

Mayors Challenge to End Veteran Homelessness Outreach Consultant

The City and County of Honolulu seeks to contract professional services to conduct and coordinate outreach efforts to ensure support for the shelter and housing placement of individual homeless Veterans, as a part of the HUD Mayors Challenge to End Veteran Homelessness (Mayors Challenge).

The contract deliverables include the following services:

- Development of verbal and written messages to target groups
- Coordination with City on publication of collateral materials and media kits, including writing and production
- Knowledgeable identification of target groups, stakeholders and decision makers
- Schedule and attend community building venues
- Media train City team members on the message, performance before community groups and on camera interviews, and ability to deliver
- Media relations
- Issue management

Outreach is essential in sharing and helping the community understand the Mayors Challenge and its relationship to the City's homeless initiatives (which include Housing First). The City must dedicate much of its efforts to building relationships with 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 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 Veteran homelessness, especially in Urban Honolulu to the following groups.

- Military and Veteran specific organizations
- Honolulu City Council Members and area legislators
- Business Community and Chamber of Commerce
- 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 the Mayors Challenge 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 Mayors Challenge to various groups must be identified and understood. The key message of the Mayors Challenge must be clear. The strategies in approaching each group must be examined and identified.

Providing information is essential to building community support for the Mayors Challenge. Authoring and publishing information on the Mayors Challenge 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.

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

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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 180 days, not to exceed November 15, 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: Executive Director of the Office of Housing; or Designated Approved Representative.

FEE: Offerors are to submit a quotation, not to exceed the maximum amount of \$24,999.99. 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 \$24,999.99. (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 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 REQUEST: 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 Labor and Industrial Relations, and the Certificate of Good Standing with the Department of

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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.

SUBMISSION REQUIREMENTS: Offerors 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, May 8, 2015**:

Yvette Nahoopii-Dias
Office of Housing
City & County of Honolulu
715 S. King Street, Suite 311
Honolulu, Hawaii 96813
Phone: (808) 768-7769
Email: ynahoopii@honolulu.gov



DEPARTMENT OF BUDGET AND FISCAL SERVICES RECORD OF PROCUREMENT

1. Dept/Div: **MAY** 2. PO/pCard. No.
 3. Date: **5/11/15** 4. Project/Requisition/Work Order No.
 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):
Mayors Challenge to End Veteran Homelessness Outreach Consultant Services

Estimated Procurement Value: \$ **24,999.99**

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 | 5/8/15 | 24,188.47 |
| <input type="checkbox"/> 2. | The Kalaimoku Group Strategic Communication | John Aeto | 221-0991 | 5/8/15 | 24,869.10 |
| <input type="checkbox"/> 3. | Solutions, LLC | Nathan Hokama | 226-7470 | 5/8/15 | 24,999.45 |

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

9. **PART D.** Justification for award made to other than lowest responsive, responsible vendor, if applicable (Ref. HAR §3-122-75(d)):
 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 of 46 points and provided the lowest price. The other 2 quotes were also scored based on the evaluation criteria.

Employee conducting procurement:

Procurement Officer approval:

_____ 5/11/15 _____
 *Signature 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.

Small Purchase Written Quotations

| Criteria | Glenna Wong Public Relations | | | The Kalaimoku Group | | | Strategic Communication Solutions | | |
|---|------------------------------|-------|-------|---------------------|-------|-------|-----------------------------------|-------|-------|
| | JY | BT | Total | JY | BT | Total | JY | BT | Total |
| Price of Proposal (max 5 pts) | 5.00 | 5.00 | | 4.00 | 5.00 | | 3.00 | 5.00 | |
| Qualifications + Experience (max 5 pts) | 5.00 | 5.00 | | 5.00 | 5.00 | | 5.00 | 3.00 | |
| Past Performance on similar scope (max 5 pts) | 4.00 | 5.00 | | 3.00 | 3.00 | | 3.00 | 3.00 | |
| Capacity to perform within time frame (max 5 pts) | 5.00 | 4.00 | | 5.00 | 4.00 | | 5.00 | 3.00 | |
| Responsiveness to purpose + scope of work (max 5 pts) | 4.00 | 4.00 | | 4.00 | 4.00 | | 4.00 | 4.00 | |
| Total Score | 23.00 | 23.00 | | 21.00 | 21.00 | | 20.00 | 18.00 | |
| | | | 46.00 | | | 42.00 | | | 38.00 |

