

Housing First Outreach Consultant

The City and County of Honolulu seeks to contract the services required to conduct an outreach effort to insure support for the housing placement of individuals participating in the Housing First Initiative.

The contract deliverables include the following services:

- Development of verbal and written message to target groups
- Coordination with City on publication of collateral materials and media kits
- Identification of target groups, stakeholders and decision makers
- Schedule community building venues
- Train City team members on the message and ability to deliver

Outreach is essential in sharing and helping the community understand the idea of the Housing First Initiative. The City must dedicate much of its efforts of building relationships to groups that will be impacted and with the community that will be served.

Outreach must be done in a sensitive and non-intrusive manner. It must be done sensitive to the business, cultural and ethnic aspects of each group addressed. Outreach should minimize conflict and build relationships that foster community trust. It involves communication at all levels, with emphasis on Waikiki, Downtown, Chinatown and Leeward Oahu regions to the following groups.

- Honolulu City Council Members and area legislators
- Oahu Neighborhood Board
- Business Community, Rotary Clubs and Chamber of Commerce
- Ethnic Groups
- Special Interest Groups
- Media Groups

Every effort should be made to identify leading stakeholders and decision makers of each group. The City must work at advising these leaders on how this Initiative will affect each group economically, environmentally and most importantly culturally on an individual basis. The City must listen and find common ground in building these relationships and gain their trust in this effort. In addition to building relationships with various groups, assembling a team who will tell the story and communicate the same information will add credibility and consistency to the effort.

Preliminary measures need to be taken before going out to the public. Challenges in sharing the Initiative to various groups must be identified and understood. The key message of the Initiative must be clear. The strategies in approaching each group must be examined and identified.

Providing information is essential to selling the idea of Housing First. Authoring and publishing the Housing First Initiative will give idea credibility and will provide consistency in presenting it to various group leaders. Creating collateral materials to share and distribute to the groups will reinforce the idea. The team must be equally equipped with this information/collateral as knowing what the material offers.

The members of the team representing the Initiative must be educated and trained on the information being conveyed. They must speak with credibility and have community trust when speaking with groups.

Housing First Outreach Consultant

TERM OF SERVICE: The work shall commence upon issuance of purchase order, and accompanied by a Notice to Proceed, issued by the Officer-in-Charge. The work shall be completed within 90 days to 120 days, not to exceed October 31, 2014, unless extended by the Officer-in-Charge.

MILESTONES: Selected Contractor will be responsible to meet the performance requirements of the deliverables, in the time set forth by the Officer-in-Charge.

REPORTING: Selected Contractor will provide the following reporting demonstrating completion of contract deliverables: projected timeline and activities, summary of tasks completed including presentation dates, locations, groups participating, and number of attendees.

OFFICER-IN-CHARGE: The Officer-in-Charge for the contract is as follows: Pam Witty-Oakland, Director of Community Services; and Jun Yang, Executive Director of the Office of Housing as a Designated Approved Representative.

FEE: Offerors are to submit a quotation, not to exceed the maximum amount of \$15,000.00. Offeror's fee shall include, but not be limited to, labor, materials, equipment, all incidentals required to perform the work, and any applicable State General Excise Tax.

PAYMENT: The City will authorize partial payments as contract deliverables are completed and accepted by the City. Submission for payment shall be accomplished by submitting an original invoice, in triplicate, to the Officer-in-Charge and must include copies of any required supporting documentation requested by the City.

METHOD OF AWARD: Award shall be made to the responsive, responsible Offeror whose quotation provides the best value to the City, and subject to the availability of funds. Quotations will be evaluated based upon the following criteria:

- 1.) Offeror's price quotation. Price quotations shall not exceed the maximum of \$15,000.00. (Max Points 5).
 - 2.) Offeror's Qualifications and Experience to perform the scope of services. (Max Points 5).
 - 3.) Offeror's Past Performance on Projects of Similar Scope. (Max Points 5).
 - 4.) Offeror's Capacity to Accomplish the Work and in the Required Time. (Max Points 5).
 - 5.) Offeror's Responsiveness to the purpose and scope of work. (Max Points 5).
- Total Points: Maximum of 25

Offerors understand that the City solely will determine which proposal, if any, are acceptable.

The City reserves the right to award to another Offeror if all certificates (Hawaii Compliance Express) and any other required documentation are not submitted within two (2) calendar days of the City's request.

HAWAII COMPLIANCE EXPRESS: Prior to award of the contract, the successful Offeror shall be registered as "compliant" on the State of Hawaii Compliance Express System (<http://vendors.ehawaii.gov>) or submit the required tax clearances from the State Department of Taxation and Internal Revenue Service, the Certificate of Compliance with the State Department of Labor and Industrial Relations, and the Certificate of Good Standing with the Department of Commerce and Consumer Affairs Business Registration Division. Failure to provide proof of compliance, within the time that may be permitted by the City, may result in the rejection of the Offer.

**Housing First
Outreach Consultant**

SUBMISSION REQUIREMENTS: Offeror's are to return the BFS10A SMALL PURCHASE WRITTEN QUOTATION, signed and dated by an authorized representative of the Offeror; and a maximum of four (4) additional pages providing responses to the evaluation criteria listed in Method of Award above.

SUBMISSION DEADLINE: Offeror's BFS10A and required documentation are to be submitted to the following, no later than **4:00 pm HST**, on **Friday, June 20, 2014**:

Cheryl Nitta
Office of the Managing Director
City & County of Honolulu
530 S. King Street, City Hall, Room 306
Honolulu, Hawaii 96813
Phone: (808) 768-4204
Email: cnitta1@honolulu.gov



DEPARTMENT OF BUDGET AND FISCAL SERVICES RECORD OF PROCUREMENT

1. Dept/Div: **MAY** 2. PO/pCard. No.
 3. Date: **6/24/14** 4. Project/Requisition/Work Order No. **RQS-MAY-1401629**
 5. Record for: Small Purchase procurements pursuant to HRS §103D-305, \$5,000 to less than \$25,000

*Small Purchase \$5,000 to less than \$100,000 (goods & services) and less than \$250,000 (construction) shall be conducted on the Honolulu Vendor Self Service System (HVSS) pursuant to Procurement Circular No. 2012-04.

6. **PART A.** Description of good/service/construction to be procured (Ref: HAR 3-122, Subchapter 8):
Housing First Outreach Consultant Services

Estimated Procurement Value: \$ **15,000.**

7. **PART B. QUOTATIONS SOLICITED:** Obtain no less than three written quotes (Ref. HAR §3-122-75(b) & (c));
 (Attach written quotations provided by the vendor/company)

<u>Award To:</u> (Check Box)	<u>Vendor/Company Name</u>	<u>Representative Name</u>	<u>Phone No</u>	<u>Date of Quote</u>	<u>Amount Quoted</u>
<input checked="" type="checkbox"/> 1.	Glenna Wong Public Relations, Inc.	Glenna Wong	395-4321	6/20/14	14,659.68
<input type="checkbox"/> 2.	Strategic Communications Solutions	Nathan Hokama	226-7470	6/20/14	14,947.64
<input type="checkbox"/> 3.	Joan Bennet & Associates, Inc.	Joan Bennet	531-6087	6/20/14	14,921.46

8. **PART C.** Justification for inability to obtain minimum three quotations, if applicable (Ref. HAR §3-122-75(d)) :
4. Mana Means, Inc., Janet Scheffer, 521-1160, 6/20/14, 14,824.08

9. **PART D.** Justification for award made to other than lowest responsive, responsible vendor, if applicable (Ref. HAR §3-122-75(e)):
 Award to vendor #1, Glenna Wong, as per Method of Award, Award shall be made to the responsive, responsible Offeror whose quotation provides the best value to the City, and subject to the availability of funds. Based on the best value criteria, Glenna Wong received the highest score for the available points and provided the lowest price. The other 3 quotes were also scored based on the best value criteria.

Employee conducting procurement: *Chye M* Procurement Officer approval:
 *Signature 6/24/14 *Signature Date Date

* To the best of my knowledge I certify that the information provided above is true, correct and that there is no conflict of interest related to this procurement.

FILE A COPY AS SUPPORTING DOCUMENTATION IN THE PROCUREMENT FILE.

Small Purchase Written Quotations

Method of Award: Best Value
 HAR Subchapter 8, Small Purchases

CRITERIA	Strategic Communications			Joan Bennet			Glenna Wong			Mana Means		
	JY	PW	Total	JY	PW	Total	JY	PW	Total	JY	PW	Total
Price of proposal	2.00	2.25		2.00	2.50		3.00	3.00		2.50	2.75	
Qualifications & experience	2.00	2.25		2.00	2.00		2.50	2.75		1.50	1.50	
Past performance on similar scope	2.50	2.50		2.50	2.50		2.50	2.75		2.00	2.00	
Capacity to perform within time frame	2.50	2.50		2.50	2.50		2.50	2.50		2.00	2.00	
Responsiveness to purpose & scope of work	2.50	2.50		2.50	2.00		3.00	3.00		2.00	2.00	
Total Score	11.50	12.00	23.50	11.50	11.50	23.00	13.50	14.00	27.50	10.00	10.25	20.25

SCORE CRITERIA
 3 good
 2 fair
 1 poor
 0 incomplete

DEPARTMENT OF BUDGET AND FISCAL SERVICES SMALL PURCHASE WRITTEN QUOTATIONS

1. Date: 6/18/2014
2. Company: Glenna Wong Public Relations, Inc. 3. Phone/fax No. (808) 395-4321 ^{cell} (808) 291-4035
4. Address: 238 Kaiolohia Place 5. City/State/Zip: Honolulu, HI 96825
6. Vendor Representative: gwpr@glennawong.com

7. PROVIDE A QUOTATION for the following good/service/construction (Describe or see attached specifications):
See attached Scope of Services and Submission Requirements.

please see attached proposal.

