



**STATE PROCUREMENT OFFICE
NOTICE OF REQUEST FOR EXEMPTION
FROM HRS CHAPTER 103D**

TO: Chief Procurement Officer

FROM: Community Outreach
Name of Requesting Department

Pursuant to HRS § 103D-102(b)(4) and HAR chapter 3-120, the Department requests a procurement exemption for the following:

1. Describe the goods and/or services:
Requesting the services of a mass email delivery program for large groups of subscribers. This service will be used to distribute action alerts, digital Ka Wai Ola (KWO), announcements related to the Office of Hawaiian Affairs (OHA) events and activities, and other information.

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|---|---|-----------------------|
| 2. Vendor/Contractor/Service Provide | Mailchimp | 3. Amount of Request: |
| 4. Term of Contract From: 11/1/2020 To: 11/1/2021 | 5. Prior SPO-007, Procurement Exemption (PE): | \$ 5,000.00 |

6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:
There are currently no local vendors in Hawaii that can provide this service which forces us to source this service out-of-state. Currently there are no companies that are compliant with the Hawaii Department of Commerce and Consumer Affairs (DCCA). Multiple attempts were made to contact different vendors to request that they register at the Hawaii Compliance Express site (<https://vendors.ehawaii.gov/hce/>) but we received no response.

7. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor/service provider:
The Community Engagement team held meetings to discuss the desired specifications from an email service that can serve up to 50,000 email subscriptions to include but not limited to: Email marketing unlimited sends, Customizable templates, Real-Time Tracking and Reporting, Website Analytics, Contact List Import, 6-10 distinct users (3 for CO, 3 for DPM), Unlimited audiences and audience segmentation, Phone technical support, Must pass the outlook spam filter, Built-in Social Media Links, Built-in ads, Mobile-responsive Website, Social Media Account Linking. With these specifications we determined the following vendors would best meet our needs: Drip, Constant Contact, MailChimp, iContact.

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 |
|--------------------|-----------------|----------------|--------------------|
| Charmaine Matsuura | Procurement/OHA | (808) 594-0273 | charmainem@oha.org |
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All requirements/approvals and internal controls for this expenditure is the responsibility of the department. I certify that the information provided above is, to the best of my knowledge, true and correct.

Oct 23, 2020

Department Head Signature

Date

For Chief Procurement Officer Use Only

Date Notice Posted: _____

Inquiries about this request shall be directed to the contact named in No. 8. Submit written objection to this notice to issue an exempt contract within seven calendar days or as otherwise allowed from date notice posted to:

state.procurement.office@hawaii.gov

Chief Procurement Officer (CPO) Comments:

- Approved Disapproved No Action Required

Chief Procurement Officer Signature

Date