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Director of Council Services David M. Raatz, Jr., Esq.

Deputy Director of Council Services Richelle K. Kawasaki, Esq.

COUNTY COUNCIL

COUNTY OF MAUI 200 S. HIGH STREET WAILUKU, MAUI, HAWAII 96793 www.MauiCounty.us

April 2, 2025

Ms. Cynthia Lallo, Chief of Staff Office of the Mayor County of Maui Wailuku, Hawaii 96793

Dear Ms. Lallo:

SUBJECT: **FISCAL YEAR 2026 BUDGET** (BFED-1) (OM-04)

Thank you for participating in the Committee's discussion on April 1, 2025. The Committee respectfully submits the follow-up questions listed below. May I further request that you transmit a written response to bfed.committee@mauicounty.us by **April 8, 2025**.

- 1. When is the Office of Economic Development hosting their next grant workshop? (SS)
- 2. Please provide this year's deadline for submitting OED grant applications. (SS)
- 3. Please list the programs and the total amount of funds transferred from the Office of the Mayor to other departments. What are the additions to the Office of the Mayor's budget in FY 2026 compared to FY 2025? (ALL)
- 4. Please identify any changes to Equivalent Personnel positions from FY 2025 to FY 2026. (ALL)
- 5. The Budget Details for Office of the Mayor shows three vacancies. Please clarify whether these vacancies are for the OED Director, Energy Commissioner, and Chief Sustainability Officer. (TP)

- 6. Please provide a detailed breakdown of how much is still owed to Johnson Controls Inc. for their contract with the County. (YLS)
- 7. In the FY 2025 Budget, \$2,300,000 was appropriated for Professional Services under the Office of Innovation. Please provide a breakdown of how the Office of the Mayor used the funds, including the amount spent on resiliency hubs. (Page 15-9, Mayor's Proposed Budget Details, FY 2025 Budget) (TP)
- 8. Please confirm with the Department of Management that the \$55,000 appropriation for Maui Community Theater can be deleted because a Capital Improvement Project for the Theater will be submitted instead. Please inform the Committee of the Department of Management's response. (Page 557, Program Budget) (YLS)
- 9. Please confirm who employs the Maui County Film Commissioner, if not the County. (YLS)
- 10. Please provide a breakdown of the \$345,000 appropriation for the Maui Economic Development Board for Film Promotion under the Economic Development Program. (Page 15-42, Budget Details) (TC)
- 11. In 2009, under Executive Order 4033, the State of Hawai'i granted 4.02 acres, identified for real property tax purposes as tax map key (2) 4-4-991:106, on Honoapi'ilani Highway, Lahaina, to the County. Please confirm which County department is responsible for the property Office of the Mayor, Department of Management, or Department of Human Concerns. Can the parcel be used for safe parking or affordable housing? (TP)
- 12. For OED, please provide the ratio between grants written and grants allocated. (NUH)
- 13. The Office of the Mayor proposed \$113,000 for the West Maui Hospital. Please confirm if the State is providing funding for the West Maui Hospital in FY 2026. (Page 553, Program Budget) (YLS)
- 14. Property for the Kaiaulu O Napili Affordable Housing Project located at tax map key (2)4-3-001:096 was purchased with Open Space Funds. Please confirm when the Open Space Fund will be reimbursed. (YLS)

- 15. Please provide a list of all recipients and amounts received under the four Feral Animal Management grants for FYs 2024 and 2025. (TC)
- 16. When the Office of the Mayor was responsible for funding the retention and recruitment campaign, please provide the following:
 - a. A copy of the program's final report, the RFP for the contract, and a copy of the program's expense report;
 - b. The recommendations provided to the Office of the Mayor to assist with recruitment and retention efforts;
 - c. Statistical data generated from the program; and
 - d. The reasons for discontinuing the program despite recruitment being an on-going issue. (TC)
- 17. The previous OED Director discussed plans for small businesses in Lahaina. What is the status of that initiative? Please explain how the Office of the Mayor will ensure small businesses continue to have space in the Lahaina Commercial District. (TP)
- 18. Please explain whether the Office of the Mayor is open to creating career path incentives for County positions, specifically hard-to-fill positions like IT personnel, land surveyors, and engineers. Could the County provide incentives such as student loan assistance or scholarships in exchange for a commitment to work for the County for a specified number of years? (TP)

To ensure efficient processing, please duplicate the coding in the subject line above for easy reference.

Ms. Cynthia Lallo April 2, 2025 Page 4

Thank you for your attention to this request. Should you have any questions, please contact me or the Committee staff (Kirsten Szabo at ext. 7662, James Krueger at ext. 7761, Jarret Pascual at ext. 7141, Clarissa MacDonald at ext. 7135, or Pauline Martins at ext. 8039).

Sincerely,

YUKI LEI K. SUGIMURA, Chair

Budget, Finance, and Economic Development Committee

Development et

bfed:2026bgt:250401aom01:clm

cc: Mayor Richard T. Bissen, Jr. Budget Director

RICHARD T. BISSEN, JR. Mayor

JOSIAH NISHITA Managing Director





APPROVED FOR TRANSMITTAL

OFFICE OF THE MAYOR

COUNTY OF MAUI 200 SOUTH HIGH STREET WAILUKU, MAUI, HAWAI'I 96793

www.mauicounty.gov

April 8, 2025

Lesley Milner
Budget Director County of Maui
200 South High Street
Wailuku, Hawaii 96793

Honorable Richard T. Bissen, Jr. Mayor, County of Maui 200 South High Street Wailuku, Hawaii 96793

For Transmittal to:

Honorable Yuki Lei K. Sugimura, Chair and Members of the Budget, Finance, and Economic Development Committee 200 South High Street Wailuku, Hawaii 96793

Dear Chair Sugimura:

SUBJECT: FISCAL YEAR 2026 BUDGET (BFED-1) (OM-04)

Pursuant to your correspondence dated April 2, 2025, the following are responses to your questions:

1. When is the Office of Economic Development hosting their next grant workshop? (SS)

FY 2026 Workshops were scheduled for March 27th & 28th. They hosted both a morning and afternoon session. April 3rd was the Grant workshop hosted on Molokai. Next workshop will be scheduled for the summer time, aiming for July.