DEPARTMENT OF BUDGET AND FISCAL SERVICES SMALL PURCHASE WRITTEN QUOTATIONS

1. Date: 5/5/2015

2. Company: Glenna Wong Public Relations, Inc. 3. Phone/fax No. (808) 395-4321 /

4. Address: 238 Kaiolohia Place 5. City/State/Zip: Honolulu, Hawaii 96825

6. Vendor Representative: gwpr@glennawong.com

7. PROVIDE A QUOTATION for the following good/service/construction Description Scope of Services and Submission Requirements.
See attached Scope of Services and Submission Requirements.

Please see attached proposal.

8. QUOTATION REQUESTED BY mail e-mail fax this quotation by 5/8/2015 4:00 PM
(date) (time)

9. Dept Agency Office of Housing, City & County of Honolulu

10. Address 715 S. King Street, Suite 311 11. City/State/Zip Code: Honolulu, Hawaii 96813

12. Contact Person Yvette Nahoopii-Dias 13. Phone/Tax No 768-7769 /

13A. e-mail ynahoopii@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>Outreach Consultant for Mayors Challenge to End Veteran Homelessness</i> | | | <i>23,100.⁰⁰</i> |
| 19. Additional information or terms (i.e. delivery time, warranty period, etc.): | | | | 20. Shipping/Handling |
| | | | | 21. State Tax <i>1,088.47</i> |
| | | | | 22. TOTAL SUM PRICE <i>24,188.47</i> |

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

25. Vendor Representative: *Glenna Wong* *5/08/15*
Signature Date

Title: *President, GWPR*



GLENNA WONG PUBLIC RELATIONS

Mayor's Challenge to End Veteran Homelessness Outreach Consultant Proposal (Submitted May 8, 2015)

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 of Honolulu with the Mayors Challenge to End Veteran Homelessness. Our efforts are designed to enhance the program and positively affect the leaders, local communities and the media with consistent messaging as the City moves forward to end veteran homelessness successfully.

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, branding 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, business and military veteran 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.

MAYOR'S CHALLENGE - PROPOSED TASKS

Branding Strategy

Homelessness for our veterans is a serious issue in Honolulu and many other major cities across the county. We propose to help by reaching out and educating targeted business, community, social, ethnic, and other audiences by branding the 'Mayor's Challenge to End Veteran Homelessness' that is specific to housing our most vulnerable veterans, especially those experiencing chronic homelessness for permanent supportive housing. Similar to the Housing First Initiative, we will build name recognition in a clear fashion. We will work with the Mayor's Office of Housing to create informative collateral materials that can be distributed at all community outreach events, veterans events, press conferences, community service provider offices, electronic messaging, and through traditional and social media. We will actively engage your City personnel with appropriate veteran, business and community leaders to gain support for the Mayors Challenge, social services and permanent stable housing.

GWPR will work with your office to design an electronic presentation that is ideal for the Mayor's Challenge presentations through our graphic design division. We will also work with you to format it as a printed piece that can be used as take away handouts at outreach events.

Messaging

We will work with the Mayor's Office of Housing, Department of Community Services, Deputy and Managing Director, and other assigned personnel to further define the message of the Mayors Challenge. We will provide messaging ideas, create key talking points, summarize our objectives and create a summary of tasks and applications including presentation target groups

We will work with you to identify and quickly assist the homeless veterans afflicted with mental challenges, substance abuse, disabilities, or have fallen on hard economic times. We will develop a list of community service organizations who can act as allies to help the City act swiftly. Our newly developed Mayors Challenge messaging will be a key factor that will educate and satisfy the general public and our targeted audiences that the City is working hard and fast to provide permanent housing solutions.

