

Subject: Procurement Practices & Principles	Policy No.: 102-27
24-0040 Federal & State Lobbyist Efforts – Rebranding – Website Design	8/21/2023

REQUEST FOR PROCUREMENT COMPETITION EXCEPTION

Facility: Kona Community Hospital & Kohala Hospital

Requesting Official Name/Position Judy Donovan – Marketing & Strategic Planning Director

1. Name and address of contractor (Attach Completed Purchase Request/Requisition - may be approved concurrently).

Strategies 360, Inc.

1505 Westlake Ave N. Suite 1000, Seattle Washington, 98109

2. Describe process used for selection and method for determining best value pricing obtained:

Market research indicates that Strategies 360("S360") is the only firm in Hawaii that can provide the required services. KCH negotiated directly for the best possible rate.

3. Expenditure amount/means of funding:

\$600,000.00 Operations

4. Justification (why competition is excluded or restricted)

<input checked="" type="checkbox"/> Emergency Type A – patient safety risk	<input checked="" type="checkbox"/> Sole Source
<input type="checkbox"/> Emergency Type B– significant financial impact if delayed for bidding	<input type="checkbox"/> Physician Preference
<input type="checkbox"/> Selection based on prior involvement of vendor	
<input type="checkbox"/> Procurement Code Policy Board/Rule/Statutory Exemption or Exclusion Citation:	
<input type="checkbox"/> Other –	

EXPLANATION:

S360 has unique experience and expertise in the services the HHSC West Hawaii Region ("WHR") requires. Market research indicates that Strategies 360("S360") is the only firm in Hawaii that can provide the following required services:

- Provides crisis communications support, reputation management, and media training
- Strategic communications plan development and implementation
- Public Relations and message development
- Marketing Services through brand expertise
- Brand development
- Website design
- Government relations at County, State and Federal levels
- Federal engagement through relationships with Hawaii's congressional delegation
- Provides education on federal, state, and local funding processes
- Assists in identifying and applying for federal, state, and local funding opportunities when appropriate
- Guides Strategic Planning efforts
- Coalition Building and community engagement strategy development

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The WHR previously contracted with S360 in order to prepare for the State of Hawaii 2023 Legislative Session. S360 introduced the WHR's Senior Leadership team to State legislators and representatives and assisted in building valuable relationships that ultimately resulted in receiving \$18 million in Capital Improvement Projects money, an amount far more than the WHR typically receives.

S360 will also work with the WHR in seeking federal funds opportunities, something the WHR has never done. S360's expertise in the federal government sector is extensive, and combined with their state experience, their results are unparalleled.


Requestor: Judy Donovan – Marketing & Strategic Planning Director

8-21-2023
Date


Regional Contract Specialist or Material Manager: Yvonne S. Taylor

8-21-23
Date


Interim Regional CFO: Dawnell Buell

8/28/23
Date

APPROVED/DISAPPROVED


Regional CEO or Designee: Clayton R. McGhan

8/21/23
Date

Comments: