

**DETERMINATION AND FINDINGS  
FOR  
SOLE SOURCE PROCUREMENT**

**FINDINGS**

**1. Authorization:**

19 DCMR § 4320.7.

**2. Minimum Need:**

Purchase Metro advertising through CBS Outdoor for bus interior cards and taillight displays, rail car ads and dioramas and banners in Metro stations for the Mayor's Early Literacy Campaign.

**3. Estimated Fair and Reasonable Price:**

\$35, 285.40

**4. Facts That Justify a Sole Source Procurement:**

Metro is the only public transportation provider in Washington DC that serves the entire Washington Metropolitan area offering advertising on and in vehicles that travel the District from SE to NW, Maryland and Virginia, and CBS Outdoor manages their advertising services.

Metro advertising affords the Library the opportunity spread the campaign messages for the Mayor's Early Literacy Campaign promotions throughout the city and in many in the suburbs of Maryland and Virginia.

Additionally, the Metro advertising package the Library seeks to acquire through this sole source procurement reaches at minimum 50% of the general population working, travelling and living in the District.

For this campaign, the Library will be running ads on Metro in many of the awards to specifically target the audience the campaign was designed to reach. For these reasons, Metro is uniquely qualified to provide the services requested.

5. **Certification By the Contract Specialist:**

I hereby certify that the above facts are accurate and complete.

\_\_\_\_\_

Contract Specialist

\_\_\_\_\_

Date

**DETERMINATION**

Based on the above findings and in accordance with the DCPL procurement regulations, 19 DCMR § 4320.7 I hereby determine that the award of a sole source contract for the services described herein is in the best interest of the D.C. Public Library.

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Contracting Officer

\_\_\_\_\_

Date