GWPR will ensure the Mayors Challenge messaging is consistent. Our goal is to ensure credibility and optimum participation on your behalf. We will also prepare your staff if necessary, to address the City Council with updates, progress, requests, and significant outcomes. We will also assist with preparation for Neighborhood Board presentations and 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, military, veterans, and special interest groups. We will review our lists and other targeted audiences with you, begin the process of identifying priority groups and individuals and create a master list that is relevant to the Mayors Challenge. We will conduct inquiries and requests and coordinate meetings and presentations. Interactions will vary from group to group, depending on the setting, situations, and their requirements.

We will attend the Mayors Challenge presentations and will work with you to develop and tailor partnership invitations and solicitation for housing units from each audience group.

Media Relations

When appropriate, GWPR will coordinate efforts with your office and the administration's communications director to gain positive media exposure for the Mayors Challenge, including social media avenues from successful outreach presentations. In cases where the homeless crisis is a featured story, we will work with individual media sources and convey the messaging before any interviews. In all cases, we will take preliminary measures and examine the need and response.

PROPOSED TIMING

GWPR would like to commence immediately in response to the increase in the number of homeless veterans. We are ready and will work consistently with your staff and perform our tasks through November 15, 2015. This contracted period will be crucial in setting the tone and preparation for a long-term veteran housing solution. We will work hard to help you accomplish your goals.

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:

19⁰⁰ *City & County of Honolulu* – We have worked with the City & County of Honolulu, Mayor's Office of Housing for the Housing First Initiative in 2014 and 2015. We provided services as a community outreach consultant, where we developed messaging and achieved top of mind awareness of the policy and program to house the chronically homeless. We were successful at partnering with business, community, Chamber, Rotary, neighborhood, ethnic, social and media groups and touched over 1,600 individuals and groups. Also assisted the Community Building and TOD Administrator with community outreach consulting for affordable housing.

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 for the past 21 years. 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 – Worked with the local media informing them 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 for the Mayor's Challenge to End Homelessness. Please feel free to visit www.GlennaWong.com for a list of other successful projects.

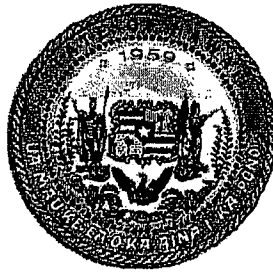
PROPOSED PRICE QUOTATION

Because of the multi-faceted involvement and tasks at hand, we propose a monthly fee of \$3,850.00 per month, for a six month period, May through November, 2015. This amounts to a total of \$23,100.00 plus state general excise tax. The fee includes meeting times with City personnel, writing and editing messages, media and presentation training for City personnel who will be ambassadors of the Mayors Challenge, tailoring a comprehensive community outreach resource and media lists, assisting and attending outreach presentations, and media relations in conjunction with the Mayors Challenge.

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 the Mayors Challenge to End Veteran Homelessness.

Sincerely,

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



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: **05/11/2015**

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 SMALL PURCHASE WRITTEN QUOTATIONS

1. Date: 5/5/2015

2. Company: The Kalaimoku Group 3. Phone/fax No. 808-221-0991 /

4. Address: 1110 University Ave, Suite 309 5. City/State/Zip: Honolulu, HI 96826

6. Vendor Representative: johnacto@kalaimoku.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 quotation by 5/8/2015 4:00 PM to the following:

9. Dept/Agency Office of Housing, City & County of Honolulu

10. Address 715 S. King Street, Suite 311 11. City/State/Zip Code: Honolulu, Hawaii 96813


12. Contact Person Yvette Nahoopii-Dias 13. Phone/fax No 768-7769 /

13A. e-mail ynahoopii@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 | Response to Mayors Challenge to End Veteran Homelessness – Outreach Consultant | 1 | \$23,750 | \$23,750 |
| | | | | |
| 19. Additional information or terms (i.e. delivery time, warranty period, etc.): | | | 20. Shipping/ Handline | |
| | | | 21. State Tax | \$1119.10 |
| | | | 22. TOTAL SUM PRICE | \$24,869.10 |

23. Quote No. 1106 24. Price(s) shall remain firm for 45 days.

25. Vendor Representative:  5-8-15
 Title: Partner Date

The Kālaïmoku Group

Response to Mayors Challenge to End Veteran Homelessness – Outreach Consultant

INTRODUCTION

Hawai'i ranked highest among the 50 states for homeless people per capita. A 2014 *state-sponsored tally found there were more than 4,700 homeless on Oahu, The median monthly rent for a two-bedroom apartment in Honolulu is more than \$1,800 making housing even that much more difficult for our Veterans. Veterans across this country face homelessness on a regular basis and in Honolulu the number of homeless veterans has slowly *increased since 2012.