8. QUOTATION REQUESTED BY (mail e-mail fax this 6/20/2014 4:00 PM to the following:
quotation by (date) (time)

9. Dept/Agency Office of the Managing Director, City & County of Honolulu

10. Address 530 S. King Street, Room 306 11. City/State/Zip Code: Honolulu, Hawaii 96813

12. Contact Person Cheryl Nitta 13. Phone/fax No 768-4204 /

13A. e-mail cnitta1@honolulu.gov

===== VENDOR TO COMPLETE ITEMS 14 THROUGH 25 BELOW =====

14. Item No.	15. Description of Item	16. QTY	17. UNIT PRICE	18. TOTAL PRICE
	<i>Housing First Outreach Consultant (proposal)</i>			<i>14,000.00</i>
19. Additional information or terms (i.e. delivery time, warranty period, etc.):			20. Shipping/ Handling	
			21. State Tax	<i>659.68</i>
			22. TOTAL SUM PRICE	<i>14,659.68</i>

23. Quote No. _____ 24. Price(s) shall remain firm for 15 days.
25. Vendor Representative: *Glenna Wong* *6/20/14*
Signature Date
- Title: *President*



GLENNA WONG PUBLIC RELATIONS

Proposal Housing First Outreach Consultant (Submitted 6/20/14)

GWPR was established in 1993 as an independent, full service public relations and promotions agency based in Honolulu, Hawaii. We are submitting this proposal in hopes to assist the City & County's Housing First Initiative. Our efforts are designed to enhance the efforts and positively affect the leaders, local communities and the media with consistent messaging in order for the Housing First Initiative to move forward with success.

Qualifications

With Glenna Wong as its principal, GWPR assists her clients as she develops and establishes the voice and image of a company, product or initiative through community outreach programs and publicity. She works hard to gain local, national and international coverage for clients by establishing one-on-one relationships with the targeted audience and media.

GWPR puts forth the energy to assure a captivating message

- Ability to write attention-getting press releases and articles
- Creation and orchestration of talked-about promotional and community events
- Corporate branding strategies and creation of product name recognition and top of mind awareness
- Keeps the tempo moving starting with focusing the message, developing positive community and media relations, and finishing by telling a capturing story while meeting deadlines.

GWPR is recognized for the ability to develop timely and decisive courses of action to community groups and implement positive images for her clients. GWPR will focus on strategy:

- Community outreach programs to reach targeted audiences with appropriate messages and actions.
- Manage media relations, press conferences, or other crisis communication channels
- Meet with you and your stakeholders on a regular basis to keep all parties informed
- Write your statements, press releases and media advisories with hands-on attention.

We have developed lists to reach community, ethnic, special interest groups, and business organizations. We create a tailored comprehensive media list for every client to access print, broadcast, and social media reporters, editors and bloggers who specialize in government, real

estate, environment, design and construction, business, special events, food and restaurants, agriculture, sports and retail. GWPR performs at optimum levels to communicate your message while remaining true to your image.

HOUSING FIRST HONOLULU - PROPOSED TASKS

Branding Strategy

Homelessness is a serious issue in Honolulu and many other major cities across the county. We propose to help educate targeted audiences further by branding the 'Housing First Honolulu' in a clear fashion with an established logo and collateral materials that can be distributed by physical handouts at events, press conferences, at social community program outlets and offices, electronic messaging, and through social media. We have tentatively named the Initiative 'Housing First Honolulu' because our city is a special place. Although homeless situations have many of the same facets in every city, Honolulu is different. We're special and GWPR thinks the name makes the Initiative much more personal to residents, community and business leaders.

GWPR will work with your office to select a design element that will be associated with the Housing First Honolulu program. We will seek to have a graphic design house donate its services to the Initiative, or create a promotion to Honolulu graphic designers to compete for the donation in exchange for a gesture of thanks and publicity from the C&C of Honolulu.

We will work with your organization to create attractive and easy to read educational piece(s) on Housing First Honolulu. Due to the City's limited resources, we are hopeful that the City print shop will assist with the necessary printing of materials. GWPR will work with the City print shop to get the job done.

Messaging

We will work with the City's Community Services department, managing director, and other departments to further define the message of the Housing First Honolulu, what the Initiative is, its compassionate plan on how the City's dedicated staff will assist the chronically homeless (families and individuals) with shelter solutions, and its short- and long-term goals and objectives.

Although there are differences between the homeless due to a mentally ill disease, drug and substance abuse, those with disabilities, or have fallen on hard economic times, neighborhoods and regions that are affected the most want the City to act swiftly. Whether it is a homeless individual or a concerned business, education will be a key factor that will provide relief and satisfaction knowing that the City has concrete plans, and is working hard to provide permanent housing solutions. We will provide messaging ideas and applications for review, exploration and discussion.

GWPR will assist by reaching out to all relevant City departments with the messaging elements and undertake open discussions and necessary training to ensure the Housing First Honolulu message is consistent. Our goal is to ensure optimum participation on your behalf. We will also

prepare your staff if necessary, to address the City Council with updates on Housing First Honolulu's progress, requests, and significant outcomes. We will also assist with preparation for Neighborhood Board presentations to fine-tune the delivery of messaging and updates.

Should we be selected to work with you, we will provide a projected timeline of tasks and a summary each month in order to measure results.

Community Outreach

GWPR has a comprehensive list of local community, business, ethnic, and special interest groups. We will review our lists and other targeted audiences with you, and begin the process of setting up meetings when you are ready to proceed. Interactions will vary from group to group, depending on the setting, situations, and their requirements. We will work with you to create a master list that is relevant to the Initiative, define the priority groups and work quickly to approach them first.

PROPOSED TIMING

GWPR feels that work should commence immediately in response to the sharp increase in the number of homeless individuals and families. We propose that our involvement begin by July 1, 2014 and work consistently with your staff through Oct. 31, 2014. This four month period will be crucial in setting the tone and preparation for a long-term project. We will work hard to help you accomplish your goals. Should there be an opportunity to extend the timing and length of the contract after October 31, 2014, we would like the opportunity to do more on this important and extensive Initiative.

PAST PERFORMANCE ON OTHER PROJECTS

We have worked with many clients with successful public relations and community outreach projects. A few examples are noted below:

Gentry Homes – for this locally-owned private homebuilder, GWPR has worked with the local area community of Ewa Beach, the Ewa by Gentry Community Association and neighboring community, briefing and educating on the long-term master-plan, updates on new neighborhoods, helping with planning on developing a maturing community, contributing ideas for community events at the neighborhood parks and recreation center, and ongoing public relations and media tasks. www.GentryHawaii.com

Harbor Court– worked with real estate broker, The Harris Company and their sales team to reach potential residential homebuyers, especially empty nesters who resided in the Honolulu district. Our recommendations included a change in creative concepts for print ads, media buys, direct mail, and regular on-site real estate broker events. We also recommended successful partnerships with community events, leading to a broader reach of their targeted buyer. www.crbe.us

Honolulu Age-Friendly City Initiative – Working with and educating the various local media with news on the partnership between the City & County of Honolulu, AARP, and the World Health Organization's (WHO) Global Network of Age-Friendly Cities and Communities ® intended at making the City & County of Honolulu an internationally recognized Age-Friendly City that is a great place to live for all ages. The AFC Initiative will help prepare and revitalize urban and greater Honolulu for the aging demographics now, well in advance of the changes to come. www.kupunatokeiki.com

GWPR has worked on many projects that we feel are relevant to what we can bring to the table on the Housing First Honolulu Initiative. Please feel free to visit www.GlennaWong.com for a list of other successful projects.

PROPOSED PRICE QUOTATION

Because of the multi-faceted involvement and tasks at hand, we propose a monthly fee of \$3,500.00 per month, for a four month period, July through October, 2014. This amounts to a total of \$14,000.00 plus state general excise tax. The fee includes meeting times with relevant City personnel, writing and editing messages, necessary training for City personnel who will be ambassadors of the Housing First Honolulu Initiative, tailoring a comprehensive community outreach resource and media lists, and any media relations in conjunction with the Initiative.

Thank you very much for the opportunity to submit this proposal. We greatly appreciate you thinking of us, and your consideration of our ideas and involvement. We hope to have the opportunity to work with you on Housing First Honolulu.

Sincerely,

Glenna Wong, President
GWPR / Glenna Wong Public Relations
gwpr@glennawong.com
(808) 395-4321 / (808) 291-4035

DEPARTMENT OF BUDGET AND FISCAL SERVICES SMALL PURCHASE WRITTEN QUOTATIONS

1. Date: 6/18/2014
2. Company: Joan Bennet & Associates, Inc. 3. Phone/fax No. (808) 531-6087 /
4. Address: 3300-A Pacific Heights Road 5. City/State/Zip: Honolulu, HI 96813
6. Vendor Representative: joan@bennetgroup.com

7. PROVIDE A QUOTATION for the following good/service/construction (Describe or see attached specifications):
See attached Scope of Services and Submission Requirements.

8. QUOTATION REQUESTED BY (mail e-mail fax this 6/20/2014, 4:00 PM to the following):
quotation by (date) (time)

9. Dept/Agency Office of the Managing Director, City & County of Honolulu

10. Address 530 S. King Street, Room 306 11. City/State/Zip Code: Honolulu, Hawaii 96813

12. Contact Person Cheryl Nitta 13. Phone/fax No 768-4204 /

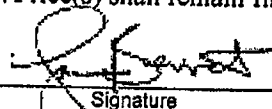
13A. e-mail cnitta1@honolulu.gov

===== VENDOR TO COMPLETE ITEMS 14 THROUGH 25 BELOW =====

14. Item No.	15. Description of Item	16. QTY	17. UNIT PRICE	18. TOTAL PRICE
	Communication Outreach Consultation for the Housing First Initiative			\$14,250.00
19. Additional information or terms (i.e. delivery time, warranty period, etc.):			20. Shipping/ Handling	
			21. State Tax	\$671.46
			22. TOTAL SUM PRICE	\$14,921.46

23. Quote No. _____ 24. Price(s) shall remain firm for _____ days.

25. Vendor Representative: _____


Signature

June 20, 2014
Date

Title: President

BennetGroup

STRATEGIC COMMUNICATIONS

3300-A Pacific Heights Road, Honolulu, HI 96813
Phone: 808-531-6087 | Fax: 808-531-4290
info@bennetgroup.com | www.bennetgroup.com

Ms. Cheryl Nitta
Office of the Managing Director
City & County of Honolulu
530 S. King Street, City Hall, Room 306
Honolulu, Hawai'i 96813

Aloha Cheryl,

Thank you for the opportunity to present a proposal to the City and County of Honolulu to provide communications outreach consultation for the Housing First Initiative. It would be a great privilege and honor for us to be part of the City's communications team as it works toward finding meaningful solutions to Honolulu's homeless problem.

