



EMERGENCY PROCUREMENT DETERMINATION

Supplemental Form for Governor Declared Emergencies

An "Emergency Procurement" shall be made with as much competition as practicable under the circumstances. A written determination will consist of the Governor's Emergency Declaration, incorporated by reference, plus this completed supplemental form. **This form affirms that the goods and/or services listed were necessary to meet the needs of the State during either the "Response" or "Recovery" phases of a Governor's Declared Emergency.** Attach this document to the purchase order or insert it into the contract file.

1. Governor's Executive Order Number - Insert the executive order number for the declared incident (can be referenced from the Emergency Management Division's website)

Executive Order No. 2020-08

2. Incident Order Number - Insert the Internal Order Number assigned to the incident. This number is used to track financial data.

98000018-2020 Coronavirus Efforts

3. DESCRIPTION OF PRODUCT/SERVICE - Provide a general description of the goods and services consistent with what is more specifically listed on the PO/Contract document.

The agency is purchasing a media campaign which promotes the use of a crisis help line funded by FEMA. The Covid pandemic has caused a rise in mental health issues for many SC citizens due to the unemployment and related factors occurring from the pandemic. This has also been exacerbated by the recent twenty-six tornados that struck SC in the midst of this crisis. FEMA is providing funds for a sixty day media blitz for the crisis mental health help line which begins on May 18, 2020. Any delays in starting this program would adversely affect the impact of the campaign for the citizens of SC. The vendor is Gray Media and the expected expenditure is \$60,000. As services of a media company are not exempt; this would normally require solicitation. In this case, due to the factors above; the time is not available to process a solicitation.

4. BRIEF DESCRIPTION OF THE VENDOR SELECTION PROCESS - Check the proper box. It is expected a significant number of procurements will be processed and contracts awarded on a "Price is Fair and Reasonable" basis even though, during NON-Emergency conditions, the estimated "Total Potential Value" of the contract would have required a higher threshold of competition.

Price is Fair and Reasonable: Value of the contract is ≤\$10,000 or there was not sufficient time due to the rapid pace of the emergency event to comply with higher competition thresholds normally associated with the estimated "Total Potential Value" of the contract.

Solicited Three Prices from Known Sources of Supply: Value of the contract is >\$10,000 and ≤\$25,000 or there was not sufficient time due to the rapid pace of the emergency event to comply with higher competition thresholds normally associated with the estimated "Total Potential Value" of the contract.

Solicited Three Prices from Known Sources of Supply: The contract is for commercially available off the shelf products and the value of the contract is >\$10,000 and ≤\$100,000 or there was not sufficient time due to the rapid pace of the emergency event to comply with higher competition thresholds normally associated with the estimated "Total Potential Value" of the contract.

Solicited Sealed Quotes, Bids or Proposals and Advertised in SCBO: Value of the contract is >\$25,000 and ≤\$100,000 or there was not sufficient time due to the rapid pace of the emergency event to comply with higher competition thresholds normally associated with the estimated "Total Potential Value" of the contract.

Solicited Via Formal Sealed Source Selection Methods and Advertised in SCBO: Value of the contract is >\$100,000 and an expedited processing timeline was used.

The Chief Procurement Officer has delegated his authority to approve emergency procurements associated with the "Response" and "Recovery" phases of the referenced incident to Agency Procurement Directors until such time as the emergency response and recovery is complete.

5/13/20
(DATE)

Stephen Pullie
(Printed name of Procurement Director)

(Signature of Procurement Director)

Stephen Pullie

From: Kenneth Rogers
Sent: Wednesday, May 13, 2020 10:56 AM
To: Stephen Pullie
Cc: Mark Binkley; Brandalyn Brewer; Tracy Turner
Subject: RE: Emergency Determination Approval

I have reviewed and approve.

Kenneth M. Rogers, MD, MSPH, MMM
State Director, South Carolina Department of Mental Health
2414 Bull St, Suite 321
Columbia, SC 29201
Phone: (803) 898-8319

-----Original Message-----

From: Stephen Pullie <stephen.pullie@scdmh.org>
Sent: Wednesday, May 13, 2020 9:45 AM
To: Kenneth Rogers <kenneth.rogers@scdmh.org>
Cc: Mark Binkley <mark.binkley@scdmh.org>; Brandalyn Brewer <brandalyn.brewer@scdmh.org>; Tracy Turner <tracy.turner@scdmh.org>
Subject: Emergency Determination Approval

Director Rogers,

Attached for your approval is an Emergency Procurement Determination Form for the purchase of a media campaign for a Covid pandemic related mental health crisis line. This line is part of a FEMA funded campaign beginning May 18 that provides a media blitz promoting a crisis line to help citizens coping with both the pandemic and the recent tornado tragedy. We spoke with the State Procurement Auditor about this issue and this was written as per his suggestions. Please signify your approval or if you have any questions; please contact me at 803-238-3497.

Thank you,

Steve Pullie