As a community we need to give our assistance and our aloha to these brave men and women who have served our country and are now fighting a battle at home – a battle to have a roof over their head at night. The Kālaïmoku Group would be proud to assist the City & County of Honolulu with outreach efforts to ensure support for the shelter and housing placement of individual homeless veterans.

The Kālaïmoku Group (TKG) is a Native Hawaiian owned integrated marketing and communications firm founded in 2011 and located in Honolulu, Hawai'i. The Kālaïmoku Groups serves for-profit and non-profit companies with professional services including Development, Marketing, Communications, Government Relations, Social Media and Event Coordination. Together, principals John Aeto and Cedric Duarte have over 20 years of experience managing similar projects in the communications, media, hospitality, and non-profit industries. The Kālaïmoku Group staffing includes the two principles and another two staffers reporting to the corporate office with additional independent contractors reporting virtually. Our approach differs from a traditional agency where as we treat each contract as a project and build custom teams of contractors around the specific needs of the client.

We possess an innate understanding of how important it is to craft key messages for specific audiences and deliver those key messages through appropriate channels. Whether we are tasked with copywriting, creating collateral materials, online assets or traditional media resources The Kalaimoku Group has created and deployed many of these tools. In addition, we have great relationships with various broadcasters, reporters, publishers, bloggers, city & state politicians, business leaders, civic organizations and community groups.

The Kālaïmoku Group has managed delicate messages in the Hawaiian community and business community. We have participated in outreach meetings of every kind. From one on one discussions with politicians to chamber of commerce presentations to grassroots community meetings across the state, TKG has been there.

TKG CURRENT AND FORMER CLIENTS:

| | | |
|---------------------------------------|---|----------------------------|
| Hawai'i Tourism Authority | Hawai'i USA Federal Credit Union | Office of Hawaiian Affairs |
| The Hawaiian Roll Commission | Department of Hawaiian Homelands | Kamehameha Schools ✓ |
| Native Hawaiian Legal Corporation | Hawai'i Academy of Recording Arts | Hawai'i Maoli |
| National Kidney Foundation of Hawai'i | | Kuakini Hospital |
| Saint Louis School | Hawai'i Law Enforcement Memorial Foundation | |
| Nānākuli Housing Corporation | Waimea Valley | Meridian Pacific, Inc |

REFERENCES:

| | | |
|--|---------------------------------------|--------------|
| Ku'uhaku Park , Community Director Matson Navigation | kuupark@gmail.com | 808-265-4617 |
| Senator Brickwood Galuteria , Hawaii State Senate | brickwoodg@gmail.com | 808-586-6740 |
| Trustee Peter Apo , Office of Hawaiian Affairs | peterapocompany@gmail.com | 808-256-6191 |
| Micah Kane , Trustee Kamehameha Schools/Pacific Links COO | mkane@pacificlinks.com | 808-216-3000 |
| Zeke Schmus , Shriners Hospital | zeke1@pmpi.com | 808-372-1929 |
| David Uchiyama , Hawaii Tourism Authority | DUchiyama@hawaiiitourismauthority.org | 808-973-2271 |

The Kālainokū Group

Response to Mayors Challenge to End Veteran Homelessness – Outreach Consultant

The principles of The Kālainokū Group are John Aeto and Cedric Duarte.