We believe our firm is well-qualified to assist you with this critical initiative as we have expertise in the areas that matter most to you, including:

ISSUES MANAGEMENT

We're known for handling especially tough and/or sensitive issues, especially in the public perception- and social-norm-change arena. Our work in tobacco prevention and in domestic violence prevention are just two examples of our experience in educating stakeholders on what can sometimes be polarizing issues, and ultimately winning public and government support.

MEDIA RELATIONS

We're known for our highly-effective media relations work, and for ensuring the best possible traditional and social media coverage for our clients. We've won awards for our ability to secure fair, balanced media coverage for our clients. Plus, our highly customized media training that helps prepare executives to speak to reporters has won high praise.

STAKEHOLDER ENGAGEMENT

We have extensive experience in helping to customize communications for distinct shareholder groups, including business, government and community leaders, as well as to the broader community. We also provide presentation training designed to help executives effectively deliver their message to various stakeholder groups.

In short, we are confident we could immediately add value to the City's communications team. We look forward to speaking with you soon, and hopefully working with you.

With warmest regards,



Joan Bennet
President and CEO

AGENCY PROFILE

BENNET GROUP STRATEGIC COMMUNICATIONS

Bennet Group is a full-service public relations and strategic communications company serving clients throughout Hawaii and the mainland United States. Established in 1997, the Honolulu-based firm is the third largest public relations agency by revenue in the state.

Unlike other PR firms that just "get ink," Bennet Group is known for taking a strategic approach to communications. The result is better, more effective communications that can be measured.

Bennet Group has extensive experience in key areas, including crisis management, media relations, public and community affairs, advertising and integrated marketing communications, social media, donor relations, branding, and executive positioning.

We know how to connect our clients to the audiences that matter: the media, business influencers, thought leaders, and elected officials. We also build relationships and shape opinions with the individuals who matter most to your company: your employees, your community partners, and your stakeholders.

We present your story in a way that is powerful and memorable, using the right tone for the right audience, at the right time.

BENNET GROUP CLIENT LIST:

Ala Moana Hotel	Omicron Fellows
Bank of Hawaii	Omicron Group
Bio-Logical Capital	Outrigger Enterprises Group
Civil Beat	Outrigger Reef on the Beach
Civil Beat Law Center	Outrigger Waikiki on the Beach
Consolidated Theatres/Reading International	Pacific Lines Hawaii
D.R. Horton - Schuler Division	Plus Interiors
Embassy Suites-Waikiki Beach Walk	Pier 1 Imports
Finance Factors, Ltd	Prudential Locations
Forest City Hawaii	RayCom/Hawaii News Now
Hawaii Community Foundation	Taubman Centers
Hawaiian Electric	Ventron Wireless
Hawaii Pacific University	Waikiki Beach Walk
The Howard Hughes Corporation	Walt Disney Parks and Resorts
Tolani School	Ward Centers
Ushul Heart Foundation	Watanabe Inc, LLP
OHANA Hotels and Resorts	Whole Foods Market Hawaii
Ohana Real Estate Investors	

TEAM MEMBERS

What truly sets Bennet Group apart is our people. Some of the top public relations professionals in the state work with Bennet Group, and all are highly-skilled, passionate and 100 percent committed to your success.



JOAN BENNET, PRESIDENT

Ms. Bennet has more than 30 years of experience in providing strategic public relations, marketing and advertising counsel to a wide range of clients in the U.S. and Asia Pacific region. She specializes in strategic planning, corporate and executive positioning, crisis communications and grassroots advocacy campaigns.

Prior to establishing her own firm, Ms. Bennet was executive vice president for Hill & Knowlton Hawaii, and public affairs director for Hill & Knowlton in Sydney, Australia. Previously, Ms. Bennet was communications manager for an environmental protection agency and a public utility company in Southern California.

Ms. Bennet has won numerous awards for her work, including an Outstanding Women in Leadership award from the YWCA. She has lectured on communications and public relations at the University of Southern California, the University of California, Los Angeles, the University of Hawaii and the University of Sydney. She graduated with a bachelor's degree (BA) in journalism and public relations from the University of Southern California.



MONICA SALTER, SENIOR VICE PRESIDENT

With a decade of experience in the communications field, Ms. Salter brings savvy business skills and a creative edge to Bennet Group.

Overseeing accounts in the areas of clean energy, development, real estate, sports marketing and hospitality, her strategic counsel has earned Bennet Group more than a dozen industry awards. In 2011, Pacific Business News named Salter one of Hawaii's "Forty Under 40" top most business leaders and the International Association of Business Communicators awarded her the "Kaui Ka Hāna" communicator of the year trophy. In 2012 she was honored by the Public Relations Society of America, receiving the "Best of Show" award for executing the top PR campaign in the state.

Her professional career history includes positions as the PR director for Hotel Lanai, communications manager for XTBRA's international triathlon series and assistant marketing director for the University of Hawaii Athletics Department. Salter earned her bachelor's degree from the University of Santa Barbara and MBA from UH Mānoa, graduating with honors from both institutions. A zeal for travel led her to study abroad in Siena, Italy and work in Prague, Czech Republic. Committed giving back to the community, she's an active board member for Hawaii Children's Cancer Foundation, Outrigger Duke Kahanamoku Foundation and the Public Relations Society of America. As a former member of the US national kayaking team, Salter now spends her free time staying active outdoors, including paddling competitively with Outrigger Canoe Club.



CHRISTINE MATSUDA SMITH, DIRECTOR

Christine Matsuda Smith joins BG as a director and brings excellent marketing and strategic communications experience to our team, especially in the retail, food, and non-profit areas. Previously with the Hawaii Foodbank managing donor events and fundraising campaigns, Ms. Matsuda Smith worked

with Washington D.C.-based Share Our Strength, and at Joni Appelt Magazine in Los Angeles. Born and raised in Hawaii, Christine is also a Punahou School graduate and graduated summa cum laude from USC.



RACHEL ROSS, DIRECTOR

Ms. Ross works with clients in the areas of development, retail and education, including The Howard Hughes Corporation, Iolani School, Perkins + Will and Bank of Hawaii.

Ms. Ross grew up in Honolulu and graduated from Punahou School. She has a bachelor's degree (B.S.) in resource management from U.C. Berkeley and spent 10 years in the field of environmental planning, where she developed volunteer-based environmental monitoring programs and hosted community meetings for clients that included the Navy and Marine Corps. Ms. Ross brings a strong writing background based on technical writing and years of freelance experience writing for magazines and online publications including HONOLULU Magazine, HONOLULU Family and Mana Magazine, as well as her own blog.



ANDREA "ANJ" LUM, SENIOR ACCOUNT MANAGER

Ms. Lum represents clients in the areas of retail, consumer marketing, education and non-profit, providing public relations services to clients including The Howard Hughes Corporation,

Punahou School, and the Hawaii Community Foundation.

Ms. Lum previously worked as an account executive at a local public relations agency, where she gained extensive experience with clients including strategy, communications plans, coordinating local and national media relations, executing corporate philanthropy, and planning and facilitating events. An active social media user, Ms. Lum has provided clients with strategic social media counsel and has developed and executed social media campaigns.

Ms. Lum previously served as a communications intern at the Stephen Case Foundation in Washington, D.C. She is a Punahou graduate and holds a bachelor's degree (B.A.) in public communication from American University. Ms. Lum serves on the boards of the Public Relations Society of America Hawaii chapter and the B2Gym Foundation, a local non-profit organization that seeks to empower fresh entrepreneurs with the tools and inspiration to build a strong and sustainable future.



EMMA WO, SENIOR ACCOUNT EXECUTIVE

Ms. Wo joins Bonnet Group with a background in editorial writing, marketing and social media. She previously worked as an intern at KITV4 where she covered stories for its live broadcast, at KRS Hawaii where she managed the blog for the current events

program, Insights, and with the Sullivan Family of Companies where she assisted with marketing and public relations. Nationally, Ms. Wo has interned at Vogue Magazine and E! Online's editorial department.

Ms. Wo is a proud graduate of Punahou School and Scripps College where she earned her bachelor's degree (B.A.) in media studies and a minor in English literature. She has also studied abroad at Oxford University and Queen Mary, University of London. In her free time she enjoys yoga and reading great books.



MEGAN TSUCHIDA, ACCOUNT EXECUTIVE

Ms. Tsuchida represents clients in the areas of consumer marketing and the non-profit sector. She also provides public relations services to some of Hawaii's most prominent community organizations, including Omidyar Fellows, Hawaii Community

Foundation and the Joyful Heart Foundation. In addition to serving as a marketing intern at Modern Luxury Magazine, Ms. Tsuchida also has a background in finance and accounting. She previously worked at GNTS CPA, LLP as an Accounting Assistant, and at the University of Hawaii at Manoa, Shidler College of Business, as a student advisor.

Ms. Tsuchida is a Punahou School alumna and earned her bachelor's degree (B.B.A.) in finance and entrepreneurship and a minor in Japanese at the University of Hawaii at Manoa. In her free time, she enjoys staying active outdoors and is an avid reader.

