

**DETERMINATION AND FINDINGS
FOR
SOLE SOURCE PROCUREMENT**

1. **Authorization**ⁱ

- DC Law: 34-804
- DC Law: 34-801
- 15 DCMR: §3700

2. **Minimum Need:**

The Office of the People's Counsel (OPC) requests the services of Nexstar, Inc. / WDCW TV to provide a package targeted advertising spots including, but not limited to, television, digital and email blasts.

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

\$ 21,900

4. **Facts That Justify a Sole Source Procurement:**

- A. The Office of the People's Counsel (OPC) is an independent agency of the District of Columbia government. By law, it is the advocate for consumers of natural gas, electric and telephone services in the District. District of Columbia law designates the Office as a party to all utility-related proceedings before the Public Service Commission. The Office also represents the interests of District ratepayers before federal regulatory agencies. The Office is authorized to investigate the operation and valuation of utility companies independently of any pending proceedings.
- B. OPC requests the services of Nexstar, Inc. Nextstar Media Group, Inc. is America's largest local television and media company with 198 full power stations (including partner stations) in 116 markets addressing nearly 62% of U.S. television households and a growing digital media operation.
- C. DCW-50 TV is the sole vendor authorized to broadcast over Nexstar Media Group Inc's network and serves the Washington DC / Hagerstown Maryland broadcast area. Washington DC / Hagerstown MD is in the 9th largest DMA in the United States, with a population of approximately 6,314,680 and 2,351,930 television households.
- D. It is for the reasons outlined herein that it is recommended that a sole source contract be awarded to Nexstar, Inc. /WDCW TV.

5. **Certification by the Office of the People’s Counsel:**

I hereby certify that the above facts are accurate and complete.

Cherry Belle
Contracting Officer

Date

DETERMINATION

Based on the above findings and in accordance with the District of Columbia procurement regulations: *DC Law: 34-804*; *DC Law: 34-801*; and *15 DCMR §3700*, I hereby determine that the award of a sole source contract for the services described herein is in the best interest of the Office of the People’s Counsel.

Eric Scott
Chief Operating Officer

Date

ⁱ Procurement authority is vested in the Commission pursuant to § 13 (c) (2) of the Residential Real Property Seller Disclosure, Funeral Service Date Chang, and Public Service Commission Independent Procurement authority Act of 1998 (D.C. Law 12-263). The Commission is statutorily exempt from the D.C. procurement rules as set forth in D.C. Official Code §1-1181 et seq.

DC Law: 34-804, herby established within the Public Service Commission of the District of Columbia, has established by DC Law: 34-801, an office to be known as the “Office of the People’s Counsel”. The office shall be a party, as of right, in any investigation, valuation, revaluation, or proceeding of any by nature by the Public Service Commission of or concerning a public utility operating in the District of Columbia.

15 DCMR §3700: Public Utilities and Cable Television- Public Service Commission Rules of Practice and Procedure.