



DEPARTMENT OF BUDGET AND FISCAL SERVICES RECORD OF PROCUREMENT

1. Dept/Div: **MAYOR** 2. PO/pCard. No.
 3. Date: **11/07/14** 4. Project/Requisition/Work Order No. **RQS-MAY-xxxxxxx**
 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	11/7/14	\$13,612.56
<input type="checkbox"/> 2.					
<input type="checkbox"/> 3.					

8. PART C. Justification for inability to obtain minimum three quotations, if applicable (Ref. HAR §3-122-75(e)) :

Requesting approval to award to the incumbent Contractor as it is not practical or advantageous for the City to solicit a minimum of three (3) quotations due to the following:

1. The City solicited three written quotes on June 24, 2014, and selected Glenna Wong Public Relations to provide Housing First Outreach Services in the amount of \$14,659.68 for the period July 7, 2014 through November 3, 2014.
2. The City has determined the necessity to add the following deliverables and extend the term of services for 120 days:
 - Continuation of community communication with specific emphasis to the Waikiki, Downtown, Chinatown and Leeward Oahu regions
 - Community outreach to Honolulu City Council Members and area legislators
 - Training of City team members on the message and ability to deliver the Housing First program as it pertains to the Islandwide Housing Strategy
 - Continuation of communications with Media Groups
 - Real Estate Property Manager buy-in to the Housing First program by allowing rental units to be used in the Housing First program
 - Community understanding of the Housing First program and its role in the Islandwide Housing Strategy and policy changes
3. Soliciting from additional Contractors would not result in a lower cost due to the following:
 - The City has an established working process with the incumbent Contractor which allows for the scheduling, messaging, training, and outreach to occur without interruption and without the need to train and educate a new contractor on the nuances of the Housing First program, as well as other City initiatives that are tied to homeless programs and the Housing First program. The City has found the need to continue the community outreach on the Housing First program, and finds the need to schedule meetings and outreach events beyond the initial November 3, 2014 time frame. The incumbent Contractor is continuing to work through a community contact list that they have established through the initial contract period

Submit in Duplicate

4. Changing Contractors at this time would result in the following:

- The incumbent Contractor is currently invested in the ongoing education and obtaining the buy in from the community and property managers which is essential for the program's success. Changing the contract at this point would significantly result in the loss of momentum.
- Significant use of time to educate a new Contractor on the complex homeless issues, initiatives, and programs which would result in higher costs for both the City and the new Contractor community contact list, timing could result in time and money significantly critical in current timing now.
- Loss of continuity in branding and messaging on the Housing First program, as well as confusion on the Islandwide Housing Strategy
- Duplication of contacts and outreach
- Loss of opportunities that have been established or nearly established

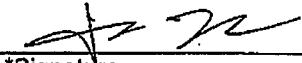
5. The cost of \$13,612.56 quoted by Glenna Wong to perform the additional services for the extended period of time is fair and reasonable based on the following:

- The City finds savings in the quoted cost by Glenna Wong because the basic cost per day has been reduced from \$122 per calendar day, to \$113 per calendar day. This equates to an approximate savings of \$1000 over a period of 120 days

9. **PART D.** Justification for award made to other than lowest responsive, responsible vendor, if applicable (Ref. HAR §3-122-75(d)):

Employee conducting procurement:

Procurement Officer approval:


*Signature

11/7/14
Date

*Signature

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.



CITY AND COUNTY OF HONOLULU

PURCHASE ORDER #PO-MAY-1500289,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

11/26/14

Buyer Contact Info

Cynthia Fox

bfspurchasing@honolulu.gov

Phone: (808) 768-5535

<p>Awarded Vendor</p> <p>GLENNA WONG PUBLIC RELATIONS, INC.</p> <p>238 Kaiolohia Pl.</p> <p>Honolulu, HI 96825</p> <p><small>Vendor Code [City internal use only]: VS0000009304</small></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.
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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	0.00000	N/A	\$0.00000	\$13,612.56
<p>Service Start: 12/01/14 Service End: 03/31/15</p> <p>Scope of Services as per document attached and titled, "Housing First Outreach Consultant". The work shall commence upon issuance of purchase order and accompanied by a Notice to Proceed, issued by the Office-in-Charge. The work shall be completed within 120 calendar days, not to exceed March 31, 2015, unless extended by Officer-in-Charge.</p> <p>Fee of \$15,000 is all inclusive, not to exceed, including any applicable taxes.</p>					

Additional Comments
RQS-MAY-1500808

	<p>TOTAL SUM AMOUNT</p> <p>\$13,612.56</p>
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Approved: *Wendy K. Iwanura*
For City & County of Honolulu

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 120 days, not to exceed March 31, 2015, unless extended by Officer-in-Charge.

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

REPORTING: Selected Contractor will provide the following reporting demonstrating completion of contract deliverable: 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: Director of Community Services; and Executive Director of the Office of Housing as a Designated Approved Representative.

FEE: Offeror is 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.



**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: 11/26/2014

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

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

Date: November 26, 2014

To: Wendy K. Imamura
Via: Shellie Hee
From: Cindy Fox 

1. Project Title: Housing First Outreach Consultant
2. Solicitation No.: RQS-MAY-1500808 Contract/PO No. PO-MAY-1500289
3. Contract Amount: \$13,612.56
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?

This purchase order award is a continuation of services from the prior awarded contract, PO-MAY-1400872. The continuation of 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.

Recommending award to the incumbent Consultant to continue the scope of work for an additional 120 calendar days, by March 31, 2015. It is not practical or advantageous for the City to solicit on VSS as any change in Consultant's would be a loss of continuity in the program, duplication of efforts for a new Consultant to be trained, and additional costs incurred.

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.

It is not recommended to obtain three written quotes as it is not anticipated that the cost would be any lower by soliciting.

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 for the continuation of the Housing First services.

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 Officer-in-Charge, Jun Yang, is pleased with the work the Consultant is doing.

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 determined to be fair and reasonable as the Consultant reduced her daily rate as there will be no start-up costs associated with the continuation of services. Four quotations were received in June, 2014, when Glenna Wong was selected. In June, Glenna Wong's quotation was the lowest received.

It is anticipated that if the City were to change Consultants at this time, there would be a loss in time and additional costs to the City for a new Consultant to be trained and become knowledgeable of the initiatives and deliverables required for the program.

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.

Fair and Reasonable Price Verification
RQS-MAY-1500808
Glenna Wong Public Relations, Inc.

Fair and reasonable price verification was reviewed and determined by the following:

1. Purchase is to extend the services of the Consultant for the "Housing First Outreach Program".
2. Recommend to not solicit on VSS as it is not practical or advantageous to award to a new Consultant. Glenna Wong, current Consultant, under PO 1400872 is familiar with the initiatives, and is currently in process with the scope of work.
3. Issuing a new PO in order to continue the services for an additional 120 calendar days, through March 31, 2015.
4. Glenna Wong reduced her cost of \$122 per day to \$133 per day as she will not incur any new start-up costs.
5. This is a fixed-fee contract in the amount of \$13,612.56.
6. In June, 2014, we received four (4) quotations and selected Glenna Wong as the Housing First Consultant:
 - a. Glenna Wong @ \$14,659.68
 - b. Strategic Communications @ \$14,947.64
 - c. Joan Bennet & Associates @ \$14,921.46
 - d. Mana Means Inc. @ \$14,824.08

I, Cindy Fox, recommend the approval of the purchase order to Glenna Wong Public Relations, Inc. for an additional 120 calendar day period to complete the scope of work for a lump sum fee of \$13,612.56.

Cindy Fox 11/26/14