John K.S. Aeto

Phone: 808-216-2386

Email: johnaeto@kalaimoku.com

John K.S. Aeto, The Kālainokū Group President and Principal. John Aeto is President and Principal of The Kālainokū Group, LLC. A Native Hawaiian business development firm that focuses on Fundraising, Marketing, Communications and Media. The Kālainokū Group was established in 2011, to fill the vacuum of a communications company that specializes in the Local and Hawaiian communities. Prior to founding The Kālainokū Group, John ran Hiki No Consulting - a Government, Community and Media Affairs. For the 22 years, John had a successful career as a Director of Sales for Cox Radio Hawaii. In 2006, he became General Manager of VRE Hawaii, a locally owned Hawaii Broadcast company overseeing 17 Radio stations throughout the state of Hawaii. John is currently the President of the Board of Directors for the Native Hawaiian Hospitality Association (NaHHA), and a Board Member on the March of Dimes Hawai'i, Hale Kit, Native Hawaiian Chamber of Commerce, Sheraton Hawai'i Bowl, the Pacific Links Foundation and the Ohia Foundation. John is also the Publisher and Co-Owner of MANA Magazine. A bi-monthly publication for the Hawaiian community. The magazine is the only independent native Hawaiian owned media outlet in the state. John's rolodex is a who's who of professionals, politicians, musicians and athletes in Hawaii.



Cedric Reko Duarte

Phone: 808-221-0991

Email: cedricduarte@kalaimoku.com

For 16 years, Cedric Duarte worked for the major radio broadcast groups in Honolulu. He has held positions including Promotions Manager, Director of Marketing, Account Manager, Director of New Media and Local Sales Manager. During this time, Cedric produced countless events from grand openings to expos, concerts and fairs. In 2002, under Cedric's leadership, the KXME-FM Promotion Department was awarded as National Pepsi Radio Partner of the year from the Pepsi Bottling Group for Promotion of Pepsi products in Honolulu. Cedric is an Integrated Marketing Specialist with a passion for Hawaiian Culture. He has a unique blend of experiences in marketing strategy, event planning, advertising sales, communication and social media. He has built successful marketing campaigns for Hawaii credit unions, retailers and non-profits. His specialties include Marketing, Public Relations, Event Organization and Social Media. He is consistently called upon by clients for integrated marketing solutions and event organization. Cedric is the Recording Secretary for the Kalihi-Palama Hawaiian Civic Club and the chairman for the Association of Hawaiian Civic Club's Prince Kuhio Festival.

Additions:

The Kālainmoku Group

Response to Mayors Challenge to End Veteran Homelessness – Outreach Consultant

PREVIOUS WORK EXAMPLES:

Collateral Material, Brochures, Community Outreach

✓ Client: Waimea Valley

“Wind Mill Farm development – North Shore O‘ahu”

From January 2011 through October 2011 The Kālainmoku Group served as a communications consultant on behalf of Waimea Valley. Waimea Valley is a 501(c)(3) non-profit organization whose mission is to preserve and perpetuate the human, cultural and natural resources of Waimea for generations through education and stewardship. The community issue at hand was the development of a new Wind Mill Farm on the North Shore developed by Boston based First Wind. The Kālainmoku Group was responsible for attending, reviewing and recapping a series of (4) community meetings. These community meetings were held on the North Shore of O‘ahu. The Kālainmoku Group also engaged various stakeholders on the North Shore on behalf of Waimea Valley to ensure the values of Waimea Valley were maintained during the development process. In the end, the community welcomed the project and the farm went online in 2012.

Client: Office of Hawaiian Affairs (OHA)

“Land Settlement in Kaka‘ako Makai”

From December 2011 through March 2012 The Kālainmoku Group served as OHA's communications consultant to the project. The Office of Hawaiian Affairs is a semi-autonomous state agency created in 1978 to address the needs of the aboriginal class of people of Hawaii. The Kālainmoku Group was responsible for attending, reviewing and recapping each community meeting. The Office of Hawaiian Affairs proposed to settle a \$200 Million debt from the State of Hawaii by accepting 30-acres of contiguous property in a land settlement. This land referred to as Kaka'ako Makai is waterfront property located in Urban Honolulu. In total, (42) community meetings were held throughout the state and separated into (2) different phases. The findings from all the meetings were submitted in a final written report by The Kālainmoku Group. TKG was also asked to present their findings from the community meetings before the Hawaii State legislature. The Kaka'ako Makai land transfer from the state to OHA was completed in 2012.

