

GOVERNMENT OF THE DISTRICT OF COLUMBIA

**DETERMINATION AND FINDINGS FOR AWARD OF CONTRACT ON
SOLE SOURCE BASIS**

Program Agency: Department of Behavioral Health
Proposed Contractor: Octane, LLC
Contract Number: RM-16-SS-109-BY0-DJW
Caption: Public Health Related Advertising and Social Marketing Services for Expansion of the Synthetic Narcotics Campaign and for “The Blount Truth Campaign”

AUTHORITY

D.C. Official Code §2-354.04, 27 DCMR 1304, 1700, and 1701

1. MINIMUM NEED:

The District of Columbia Government, Department of Behavioral Health (DBH) seeks to enter into A Sole Source Contract for the second phase of public health related advertising and social marketing services to District Residents. Octane, LLC (Octane) a local Public Relations and Advertising Company, is the current sole operator of the K2 Zombie DC Campaign website and the Drug Free Youth DC website; there is a need to expand the campaign to populations eighteen (18) years of age and older.

2. FAIR AND REASONABLE PRICE:

Based on past experience with this Contractor, the District estimates the Cost for this program to be \$486,000.00 for a Period of Performance of One Year. The Contractor referenced above has provided a fair and reasonable price to perform the required work, affording time and costs savings to DBH. This conclusion has been reached based on industry standards for advertising and social marketing services and pricing obtained by APRA through historical pricing for quality and qualified contractor services for Government program support through communications and market research for Contractors that provide services of a similar nature. Additionally, APRA shall realize cost savings through project startup cost for new consulting work as a result of the Contractors District and Federal expertise as well as a locally industry recognized Subject Matter Expert. As such, APRA has determined that the above referenced Pricing is fair and reasonable

The parties acknowledge and agree that their respective obligations to fulfill financial obligations of any kind pursuant to any and all provisions of this Contract are and shall remain subject to the provisions (i) the federal Anti-Deficiency Act, 31 U.S.C. §§ 1341, 1342, 1349, 1351, (ii) the District of Columbia Anti-Deficiency Act. D.C. Official Code §§47-355-01-355.08 (2001), (iii) D.C. Official Code § 47-105 (2001), and (iv) D.C. Official Code § 1-204-46.

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3. FACTS SUPPORTING SOURCE SELECTION:

- Octane, LLC, was awarded a Contract through a Competitive Process for developing and implementing a District –wide Social Marketing, Public Education and Communications Program to provide information and culturally appropriate messages to the public to increase public awareness of the Live Well DC Campaign.
- Octane, LLC Developed the K2 Zombie campaign to raise awareness of the prevalence and dangers of the use of Synthetic Narcotics in the Washington DC Area.
- Octane has the Institutional knowledge and information to expand on the Synthetic Narcotics Campaign and expand the information Campaign “The Blunt Truth” dealing with the Legalization of Marijuana in the District of Columbia. without having the District charged for a learning curve required by any other Vendor.
- As a Certified Minority Business Enterprise in the District of Columbia, Octane is familiar with the District of Columbia along with DBH operations and regulations,. Therefore providing Octane with unique qualifications to provide these services

4. CERTIFICATION BY AGENCY HEAD:

I hereby certify that the above findings are true, correct and complete.

Dr. Tanya Royster, Agency Director
Department of Behavioral Health

Date

5. CERTIFICATION BY CONTRACT SPECIALIST

I hereby certify that the above findings are true and correct to the best of my knowledge. Further, I certify that the notice on intent to award a sole source contract was published in accordance with 27 DCMR 1304 and that no response was received.

Denise J. Wells, CPPB
Contract Specialist

Date

DETERMINATION

Based on the above findings and in accordance with the cited authority, I hereby determine that it is not feasible or practical to invoke the competitive bidding process under either Section 402 or 403 of the District of Columbia Procurement Practice Reform Act of 2010 (D.C. Law 18-371; D.C. Official Code §2-354.02 or 2-354.03). Accordingly, I determine that the District is justified in using the Sole Source method of procurement.

George G. Lewis, CPPO
Chief Contracting Officer

Date