

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

The District of Columbia Public Library (DCPL) has a need for a contractor to assist with developing and implementing an early literacy public awareness.

A new need now exists for the management and production of Public Service Announcements for the Early Literacy Campaign. The PSA will be used on television, in digital online ads, and in social media.

3. Estimated Fair and Reasonable Price:

The estimated cost for the proposed public awareness services is \$119, 955.00
The estimated cost for the management and production of PSAs is \$34,000

New Total: \$153,955.00

4. Facts That Justify a Sole Source Procurement:

Campbell & Company is a local based entity with extensive experience performing grassroots and public awareness campaigns. They have developed and implemented early childhood campaigns in the District of Columbia, specifically targeting parents of very young children which is the target audience for the DC Public Library's early literacy campaign.

Campbell has extensive experience leveling resources for campaigns with limited budgets by establishing strategic partnerships to help extend campaign reach and assist with the development of a specific message. The proposed contractor will be responsible for the following:

- Developing and refining key messages for parents and campaign slogan.
- Organizing and conducting parent focus groups.
- Writing and producing print advertisements and writing radio advertisements scripts.
- Creating and implement grassroots mobilization strategy to include outreach to District businesses/employers, community and civic

organizations, city agencies, social service agencies, parent organizations and early childhood organizations.

- Developing graphic element for the campaign and materials to support the campaign.
- Assisting in developing the evaluation tools for the campaign.

In addition to developing and implementing the campaign Campbell and Company is currently providing, a new service required by the Library includes management and production of video Public Service Announcements. The services will include the following:

- Writing a script – English and Spanish.
- Arranging shoot schedule and shot locations.
- Securing talent including voiceover talent.
- Securing video and editing equipment.
- Securing wardrobe and make up artist.
- Editing and posting production of video.

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