

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

FINDINGS

1. Authorization:

19 DCMR § 4320.7.

2. Minimum Need:

Renewal of Subscription to BookLetters to promote the materials content handled by the Library. BookLetters is an online marketing service and website enhancement tool that keeps customers updated with current book news and offers an easy way for the library to deliver customized news. Essential tool for library website.

3. Estimated Fair and Reasonable Price:

\$5,700.00

4. Facts That Justify a Sole Source Procurement:

The mission of the District of Columbia Public Library is equitable access to information tailored to customer needs, equipping people to learn all their lives, to embrace diversity and to build a thriving city. To support the mission, the Library has need of online tools, available both in the libraries and remotely, to provide information to customers varying in age, education, and ethnic background and the wide breadth of information they request on a daily basis. BookLetters subscription service is the only provider that integrates content, applications, web pages and email services to promote library collections.

Technology:

BookLetters is the sole provider of integrated book content and applications, allowing library and staff to efficiently create digital based patron communications including rich content based web pages, RSS feeds, widgets, and e-mail newsletters, including the following exclusives:

Built in CMS work tools that allow library staff to control the creation and distribution of patron communications without having to search for content from external sources or learn multiple technologies .

Includes the following features:

- Simultaneously update multiple distribution channels with a single change

- Mount and automatically update web pages on the newly developed web site with librarian controlled book lists and features
- Add over 100 automatically updated book award and bestsellers lists customized to reflect library branding, to existing and new web sites.
- Include staff reviews in book recommendations
- Integrate creations with patron e-mail newsletters
- Instant updates and access to administrative information for efficient staff productivity.

Exclusive Content

- BookLetters book data collection is unique in combining the following attributes in one easy to access database:
- BookLetters maintains a continually growing book content library that is updated with additions of publisher new releases and library expanded with the cumulative extended holding of older collections from member library submissions.
- BISAC category coding and popularity ranking
- A continually updated selection of topical editorial clips for sprucing up feature presentations and patron newsletters.
- A directory of 2,000 author pages that link to library catalog holdings
- Paton friendly BookPage reviews

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All BookLetters pages are automatically mobile friendly.

BookLetters is the only provider of this exclusive technology and content.

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