

## UNIVERSITY OF HAWAI'I NOTICE OF EXEMPTION CHAPTER 103D, HRS

The Chief Procurement Officer, University of Hawai'i, is in the process of reviewing the request from SOEST/Sea Grant, University of Hawaii at Manoa (Department/Campus)

for exemption from Chapter 103D, HRS, for the following goods and services:

The North Shore Community Land Trust The NSCLT will serve as the project lead on the community engagement process with a focus on the format, schedule and framework for community and stakeholder engagement for the development of the North Shore Beach Management Plan (NSBMP).

**Vendor/Contractor:** North Shore Community Land Trust  
(If known)

**Address:** 66-632 Kamehameha Highway, Suite 203  
Haleiwa, Hawaii 96712

<b>Term of Contract:</b> (If known)	From:	To:	Cost: \$ 34,200.00
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**Direct any inquiries to:**  
Department: Sea Grant College Program, University of Hawaii at Manoa

Contact Name/Title: Max Weber, Operations Coordinator

Address: 2525 Correa Road, HIG 208  
Honolulu, Hawaii 96822

Phone Number:  
808-956-3571

Fax Number:  
808-956-3014

Date Posted: August 20, 2025

Submit written objections to this notice to issue an exemption from Chapter 103D, HRS, within seven (7) calendar days from the date posted to:

Office of Procurement Management  
1400 Lower Campus Road, Room 15  
Honolulu, Hawai'i 96822  
email: OPM@hawaii.edu

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**UNIVERSITY OF HAWAII**  
**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS**

**To:** Kalbert K. Young **Date:** 6/2/2025  
Chief Procurement Officer, University of Hawai'i

**Via:** Office of Procurement Management

**From:** Manoa, SOEST/Sea Grant (Hawaii Sea Grant)  
(Campus & Department/Program)

**Vendor/Contractor:** North Shore Community Land Trust (NSCLT)

**Estimated Amount:** \$34,200

**Term of Contract, if applicable:** Effective Date - June 30, 2026

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Pursuant to University Administrative Procedure 8.220, and consistent with Hawaii Revised Statutes §103D-102(b)(4) and Hawaii Administrative Rules Chapter 3-120, the department requests a procurement exemption to purchase the following (attach additional sheets if necessary):

1. Description of the goods or services:

See attached Form 138 Attachment.

2. Explain in detail, why it is not practicable or not advantageous for the University to procure by standard competitive means when multiple sources are available, or by other standard methods of source selection:

See attached Form 138 Addendum.

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

See attached Form 138 Addendum.

4. Provide a description of the department's internal controls and approval requirements for the exempt procurement:

The NSCLT will provide monthly reporting on task progress and status. Hawaii Sea Grant will meet with the vendor on a monthly basis to discuss progress. This is especially important as the two outreach meetings are targeted for the initial three month contract period. This project update frequency allows key personnel to monitor, manage, and oversee all aspects of the community engagement campaign and ensure University goals are met with the most effective community outreach. Hawaii Sea Grant will also have the opportunity to continually optimize the strategy based upon vendor performance and preliminary results of the first community meetings.

5. Provide a list of department personnel, by position title, who will be involved in the approval process and administration of the contract:

Darren Lerner, Program Director (Hawaii Sea Grant)  
 Elyse Larsen, Fiscal Administrator (Hawaii Sea Grant)  
 Max Weber, Fiscal Specialist (Hawaii Sea Grant)  
 Dolan Eversole, Project Manager (Hawaii Sea Grant)


6. Direct questions to: Max Weber Email Address: maxweber@hawaii.edu

**Certification:** I certify that the information provided herein is true and correct to the best of my knowledge.

Darren Lerner		06/18/2025
Full Name of Principal Investigator, Department Head, or Administrator	Signature	Date

Max Weber	<i>Max Weber</i>	06/18/2025
Full Name of Fiscal Administrator	Signature	Date

APPROVED:

Alexandra French, Chief Business Officer		06/18/2025
Full Name of Vice President or Chancellor	Signature	Date