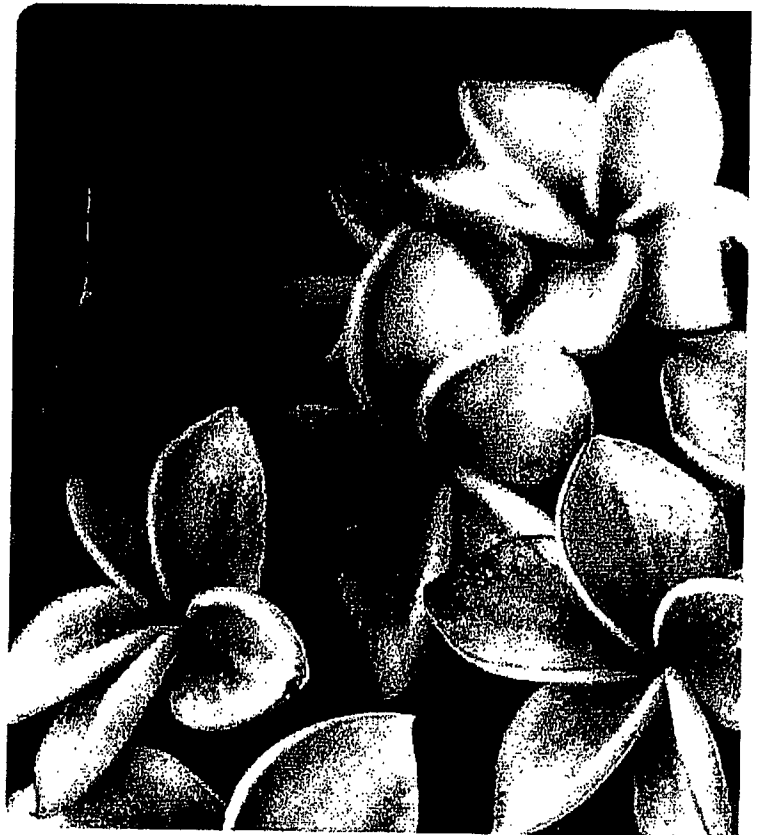


TAYTE BROCK, CREATIVE DIRECTOR

Tayte Brock has 20 years of experience in brand strategy and marketing and has been the acting creative director for the Bonnet Group since 2003. She specializes in brand development, marketing communications, and highly conceptual campaigns for a wide variety of industries.

Prior to creating her own company, Ms. Brock was the director of brand strategy for Scient, an e-business developer, providing counsel for enterprises looking to extend their brands online. Previously, she was the VP of New Media at REZNS, delivering high-profile projects for television, interactive, gaming and web properties. Prior to REZNS, she was the executive producer for Novocom, an international television branding firm, where she assisted in launching network identities worldwide. Her work at Novocom garnered several Emmys, BDAs, Tellys and a CLIO.

Ms. Brock competes both locally and internationally in the sport of outrigger canoe paddling. She is a coach and member of the Hui Nalu Canoe Club and is the marketing director and race organizer for their principle fundraiser, the Kai Iwi Coast Run & Walk.



MEDIA RELATIONS EXPERIENCE

Bennet Group is well known for its media relations work, and for securing intensive media coverage for its clients. We're especially known for our work in navigating challenging or sensitive issues in the press. Our work in this area includes:

FOREST CITY HAWAII

Developer Forest City Hawaii utilized Bennet Group's expertise in the clean-energy sector to help plan and publicize the blessing of O'ahu's two largest solar farms: Kapolei Sustainable Energy Park and the Pearl City Peninsula Energy Park. With our pre- and post-event assistance, each event received enviable press coverage from local and national media outlets – amounting to close to \$80,000 in value – and shedding light on how utility-scale solar is an important piece of Hawaii's sustainability puzzle. Hawaii Governor Neil Abercrombie, as well as other notable business leaders and elected officials, attended both events and helped ceremoniously flip the switch on solar energy. Our work for Pearl City Peninsula won the top PR campaign in the state for 2013 from the International Association of Business Communicators.

PUNAHOU SCHOOL

Bennet Group was tasked with conducting media relations for Punahou School's Punahou Carnival in February 2014. With less than a month provided to prepare and execute a comprehensive public relations campaign, Bennet Group's team developed a multi-faceted strategy that included earning print, online, and broadcast media coverage for the annual event.

Working with the school and its staff and volunteers, Bennet Group identified several key messages and developed a set of story ideas tailored to specific media bear reporters and outlets. In just 4 weeks, Bennet Group secured and facilitated over 45 print and online coverage clips, 20 television clips and 5 radio clips across a very wide variety of different media channels. In total, the campaign had a circulation of over 13 million readers and viewers with a publicity value of over \$573,000.



ISSUES MANAGEMENT EXPERIENCE

Bennet Group has extensive issues management experience, and is known for successfully handling some of the most complex and sensitive issues in the state. Our work in this area includes:

THE HOWARD HUGHES CORPORATION'S WARD VILLAGE

Bennet Group provides public relations support to the Howard Hughes Corporation for its plans to create an urban master planned community in Kaka'ako. Through ongoing issues management and strategic communications assistance, Bennet Group works to position the company as a leader in the evolution of Kaka'ako, and highlights how Kaka'ako will be a thriving and vibrant community that residents and visitors alike will enjoy and want to be a part of thanks to Howard Hughes. Bennet Group also helped Howard Hughes create and promote its own charitable foundation as a key component in managing the company's reputation and image within the community, which is part of a larger issues management strategy designed by Bennet Group.

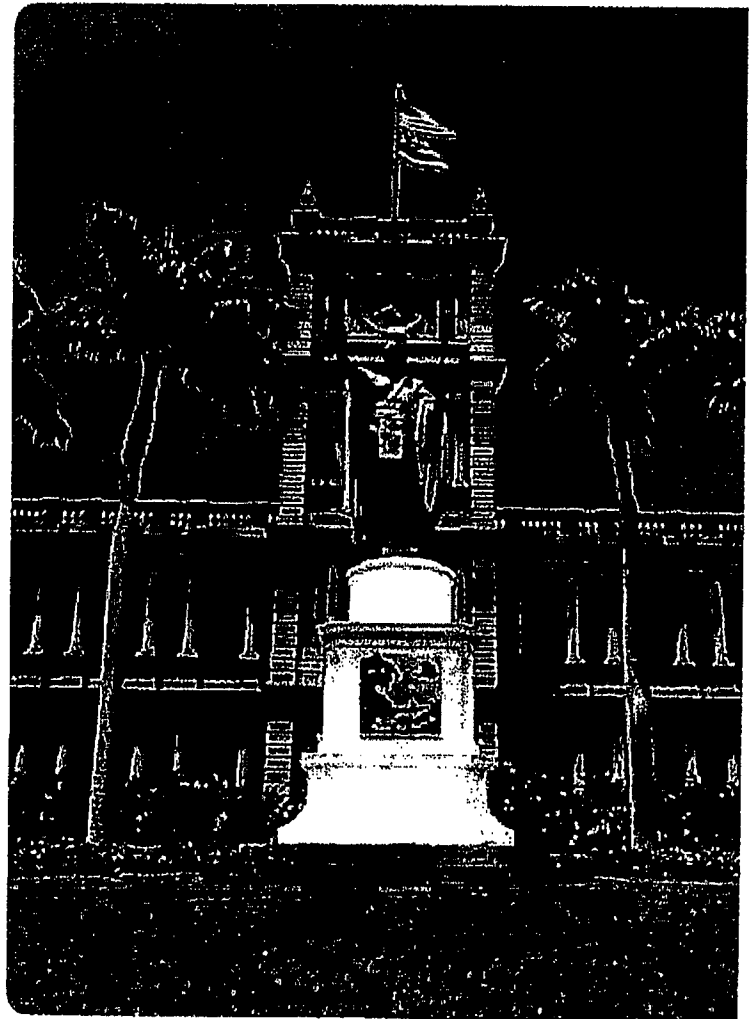
HAWAII CLEAR THE SMOKE CAMPAIGN

From 2004 to 2017, Bennet Group designed and implemented the Hawaii State Department of Health's "Clear the Smoke" campaign, a statewide, high-impact counter-marketing campaign designed to increase public awareness about the dangers of smoking and reduce tobacco use in Hawaii. In 2006, Clear the Smoke was instrumental in building public support for Hawaii's smoke-free law which passed in November 2006. Through a comprehensive, integrated campaign featuring paid advertising, public relations, an interactive website, and grassroots marketing, the firm helped raise awareness of tobacco risks and helped to change social norms regarding tobacco use in the state.

The campaign – which has reached thousands of residents with its hard-hitting, highly-memorable message – has won several Hawaii Advertising Federation Pele Awards and a Public Relations Society of America-Hawaii Koo Anvil for its innovative, creative approach to this critical public health issue. The campaign has also received extensive media coverage, as well as strong editorial support from major local newspapers.

INTERNATIONAL MARKET PLACE

The redevelopment of the International Market Place faced numerous hurdles that had the potential to halt the project, including tenant refusal, which stopped previous redevelopment attempts, an exceptional, famous, and beloved Banyan tree that required preservation, and the discovery of human remains onsite, which was known to be highly likely given the location and history of the site. Bennet Group advised on consultants, partnerships, small group outreach, and meetings to best manage these sensitive issues. As a result, Taubman has developed relationships with the stakeholders who could potentially have created the greatest hurdles and has been able to successfully navigate and reach the goal, with construction commencing in March 2011.