Client: Hawaii Maoli / Association of Hawaiian Civic Clubs

“Ho‘olako Capacity Building Grant”

In 2013, The Kālainmoku Group has served the Non-Profit Hawaii Maoli on specific fundraising endeavors in the past and for the Ho‘olako grant implemented a plan to assist clubs within the Association of Hawaiian Civic Clubs on capacity building and improved communications. The Association of Hawaiian Civic Clubs is the oldest Hawaiian community-based grass roots organization founded in 1918. The AHCC Advocates for improved welfare of native Hawaiians in culture, health, economic development, education, social welfare, and nationhood. The result of this grant effort saw all 48 civic clubs establish new and successful fundraising channels.

COLLATERAL MATERIAL





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: John K S Aeto

DBA/Trade Name: THE KALAIMOKU GROUP LLC

Issue Date: 05/07/2015

Status: Compliant

Hawaii Tax#: W76103055-01

FEIN/SSN#: XXX-XX-3458

UI#: No record

DCCA FILE#: 85552

Status of Compliance for this Vendor on issue date:

| Form | Department(s) | Status |
|-------------|---|------------------------|
| A-6 | Hawaii Department of Taxation Internal Revenue Service | Compliant 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 SMALL PURCHASE WRITTEN QUOTATIONS

1. Date: 5/5/2015

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

4. Address: P.O. Box 283137 5. City/State/Zip: Honolulu, Hawaii 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 quotation by 5/8/2015, 4:00 PM to the following:
(date) (time)

9. Dept/Agency Office of Housing, City & County of Honolulu

10. Address 715 S. King Street, Suite 311 11. City/State/Zip Code: Honolulu, Hawaii 96813

12. Contact Person Yvette Nahoopii-Dias 13. Phone/fax No 768-7769 / _____

13A. e-mail ynahoopii@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 & Communications Services, work Products and Coordination</i> | 1 | 24,352 | 24,352 |
| 19. Additional information or terms (i.e. delivery time, warranty period, etc.): | | | 20. Shipping/ Handling | 0 |
| | | | 21. State Tax | 647.45 |
| | | | 22. TOTAL SUM PRICE | \$24,999.45 |

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

25. Vendor Representative: *Nathaniel L. Oka* 5/8/15
Signature Date

Title: Principal

Mayors Challenge to End Veteran Homelessness
Outreach Consultant

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 has been involved in a number of high-profile, controversial issues and has provided a services that include message development, outreach communications, issues management, crisis and emergency communication, litigation support, media relations and media interview coaching, community relations, internal communication, marketing communication, advertising and branding. Current clients include:

- AlohaCare
- Hawaii Crop Improvement Association (HCIA) in collaboration with MVNP
- Hawaii Dental Service (HDS)
- Hawaii Department of Health
- Hawaii Health Information Exchange
- Hawaii Independent Energy (formerly Tesoro Hawaii)
- Hawaii Meals on Wheels
- Ito Healthcare Group (Community Case Management Corp., Kokua Nurses, Kulana Malama, Oahu Care Facility and Pearl City Nursing Home)
- Kaiser Permanente Internal Medicine Residency Program
- Mid-Pacific Institute
- St. Francis Healthcare System of Hawaii
- State of Hawaii Executive Office on Aging (Long Term Services and Supports Public Awareness Campaign)
- University of Hawaii Professional Assembly (The Faculty Union)

Prior to Strategic Communication Solutions, Hokama 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 issues that included 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 is past chair of the Executive Committee for PRSA's national Independent Practitioners Alliance and 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 serves on the board of directors of Kokua Mau, the local hospice and palliative care coalition that represents hospice programs statewide; and the Hawaii Youth Symphony.