OED also has a Video Tutorial posted on the website for anyone who can't attend a workshop. https://www.mauicounty.gov/1787/OED-Grants

2. Please provide this year's deadline for submitting OED grant applications. (SS)

Application deadlines for Round one -

Call for Proposals - 4/1/25

Grant Application due: 4/30/25

Grant Committee Review: 5/1/25

*Subsequent Rounds - pending available funding, all subsequent rounds will be posted on the Office of Economic Development's grants page on the County of Maui Website.

3. Please list the programs and total amount of funds transferred from the office of the Mayor to other departments. What are the additions to the office of the Mayor's budget in FY 2026 compared to FY 2025. (ALL)

OED Grants Transferred to Human Concerns:

- Kohala Coast Urgent Care, \$300,000
- Molokai Rural Health Community Association, \$570,000
- Hui No'eau Visual Art Center for Family Arts Outreach Program, \$47,500
- Total: \$917,500

OED Grants Transferred to Environmental Management, EP&S:

- Malama Hamakua Maui, \$25,000
- Maui Soil/Water Conservation, \$600,000
- Soil/Water Conservation Molokai/Lanai, \$30,000
- *Total:* \$655,000

Expansion Requests:

- Reinstate Council cut to Mayor's Office A Budget, \$178,432
- *JCI 3rd Party Audit*, \$100,000
- JCI Measurement and Verification, \$56,602
- Professional Services, \$68,000
- *Grant Software*, \$100,000
- Akaku, \$40,000
- Reinstate Council cut to OED A Budget, \$154,188
- Website maintenance for Business Resource Center \$20,000
- Economic Diversification, \$30,000
- Lahaina Town Action Committee, \$4,250
- Ma Ka Hana Ka Ike, \$17,500
- Made in Maui County Festival, \$5,000
- *MEDB*, \$58,750

- MEO, Inc. for Microenterprise, \$18,790
- *Maui Marathon, \$100,000*
- Sentry Tournament, \$100,000
- Maui Invitational, \$250,000
- MEDB for Film Promotion, \$345,000
- West Maui Hospital, \$113,000
- Nisei Veterans, \$25,000
- Festivals of Aloha, \$6,000
- Hui No'Eau Arts with Aloha, \$2,500
- *Maui Community Theater*, \$2,750
- Wedding Industry Engage Summit, \$300,000
- Overtime for Budget Office, \$5,000
- Reinstate Council cut to Budget Office, \$29,148
- Total: \$2,129,910
- 4. Please identify any changes to Equivalent Personnel positions from FY 2025 to FY2026. (ALL)

The Office of the Mayor does not report equivalent personnel. The only proposed change in personnel in the FY 2026 Budget are the 5 positions transferred from the Office of Innovation index to the Mayor's Office index.

5. The Budget Details of the Office of the Mayor shows three vacancies. Please clarify whether these vacancies are for the OED Director, Energy Commissioner and Chief Sustainability Officer. (TP)

Apologies, the previous list in OM-1 solely included the vacancies in the Mayor's Office and did not include OED.

Please see the table below for a complete list including position titles.

POSITION / LOCATION (Please indicate	DATE OF	REASONS FOR	STATUS OF PERSONNEL	ANTICIPATED		
if expansion)	VACANCY	VACANCY	ACTION	FILL DATE		
P-26386 Admin Asst II / Mayor's	1/11/2024	Incumbent Resigned	Recruiting	5-1-25		
Office						

P-28687 Exec Asst I / Mayor's Office "Chief Sustainability Officer"	1/10/2025	Incumbent Resigned, Reallocated to EA I	Recruiting	Target Date 6-30- 25
P-31603 Grants			Pending	Target Date 6-30-
Mgmt Ops Asst		Internal	reallocation	25
/ Mayor's Office	10/16/2023	Transfer	to Sec I	
P-34322 AA II /			Recruiting	5-1-25
Mayor's Office				
(FY25 unfunded		Created eff		
Expansion)	2/1/2025	2/1/25		
P-29271 EDS II	12/16/24	Internal	Recruiting	Target
/ OED		Transfer		Date 6-30-25
P-30944 GMPS	1/3/2025	Incumbent	Recruiting	Target Date
IV / OED		Resigned		6-30-25
P-26339 EDS II	1/16/2025	Incumbent	Recruiting	Target Date
/ OED "Energy		Resigned		6-30-25
Commissioner"				
P-26335 OED	1/31/2025	Incumbent	Recruiting	Target Date
Director		Resigned		6-30-25

6. Please provide a detailed breakdown of how much is still owed to Johnson Controls Inc. for their contract with the County. (YLS)

Please see attached Guaranteed Savings and Cash Flow. This document includes annual lease payments to Bank of Hawaii, JCI Measurement and Verification Costs, and Total Savings for the entirety of the agreement.

See Report Attachment -

https://drive.google.com/file/d/1nrEGEdqydCE11GgLHXx5JLFm1TQju16 X/view?usp=sharing

7. In the FY 2025 Budget, \$2,300,000 was appropriated for Professional Services under the Office of Innovation. Please provide a breakdown of how the Office of the Mayor used the funds, including the amount spent on resiliency hubs. (Page 15-9, Mayor's proposed Budget Details, FY 2025 Budget) (TP)

The Office of Innovation and Sustainability's appropriation for Professional Services in Fiscal Year 2025 was reduced to

\$692,000. The Office prioritized work on a resilience hub for West Maui, but as stated in OM-3, implementation has faced challenges. Due to these delays, these funds were used for a \$300,000 grant to Lokahi Pacific for a project to turn Maui waste plastics into 3D printed products via advanced manufacturing. \$150,000 was used for Polynesian Adventure Tours for the Wailuku Bee Service. \$60,982 was spent for Linn Nishikawa Associates for the OIS website. These funds have also been utilized to cover costs related to the August 2023 wildfire response including usage of the Safeway property at 170E. Kamehameha Avenue which was \$103,693.40. There is currently a remaining balance of \$77,325.00

8. Please confirm with the Department of Management that the \$55,000 appropriation for Maui Community Theater can be deleted because a Capital Improvement Project for the Theater will be submitted instead. Please inform the Committee of the Department of Management's response. (Page 557, Program Budget) (YLS)

We have spoken to the Department of Management and this line item grant is for fumigation and security cameras and is still needed. The Department of Management will be requesting an amendment to their FY 2026 funding to reallocate funds to Capital Improvements for the roof repairs.