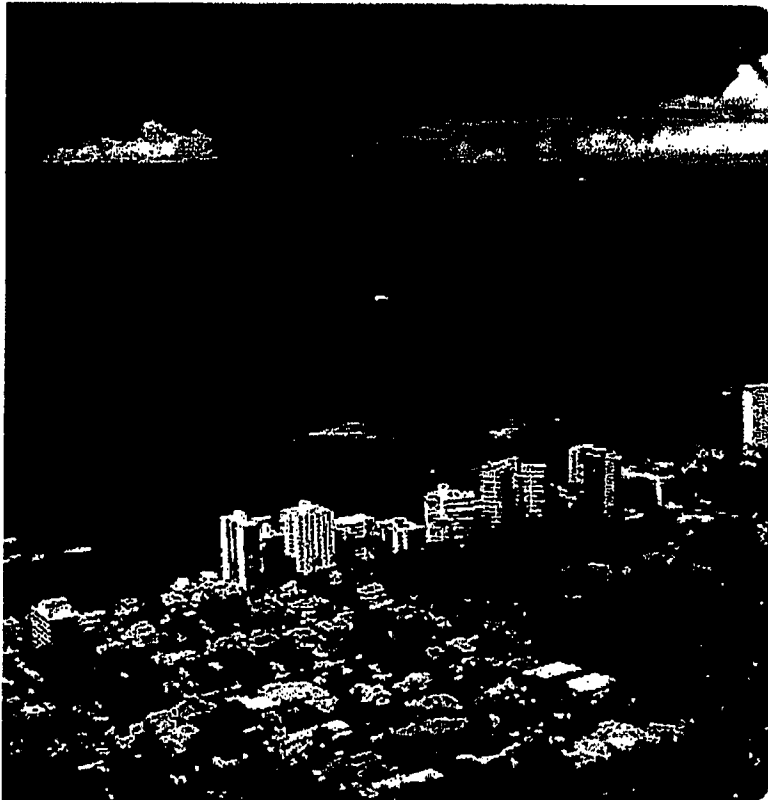
STAKEHOLDER ENGAGEMENT

Bennet Group has extensive stakeholder engagement and community relations campaign experience, and is well versed in creating relationships between its clients and a wide variety of stakeholders, at both the grassroots and grassstops levels. Our work in this area includes:

HAWAII COMMUNITY FOUNDATION

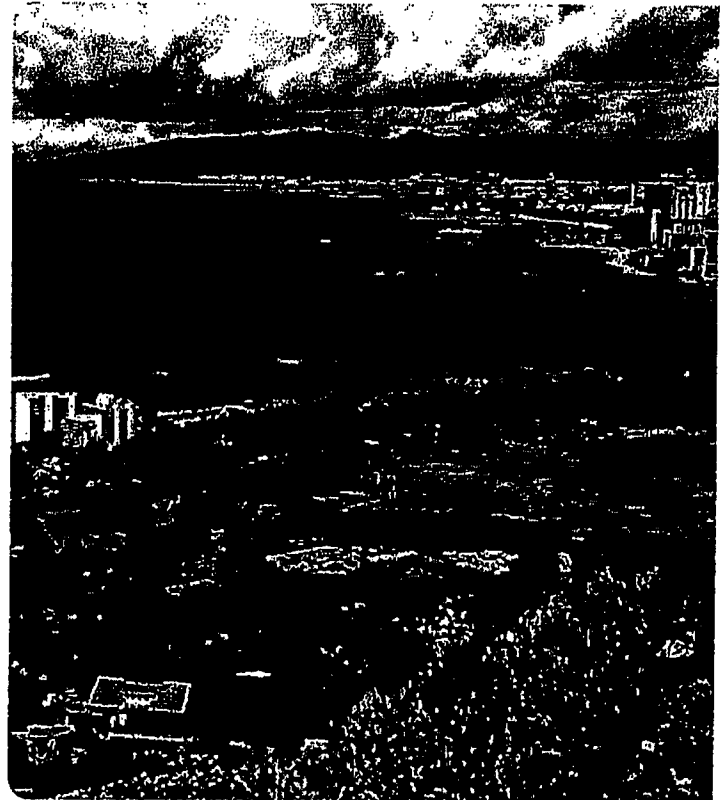
Bennet Group assists the Hawaii Community Foundation with stakeholder engagement and helps the organization reach out to – and connect with – a variety of audiences, from donors to non-profits throughout the state. As part of this effort, Bennet Group provides media relations around special grants and initiatives, social media assistance, community outreach and more.

Bennet Group provides comprehensive PR, marketing and advertising support for the organization's annual Scholarship Fund Outreach program, administering more than \$4 million dollars in scholarship awards from over 130 individual funds. Bennet Group works in partnership with the Hawaii Community Foundation on the organization's special projects and partnerships, offering our varied experience and tactical skills to help make a difference in our community.



D.R. HORTON

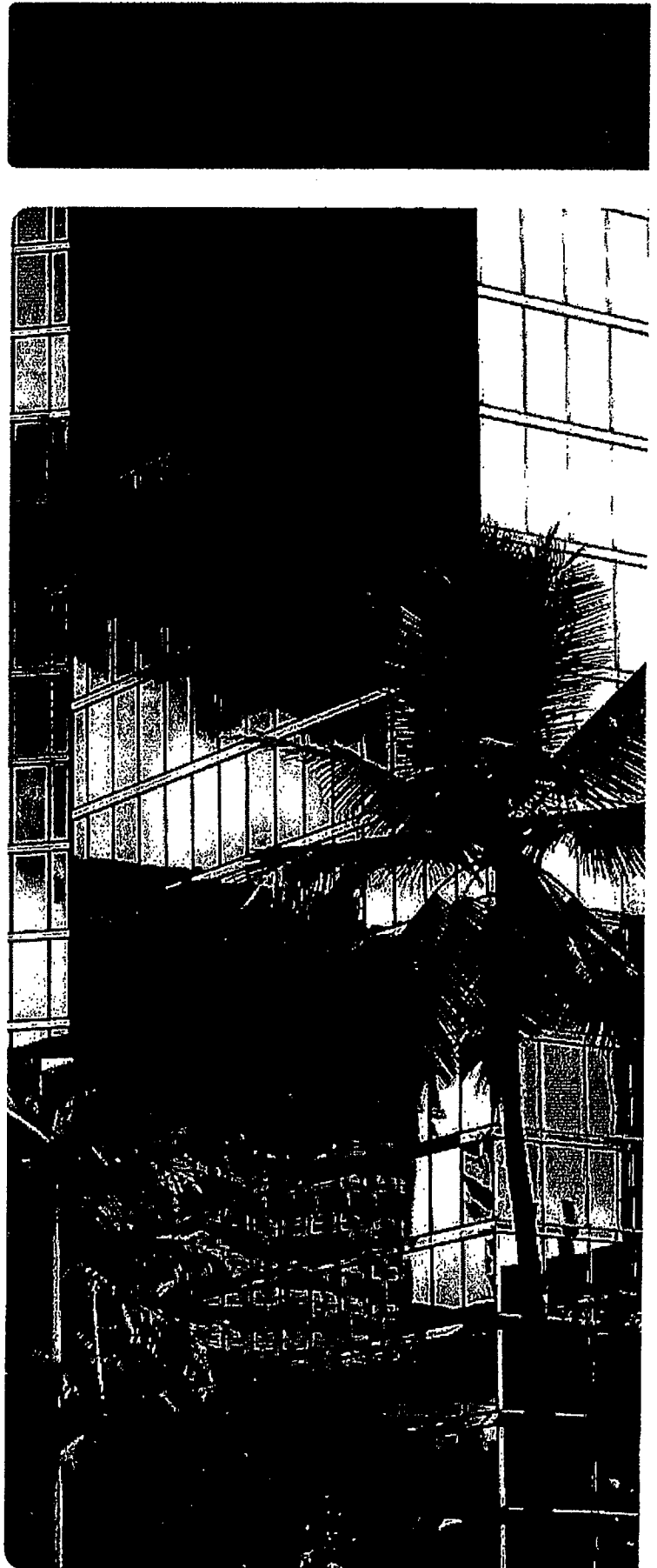
Bennet Group assists residential developer D.R. Horton-Schuler Division with stakeholder engagement and community outreach in support of the proposed Ho'opili development. Bennet Group has provided a variety of strategic tools to help tell the rich story of Ho'opili, engage various stakeholder groups, and garner public support for the project. Bennet Group created an overarching community relations campaign that covers everything from market research and canvassing, to development of testimonial videos on key subjects found to resonate best with stakeholders.



PROPOSED OUTREACH CAMPAIGN

Bennet Group will work with the City's communications team to deliver the following:

1. DEVELOP VERBAL AND WRITTEN MESSAGES TO TARGET GROUPS.	
• Estimated hours: 20 hours @ \$150/hr	\$3,000
2. COORDINATE WITH THE CITY TO CREATE COLLATERAL MATERIALS AND A MEDIA KIT.	
• Estimated hours: 30 hours @ \$150/hr	\$4,500
3. HELP IDENTIFY TARGET GROUPS, STAKEHOLDERS AND DECISION MAKERS.	
• Estimated hours: 15 hours @ \$150	\$2,250
4. SCHEDULE COMMUNITY BUILDING VENUES.	
• Estimated hours: 10 hours @ \$150	\$1,500
5. CONDUCT MEDIA AND PRESENTATION TRAINING.	
• Estimated hours: 20 hours @ \$150/hr	\$3,000
<hr/>	
Total estimated fees	\$ 14,250.00
Hawaii state tax	\$ 671.46
ESTIMATED TOTAL:	\$ 14,921.46



DEPARTMENT OF BUDGET AND FISCAL SERVICES SMALL PURCHASE WRITTEN QUOTATIONS

1. Date: 6/18/2014

2. Company: Mana Means Incorporated 3. Phone/fax No. (808) 521-1160 /

4. Address: 1088 Bishop Street #1209 5. City/State/Zip: Honolulu, HI 96813

6. Vendor Representative: janet@manameans.com

7. PROVIDE A QUOTATION for the following good/service/construction (Describe or see attached specifications);
See attached Scope of Services and Submission Requirements.