Digitally signed by  
 Alexandra French  
 Date: 2025.07.08  
 12:04:17 -10'00'

**FOR OPM USE ONLY**

OPM COMMENTS:

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APPROVED       DENIED

CHIEF PROCUREMENT OFFICER, UNIVERSITY OF HAWAII

DATE

# North Shore Beach Management Plan Community Engagement and Outreach Form 138 Addendum

North Shore Community Land Trust (NSCLT)

7-25-25

## **Performance Period:**

Effective Date to June 30, 2026

## **General Description:**

The NSCLT will serve as the project lead on the community engagement process with a focus on the format, schedule and framework for community and stakeholder engagement for the development of the North Shore Beach Management Plan (NSBMP). The NSCLT will support the meaningful and comprehensive community outreach process, organize and co-develop community outreach and project input as part of the development of the NSBMP. Tasks detailed below include organization of meeting venues, logistics, invitations, schedule and event marketing/promotion as well as overall co-production of the communication and outreach plan, goals and implementation.

The NSCLT will be expected to work in close coordination with another contractor Integral Consulting and their subcontractor Melissa May, which will be leading the technical aspects of the management plan. This coordination will include participating in joint project and outreach coordination meetings with Hawaii Sea Grant and Integral on a regular basis. In some cases, the NSCLT will be expected to coordinate directly with Integral Consulting on details for the community, stakeholder and working group meetings. The details of these meetings may include the meeting format, schedule, content, agendas and invitations. This will allow a continuation and completion of complementary services to support the beach management plan.

## **1. Description of Goods:**

Conduct community outreach in support of the development of a beach management plan for the North Shore of O‘ahu in accordance with Act 226 (2024) and Act 100 (2025). The scope of this effort includes (3) primary tasks;

Task 1: Community Engagement and Outreach: Development and coordination of two (2) project public meetings.

Task 2: General Community Visioning Coordination.

Task 3: Project Partnership Development

[Act 226 \(2024\)](#) specifically calls for the plan to include innovative means to address beach erosion and extensive public engagement.

[Act 100 \(2025\)](#) amends Act 226 (2024) to extend the project report to December 1, 2026 and clarifies appropriated funds shall not lapse until June 30, 2026.

**2. Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University:**

The services required call for very specialized scope to develop and implement comprehensive community outreach for a beach management plan for the North Shore of Oahu. The NSCLT is uniquely positioned to provide the in-depth and comprehensive community engagement expertise required for this project. The NSCLT is the only provider with established local roots and community trust required for this effort.

The NSCLT is uniquely qualified to provide these services which includes three distinct tasks as detailed above. The contractor is very qualified in all three tasks with specialized experience in community engagement, outreach and education. Specifically, the NSCLT is a trusted and valued member of the North Shore community which makes their specialized role crucial for community trust and support for the project. Community-tuned, project outreach, visioning and partnership development (Tasks 1-3) are what makes the NSCLT uniquely suited for this project with specialized experience and capacity for planning and community engagement. Having a locally-based partner will ensure the community is properly informed and the correct protocols are implemented for sufficient community engagement.

The NSCLT will be coordinating and directly engaging with the local community, community groups and the North Shore Neighborhood Board. This level of community trust and strong reputation is what sets the NSCLT apart from consulting firms with similar planning experience. The role of the NSCLT is to ensure the community engagement process is robust with comprehensive and meaningful community outreach. Having local, on the ground experience is crucial for the community engagement element of the project which is identified as one of the project goals in the enabling legislation. The NSCLT was a member of the North Shore Coastal Resilience Working Group mentioned above and has important experience with this group which will be reconvened as part of this effort. The NSCLT has critically important institutional memory of the working group and the goals of the past efforts.

The successful execution of the tasks described are critical to the completion of the project in accordance with Act 226 and Act 100 and the overall success of this project. Without comprehensive community outreach and engagement there will not be sufficient support and political will to implement the recommendations of the management plan.

