



## JUSTIFICATION FOR SOLE SOURCE CERTIFICATION

**Sole Source Purchases** are defined clearly, based upon a legitimate need, and are limited to a single supplier. Sole source purchases are normally not allowed except when based upon strong technological grounds such as operational compatibility with existing equipment and related parts or upon a clearly unique and/or cost effective feature requirement. The use of sole source purchases must be justified and shall be limited only to those specific instances in which compatibility or technical performance needs are being satisfied.

**Sole Source Services** are defined as a service provider providing technical expertise of such a unique nature that the service provider is clearly and justifiably the only practicable source available to provide the service. The justification shall be based on the uniqueness of the service, sole availability at the location required, or warranty or defect correction service obligations of the service provider.

This form must be filled out for the request to purchase any good or non-professional service that requires a competitive procurement process (informal quotes (\$1001-\$10,000), formal quotes (\$10,001 - \$19,999.99), or formal bid (\$20,000 or more) as defined in the LFUCG's Purchasing Manual. This form must be completed in its entirety and attached to the purchase requisition.

**Note: Sole Source Purchase requests for goods exceeding \$20,000 will require approval by the Urban County Council by submitting an Administrative Review Form. A copy of this form must be signed off by Central Purchasing and attached to the Administrative Review Form.**

### Requesting Division

Name: Susan Plueger Division/Dept: Environmental Services/EQPW

Phone: 425-2800 Email: splueger@lexingtonky.gov

Type of Purchase: ( ) Goods/Materials/Equipment ( X ) Services

Cost: \$19,500

Sole Source Request for the Purchase of: radio ads on stormwater pollution reduction, the benefits of trees for water quality, picking up after your pet, and environmentally-friendly lawncare practices. These communications serve to help fulfill public education and involvement requirements of Lexington's Municipal Separate Storm Sewer System (MS4) Permit with the Commonwealth of Kentucky, and are reported to the State as a permit activity.

One Time Purchase  To Establish Sole Source Provider Contract  
(subject to annual review and approval by Central Purchasing and/or Urban County Council)

### Vendor Information

Business Name: LM Communications, Inc.

Contact Name: Craig Olive

Address: 401 W Main St #301, Lexington, KY 40507

Phone: 859-533-2281 Email: colive@lmcomm.com



## JUSTIFICATION FOR SOLE SOURCE CERTIFICATION

**STATEMENT OF NEED:** (Add additional pages as needed)

My division/department's recommendation for sole source is based upon an objective review of the product/service required and appears to be in the best interest of the LFUCG. I know of no conflict of interest on my part, and I have no personal involvement in any way with this request. No gratuities, favors, or compromising actions have taken place. Neither has my personal familiarity with particular brands, types of equipment, materials, persons or firms been a deciding influence on my request to sole source this purchase when there are other known suppliers to exist.

**1. Describe the product or service and list the necessary features this product provides that are not available from any other option.**

Radio ads reach audiences in various demographics across Fayette County. Target audiences vary slightly depending upon the topics being promoted (e.g., picking up after your pet vs. proper lawn care).

**2. Below are eligible reasons for sole source. Check one and describe.**

Licensed or patented product or service. No other vendor provides this. Warranty or defect correction service obligations to the consultant. Describe why it is mandatory to use this licensed or patented product or service.

Existing LFUCG equipment, inventory, custom-built information system, custom-built data inventory system, or similar products or programs. Describe. If product is off-the-shelf, list efforts to find other vendors (i.e. web site search, contacting the manufacturer to see if other dealers are available to service this region, etc.)

Uniqueness of the service. Describe. There is a limited number of local radio outlets that serve the Lexington market.

The LFUCG has established a standard for this manufacturer, supplier, or provider and there is only one vendor. Attach documentation from manufacturer to confirm that only one dealer provides the product.

Factory-authorized warranty service available only from this single dealer. Sole availability at the location required. Describe.

Used item with bargain price (describe what a new item would cost). Describe.

Other – The above reasons are the most common and established causes for an eligible sole source. If you have a different reason, please describe:

-

---

---



## JUSTIFICATION FOR SOLE SOURCE CERTIFICATION

**3. Describe efforts to find other vendors or consultants (i.e. phone inquires, web site search, contacting the manufacturer to see if other dealers are available to service region, etc.).**

There is a finite number of radio stations that serve the Lexington market. We purchase advertising from all of the major companies (LM Communications, iHeartMedia and Cumulus) that manage local radio stations. We also have a partnership with Lexington Community Radio and purchase ads from the two primary local public radio stations.

**4. How was the price offered determined to be fair and reasonable?**

(Explain what the basis was for comparison and include cost analyses as applicable.)

Advertising costs vary based on a variety of factors, including length, time slots, etc. LM Communication costs are comparable to other local stations.

**5. Describe any cost savings realized or costs avoided by acquiring the goods/services from this supplier.**

LM Communications is offering a match of air time. For the purchase of \$19,500 in stormwater marketing, they will provide an equivalent amount of air time to promote the Recycling Right campaign. They also offer creative services at no extra charge, allowing for easy creation and modification of messaging.