



**JUSTIFICATION AND APPROVAL FOR ALLOWING AWARD OF CONTRACT
WITHOUT COMPETITION**

(Section A must be completed by the User Department and then submitted to the Department of Purchasing & Contract Compliance)

SECTION A

Department: *Library*

Department Contact: *Edward Robinson*

Description of Supplies/Services: *Electronic Newsletter Service*

Demonstration of Contractor's Unique Qualifications:

Bookletters is an application that integrates book databases, webpage creation tools, widgets, email broadcasting, RSS and Web 2.0 features in a single platform.

Bookletters book data collection is unique in combining many attributes such as: BISAC (Book Industry Standards And Communications) category coding and popularity ranking; continually updated selections of topical editorial clips; directory of 2,000 author pages that link to library catalog holdings; linking to DVD streaming multimedia trailers, continually growing book content library in "one" east to access database. Furthermore, Bookletters has 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. Librarians may mount and automatically update web pages on the newly developed website with controlled book lists and features. Many libraries use Bookletters as the main library webpage.

No, this product is unique.

Presently, this is the only interactive email newsletter used by the AFPLS website that is pushed out to patrons who choose to opt in to the service. This product provides a platform in one place for branches to post customized newsletters that patrons may receive via mail. If not approved, AFPLS will not have an organized or automated means for patrons to receive newsletters via email.

A sole source document from the contractor is included.

(Section B must be completed by the Department of Purchasing & Contract Compliance)

SECTION B

MARKET SURVEY

Results of Market Survey

Include resources researched

Date Public Notice posted on website: *04/06/2010*

Date Public Notice closed: *04/12/2010*

REVIEW OF OFFER(S)

Were any offers received (Y/N):

Number of offers received:

Respondents:

Date Offers submitted to User Department for review:

User Department review and recommendation:

Purchasing Agent review and recommendation: *Include whether a competitive process is being recommended & estimated date of solicitation.*

CERTIFICATION

Having conducted a good faith review of source availability regarding the materials, goods and or services stipulated herein, subsequent to consultation with the County Manager and the recommendation of the User Department, it has been determined that there is only one source available for the required work, labor or service to be done or the supplies, materials, or equipment to be furnished. Per the Fulton County Code of Ordinances §2-319, Conditions allowing for award of contract without competition.

I, Cecil S. Moore, Director, certify that the facts and representations under my cognizance which are included in this justification and its supporting documentation which form the basis for this justification are complete and accurate.

Cecil S. Moore
Director

Date _____

I, Zachary Williams, County Manager, certify that the facts and representations under my cognizance which are included in this justification and its supporting documentation which form the basis for this justification are complete and accurate.

Zachary Williams
County Manager

Date _____