

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

The District of Columbia Public Library has a need to procure Black and White Print Ads.

3. Estimated Fair and Reasonable Price:

\$9,965.75

4. Facts That Justify a Sole Source Procurement:

- A. The Washington Post has an expansive circulation rate of over 5 million, which allows the Library to effectively penetrate the DC market, including the Hispanic population with the El Tiempo Newspaper. Residents in the District, Maryland and Virginia riding public transportation gain access to the libraries information in the FREE Express publication provided by The Washington Post. Promoting our libraries and events through The Washington Post exposes our wealth of services to residents, students and commuters, thus increasing the Library's overall material circulation and program attendance.
- B. The ads in FY2013 will be used to promote 6 new libraries opening and libraries closing, the New Library Campaign, as well as other programs and events. It is critical to the Library's success and operation that advertisements are placed in the Washington Post to successfully disseminate information to the majority of District of Columbia residents.
- C. The DC Public Library has consistently supported other local newspapers and continues those relationships during FY2013. These local newspapers include the Washington Informer, Current Newspapers, Washington City Paper, Capital Community News (Hill Rag, East of the River and DC North), the Washington Hispanic and the DC Examiner. These papers, all with whom we have established purchase orders with this fiscal year (with the exception of the last two publications listed) service the District promoting library events and updating affected communities on library construction and renovation projects.
- D. Although we use these local newspapers, they offer a variety of challenges that are outlined as follows:

- Capital Community News is a monthly publication which makes it difficult for us to share breaking news, hindering our ability to be flexible with meeting news demands.
- The Current Newspapers are not DC-wide publications. This publication provides news specifically for Northwest neighborhoods.
- The Washington City Paper's circulation covers the District presenting a unique and often times risky approach sharing news, which often appeals to a unique group of readers, not as expansive as the Washington Post.
- The Washington Informer's circulation covers the District, however it does not attract the number of readers the Post reaches and has more expensive ad rates.

E. Overall, The Washington Post is the only publication in the District that offers multiple channels of circulation (online, metro, doorstep, news stand and convenience stores) that meet our target audience effectively, timely and in the places they frequent.

F. The Washington Post is uniquely qualified to provide the service 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