9. Please confirm who employs the Maui County Film Commissioner, if not the County. (YLS)

Maui Economic Development Board

10. Please provide a breakdown of the \$345,000 appropriation for the Maui Economic Development Board for Film Promotion under the Economic Development Program. (Page 15-42, Budget Details) (TC)

\$250,000 for office staffing, programs and activities \$95,000 for Wailuku Film Festival

11. In 2009, under Executive Order 4033, the State of Hawai'i granted 4.02 acres, identified for real property tax purposes as tax map key (2) 4-4-991:106,

on Honoapi'ilani Highway, Lahaina, to the County. Please confirm which County department is responsible for the property - Office of the Mayor, Department of Management, or Department of Human Concerns. Can the parcel be used for safe parking or affordable housing? (TP)

Currently, the property is under the jurisdiction of the Department of Human Concerns. While we can explore this option, it's important to note that Safe Parking programs are generally more consistent with uses in quasi-public zoning districts. This particular site is zoned residential/apartment, and the current zoning code does not recognize Safe Parking as a permitted use in that district—meaning it likely couldn't be permitted right away. Additionally, the property is located within the Special Management Area (SMA), which adds another layer of regulatory oversight.

12. For OED, please provide the ratio between grants written and grants allocated. (NUH) (provide information on the number of applications that OED receives from local organizations versus the number of awards given by OED)

	Applied	Awarded
FY25	185	123
FY24	230	166
FY23	180	133

13. The Office of the Mayor proposed \$113,000 for the West Maui Hospital. Please confirm if the State is providing funding for the West Maui Hospital in FY 2026. (Page 553, Program Budget) (YLS)

The State has maintained its authorization of the \$20 million Special Purpose Revenue Bond; however, the foundation has not yet received any disbursements, nor have they submitted any requests for additional funding.

14. Property for the Kaiaulu O Napili Affordable Housing Project located at tax map key (2)4-3-001:096 was purchased with Open Space Funds. Please confirm when the Open Space Fund will be reimbursed. (YLS)

The Open Space Fund will be reimbursed after the pre-development work is complete and the project size and reimbursement amount are solidified. The Office of the Mayor has spoken to the Department of Housing and if the Committee would like to add to the earmark for the Kaiaulu O Napili project in FY 2026 that the loan is conditioned on the reimbursement of the Open Space Fund, there are no objections.

15. Please provide a list of all recipients and amounts received under the four Feral Animal Management grants for FYs 2024 and 2025. (TC)

FY 2024 Awards -

- Feral Animal Control Lohaki Pacific, \$40,000
- Feral Animal Control Lana'i N/A
- Feral Animal Control Maui
 - Pulama Aina, LLC, Feral Pig Management, \$10,000
 - Maui Food Technology Center, Kaikolu Plan, Maui Watershed Protection Initiative, \$290,000
- Feral Animal Control Molokai
 - Molokai Hunting Club, Feral Axis Deer, \$150,000
 - Accurate Venison Solutions, LLC; Molokai Feral Control, \$150,000

FY 25 Awards to date -

- Feral Animal Control Lana'i Lana'i Cat Sanctuary \$285,000
- Feral Animal Control Maui Ulu Island Nation, Axis Deer Pet Food Project - \$30,000
- 16. When the Office of the Mayor was responsible for funding the retention and recruitment campaign, please provide the following:
- a. A copy of the program's final report, the RFP for the contract, and a copy of the program's expense report;
 - See <u>RD End summary</u> attached - <u>https://drive.google.com/file/d/1tN8gWqCO2-</u> AJHqCmdHDJ2aVjuzIOsTYc/view?usp=drive link

- <u>RFP</u> Attached <u>https://drive.google.com/file/d/1nhrFE4z0nq8C6D1B6oqz99oJLQo</u> 2Q6VH/view?<u>usp=drive_link</u>
- Expense report Link to monthly reports - <u>https://drive.google.com/file/d/1tN8gWqCO2-</u> AJHqCmdHDJ2aVjuzIOsTYc/view?usp=drive_link
- b. The recommendations were provided to the Office of the Mayor to assist with recruitment and retention efforts;

Department of Management was the contract manager, but Office of the Mayor provided the day to day assistance and support for the work being done. As mentioned before, in the Mayor's Office, we help when we can. This was no different. There was a recognized need with not enough bandwidth in departments, so we filled the need until it could be passed on to the appropriate department/subject matter experts.

c. Statistical data generated from the program; and

See R2 End Summary Attached

d. The reasons for discontinuing the program despite recruitment being an on-going issue. (TC)

The R2 campaign was piloted in the Office of the Mayor and transferred over to DPS to continue.

17. The previous OED Director discussed plans for small businesses in Lahaina. What is the status of that initiative? Please explain how the Office of the Mayor will ensure small businesses continue to have space in the Lahaina Commercial District. (TP)

We are actively working to establish a larger Resource Center for Small Businesses at the Gateway site. While resource information is already available, expanding into a larger space is critical to accommodate more services and support. This expanded hub would include representatives and services from:

- County of Maui SBA
- Goodwill Industries
- American Job Center
- MEO
- Maui Business Brainstormers (MBB) our collaboration with MBB also allows us to gather input and better understand the needs of the small business community.

