

**DETERMINATION AND FINDINGS  
FOR  
SOLE SOURCE PROCUREMENT**

**FINDINGS**

**1. Authorization:**

19 DCMR § 4320.7.

**2. Minimum Need:**

The District of Columbia Public Library has the need to procure transit advertising through CBS Outdoor for Washington Metropolitan Area Transit Authority (Metro) for bus interior cards and bus taillight displays, as well as dioramas at Metro stations near our libraries that open in 2012. This is for the Summer Reading and Library Card Campaign. CBS Outdoor manages all Metro advertising.

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

\$28,280.00

**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.

Metro advertising affords the Library the opportunity to spread the campaign message throughout the city and in many of the surrounding suburbs of Maryland and Virginia.

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

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.

\_\_\_\_\_  
Contracting Officer

\_\_\_\_\_  
Date