**JUSTIFICATION FOR**

**SOLE SOURCE PROCUREMENT**

Agency: The Citadel

Sole Source Vendor: ProMark Research

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. §11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: This sole source is required to generate random lists of telephone numbers of adults or registered voters and conduct live-telephone interivews in a way that scientifically rigorous. It is critical that a vendor is able to control for whether an individual phone number was included in a prior survey during the prior 6 months. Promark Research was part of the initial survey and is now part of the ongoing performance of The Citadel Poll in the 2024 election. This is a one (1) Year agreement with one (4) options to renew. The total one year contract amount is estimated at $360,000.00

Description of market research Agency performed to determine the availability of products or services that would meet the Agency’s needs: ProMark Research interviews survey respondents on the telephone by using computer assisted telephone interviewing software. This systematically ensures that interviewers read the same script and have instructions to read about what to do and what not to do. ProMark Research consistently employes well trained telephone interviewers. Promark Research particularly specializes in work with academic, government, and nonprofit researchers.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: ProMark Research will field a survey by calling randomly a selected sample within the definition provided by the researcher. Promark Research provides password protected access to the raw survey response data, a methodology report, and the ability to preview the call script as it is fielded.

Detailed explanation why no other vendor’s supplies, construction, information technology, and/or services will meet the needs of the Agency: ProMark Research continues the same sampling practice The Citadel Poll has used to collect live telephone survey responses in the past.

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| Authorized Signature |
| Printed Name: Preethi Saint |
| Title: VP of Finance |
| Date: Click or tap to enter a date. |

**Notes:**

**Authorized signature is the agency head unless the agency head has delegated that authority. Delegation of authority must be submitted to the Materials Management Officer in writing.**

**The Agency must obtain a Drug-free Workplace certification from the Vendor if the sole source procurement is $50,000 or greater.**