Past Performance of Projects of Similar Scope

Strategic Communication Solutions has experience to execute the deliverables identified for the outreach phase of the Mayors Challenge to End Veteran Homelessness:

- Development of verbal and written messages to target groups
- Coordination of collateral materials and media kits
- Identification of target stakeholders and key decision-makers
- Scheduling of community meetings and attend the assess and evaluate
- Media training for City team members who will serve as media spokespersons for the Mayors Challenge to End Veteran Homelessness
- Media relations and issues management

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Relevant case studies:

St. Francis Healthcare System of Hawaii

- Responsible for the internal and external communications for St. Francis Healthcare System of Hawaii's transformation of its Liliha campus into the St. Francis Kupuna Village, a one-stop health and wellness center targeting Hawaii's growing older adult population. ✓
- Developed overarching core messaging and harmonized targeted communications for various stakeholder groups, including governing board in Syracuse, New York; local board of directors; employees and volunteers; donors; current and prospective tenants; the surrounding community; neighborhood board; government officials; healthcare providers and the general public.
- Created the storyline to share the long-term vision for the campus, support a \$12 million renovation for a 119-bed skilled nursing facility and the rationale to for facility operator.

Hawaii Crop Improvement Association

- Research and develop white papers, media talking points, media advisories and news releases to counter anti-GMO sentiments for opening day of the Hawaii State Legislator. Directly involved with guerilla media relations initiatives to ensure media coverage of HCIA messages. ✓
- Develop messages for seed crop employees targeted at legislators at a walk-through for a Day at the Capitol, with coordination of media coverage.

Executive Office on Aging

- Developing a comprehensive marketing and grassroots outreach plan to raise awareness of the need for more Hawaii residents to financially prepare for long term services and supports without government assistance. 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. ✓

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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 outreach phase of the Mayors Challenge to End Veteran Homelessness can be completed by November 15, 2015.

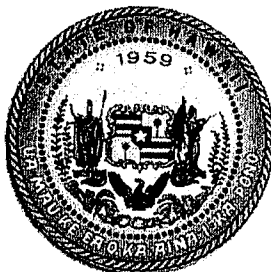
Responsiveness to the Purpose and Scope of Work

Honolulu has the distinction of being one of the first cities to step forward to accept the President Obama's Mayors Challenge to End Veteran Homelessness. Honolulu can adopt the best practices from New Orleans and adapt them for Hawaii's unique situation. Our outreach efforts will be culturally sensitive and leverage the strong military presence in the Islands. Providing accurate information about eligibility benefits and re-housing data will be crucial to obtain early buy-in.

As with any successful outreach effort, Strategic Communication Solutions will help to identify and defuse any potential landmines as part of this critical phase. Understanding the concerns and identifying any potential barriers in advance will also help to modify planning and inform messaging to manage expectations for the Mayors Challenge to End Veteran Homelessness in Honolulu.

Strategic Communication Solutions is aware of the Housing First initiatives that are now under way by the City and County of Honolulu. The Mayors Challenge to End Veteran Homelessness can be positioned as an extension of the City's ongoing efforts to find homes for those who are struggling to find suitable homes and further keep Honolulu's streets clear of tents. Understanding the various perspectives and biases relating to homelessness in Honolulu will be key to this effort.

This outreach phase will lay the foundation that will establish the need for housing for veterans. With the cooperation of various stakeholders, Strategic Communication Solutions will the model from other cities. Strategic Communication Solutions recognizes that establishing a solid rapport with these various constituents will be critical and carefully vetted messaging will be important.



**STATE OF HAWAII
STATE PROCUREMENT OFFICE**

CERTIFICATE OF VENDOR COMPLIANCE

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Vendor Name: STRATEGIC COMMUNICATION SOLUTIONS, LLC

DBA/Trade Name: STRATEGIC COMMUNICATION SOLUTIONS, LLC

Issue Date: 05/08/2015

Status: Compliant

Hawaii Tax#: W-20039192-01
 FEIN/SSN#: XX-XXX0198
 UI#: No record
 DCCA FILE#: 29406

Status of Compliance for this Vendor on issue date:

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

Status Legend:

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| Exempt | The entity is exempt from this requirement |
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|---------------|---|
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CITY AND COUNTY OF HONOLULU

PURCHASE ORDER #PO-MAY-1500896,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

06/23/15

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. 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. |
|--|--|

Award Summary:

