

STATE OF HAWAII
DEPARTMENT OF LAND AND NATURAL RESOURCES
Division of Forestry and Wildlife
Honolulu, Hawaii 96813

March 8, 2013

Chairperson and Members
Board of Land and Natural Resources
State of Hawaii
Honolulu, Hawaii

Land Board Members:

SUBJECT: REQUEST APPROVAL FOR SELECTION OF THE COMPETITIVE SEALED PROPOSAL PROCESS AND AUTHORIZE THE CHAIRPERSON TO AWARD, EXECUTE, AND EXTEND CONTRACTS FOR PRODUCTION AND AIRING OF WATERSHED INITIATIVE PUBLIC SERVICE ANNOUNCEMENTS

This Board Submittal requests approval to issue a Request for Proposals (RFP) under the competitive sealed proposal process, and authorize the Chairperson to award, execute, and extend contracts for the Production and Airing of Watershed Initiative Public Service Announcements.

BACKGROUND

As part of DLNR's Watershed Initiative, outreach to the general public is needed to provide further education on watershed issues. The 30 second public service announcements will build upon information provided in last year's successful production, "The Rain Follows the Forest."

DISCUSSION

Funding will be provided from the Natural Area Reserve Fund, Watershed Partnerships Program FY13 budget. Scripts and story boards will be developed with input from DOFAW programs and partner agencies. The Chairperson's office will approve the scripts before production and airing.

Based on the requirements and special conditions of this procurement, DOFAW recommends that a competitive sealed proposal process be used for source selection. Such an approach will be the most advantageous procurement process for the solicitation because:

- 1) The primary consideration for the determination of the awards for this Request For Proposals is not price.
- 2) Oral or written discussion may need to be conducted with the Applicants concerning technical and price aspects of their proposals.

- 3) Applicants may need to be afforded the opportunity to revise their proposals, including price.
- 4) Awards may need to be based upon a comparative evaluation as stated in the request for proposals of differing price, quality, services and other contractual factors in order to determine the most advantageous offering to the State.

Pursuant to HAR 3-122-43, a determination by the Department procurement officer must be made for the use of the competitive sealed proposal process over the competitive sealed bidding process when the competitive sealed bidding process is neither practicable nor advantageous to the State. Additionally, pursuant to HAR § 3-122-45, a determination must be made by the procurement officer that an evaluation committee, selected in writing by the procurement officer, shall evaluate the competitive sealed proposals. The Division recommends the use of an evaluation committee for the selection, which will allow for an objective review, evaluation, ranking and selection of the most qualified proposal for the program. The evaluation committee must consist of at least three government employees with sufficient qualification in the area of the goods or services to be procured; DOFAW recommends the following individuals:

Lisa Ferentinos, DOFAW Watershed Planner
Michelle Jones, DOFAW Outreach and Education Specialist
Emma Yuen, DOFAW NARS Planner

In order to expedite the contracts for this procurement, DOFAW requests that the Board delegate authority to the Chairperson to award, execute and extend contracts for goods and services based on the recommendations of the evaluation committee and other terms and conditions as may be prescribed by the Chairperson to best serve the interest of the State including extending contracts as appropriate. Should any of the committee members be unable to serve, the committee will be reduced in size or alternates with similar knowledge will be substituted and any changes and final make-up of the evaluation committee kept in the contract file.

Chapter 343 Compliance

At its July 22, 2011 meeting, the Board authorized the Chairperson to determine and approve Chapter 343, HRS environmental compliance requirements, including approval of declarations of exemptions, as applicable, for Watershed Partnership Program projects.

RECOMMENDATIONS:

That the Board:

- 1) Approves the use of:
 - a. A competitive sealed proposal for the solicitation for the Production and Airing of Watershed Initiative Public Service Announcements.
 - b. An evaluation committee comprised of the individuals identified above to serve, evaluate and select the competitive sealed proposals.

- 2) Delegates authority to the Chairperson to:
 - a. Award, execute and extend contracts for goods and services, subject to the availability of funds and approval by the Department of the Attorney General.

Respectfully submitted,



ROGER H. IMOTO
Acting Administrator

APPROVED FOR SUBMITTAL:



WILLIAM J. AILA, JR., Chairperson
Board of Land and Natural Resources