8. QUOTATION REQUESTED BY (mail e-mail fax this 6/20/2014, 4:00 PM to the following):
quotation by (date) (time)

9. Dept/Agency Office of the Managing Director, City & County of Honolulu

10. Address 530 S. King Street, Room 306 11. City/State/Zip Code: Honolulu, Hawaii 96813

12. Contact Person Cheryl Nitta 13. Phone/fax No 768-4204 /

13A. e-mail cnitta1@honolulu.gov

===== VENDOR TO COMPLETE ITEMS 14 THROUGH 25 BELOW =====

14. Item No.	15. Description of Item	16. QTY	17. UNIT PRICE	18. TOTAL PRICE
1	Account Service for research, planning, coordination, communication, implementation and execution of RFP initiatives, goals & objectives.	144 hrs.	65.38	9,414
2				4,743
19. Additional information or terms (i.e. delivery time, warranty period, etc.): See attached document.			20. Shipping/ Handling	
			21. State Tax	667.08
			22. TOTAL SUM PRICE	14,824.08

23. Quote No. 10275 24. Price(s) shall remain firm for 90 days.

25. Vendor Representative: Janet M. Scheffer June 20, 2014
Signature Date

Title: President

Office of the Managing Director, City & County of Honolulu
Housing First Outreach Consultant RFP

2. OFFEROR'S QUALIFICATIONS AND EXPERIENCE:

COMPANY PROFILE:

Mana Means Communications (Mana Means Inc.)

1088 Bishop Street Suite 1209

Honolulu, Hawaii 96813

Website: www.ManaMeans.com

PH: (808) 521-1160 FAX: (808) 521-1104 MOBILE: (JANET SCHEFFER) (808) 285-7712

EMAIL: janet@manameans.com

HISTORY /BACKGROUND

Janet M. Scheffer, President and Founder of Mana Means Communications, started Mana Means Inc. on December 18, 1992 in Honolulu. Mana Means has been a top-ranked, full-service advertising, PR and marketing firm in Honolulu for the past 22 years, as reported by PBN's Book of Lists. With over 32 years of local experience in the full-service advertising, public relations and marketing industry, Janet manages seven staffers and employees, including PR executives/associates, graphic designers and web developers for both print and web work, administrative assistants, accountants and interns. She had previously managed four local publications, started a publishing firm, and worked successfully in the local television industry prior to founding and running Mana Means Inc. Her professional relationship with all of her clients is your assurance that outstanding work and service is delivered regularly and will be delivered to the Office of the Managing Director, City & County of Honolulu.

CLIENT SERVICES:

- **Public Relations services: complete PR programs from research to concept to completion and follow-up, including, outreach, education, coordination, writing, development, distribution and follow-up with media on all initiatives**
- **Full-service advertising and marketing: media research, planning, buying, analytics**
- **Creative services: full graphic design services, print, web, large scale printing, mailing, etc.**
- **Research services: educational research, media and PR research, competitive research, client research, etc.**

CLIENTS: Short list of a few of our current and relevant clients, see full list of current clients at www.manameans.com.

- **Hawaiian Eye Center and Foundation, last 20 years**
- **Children's Alliance of Hawaii, past year**
- **Sales & Marketing Executives Int'l. Past President and PR Chair, last 15 years**
- **Rotary Club of Waikiki, 5 years, President and Public Relations Chair**
- **Navy League of Honolulu, last 5 years**
- **Aloha Medical Mission, last 3 years**

QUALIFICATIONS:

Janet M. Scheffer, Senior Account Manager: President/Founder, has over 32 years of full-service marketing and PR experience in Hawaii. Serving over one thousand clients of all types in Hawaii, she will assure Office of the Managing Director, City & County of Honolulu that all goals set forth with this outreach program are exceeded.

Brandin Shim, PR Executive: With a BA in Journalism Media Studies and an emphasis in public relations and advertising, he has over 4 years experience in overseeing 15 clients PR requirements. Brandin will help ensure all goals and objectives are met.

Ryley Yamamoto, Graphic Designer/Web Developer and Designer: Ryley will oversee and work directly with entire team to create and develop all specified print and/or web based graphic design and layout items.

Richard W. Scheffer, Creative Director: With over 8 years of graphic and web design experience, Richard oversees all creative and production needs including print and web based graphic design and layout from concept to completion.

3. OFFEROR'S PAST PERFORMANCE ON PROJECTS OF SIMILAR SCOPE:

International Alzheimer's Association Conference at Hawaii Convention Center: Mana Means was hired by the International Alzheimer's Association, based in Chicago, in 2010 to coordinate all media and PR efforts for their International Conference held in Honolulu that year, which included: coordinate local, national and international press and media coverage utilizing press kits, press releases, press conferences, daily briefings, print collateral, PR value and tracking reports, etc. The expected PR value goal was approximately \$250,000.00 in earned media, however over \$1.5 million PR value was received. The client was very satisfied with the results and stated this was the best PR coverage they had ever received at one of their conferences, which moves to a different city regularly.

SBIR/STTR Conference: As the contracted PR/Marketing firm for HTDC, Mana Means was charged with generating PR for the 12th Biennial Hawaii SBIR/STTR Conference in December 2013 at the Hale Koa Hotel. Additionally, Mana Means has been working with HTDC on PR and marketing initiatives regularly for the past 3 years assisting with workshops, conferences and PR efforts—including press and media releases, client training, and a wide variety of other PR strategies and tactics.

Chaminade University: For the past 6 years, Mana Means has been assisting two different departments at Chaminade University to increase enrollment through media and PR activities including, but not limited to, 2-for-1 media strategies garnering hundreds of thousands of free media coverage, print ad design and media placements, and media research and planning.

4. OFFEROR'S CAPACITY TO ACCOMPLISH WORK IN REQUIRED TIME:

With over 20 years in business and a close-knit team of qualified and dedicated professionals, we have the necessary manpower, resources and flexibility to complete outreach consultancy for the Housing First Initiative within the allotted timeframe of 90 to 120 days. Coordinating and training City team members falls within our range of experience, as Mana Means regularly works with clients on media training. We have trained and prepped clients for speaking engagements in front of small to large groups as well as for media opportunities on both television and radio. Quick turnaround on developing, designing, quoting, printing and delivering collateral is also something we have plenty of experience doing for many of our clients.

Being in the PR and advertising business for many years, Mana Means has developed a contact database as well as direct relationships with not only local media, but political groups, nonprofits, civic organizations and special interest groups. Identifying target groups, stakeholders and decision makers and then reaching out to schedule meetings and venues will be more easily accomplished because of our company's relationships with various members within these communities.

5. OFFEROR'S RESPONSIVENESS TO PURPOSE AND SCOPE OF WORK:

With the homelessness and the Housing First being such hot topics and heavily covered by the local media, it is important that the first step in our approach to this project be the creation of a strategic plan. Mana Means previously handled the PR and advertising for the Institute for Human Services for seven years, and we are very familiar with the many issues, complications and sensitivities surrounding homelessness. This knowledge will be very helpful in our approach on how to frame and present the messaging for Housing First.

To ensure timely completion of the project, our strategic plan will incorporate a clear timeline based on initial, in-depth research on both the local homelessness epidemic and how it is viewed by target groups, stakeholders and decision makers. From there, we can create a plan that clearly and sensitively communicates how these individual groups may be affected economically, environmentally and culturally by Housing First. It will also be important to communicate the broader significance of this project and how it will affect communities at large and Oahu as a whole.

After thorough research, a clear timeline can be created to focus on planning and coordinating meetings and venues with these respective groups. The timeline will also include implementing and educating City team members on the agreed upon messaging of Housing First and how to best relay that message. As stated above, presentations need to take into consideration the sensitivities and uniqueness of each specific group and clearly and consistently translate the need to build community relationships to ensure success of the program.

DEPARTMENT OF BUDGET AND FISCAL SERVICES SMALL PURCHASE WRITTEN QUOTATIONS

1. Date: 6/18/2014

2. Company: Strategic Communication Solutions, LLC. 3. Phone/fax No. (808) 226-7470 /

4. Address: P.O. Box 283137 5. City/State/Zip: Honolulu, HI 96828-3137

6. Vendor Representative: nhokama@scsolutions-hi.com

7. PROVIDE A QUOTATION for the following good/service/construction (Describe or see attached specifications):
See attached Scope of Services and Submission Requirements.

8. QUOTATION REQUESTED BY (mail e-mail fax this 6/20/2014 4:00 PM to the following):
quotation by (date) (time)

9. Dept/Agency Office of the Managing Director, City & County of Honolulu

10. Address 530 S. King Street, Room 306 11. City/State/Zip Code: Honolulu, Hawaii 96813

12. Contact Person Cheryl Nitta 13. Phone/fax No 768-4204 /

13A. e-mail cnitta1@honolulu.gov

===== VENDOR TO COMPLETE ITEMS 14 THROUGH 25 BELOW =====

14. Item No.	15. Description of Item	16. QTY	17. UNIT PRICE	18. TOTAL PRICE
1	<i>Outreach Communication plan</i>	1	\$14,275.00	\$14,275.00
19. Additional information or terms (i.e. delivery time, warranty period, etc.): <i>N/A</i>			20. Shipping/ Handling	<i>N/A</i>
			21. State Tax	\$672.64
			22. TOTAL SUM PRICE	\$14,947.64

23. Quote No. 1 24. Price(s) shall remain firm for 30 days.

25. Vendor Representative: *Nathan K. Hokama* *June 20, 2014*
Signature Date

Title: *Principal / owner*

Page 1

Qualifications and Experience to Perform Scope of Services

Nathan Hokama has more than 25 years of issues management and corporate communication experience. He established Strategic Communication Solutions, a communications consulting firm, as an independent practitioner, in April 2004.

He provides a wide range of services including corporate advertising and branding, issues management, crisis and emergency communication, litigation support, media relations, community relations, internal communication, and marketing communication.

Strategic Communication Solutions serves a diverse range of local and national for-profit and non-profit organizations.