Outreach Consultant Services to end Vets Homelessness

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

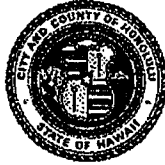
Billing Code [City internal use only]: BFS10

| Item | Description | Quantity | Unit Type | Cost/Unit | Total |
|---|---|----------|-----------|-----------|---|
| 1 | <p>Mayor's Challenge End Vets Homelessness Outreach Consultant</p> <p>Services as per Request for Quotation requirements, contract deliverables and Proposal submitted to City on May 8, 2015. Price is all inclusive to include applicable taxes. The work shall commence upon issuance of the purchase order, and accompanied by the Notice to Proceed, issued by the Officer-in-Charge. The work shall be completed within 180 calendar days, not to exceed November 15, 2015, unless extended by the Officer-in-Charge.</p> | 0.00000 | N/A | \$0.00000 | \$24,188.47 |
| <p><u>Additional Comments</u> RQS-MAY-1501506</p> | | | | | |
| | | | | | <p>TOTAL SUM AMOUNT \$24,188.47</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

ROY K. AMEMIYA, JR.
MANAGING DIRECTOR
GEORGETTE T. DEEMER
DEPUTY MANAGING DIRECTOR

June 4, 2015

MEMORANDUM

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

VIA: Roy K. Amemiya, Jr., Managing Director
Office of the Mayor *Roy K. Amemiya, Jr.*

FROM: Jun Yang, Executive Director
Office of Housing *JY*

SUBJECT: Request for Small Purchase Deadline Exceptions

Earlier this year the Mayor signed onto a national initiative known as the Mayors Challenge to End Veteran Homelessness (Mayors Challenge). The Mayors Challenge urges local leaders to support efforts to shelter and permanently house homeless individuals, especially those who have served to protect our nation in their duty as a part of the Armed Forces. The Office of Housing has procured services that will support activities for the Mayors Challenge that will help to reach the goal of sheltering and housing Oahu's homeless veterans.

The Office of Housing respectfully requests the approvals for the following procurements:

- *RQS 1501506* Mayors Challenge Outreach Consultant services. These professional services will conduct and coordinate outreach efforts to ensure support for the shelter and housing placement of individual homeless Veterans, as a part of the Mayors Challenge. HOU would like to utilize MDO FY2015 budgetDivision/Group 0130; Unit 0131 for these services. The total cost will be \$24,188.47.
- *RQS 1501588* Mayors Challenge Data Collection and Analysis Consultant services. These services will provide data collection, data analysis, and coordination of reporting to support the Mayors Challenge. HOU would like to utilize MAY FY2015 budgetDivision/Group: 0102; Unit 0106 for these services. The total cost will be \$10,000.00.

Memorandum to Nelson H. Koyanagi, Jr., Director
June 4, 2015
Page 2

We respectfully ask for your consideration and approval of these two items beyond the small purchase deadline. We understand the timeliness for procurement allow for efficient and effective City operations. Thank you.

APPROVED:



Nelson H. Koyanagi, Jr., Director
Budget and Fiscal Services

| Small Purchase Written Quotations | | | | | | | | | | |
|---|------------------------------|-------------------|-------|---------------------|-------------------|-------|-----------------------------------|-------------------|-------|--|
| | Glenna Wong Public Relations | | | The Kalaimoku Group | | | Strategic Communication Solutions | | | |
| Criteria | Jun Yang | Barbara Yamashita | Total | Jun Yang | Barbara Yamashita | Total | Jun Yang | Barbara Yamashita | Total | |
| Price of Proposal (max 5 pts) | 5.00 | 5.00 | | 4.00 | 5.00 | | 3.00 | 5.00 | | |
| Qualifications + Experience (max 5 pts) | 5.00 | 5.00 | | 5.00 | 5.00 | | 5.00 | 3.00 | | |
| Past Performance on similar scope (max 5 pts) | 4.00 | 5.00 | | 3.00 | 3.00 | | 3.00 | 3.00 | | |
| Capacity to perform within time frame (max 5 pts) | 5.00 | 4.00 | | 5.00 | 4.00 | | 5.00 | 3.00 | | |
| Responsiveness to purpose + scope of work (max 5 pts) | 4.00 | 4.00 | | 4.00 | 4.00 | | 4.00 | 4.00 | | |
| | Total Score | 23.00 | 23.00 | | 21.00 | 21.00 | | 20.00 | 18.00 | |
| | | | 46.00 | | | 42.00 | | | 38.00 | |