In terms of physical space for small businesses to operate, we are taking a flexible and personalized approach. Our focus is on identifying existing locations where businesses can function, whether as a short- or long-term solution. This approach is not one-size-fits-all and can take time, but it often results in more sustainable outcomes.

We continue to pursue both short- and long-term solutions. In the short term, we are exploring the possibility of a semi-permanent site that would accommodate a mix of businesses on a flexible basis. For the long term, our goal is to support the rebuilding of permanent brick-and-mortar locations for businesses that previously had them—or that require such space to thrive.

18. Please explain whether the Office of the Mayor is open to creating career path incentives for County positions, specifically hard-to-fill positions like IT personnel, land surveyors, and engineers. Could the County provide incentives such as student loan assistance or scholarships in exchange for a commitment to work for the County for a specified number of years? (TP)

Yes, we are open to exploring career path incentives.

We currently support several internship and workforce development programs through WIOA and partnerships with Goodwill Industries, the State of Hawai'i Workforce Development Division, and QUEST. While our National Dislocated Worker Grant funding ended in March 2025, we successfully transitioned all participating clients and employees who requested continued services.

We're also focusing on high school seniors across the County. For the upcoming job fair at the Fairmont on April 11, 2025, the DOE is covering transportation and airfare to ensure broad participation. Additionally, we are working to expand internship opportunities countywide—including for students and young adults on Lāna'i and Moloka'i—where placement options are available.

Should you have any questions, please contact me at ext. 7208

Sincerely

Cynthia D. Lallo Chief of Staff

Office of the Mayor

TOTAL FINANCED AMOUNT / CONTRACT VALUE: \$ 25,084,268 A Years 1-4 Pool Service PSA Value: \$ - B

Appx. BOH Accrued Interest:

\$ 789,510 C \$ 25,873,778 A+B+C

	Measured Savings Non-Measured (Agreed Upon) Savings				5			Annual 1	l In-																		
	Utility Savings		Utility Savings		Operational				Total Savings		Annual, In- Advance Lea Payment fro BOH		Measurement and Verification		Services		Total Costs	Total Annual Benefit	Start Date	Start Date End Date	Beginning Lease Balance	Principal Payment	Interest Payment	Total Principal and Interest Payment	Ending Loase Balance	Ploted Rate	
ear 1	\$	1,132,246	\$	188,164	\$	250,516	\$ 19	1,353	\$ 1,70	62,279	\$ 1,	708,372	\$ 5	,906	\$	- \$	1,762,278	\$	1	30-Sep-2024	30-Sep-2025	\$ 25,873,778	\$ 1,706,372		\$ 1,708,372	\$ 24,165,406	3.83
ear 2	\$	1,178,977	\$	195,398	\$	297,046	\$		\$ 1,6	71,421	\$ 1,	614,818	\$ 5	,602	\$	- \$	1,671,420	\$	1	30-Sep-2025	30-Sep-2026	\$ 24,165,406	\$ 689,283	\$ 925,535	\$ 1,614,818	\$ 23,476,123	
ear 3	\$	1,227,945	\$	202,972	\$	329,751	\$	-	\$ 1,7	60,668	\$ 1,	701,235	\$ 5	,432	\$	- \$	1,760,667	\$	1	30-Sep-2026	30-Sep-2027	\$ 23,476,123	\$ 802,100	\$ 899,136	\$ 1,701,235	\$ 22,674,023	
ar 4	\$	1,279,262	\$	210,903	\$	355,611	\$	-	\$ 1,8	45,775	\$ 1,	783,371	\$ 6	,403	\$	- \$	1,845,774	\$	1	30-Sep-2027	30-Sep-2028	\$ 22,674,023	\$ 912,577	\$ 670,794	1,783,371	\$ 21,761,446	
sar 5	\$	1,333,043	\$	219,208	\$	378,312	\$	- 12	\$ 1,93	30,564	\$ 1,	865,039	\$ 6	,523	\$	- \$	1,930,563	\$	1	30-Sep-2028	30-Sep-2029	\$ 21,761,446	\$ 1,031,576	\$ 833,463	\$ 1,845,039	\$ 20,729,871	
ar 6	\$	1,389,412	\$	227,906	\$	397,228	\$	-	\$ 2,0	14,546	\$ 1,	945,746	\$ 6	,800	\$	- \$	2,014,545	\$	1	30-Sep-2029	30-Sep-2030	\$ 20,729,871	\$ 1,151,792	\$ 793,954	\$ 1,945,746	\$ 19,578,079	
ar 7	\$	1,448,497	\$	237,016	\$	417,069	\$	-	\$ 2,11	02,603	\$ 2,	030,362	\$ 7.	,240	\$	- \$	2,102,602	\$	1	30-Sep-2030	30-Sep-2031	\$ 19,576,079	\$ 1,280,522	\$ 749,840	\$ 2,830,362	\$ 18,297,558	
ar 8	\$	1,510,432	\$	246,559	\$	437,944	\$	-	\$ 2,19	94,935	\$ Z,	119,082	\$ 7	,052	\$	- \$	2,194,934	\$	1	30-Sep-2031	30-Sep-2032	\$ 18,297,558	\$ 1,416,366	\$ 702,716	\$ 2,119,002	\$ 16,881,192	
er 9	\$	1,575,359	\$	256,556	\$	459,841	\$	-	\$ 2,2	91,756	\$ 2,	212,111	\$ 7	,644	\$	- \$	2,291,755	\$	1	30-Sep-2032	30-Sep-2033	\$ 16,881,192	\$ 1,565,561	4 644,590	\$ 2,212,111	\$ 15,315,630	
r 10	\$	1,643,426	\$	267,030	\$	482,833	\$	-	\$ 2,3	93,289	\$ 2,	309,662	\$ 8.	,626	\$	- \$	2,393,288	\$	1	30-Sep-2033	30-Sep-2034	\$ 15,315,630	\$ 1,723,073	\$ 586,589	\$ 2,309,662	\$ 13,592,557	
r 11	\$	1,714,789	\$	278,004	\$	506,975	\$		\$ 2,49	99,768	\$ 2,	411,959	\$ 8	,808	\$	- \$	2,499,767	\$	1	30-Sep-2034	30-Sep-2035	\$ 13,592,557	\$ 1,891,364	\$ 520,595	\$ 2,411,959	\$ 11,701,193	
r 12	\$	1,789,613	\$	289,502	\$	532,323	\$	-	\$ 2,6	11,439	\$ 2,	519,240	\$ 9.	,198	\$	- \$	2,611,438	\$	1	30-Sep-2035	30-Sep-2036	\$ 11,701,193	\$ 2,049,856	\$ 449,394	\$ 2,510,240	8 9,631,337	
13	\$	1,868,069	\$	301,552	\$	558,940	\$	-	\$ 2,7	28,560	\$ 2,	631,751	\$ 9	,808	\$	- 5	2,728,559	\$	1	30-Sep-2036	30-Sep-2037	\$ 9,631,337	\$ 2,262,871		\$ 2,631,751		
14	\$	1,950,337	\$	314,180	\$	586,887	\$		\$ 2,8	51,403	\$ 2,	749,754	\$ 10	,648	\$	- 5	2,851,402	\$	1	30-Sep-2037	30-Sep-2038	\$ 7,368,466	\$ 2,467,542		\$ 2,749,754		
r 15		2,036,607		327,414		616,231				80,253	* 21	873,521	. 10	,731		- 5	2,980,252		1	20-Sep-2039	30-Sep-2039						
	*					10000										1						\$ 4,900,924	\$ 2,685,816	\$ 187,705	\$ 2,873,521	\$ 2,215,108	
r 16	\$	2,127,079	\$	341,286	\$	647,042	\$	-	\$ 3,1	15,407	\$ 2,	300,179	\$ 11	,067	\$	- \$	2,412,246	\$	703,161	30-Sep-2039	30-Sep-2040	\$ 2,215,108	\$ 2,215,106	\$ 85,071	\$ 2,300,179	\$ 0	
r 17	\$	2,221,960	\$	355,826	\$	679,395	\$	-	\$ 3,2	57,181	\$	-	\$ 11	,671	\$	- \$	117,671	\$	3,139,510	30-Sep-2040	30-Sep-2041						
r 18	\$	2,321,471	\$	371,068	\$	713,364	\$	-	\$ 3,4	05,903			\$ 12	,554	\$	- \$	123,554	\$	3,282,349	30-Sep-2041	30-Sep-2042						
r 19	\$	2,425,841	\$	387,047	\$	749,033	\$	-	\$ 3,50	61,920			\$ 12	,732	\$. \$	129,732	\$	3,432,189	30-Sep-2042	30-Sep-2043						
r 20	\$	2,535,313	\$	403,799	\$	786,484	\$	-	\$ 3,7	25,596			\$ 13	,218	\$	- \$	136,218	\$	3,589,377	30-Sep-2043	30-Sep-2044						
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R2 Campaign Summary & End Report