Current, ongoing clients:

- Hawaii Dental Service (HDS)
- Hawaii Department of Health
- Hawaii Health Connector (in collaboration with MVNP)
- Hawaii Health Information Exchange
- Hawaii Independent Energy (formerly Tesoro Hawaii)
- Hawaii Meals on Wheels
- St. Francis Healthcare System of Hawaii
- University of Hawaii Professional Assembly (The Faculty Union)

Current project-basis clients:

- Hawaii Department of Agriculture (Buy Local. It Matters campaigns)
- Ito Healthcare Group (Community Case Management Corp., Kokua Nurses, Kulana Malama, Oahu Care Facility and Pearl City Nursing Home)
- Mid Pacific Country Club
- University of Hawaii, Department of Tropical Plant and Soil Sciences – National Science Foundation grant

Prior to Strategic Communication Solutions, he served as corporate communications manager for Tesoro Hawaii, Hawaii's largest petroleum energy provider, from 1991 to 2003. During his time with Tesoro [NYSE:TSO], he was involved with a number of high-profile issues including the State's anti-trust lawsuit against oil companies; neighborhood outrage over unplanned petroleum refinery emissions; a major oil spill impacting a neighbor island, underground storage tank remediation; public and legislative scrutiny over gasoline pricing, and organizational restructurings and divestitures.

He also served as an "away team" coach for public information officers during emergency response exercises at Tesoro refineries or marine services facilities in Kenai, Alaska; Anacortes, Washington; and Aransas Pass, Corpus Christi, Texas.

Page 2

Hokama also served as media relations consultant and spokesperson, and assisted with Public Utilities Commission public hearings during the acquisition of Verizon Communication Inc.'s Hawaii assets by The Carlyle Group, a Washington, D.C.-based international private equity firm, a year-long process that concluded in May 2005.

He also served as corporate communications manager at American Savings Bank, the state's third largest financial institution, where he was responsible for developing annual meeting and financial analyst road show remarks for executives in conjunction with parent company Hawaiian Electric Industries [NYSE:HE]; content development for intranet communication; and researching and responding to media inquiries as spokesperson or preparing and coaching executives for news interviews. He also served as community relations director for Shriners Hospital for Children, coordinating media relations, internal communications and volunteer recruitment and placement.

He holds a bachelor's degree in journalism and philosophy from the University of Hawaii, and is an accredited member of the Public Relations Society of America (PRSA), and a member of the organization's Counselors Academy and Independent Practitioners Alliance.

He currently serves as chair of the Executive Committee for PRSA's national Independent Practitioners Alliance and Secretary on the board of the Partnership for Philanthropic Planning Hawaii. He is a past president of the Hawaii chapters of both PRSA and the International Association of Business Communicators (IABC). PRSA Hawaii professional peers named him the PRSA Gregg W. Perry Public Relations Professional of the Year in 2008. He recently joined the board of directors of Kokua Mau, the local hospice and palliative care coalition that represents hospice programs statewide.

Past Performance of Projects of Similar Scope:

Strategic Communication Solutions has experience in all areas outlined in the scope of this project, including:

- Strategic communication plans, from measurable objectives to execution and evaluation;
- Message development for multiple stakeholder groups, including written communications and talking points
- Preparation of news release, fact sheets, FAQs and other materials to influence key groups and for media kits;
- Coordination of speaking engagements, appearances and media interviews; and
- Coaching and training executives and leaders to deliver messages for media and other audiences.

Relevant case studies:

St. Francis Healthcare System of Hawaii

- Responsible for internal and external communications for St. Francis Healthcare System of Hawaii, which was the major, secured creditor in Hawaii Medical Center's two high-profile, Chapter 11 bankruptcy filings.
- Bankruptcy court proceedings eventually resulted in closure of Hawaii Medical Center's two hospital campuses.
- The ownership transfer of the hospital assets back to St. Francis in April 2012 after a protracted bankruptcy process. Facilitated communications with The Queen's Health Systems, which acquired the West campus assets from St. Francis in December 2012.
- Currently serve as a steering committee member for St. Francis Healthcare System's recent reorganization and organizational cultural change. Prepared extensive comprehensive communications for both internal and external audiences, including government officials, boards of directors, managers, and employees. Currently involved with outreach activities to clarify misconceptions, cultural and service line transformation process, and repositioning St. Francis Healthcare System in the community.

Hawaii Health Connector

- As part of a team of communications professionals, provide executive messaging and media relations counsel for the Hawaii Health Connector, the state's health insurance marketplace. Manage reputational issues relating to information technology performance, integrity of operations, federal oversight, and legislative scrutiny.
- Hired by MVNP, lead agency, to augment communications team to support the Hawaii Health Connector after its incomplete launch on October 1 and helped with the introduction of a new, interim executive director to increase the organizations' credibility with key stakeholders.

Autism Speaks

- In collaboration with law firm Ashford & Wriston, and Los Angeles-based Rodrigues Public Affairs, managed media relations for Autism Speaks, the world's largest autism coalition to advocate for mandated coverage of scientifically proven therapy for children diagnosed with autism spectrum disorders.

Page 4

Autism Speaks (*continued*)

- Developed talking points, news releases, newsletters, and other communications targeted at different audiences. Despite strong opposition from major insurance company, a conference committee session resulted in a \$50,000 allocation to study the issue.

Shriners Hospitals for Children – Honolulu

- This involved billing third-party payers for patient services for the first time in the hospital system's 90-year history, and represented a significant departure from the hospital system's long-standing policy of not billing health insurance companies or asking patient families for copayments. The rollout met mixed reactions but was necessary to increase patient revenue and reduce dependence on the hospital's endowment to ensure care for future generations of children.

Capacity to Accomplish the Work and in the Required Time

Strategic Communication Solutions is an independent practitioner and is accustomed to working on multiple projects with tight deadlines. Strategic Communication Solutions expects the Housing First project can be completed within the 90- to 120-day window by October 31, 2014.

Responsiveness to the Purpose and Scope of Work

Strategic Communication Solutions is aware of the different perspectives on Housing First, based on research of other cities that have implemented the program. Although there are concerns about security where Housing First tenants may reside, keeping these facilities fenced creates a feeling of being in prison and defeats the purpose of creating integration with the rest of society. Creating smaller residences for three to six people may be a possibility, but securing these homes and facing resistance from neighbors would be a challenge.

Homeless individuals may also resist permanent homes and instead prefer sleeping in tents in public spaces. However, Housing First must be seen as an investment in people's lives and in the overall financial well-being of a city. By intervening and providing care, this can reduce chronic disease, social problems, substance abuse and other issues. It also preempts costly care and management that hospital emergency departments, prisons and other institutions must bear when taking homeless individuals into their care.



April 10, 2015

To: Georgette Deemer
Deputy Managing Director, City & County of Honolulu

From: Glenna Wong

cc: G. Nakata, J. Yang, D. Miyagi

Re: Summary - Housing First Community Outreach

Dear Georgette,

Am submitting this report as a summary on my community outreach services for the City's Housing First Initiative with Jun Yang, Executive Director of Housing.

From July 2014 through March 2015, we were able to reach approximately 1,900 individuals through community, business, government, secular, ethnic and social organizations. During this time, presentations and messaging were based on the adoption of the Housing First program and City's policy – including efforts to educate, homeless population numbers, discussion of past policies, success with mainland cities, and a shift on how the City's Housing First program would provide a solution and relief. Each presentation included a request to help through a solicitation of studio and one-bedroom units throughout Oahu that would be used to house the homeless.

A few milestone changes occurred during the latter part of 2014, including the approval of the 'Sit Lie' bill, the grant award to the Institute of Human Services (IHS), the Hawaii Lodging & Tourism / Waikiki Improvement Association's partnership with IHS to create a full time outreach program targeting Waikiki's homeless, and Safe Haven's opening of the Pauahi Hale public restroom facility and renovation of units. The timing of these changes came at opportune moments and inquiries were made on how the City would gauge the effectiveness and success. Jun Yang was able to incorporate details of the above and the progress that was being made in those areas.

Presentations of the Housing First policy was a necessity and the outreach from July through the end of 2014 concentrated on educating and bringing forth awareness of the City's efforts. Messaging became more focused January through March 2015 as we attempted to match presentations with work underway and the statistics of individuals and families that were being helped. Audiences were better tuned-in about the Housing First policy by early 2015 and appreciated progress reports (versus presentations on policy and generalities). In instances of addressing neighborhood boards or community area groups, efforts were made to tailor the presentations and include data specific to those areas.

There were a relatively small number of negative comments about the homeless ranging from withholding assistance, incarceration, increased enforcement, stopping the mainland homeless at the airport, and one-way air tickets back to the mainland. Information about the chronically homeless to those who may have merely lost their jobs or victims of unfortunate circumstance were disregarded as they were categorized in one homeless category. Displeasure about mainland homeless was noted, even when lower factual population numbers were given. A few incidents were noted to expand Sit Lie areas, instill anti-loitering laws and discontent with the City's unhurried efforts. Although those comments represented a minority, these individuals looked to the local government for immediate and long term solutions.

Contrary to the negative comments, groups have contacted us for more information and follow-up presentations for 2016. Groups from the Rotary and Lions Clubs, Honolulu Board of Realtors, and faith-based organizations have been most receptive. The City has made progress through the Housing First messaging; however, the enormity of the homeless problem, the growing population and visibility, and headline reporting from the media mitigates the administration's efforts. Although we have gained public trust; these factors may dwarf Housing First's energy and momentum.

Newer problem areas demonstrating obvious homeless visibility problems include Kalihi and especially, Kaka'ako. These problem areas will affect the City through resources as well as public perception. All of our work through community outreach and messaging, as well as housing our homeless through the Housing First program may lose the public's support if these large homeless encampments do not transition out of those areas. If the City does not participate in that transition soon, we may lose an opportunity to assist these individuals and families and the public's trust.

Recommendations for the City's Office on Housing is to reach out to nearby area developers and landowners for any assistance. In addition, to continue the outreach program and working with local community social service providers, including those that address the Kalihi and Kaka'ako encampment areas. Utilizing the media to announce the progress of Housing First on a regular basis, including monthly stats of housing the homeless through IHS and other social service agencies, milestones and goals and individual success stories should be considered. This strategy could help shift the focus to any number of social service providers' efforts and demonstrate a unified effort with the City. I also understand that a program is underway through the Mayor's Challenge to assist our homeless veterans. Similar outreach campaigns and messaging should be consistent with Housing First, with special recognition and priority housing placement.