A Superquote and IFB is not practical and advantageous to our needs because we are asking the NSCLT who are experts in the field to develop and execute a comprehensive community outreach and engagement plan. The NSCLT will perform the identified three tasks which are integrated into the outreach strategy. It is crucial that these three duties are developed and executed with a detailed understanding of the North Shore community values and vision. Splitting these duties across vendors would not be efficient and would lead to task breakdowns since community outreach can be very complex and could result in missed opportunities for the project goals of comprehensive community engagement. We feel the NSCLT is uniquely qualified to meet the following project expectations and criteria:

- a. The NSCLT has unique local roots, connections and affiliations with community, government and regional organizations.
- b. The NSCLT is a valued and trusted member of the North Shore community that has strong reputation for community visioning, education and environmental management.
- c. The NSCLT has access to local community leaders and is well respected by the community it serves.
- d. The NSCLT is experienced with organizing and coordinating with the North Shore community.

**3. Details of the process or procedures to be followed in selecting the vendor to ensure fair and open competition as practicable:**

Research was conducted to determine the best-fit digital marketing agency that has the unique set of capabilities and resources to ensure the University effectively and efficiently achieves enrollment objectives, while experiencing a positive return on investment (ROI). The Hawaii Sea Grant Program works closely with most of the major coastal planning and engineering firms in Hawaii and is familiar with local capabilities and experience, having worked with several companies in the past. The NSCLT has been involved with planning and community engagement efforts on the North Shore and directly involved with community visioning and priority setting. The NSCLT offers a very specialized experience with on-the-ground presence, experience and trust of the North Shore community that no other contractors can provide.

Other local contractors that were considered but ultimately not selected include: SSFM, Sea Engineering, Inc, Oceanit, HDR, AECOM, Stantech, Tetra Tech.

These firms are all capable of providing some but not all, of the services that the NSCLT offers. These local firms can provide most of the technical and engineering tasks described in the bill but lack the unique qualifications that the NSCLT offers to provide comprehensive and authentic community engagement. Specifically, these firms do not have a local presence and trusted reputation on the North Shore that is considered crucial for the scoped tasks.

## STATEMENT ON COST REASONABLENESS

In order to ensure and satisfy questions of cost reasonableness we are providing the following breakdown of the NSCLT cost estimate as a way to provide additional information to support and justify the request for exemption from Chapter 103D (Form 138).

The NSCLT is providing the following breakdown and comparison for the contract for service. These rates are consistent with average annual salary rate for a SOEST Assistant Sea Grant Extension Agent. As you can see, the projected hourly rate for the NSCLT staff is \$50 per hour which is consistent with a typical University Assistant Extension agent hourly rate, inclusive of indirect and fringe (see table below).

### Salary Rate Comparison (Example)

Salaries	Hourly Rate*	Hours /week	Monthly	Months	Total	Scope of Work Description
<b>NSCLT Staff Support (Community Outreach Coordinator)</b>	\$50.00	40	\$8,000	3.5	\$28,000	Staff support for 1 outreach coordinator for 3 months.
<b>Hawaii Sea Grant Assistant Extension Agent* (NSCLT)</b>	\$50.73	40	\$8,116	12	\$97,400	11-Month 100% FTE Contract with the NSCLT

\* Per the [UHPA Average salary range for SOEST Assistant Extension Agent](#). Hourly rate inclusive of [Standard UH Fringe](#) and Indirect costs.

## **Task Breakdown.**

### **TASK 1: Community Engagement and Outreach**

#### **Development and coordination of project public meetings**

The primary purpose of this task is to coordinate, host and participate in a minimum of four (4) community meetings and/or other forms of community engagement for the project period.

- This task includes identifying and co-developing the meeting style, framework, schedule, venue and coordinating meeting invites to stakeholders and community members.
- Co-development and execution of a stakeholder and community and engagement plan.
- Host stakeholder and community meetings and coordination with relevant community members, associations and organizations in partnership with the project team.
- Co-develop the overarching goal(s) for each meeting, to be carried out in close coordination with the University of Hawai'i Sea Grant (UHSG) and SSFM as partners in the development of a timeline and specific meeting outcomes intended for each meeting.
- Review and provide feedback on the preliminary work products outreach events and reports, solicit outside subject matter expert input, and identify additional project needs and considerations that will inform subsequent project phases.
- The NSCLT will be expected to work in close coordination with another contractor Integral Consulting and their subcontractor Melissa May, which will be leading the technical aspects of the management plan. This coordination will include participating in joint project and outreach coordination meetings with Hawaii Sea Grant and Integral on a regular basis. In some cases, the NSCLT will be expected to coordinate directly with Integral Consulting on details for the community, stakeholder and working group meetings. The details of these meetings may include the meeting format, schedule, content, agendas and invitations.