MONTHLY SUMMARIES

Download here.

ADMIN FILES

Download here.

Marketing plan documents here.

BRANDING

View and download here.

PRESENTATIONS

View and download here.

PHOTO & VIDEO

View videos here. Download here.

View and download photos here.

ADS

View and download <u>here</u>.

Digital ad analytics <u>here</u>.

Radio <u>here</u>.

SIGNAGE

View and download here.

SOCIAL MEDIA

View and download here.

SWAG

View and download here.

WEBSITE (SQUARESPACE)

Pages

workmauinui.com/call-for-content
workmauinui.com/employee-bulletin (still a draft)

Tutorial

https://www.youtube.com/watch?v=g1m9G9rhQhw

Backend Access

- 1. Email rachael@brandcraftershi.com that you need access
- 2. You will receive an email from Squarespace to create your login to access the backend of the website.

Domain

workmauinui.com

Email <u>rachael@brandcraftershi.com</u> to ask to transfer domain ownership or renew.

Notes

Notes

Please refer to the monthly summaries "written notes" section. View here.

Metrics that generated increase in applications

- See digital ad analytics spreadsheet <u>here</u>.
- Our digital ads hit across the main employment markets in Hawaii including Maui, Honolulu, Oahu, Kona, Island of Hawaii, Kauai.
 Additional targeted markets on the west coast were tested and included on a limited basis.
- (Aug 1, 2023 Jun 23, 2024) 34,056 people visited workmauinui.com
- (Aug 1, 2023–Jun 23, 2024) 15,358 total people clicked on the "view career opportunities" button on workmauinui.com
- High engagement on employee appreciation signs and other signage
- Installation of recruitment and retention signage promoting pride in place
- Consistent branding and messaging on campaign collateral

Challenges

- Participation and response from departments
- Late payments
- Timing, launch of campaign amidst a disaster and recovery
- Access to analytics (NEOGOV, Prosecuting Attorney's landing page)
- Government workforce crisis, Where Are The Workers?

Recommendations

- Recruitment marketing efforts to continue
 - Digital ads
 - Work Maui Nui website
 - Continue to elevate workplace and public facing spaces with signage and remodel opportunities (example: Kalana O Maui building elevators and 1st floor lobby)
 - Big focus on social media posts (highlighting employees, specific job opportunities, benefits, etc)
 - Photo and video coverage for each department to tell their story
 - Continue <u>call for content</u> initiative, add incentives
- Evolve internal hiring process
- Evolve job offerings
- Offer hiring and housing incentives
- Employee and department retreats and team building activities

REQUEST FOR PROPOSALS

COUNTY OF MAUI DEPARTMENT OF MANAGEMENT

PROFESSIONAL SERVICES

COUNTY OF MAUI EMPLOYEE RETENTION AND RECRUITMENT (R2) CAMPAIGN

RFP 22-23/P-177



Deadline for proposals:

Proposals due: May 12, 2023 2:00 p.m. HST
Proposals received after the stated deadline will not be considered
Proposals must be submitted via the Public Purchase System at
www.publicpurchase.com

NOTICE INVITING PROPOSALS

COUNTY OF MAUI EMPLOYEE RETENTION AND RECRUITMENT (R2) CAMPAIGN RFP 22-23/P-177

Pursuant to Chapter 103-D, HRS, sealed offers shall be RECEIVED ELECTRONICALLY and recorded immediately via the Public Purchase System until 2:00 p.m., Hawai'i Standard Time, on May 12, 2023. Proposals are required to be submitted via the Public Purchase System; otherwise, the proposal shall not be opened or considered. Proposals received after the time fixed for opening will not be considered.

