

**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 campaign.

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

The estimated cost for the proposed public awareness services is \$119,955.00.

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 DCPL'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 slogans;
- Organizing and conducting parent focus groups;
- Writing and producing print advertisements and writing radio advertisement scripts;
- Creating and implementing 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; and
Assisting in developing the evaluation tools for the campaign.

For the aforementioned reasons a recommendation is being made for a sole source award to Campbell & Company for the identified services.

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