 spots per month on five radio stations); DBEDT's Hawaii Clean Energy Initiative (HCEI) logo and link on the HCEP website; DBEDT's HCEI logo and link on HCEP Facebook welcome page; 15,000 audio impressions per month, per website via streaming on-line audio promotions on Cox Radio Inc. radio stations' websites; web e-blasts from Cox Radio Inc. radio stations' websites; DBEDT's HCEI promotion (30-second) on all sponsorships' messages throughout HCEP program.

<p>4. Vendor Name: Cox Radio, Inc.dba KRTR-FM,AM/KCCN-FM/ Address: KPHW-FM/KINE-FM/KKNE-AM Mail Code 60209, P.O. Box 1300 Honolulu, HI 96807-1300</p>	<p>5. Price: \$15,706.80 (incl. of tax)</p>
<p>6. Term of Contract: (mm/dd/yyyy) From: <u>01/01/2011</u> To: <u>06/30/2011</u></p>	<p>7. Prior Sole Source Ref No. _____</p>

8. Feature: The good, service, or construction has the following unique features, characteristics, or capabilities: The Hawaii Clean Energy Pledge program was created and is managed by Cox Radio Inc. This unique program encourages consumers to take the Hawaii Clean Energy Pledge: "I pledge to decrease my energy use in order to help Hawaii reach its goal of 70% clean energy by 2030." Pledgers will receive energy reducing tips, offers, coupons and rebates. Cox Radio Inc. will utilize media platforms such as radio, interactive websites, and social media/viral marketing.

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

The Hawaii Clean Energy Pledge sponsorship fits our overall marketing and communications outreach objectives for the Hawaii Clean Energy Initiative (HCEI). The HCEI goal is to transform Hawaii from the most fossil fuel-dependent state in the nation to a clean energy economy based on 70 percent clean and renewable energy. The Hawaii Clean Energy Pledge sponsorship can help maximize HCEI's visibility and position Hawaii as a model for the rest of the nation as we move towards a clean energy economy.

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

The Hawaii Clean Energy Pledge (HCEP) is a unique program created and managed by Cox Radio, Inc. Components of the sponsorship such as exposure on the HCEP website, radio station websites, e-blasts, and radio announcements are exclusive to Cox Radio Inc. The HCEP program aligns with the goals of Hawaii Clean Energy Initiative and sustainable island living.

12. Direct any inquiries to:

Department: DBEDT/SID

Contact Name/Title: Kathy Yim

13 Phone Number:

587-9003

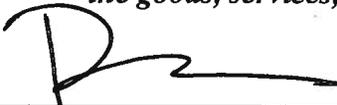
Fax Number:

586-2536

Expenditure may be processed with a purchase order/pCard: 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

DEC 22 2010

Date

Reserved for CPO Use Only

15 Date Notice Posted: 12-28-10

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 is disapproved as it lacks justification as a sole source as there are other radio stations that may be able to provide similar outreach programs to promote energy conservation and dependency. The department has not established that the service required has a unique feature, characteristic, or capability essential to the department to accomplish its work and is available from one supplier or source in accordance with HAR section 3-122-81(c). Alternatively, the department may submit form SPO-007, Request for Exemption if it can justify why procurement by competitive means is not practicable or advantageous to the State.

17. APPROVED DISAPPROVED NO ACTION REQUIRED


Chief Procurement Officer

1/27/2011
Date