Bid documents may be obtained from the above-named office via Public Purchase (http://publicpurchase.com/gems/mauico.hi/buyer/public/publicInfo), procurement system.

The County of Maui is requesting proposals to provide a detailed and wide-ranging marketing plan for a county-wide employee R2 Campaign as described in the RFP specifications herein.

Proposals will be reviewed, and those firms whose proposals most appropriately meet the County of Maui's needs will be considered.

OFFERORS ARE STRONGLY ENCOURAGED TO CAREFULLY READ THE ENTIRE SOLICITATION.

Electronic copies of this RFP and attachments, if any, can be obtained from the County of Maui Purchasing Website at

http://www.publicpurchase.com/gems/mauico.hi/buyer/public/publicInfo.

Scott Teruva

Director of Finance

County of Maui

PART 1: INTRODUCTION

The County of Maui serves residents on the islands of Maui, Lana'i, and Moloka'i through fifteen departments, including: Agriculture, Corporation Council, Environmental Management, Finance, Fire and Public Safety, Housing and Human Concerns, Liquor Control, Maui Emergency Management Agency, Parks and Recreation, Personnel Services, Planning, Police, Prosecuting Attorney, Public Works, Transportation, Water Supply, Management, and the Office of the Mayor.

PURPOSE OF THE RFP

The County of Maui ("COM"), through its Department of Management ("Department"), is seeking a reliable and experienced consultant to provide a detailed and wide-ranging marketing plan for a county-wide employee R2 Campaign. This plan must demonstrate a creative and collaborative approach, based on best practices that considers the culture of the islands, and the needs of today's workforce. While the need retention and recruitment impacts all departments, the selected vendor will be expected to collaborate and strategize inclusively between the Office of the Mayor, the Department of Management and the Department of Personnel Services to engage, process, and hire a diverse and specialized workforce.

The County is seeking a comprehensive solution that will fulfill our specific needs for the R2 Campaign. The campaign is expected to start as soon as possible, and projects the first phase to be completed by December 30, 2023.

SUBMISSION INSTRUCTIONS & PROVISIONS

Proposals shall be completed, signed and submitted, which includes price and any required forms, via the Public Purchase System at www.publicpurchase.com no later than 2:00 p.m., Hawai'i Standard Time, on May 12, 2023. The County of Maui will not be responsible in any way for errors in transmission or failure to receive the bid by the deadline due to vendor error.

Proposal shall include all applicable taxes, services, personnel costs and all other related expenses.

Offeror shall not submit more than one (1) offer.

All proposals and other material submitted shall become the property of COM, and may be returned at the sole discretion of COM.

COUNTY OF MAUI GENERAL TERMS & CONDITIONS

The County of Maui General Terms and Conditions for Goods and/or Services shall be made a part of the proposal documents, and can be found at the following

links: https://www.mauicounty.gov/DocumentCenter/View/3186/Goods-and-Services-?bidld= Offeror acknowledges and agrees that there shall be no post-award revision to the General Conditions.

STATE OF HAWAII REQUIREMENTS

In accordance with Section 3-122-112, as amended, of the Hawaii Administrative Rules, the successful Offeror must produce the following documents:

- Tax Clearance Certificate
- DLIR Certificate of Compliance
- Certificate of Good Standing from the DCCA

The awarded Offeror is encouraged to use the Hawaii Compliance Express website to assist them in obtaining the above certificates. The State website is http://vendors.ehawaii.gov

It is not a requirement of the RFP to supply the compliance documents as part of the submittal. However, these documents are required to be provided to the County of Maui by the time the contract will be prepared for execution, following award. For new users of HCE, or out of state/country vendors, the process to obtain the required documents may be time consuming. The Offeror is asked to certify that they are willing and able to obtain the compliance certification at time of proposal submission.

Due to the time constraints with the upcoming legislative cycle, the County reserves the right to reject any bidder who is currently in non-compliance with Hawaii Compliance Express or cannot produce the required documentation.

PRE-CONTRACTUAL EXPENSES

The County of Maui shall not, in any event, be liable for any pre-contractual expenses incurred by Offeror. Offeror shall not include any such expenses as part of its proposal.

Pre-Contractual expenses are defined as expenses incurred by Offeror in:

- Preparing its proposal in response to this RFP;
- Submitting that proposal;
- Negotiating on any matter related to this proposal; or
- Any other expenses incurred by Offeror prior to date of award, if any.

QUESTIONS ON RFP

Any general questions related to this solicitation shall be directed to Keku Akana,

Managing Director, Department of Management at Kekuhaupio.R.Akana@co.maui.hi.us

Any procurement related questions may be directed to Jared Masuda, Department of Finance, Purchasing Division at Jared.Masuda@co.maui.hi.us.

All questions and/or requests for clarification regarding any aspect of this RFP must be submitted in writing no less than seven (7) working days prior to the Closing Date.

RFP ADDENDA

Any acceptable modifications or clarifications shall be issued and distributed as Addenda. The issuance of a written addendum is the only official method whereby interpretation, clarification, or additional information can be given. Written addenda (if any) will be available and posted to the Public Purchase System prior to the procurement closing.

CONFIDENTIALITY

The COM is required to disclose non-exempt public documents. The COM is exempt from disclosing information submitted in response to a solicitation where the information is such that it "should reasonably be considered confidential."

