



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

TO: Chief Procurement Officer

FROM: Office of Hawaiian Affairs, Board of Trustees
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:

The Office of Hawaiian Affairs (OHA) seeks professional strategic response communications services to provide specialized communications planning, media relations, reputation management, and litigation communications support for matters that may significantly impact the agency's mission, operations, leadership, or public trust. The contractor will work in close coordination with OHA leadership, General Counsel, and outside legal counsel to develop strategic messaging, media responses, public statements, talking points, stakeholder communications, and litigation communications plans while monitoring traditional, digital, and social media coverage for emerging issues. Services also include communications risk assessment, crisis response planning, executive media coaching, rapid-response communications support, reputation management, and strategic counsel during pending litigation, governance matters, investigations, legislative issues, public controversies, and other sensitive events. The contractor will provide communications materials, media monitoring reports, situation reports, and strategic recommendations on an as-needed basis while maintaining strict confidentiality of all privileged and sensitive information.

2. Vendor/Contractor/Service Provider:	To be determined - seeking multiple bids.	3. Amount of Request: \$ 0.00 USD
4. Term of Contract From: 3-Jul-26 To: 31-Dec-26	5. Prior SPO-007, Procurement Exemption (PE):	

6. Explain in detail, why it is not practicable or not advantageous for the department to procure by competitive means:

Competitive procurement is not practicable because OHA requires immediate access to highly specialized strategic communications expertise to address ongoing litigation, heightened media scrutiny, and rapidly evolving reputational risks that require real-time response. The time necessary to complete a traditional competitive procurement process would delay the acquisition of critical communications support during a period when legal developments, media inquiries, and public narratives are changing rapidly. Such delays could impair OHA's ability to provide timely, accurate, and coordinated communications, increase reputational harm, undermine public confidence, and adversely affect the agency's legal and institutional interests. Because communications strategies must be developed concurrently with litigation strategy and coordinated closely with legal counsel as events unfold, OHA requires immediate availability of qualified professional services. An expedited procurement is therefore in the best interest of OHA to ensure continuity of operations, protect confidential legal interests, and preserve the organization's credibility during sensitive and time-critical matters.

7. Explain in detail, the process that will be or was utilized in selecting the vendor/contractor/service provider:

The contractor will be selected based on demonstrated qualifications, relevant experience, and the ability to immediately provide the specialized services required by OHA. OHA will evaluate prospective contractors with significant experience providing strategic communications, crisis communications, and reputation management services for governmental agencies, public entities, or similarly complex organizations, particularly those with experience supporting litigation, governance matters, investigations, and other high-profile public issues. Additional evaluation factors include extensive media relations expertise, experience advising executive leadership and governing boards, knowledge of public-sector communications and legal communications considerations, ability to provide rapid-response support on an as-needed basis, and the capacity to coordinate effectively with OHA leadership and legal counsel while maintaining strict confidentiality. Based on these qualifications and the urgent need for immediate services, OHA will select the contractor determined to be the most qualified and capable of protecting the agency's operational, legal, and institutional interests under the expedited procurement process.

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
Kaiali'i Kahele	OHA Board of Trustees	808-807-2710	kaik@oha.org

***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.***



Department Head Signature

07/02/2026

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