#### **Deliverables:**

- Host and organize four (4) community meetings or other opportunistic forms of community engagement.
- Participate and provide feedback on project reports and data.
- Meeting logistics summary (attendance, sign up lists and venues).

#### **Task 2: General Community Visioning Coordination**

The purpose of this task is to collaborate with project team members on the development and monitoring of the community engagement process, goals and outcomes. This task will be an important part of the initial community engagement process to understand community values, vision and needs and to ensure the community is adequately informed and engaged.

#### **Deliverables:**

- Development and implementation of community visioning process for the NSBMP and potential pilot demonstration projects. Co-develop process and framework with project partners.
- Review and advise the NSBMP project team on relevant planning and policy initiatives related to the NSBMP.

- Coordination and opportunistic outreach with community partners on project scope, goals and products.
- Monitor the preliminary work products and engagement outcomes, solicit community and expert input.
- Produce an interim project outreach report co-developed with the project team on the community visioning process, outcomes and impacts.

### **Task 3: Project Partnership Development**

The purpose of this task is to coordinate, organize and facilitate project partnerships related to the NSBMP and support the implementation of project recommendations and projects. This task may include traditional and opportunistic project partnership develop strategies to promote and facilitate an ongoing process for beach management and to support the implementation of the NSBMP recommendations through project partners.

#### **Deliverables:**

- Coordinate and foster project partnerships and advise UHSG on the potential role and functions of potential partners.
- Provide timely updates to the UHSG and project team of potential partners.
- Monitor and advise the NSBMP project team on policy and political events that may impact the goals and objectives of the NSBMP.
- Support the development of project funding opportunities and leverage existing commitments to enhance project outcomes and implementation of recommendations.
- Produce an interim project partnership report with a summary of partnership contacts, status and preliminary engagement strategy for partnership.

**SCOPE OF WORK ADDENDUM AND SUPPLEMENTAL INFORMATION  
(7/15/25). STATEMENT ON COST REASONABLENESS**

**Budget Breakdown by Task**

<b>Salaries</b>	<b>Hourly Rate</b>	<b>Total Hours</b>	<b>Percent of Total</b>	<b>Estimated Cost</b>
NSCLT Staff (Community Outreach Coordinator)	\$50.00	560	100%	\$28,000
Task 1. Community Engagement and Outreach		400	71.43%	\$20,000
Task 2. General Community Visioning Coordination		100	17.86%	\$5,000
Task 3. Project Partnership Development		60	10.71%	\$3,000
<b>TOTAL PROJECT HOURS</b>		<b>560</b>	<b>100%</b>	<b>\$28,000</b>

**TASK 1: Community Engagement and Outreach**

**Development and coordination of project public meetings**

The primary purpose of this task is to coordinate, host and participate in a minimum of four (4) community meetings and/or other forms of community engagement for the project period. We estimate this task will be the most time-consuming of the three tasks with approximately 400 hours or roughly 72% of the total hours required to complete this task. The community engagement will require interpersonal meetings and coordination with community members to organize, schedule and implement the four community meetings. See scope of work above for more details on this task.

**Task 2: General Community Visioning Coordination**

The purpose of this task is to collaborate with project team members on the development and monitoring of the community engagement process, goals and outcomes. This task is estimated to require approximately 100 hours or roughly 18% of the total hours required to complete this task. See scope of work above for more details on this task.

**Task 3: Project Partnership Development**

The purpose of this task is to coordinate, organize and facilitate project partnerships related to the NSBMP and support the implementation of project recommendations and projects. This task is estimated to require approximately 60 hours or roughly 11% of the total hours required to complete this task. See scope of work above for more details on this task.

