



STATE PROCUREMENT OFFICE
EMERGENCY PROCUREMENT

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STATE PROCUREMENT OFFICE
12/01/2015

TO: Chief Procurement Officer

FROM: Department of Health
Name of Requesting Department

Pursuant to HRS § 103D-307 and HAR chapter 3-122, Subchapter 10, the Department requests approval for the following:

1. Date or period of Emergency: 11/6/2015 - 5/6/2016 (Anticipated) 2. After-the-Fact: Yes No

3. Describe in detail the emergency situation that created a threat to life, public health, welfare or safety.
The Hawaii Department of Health (HDOH) is currently investigating a cluster of locally-acquired cases of dengue fever on the Big Island of Hawaii. As of November 5, 2015, there have been 34 confirmed cases identified. Dengue fever is a viral illness spread by mosquitoes. Symptoms include sudden onset of fever, severe headaches, eye, joint, and muscle pain, and rash. Minor bleeding problems can also occur. Sometimes, people with dengue fever have blood clotting problems. When this happens, the illness is called dengue hemorrhagic fever. Dengue hemorrhagic fever is a very serious illness with abnormal bleeding and very low blood pressure (shock).
The presence of dengue fever is a threat to public health. The related investigations also threaten public safety by prompting public concerns over the spread and prevention of the disease.

4. Vendor/Contractor/Service Provider Name:
Joan Bennet & Associates, Inc.

5. Amount of Request:
\$ 100,000.00

6. Describe in detail the emergency goods, services, or construction and explain why it is necessary.
See attachment.

7. State the reason(s) the vendor/contractor/service provider was selected. Explain what competition, as is practicable, was conducted.
Bennet Group Strategic Communications was selected based on crisis communications expertise, social media expertise, and exiting relationships that might facilitate timely execution of services. Competition was not practicable, because the need was unanticipated and immediate. As public and media concerns and questions continue to increase, despite effective management of the disease and dissemination of information, the need for unified management of timely, accurate, targeted communications has arisen.

8. Identify the primary responsible staff person(s) conducting and managing this procurement. (Appropriate delegated procurement authority and completion of mandatory training required.)

*Point of contact (Place asterisk after name of person to contact for additional information.)

Name	Division/Agency	Phone Number	E-mail Address
Andrea Takemoto	DOH	808-586-4553	andrea.takemoto@doh.hawaii.gov

All requirements/approvals and internal controls for this expenditure is the responsibility of the department. I certify that the information provided is to the best of my knowledge, true and correct.

Virginia Prosser
Department Head Signature

DEC - 1 2015

Date

For Chief Procurement Officer Use Only

Chief Procurement Officer (CPO) Comments:

Approval is granted based on the department's determination that immediate action was necessary to provide immediate crisis communications and social media expertise to prevent the spread of dengue fever. This approval is for the solicitation process only. Pursuant to HRS section 103D-310(c) and HAR section 3-122-112, the procuring officer shall verify compliance (i.e., vendor is required to provide proof of compliance and may use the Hawaii Compliance Express) for all contracts awarded, and award is required to be posted on the Awards Reporting System. Copies of compliance and the awards posting are required to be documented in the procurement/contract file.

If there are any questions, please contact Stanton Mato at 586-0566, or email stanton.d.mato@hawaii.gov.

Approved

Disapproved

No Action Required

[Signature]
Chief Procurement Officer Signature

12/7/15

Date

SPO-002

6. Services provided are strategic communications services, including creation and coordination of the following: branding strategies; messaging; promotional and educational materials; press conferences; press releases; press kits; social media content; website content; information scripts for public facing personnel and for internal communications.

The quantity, complexity of the communication need coupled with ongoing and increasing heightened public concern and requests make the services necessary. There is a need to coordinate communications of many and varied levels of government; to address public and media questions about the extent of the health risk and the government response; to raise awareness and educate the community on prevention and precautionary measures thereby facilitating prevention of the disease.