

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

The District of Public Library (DCPL) has the need to procure outdoor advertising through ClearChannel Outdoor for Washington Metropolitan Area Transit Authority (Metro) bus transit shelters in several Wards promoting the Mayor's Early Literacy Campaign.

ClearChannel Outdoor manages all bus shelter advertising for Metro.

3. Estimated Fair and Reasonable Price:

\$27,400.00

4. Facts That Justify a Sole Source Procurement:

ClearChannel on behalf of Metro is the only provider in Washington DC that serves the entire Washington Metropolitan area offering advertising at bus shelters in the District from SE to NW.

Advertising at Metro bus shelters through ClearChannel affords the Library the opportunity to spread the campaign messages for the Mayor's Early Literacy Campaign promotions throughout the city.

Additionally, this 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 20 bus shelter ads in August and September in many of the awards to specifically targeting the audience the campaign was designed to reach. For these reasons, ClearChannel 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