Some local developers, building industry leaders and business groups have expressed an interest in assisting. I recommend a plan to approach them on a regular basis and offer your assistance alongside their community relations staff. Whether they join the City's efforts or prefer their own undertaking, building a stronger relationship could benefit both parties and hopefully create a concerted effort. As they represent the private sector, they may have recommendations, strategies, incentives, activities and staff that can contribute to the City efforts, and vice versa.

Georgette, it has been a pleasure working with you, Gary Nakata, Debbie Miyagi and of course, Jun Yang who has a broad knowledge and deep understanding of the homeless on Oahu. His experience, well-mannered sensitive presentations and responsive personality has audiences accepting him and his accessibility. We have scheduled several more Housing First community discussions and Jun will be updating and tailoring his presentations accordingly.

Working with Jun has also changed my life and I hope I have assisted and contributed in ways that you intended. I would enjoy working with all of you again, should the opportunity arise. The final report showing all groups that we have addressed with be forthcoming from Debbie Miyagi.

Many thanks for your continued support. If you have any questions, please don't hesitate to call on me.

Best regards,

Glenna Wong, President
Glenna Wong Public Relations



CITY AND COUNTY OF HONOLULU

PURCHASE ORDER #PO-MAY-1400872,v1

This Purchase Order is subject to General Terms and Conditions dated 02/01/2015.
A copy may be obtained online at www.honolulu.gov/pur.

Order Date
06/26/14
Buyer Contact Info
Cynthia Fox
bfspurchasing@honolulu.gov
Phone: (808) 768-5535

<p>Awarded Vendor GLENNA WONG PUBLIC RELATIONS, INC. 238 Kaiolohia Pl. Honolulu, HI 96825</p> <p style="font-size: small;">Vendor Code [City internal use only]: VS0000009304</p>	<p>Vendor Instructions</p> <ol style="list-style-type: none"> 1) Display Purchase Order # and Vendor Code on all invoices. 2) All deliveries must be accompanied by delivery tags. 3) Submit invoice in triplicate and monthly statements to "Bill To:" address below. 4) Unless otherwise specified, all shipments are FOB Destination. 5) Unless otherwise specified, prices include all applicable taxes.
---	--

Award Summary:

Housing First Outreach Consultant Services

Delivery To:

OFFICE OF THE MAYOR
MANAGING DIRECTORS OFFICE
530 SO KING ST 3RD FLOOR
HONOLULU, HI 96813

Shipping Code [City internal use only]: MAY30

Bill To:

DEPT OF BUDGET & FISCAL SVCS
ACCOUNTS PAYABLE
650 SO KING ST 4TH FLOOR
HONOLULU, HI 96813

Billing Code [City internal use only]: BFS10

Item	Description	Quantity	Unit Type	Cost/Unit	Total
1	Housing First Outreach Consultant Services	0.00000	N/A	\$0.00000	\$14,659.68

Purchase Order is awarded based upon the quotation and proposal dated and submitted on June 20, 2014 in response to the City's Request for Quotation titled "Housing First Outreach Consultant."

The contract deliverables, scope of work and Consultant responsibilities are as stated in the "Housing First Outreach Consultant" scope of services, attached as a reference.

The total fee amount of \$14,659.68 includes, but not limited to, labor, materials, equipment, all incidentals required to perform the work, to include the State General Excise Tax.

Term of Service: Upon issuance of the purchase order, and accompanied by a Notice to Proceed issued by the Officer-in-Charge. Work shall be completed within 90 to 120 days, not to exceed October 31, 2014, unless extended by the Officer-in-Charge.

Additional Comments

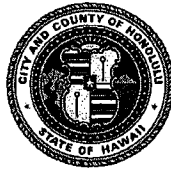
RQS-MAY-1401629

	<p>TOTAL SUM AMOUNT \$14,659.68</p>
--	---

Approved: Wendy K. Iwanura
For City & County of Honolulu

OFFICE OF THE MAYOR
CITY AND COUNTY OF HONOLULU

530 SOUTH KING STREET, ROOM 300 * HONOLULU, HAWAII 96813
PHONE: (808) 768-4141 * FAX: (808) 768-4242 * INTERNET: www.honolulu.gov



KIRK CALDWELL
MAYOR

EMBER LEE SHINN
MANAGING DIRECTOR
GEORGETTE T. DEEMER
DEPUTY MANAGING DIRECTOR

June 12, 2014

MEMORANDUM

TO: Nelson H. Koyanagi, Jr., Director
Department of Budget and Fiscal Services

FROM: *for* Ember Lee Shinn
Managing Director *Georgette T. Deemer*

SUBJECT: Request for Exception Approval from Budget and Fiscal
Services' Submission Deadline

We request your exception approval to the May 1, 2014 deadline in creating a RQS to contract professional services for providing a Housing First Outreach Consultant. The total cost will be \$15,000.

It is understood that approval of this request is an exception.

If you have any questions, please contact Cheryl Nitta, Administrative Services Officer, at 768-4204.

APPROVED:

Nelson H. Koyanagi, Jr. JUN 12 2014
Nelson H. Koyanagi, Jr. Date
Director

Department of Budget and Fiscal Services
Division of Purchasing
AWARD RECOMMENDATION FORM

Date: June 24, 2014

To: Wendy K. Imamura

Via: Shellie Hee

From: Cindy Fox *ef*

1. Project Title: Housing First Outreach Consultant

2. Solicitation No.: RQS-MAY-1401629

Contract/PO No. PO-MAY-1400872

3. Contract Amount: \$14,659.68

4. Is this federally funded? YES NO

5. Description of Procurement:

Brief description of the goods, service, or construction being procured. Provide Solicitation / Sole Source / Exemption / Emergency / Procurement Violation number. State if this is a multi-term, time and materials, fixed fee, cost reimbursement contract?

The services required are outreach efforts to include the following:

1. Development of verbal and written message to target groups.
2. Coordination with City on publication of collateral materials and media kits.
3. Identification of target groups, stakeholders and decision makers.
4. Schedule community building venues.
5. Train City team members on the message and ability to deliver.

6. I recommend award to Glenna Wong Public Relations, Inc.

Or

no award be made

because:

Identify how you made the determination that award to the recommended contractor/consultant is in the best interest of the City. State whether any bids were rejected and why.

Award to the lowest responsive, responsible offeror submitting the best value to the City using the criteria set forth in the Request for Quotation:

1. Offeror's Price Quotation. Maximum of 5 points.
2. Offeror's Qualifications and Experience. Maximum of 5 points.
3. Offeror's Past Performance on Projects of Similar Scope. Maximum of 5 points.
4. Offeror's Capacity to Accomplish the Work and in the Required Time. Maximum of 5 points.
5. Offeror's Responsiveness to the purpose and scope of work. Maximum of 5 points.

In accordance with HAR Subchapter 8, Small Purchases, Pam Witty-Oakland, Director of Community Services and Jun Yang, Executive Director of the Office of Housing scored and ranked the quotations received using the best value criteria identified. The highest ranked offeror with the lowest price was ranked #1.

Director of Community Services and Executive Director of the Office of Housing are not considered excluded as this purchase is not a formal review or selection committee.

7. Procurement Method:

Check the appropriate procurement method. If other, cite the applicable HRS that applies.

- HRS 103D-102, Exempt
- HRS 103D-302, Competitive Sealed Bid
- HRS 103D-303, Competitive Sealed Proposals
- HRS 103D-304, Professional Services
- HRS 103D-305, Small Purchase
- HRS 103D-306, Sole Source
- HRS 103D-307, Emergency
- Other, cite HRS : _____

8. Method of Award:

State how award is being made (by item, group, total sum, etc.).

Award made based on the best value in accordance with Section 3-122-75 (d), HAR, wherein award to the lowest responsive, responsible offeror is not practicable, award shall be made to the offeror whose quotation provides the best value to the State. Written determination for the selection shall be placed in the procurement file. The best value criteria utilized for this award is as listed in item 6 above.

Written quotations are accepted in lieu of electronic bidding pursuant to Section 3-122-75(a)(1), HAR, no less than three quotes shall be solicited for expenditures of \$5,000 to less than \$15,000.

9. Justification for award:

a) Offeror is responsive because:

Identify how you have determined that the offeror has submitted an offer which conforms in all material respects to the solicitation.

Glenna Wong Public Relations submitted a quotation that met the evaluation criteria, scored the highest points and was the lowest price.

b) Offeror is responsible because:

Identify how you have determined that the offeror has the capability in all respects to perform fully the contract requirements and the integrity and reliability which will assure good faith performance.

Glenna Wong Public Relations is HCE compliant, and the buyer is not aware of any performance issues.

c) Price/cost is fair and reasonable because:

Provide fair and reasonable price/cost justification. For professional services, state how the price was negotiated and how you have determined the negotiated price is fair and reasonable.

Quotation submitted was the lowest received of the four quotations.

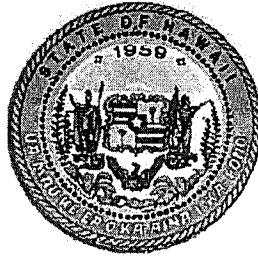
10. Preferences:

- a) Was a preference applied? YES NO
If yes, which preference(s)?

b) Did an application of a preference affect the award? YES NO
If yes, how?

11. Was there a protest? YES NO
If yes, what was the reason for the protest and what was the resolution?

12. Additional Comments.
Provide any additional information or comments.



STATE OF HAWAII
STATE PROCUREMENT OFFICE

CERTIFICATE OF VENDOR COMPLIANCE

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs (DCCA).

Vendor Name: GLENNA WONG PUBLIC RELATIONS, INC.

DBA/Trade Name: GLENNA WONG PUBLIC RELATIONS, INC.

Issue Date: 06/24/2014

Status: Compliant

Hawaii Tax#: 10408439
 FEIN/SSN#: XX-XXX1870
 UI#: XXXXXX2847
 DCCA FILE#: 115223

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Compliant
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

Status Legend:

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	The entity is compliant with DLIR requirement
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information