An Offeror who determines that information within its proposal meets the statutory requirement and requires that information remain confidential, the Offeror shall mark the bottom of the pages containing such information with the word "CONFIDENTIAL."

If an Offeror marks every page of a proposal as "CONFIDENTIAL", the statutory requirement is not met; any proposal so marked will not be deemed to have been submitted in confidence and upon request, the entire proposal will be disclosed.

After award, the contract(s) executed by the COM and the successful Offeror(s) will be a public document subject to disclosure. No part of the contract can be designated as confidential.

REFERENCES

The Offeror must disclose all contracts for similar services for the last FIVE (5) years, and these shall serve as potential references to be contacted by COM as part of the evaluation of the proposal. Points of contact and contact information should be indicated for each contract listed.

The COM reserves the right to contact and investigate references named in the proposal and any other references provided by Offeror during the last FIVE (5) years.

Investigation may include past performance of any Offeror with respect to its successful performance of similar projects, compliance with specifications and contractual obligations, its completion or delivery of a project on schedule, and its lawful payment to employees and workers or any other criteria as determined by the COM. The results of discussions with the references will be used in the evaluation of the proposal, as described in Part 4 of this RFP.

LEGAL RESPONSIBILITIES & CERTIFICATION

All proposals must be submitted, filed, made, and executed in accordance with COM, State of Hawaii and Federal laws relating to proposals for contracts of this nature, whether the same are expressly referred to herein or not.

By submitting a proposal, the Offeror certifies that the proposal submitted to COM is in accordance with any required authorization by the governing body of the Offeror's organization. The Offeror further certifies that the information and responses contained in the proposal are true, accurate, and complete, and that the COM may justifiably rely upon said information for purposes of evaluation and contracting with the Offeror. If it is subsequently discovered that any information provided in the proposal is false, it will result in the Offeror's elimination from consideration.

JOINT OFFERS

Where two or more Offerors desire to submit a single proposal in response to this RFP, they should do so on a prime-subcontractor basis rather than as a joint venture. The COM intends to contract with a single firm and not with multiple firms doing business as a joint venture.

WITHDRAWAL OF PROPOSALS

Any proposal may be withdrawn at any time prior to the time fixed in the public notice for the receipt of proposals, only by written request filed with the Purchasing Division. The request shall be executed by the Offeror or his duly authorized representative. The withdrawal of a proposal does not prejudice the right of the Offeror to file a new proposal. No proposal may be withdrawn after the time fixed in the public notice for the receipt of proposals.

REJECTION OF PROPOSALS

Failure to meet the requirements of the RFP may be cause for rejection of the proposal. The COM may reject the proposal if it is incomplete, contains irregularities of any kind, or is offered conditionally. The County of Maui reserves the right to accept or reject any or all offers and to waive any minor or inadvertent discrepancy in the proposal documents.

BASIS FOR SELECTION

Based on the evaluation process and criteria discussed in this RFP, the highest ranked responsible and responsive Offeror will be selected.

AVAILABILITY OF FUNDS

Offerors are advised that entering into a contract for services is contingent upon availability of funds. If funds are not available, the COM reserves the right not to enter into a contract.

SCOPE OF SERVICES

The services that are described below will be given priority consideration for funding under this RFP. In the capacity as a consultant, Contractor shall make its best effort to provide the scope of work below. Provide a timeline for each phase of the process.

Develop a detailed and wide-ranging marketing plan for a county-wide employee R2 Campaign. This plan must demonstrate a creative and collaborative approach, based on best practices that considers the culture of the islands, and the needs of today's workforce. While the need retention and recruitment impacts all departments, the selected vendor will be expected to collaborate and strategize inclusively between the Office of the Mayor, the Department of Management and the Department of Personnel Services to engage, process, and hire a diverse and specialized workforce. The County is seeking a comprehensive solution that will fulfill our specific needs for the R2 Campaign.

Also required is an interpersonal intelligence and awareness to work with each department to identify, plan, and fulfill their specific needs for recruitment. Experience and success in working in a fast-paced environment paired with the ability to gather and assess metrics are required to recalibrate the plan and strategy, as needed.

It should be noted that all collateral and digital assets created for the R2 campaign are proprietary and belong to the County of Maui. These assets are expected to be released when completed.

PROPOSAL REQUIREMENTS

The proposal is to be prepared in a manner as to provide a straightforward, concise delineation of the information requested. Proposals which contain false or misleading statements, or which do not support an attribute or condition claimed by the Offeror, may be cause for rejection of the proposal. If, in the sole opinion of the COM, such information was intended to mislead the COM in its evaluation of the proposal, it will be cause for rejection of the proposal.

REQUIRED FORMAT

Proposals shall be typed and not include any unnecessary or elaborate promotional material. Lengthy narrative is discouraged and presentations should be brief, concise and relevant to the services and statement of work requested. Proposal submittals

shall be organized as set forth below and fulfillment of all proposal requirements listed is mandatory for consideration of proposals.

The Proposal shall include the following subsections:

- Company Overview: A brief introduction of your organization, history, and relevant experience in providing similar services or products.
- Project Approach: A detailed description of your proposed approach for the project that includes specific timelines, milestones, and deliverables.
- Technical Solution: A detailed description of the technical solution proposed that includes any hardware or software requirements.
- Pricing: A detailed breakdown of the costs associated with your proposed solution, including all relevant fees, taxes, and expenses.
- References: Provide at least three references from clients that have used your services or products.
- Contact Information: Provide contact information for your organization, including the name, phone number, and email address of your primary contact person.
- References: Provide three professional references with your proposal.

PUBLIC RECORDS POLICY

Responses (proposals) to this RFP and the documents constituting any Contract entered into thereafter become the exclusive property of the County of Maui and shall be subject to the HRS, Chapter 92F, Uniform Information Practices Act. The County of Maui's use and disclosure of its records are governed by this Act.

Those elements in each proposal that Offeror considers trade secrets or other proprietary data that the Offeror does not want to be subject to public inspection shall be prominently marked as "TRADE SECRET", "CONFIDENTIAL", or "PROPRIETARY" by Offeror. The County of Maui shall not in any way, be liable or responsible for the disclosure of any such records including, without limitation; those so marked if disclosure is deemed to be required by law or by any order of the Court.

Disclosure or nondisclosure by the County of confidential material shall be governed by HRS, Chapter 92F, Uniform Information Practices Act (Modified). Confidential data is normally restricted to financial information concerning the Offerors organization and data that qualifies as trade secret in accordance with the Uniform Trade Secrets Act (57-3A-1 to 57- 3A-7, NMSA 1978). The price of products offered or the cost of services proposed shall not be designated as confidential information.

All information contained in offers that do not comply with these instructions will be considered non-proprietary and subject to public disclosure upon request.

SELECTION PROCESS

The County of Maui will evaluate all Proposals deemed to be responsive to the requirements of this RFP and are received in a timely manner to determine whether the submissions requirements are adequately and properly met. Those proposals that have met the submission requirements shall be evaluated by a Selection Committee using the Evaluation Criteria identified in the RFP.

Evaluation of Proposals will be based on the qualifications and evaluation criteria outlined in the RFP. Brochures or other promotional presentations beyond that which is deemed sufficient to submit a complete and effective proposal are not desired. Elaborate artwork, expensive paper or binders, and expensive visuals are not necessary and will not affect the evaluation process.

Award of this contract shall be by competitive selection and given to the proposal whose overall capabilities will best meet the requirements as described in accordance with this RFP. The COM will evaluate each Proposal based on the "Best Value" concept. This means that the Proposal that optimizes quality, performance, cost and efficiency among responsible and responsible Offerors shall be selected for award. The COM, at its sole discretion, will determine which Proposal best satisfies its requirements.

EVALUATION CRITERIA

The total amount of points available for award is 100 points.

Proposals shall be evaluated using the following criteria:

	Maximum
<u>Attribute</u>	Points
Specialized Experience	30
Marketing Plan	30
Personnel	20
Cost	15
Past Performance	5

Specialized Experience (30 points): This includes experience and technical competence of the proposer in similar marketing campaigns.

Marketing Plan (30 points): The creative best practice and relevancy to the target audience in relationship to the campaign objective of both the overall strategy and activities of the campaign. This includes the branding strategy.

Personnel (20 points): This includes the role, commitment and qualifications of key personnel and their relevant experience.

Cost (15 Points)

The following formula will be used to evaluate the competitiveness and reasonableness of costs proposed:

Price of Lowest Cost Proposal

X Maximum Points for Cost (15)
Price of Proposal Being Rated

Past Performance (5 Points)

Evaluation shall primarily consider the past performance evaluations provided by the references indicated in this RFP.

EVALUATION AND AWARD OF CONTRACT

Awarding of contract for this RFP is subject to availability of funds. The contract may be cancelled without penalty to the COM in the event that sufficient funds are not appropriated.

The COM reserves the right to reject any and all proposals submitted. Proposals, in the sole opinion of COM, that are materially deficient in meeting the submission requirements of this RFP or have omitted materials, contain false or misleading statements that do not support an attribute or condition claimed by the Offeror, and/or contain such information intended to mislead the COM in its evaluation of the proposal, may be cause for rejection of the proposal at the sole discretion of COM.

Proposals may be accepted on evaluation without discussion. Prior to holding any discussions, a priority list shall be generated consisting of Proposals determined to be acceptable or potentially acceptable. If numerous acceptable and potentially acceptable Proposals are submitted, the evaluation committee may limit the priority list to three (3) highest ranked, responsible Offerors. The County may invite priority listed Offerors to discuss with their proposals to ensure thorough, mutual understanding. The County in its sole discretion shall schedule the time and location for these discussions, generally within the timeframe indicated in RFP Schedule and Significant Dates. The County may also conduct discussions with priority listed Offerors to clarify issues regarding the proposals before requesting Best and Final Offers, if necessary.

If deemed appropriate by the County in its sole discretion, the County may request each Offeror to submit its Best and Final Offer (BAFO). The request shall be issued via an Addendum, which will provide guidance and additional instructions. Offeror's BAFOs shall be submitted to the County through Public Purchase on or before the deadline called for. If an Offeror fails to do so, its last submitted Offer shall be deemed its BAFO. The BAFOs will be evaluated by the Evaluation Committee taking into consideration the Evaluation Criteria.

BFED Committee

From: Lesley J. Milner <Lesley.J.Milner@co.maui.hi.us>

Sent: Tuesday, April 8, 2025 6:01 PM **To:** BFED Committee; Cynthia D. Lallo

Cc: Michelle L. Santos; Ezekiela I. Kalua; Kristina Angeline C. Cabbat; Tiare P. Horner; Janina

E. Agapay; Emily E. Bartow

Subject: RE: FISCAL YEAR 2026 BUDGET (BFED-1) (OM-04)

Attachments: (BFED-1)(OM-04).pdf

Aloha,

Please see the attached correspondence. Thank you.

-Lesley

From: BFED Committee <BFED.Committee@mauicounty.us>

Sent: Wednesday, April 2, 2025 3:14 PM

To: Cynthia D. Lallo < Cynthia.D.Lallo@co.maui.hi.us>

Cc: Michelle L. Santos <Michelle.Santos@co.maui.hi.us>; Ezekiela I. Kalua <Zeke.Kalua@co.maui.hi.us>; Lesley J. Milner <Lesley.J.Milner@co.maui.hi.us>; Kristina Angeline C. Cabbat <kristina.cabbat@co.maui.hi.us>; Tiare P. Horner

<tiare.p.horner@co.maui.hi.us>; Janina E. Agapay <Janina.E.Agapay@co.maui.hi.us>

Subject: FISCAL YEAR 2026 BUDGET (BFED-1) (OM-04)

Importance: High