# North Shore Beach Management Plan Community Engagement and Outreach Scope of Work

North Shore Community Land Trust (NSCLT)

7-25-25

**Performance Period:**

Effective date to June 30, 2026

Salaries	#	Hourly Rate*	Hours/week	Monthly	Months	Total	Scope of Work Description
NSCLT Staff Support (Community Outreach Coordinator)	1	\$50.00	40.00	\$8,000	3.5	\$28,000	Staff support for 1 outreach coordinator for 3 months <sup>1</sup> .
Public Outreach meetings	4			\$1,000	1	\$4,000	Rental fees for community meeting space. Space rental fee flat \$1000 for large capacity public meetings
Public Outreach Supplies	4			\$550	1	\$2,200	Misc supplies for outreach materials, (printing, signs, local advertisements, refreshments, etc..)
					<b>TOTAL</b>	<b>\$34,200</b>	Hourly rate inclusive of fringe and indirect costs.

<sup>1</sup> Development and execution of stakeholder and community and engagement plan, meeting development, schedule, coordination and hosting. Stakeholder meetings and coordination with relevant community planning and policy initiatives. Co-development of outreach materials and project outreach events.

**General Description:**

The NSCLT will serve as the project lead on the community engagement process with a focus on the format, schedule and framework for community and stakeholder engagement for the development of the North Shore Beach Management Plan (NSBMP). The NSCLT will support the meaningful and comprehensive community outreach process, organize and co-develop community outreach and project input as part of the development of the NSBMP. Tasks detailed below include organization of meeting venues, logistics, invitations, schedule and event marketing/promotion as well as overall co-production of the communication and outreach plan, goals and implementation. This scope is for services July 1, 2025 to December 1, 2026. This will allow a continuation and completion of complementary services to support the beach management plan.

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## **TASK 1: Community Engagement and Outreach**

### **Development and coordination of project public meetings**

The primary purpose of this task is to coordinate, host and participate in a minimum of four (4) community meetings and/or other forms of community engagement for the project period.

- This task includes identifying and co-developing the meeting style, framework, schedule, venue and coordinating meeting invites to stakeholders and community members.
- Co-development and execution of a stakeholder and community and engagement plan.
- Host stakeholder and community meetings and coordination with relevant community members, associations and organizations in partnership with the project team.
- Co-develop the overarching goal(s) for each meeting, to be carried out in close coordination with the University of Hawai'i Sea Grant (UHSG) and SSFM as partners in the development of a timeline and specific meeting outcomes intended for each meeting.
- Review and provide feedback on the preliminary work products outreach events and reports, solicit outside subject matter expert input, and identify additional project needs and considerations that will inform subsequent project phases.
- The NSCLT will be expected to work in close coordination with another contractor Integral Consulting and their subcontractor Melissa May, which will be leading the technical aspects of the management plan. This coordination will include participating in joint project and outreach coordination meetings with Hawaii Sea Grant and Integral on a regular basis. In some cases, the NSCLT will be expected to coordinate directly with Integral Consulting on details for the community, stakeholder and working group meetings. The details of these meetings may include the meeting format, schedule, content, agendas and invitations.

Deliverables:

- Host and organize four (4) community meetings or other opportunistic forms of community engagement.
- Participate and provide feedback on project reports and data.
- Meeting logistics summary (attendance, sign up lists and venues).

### **Task 2: General Community Visioning Coordination**

The purpose of this task is to collaborate with project team members on the development and monitoring of the community engagement process, goals and outcomes. This task will be an important part of the initial community engagement process to understand community values, vision and needs and to ensure the community is adequately informed and engaged.

Deliverables:

- Development and implementation of community visioning process for the NSBMP and potential pilot demonstration projects. Co-develop process and framework with project partners.
- Review and advise the NSBMP project team on relevant planning and policy initiatives related to the NSBMP.

- Coordination and opportunistic outreach with community partners on project scope, goals and products.
- Monitor the preliminary work products and engagement outcomes, solicit community and expert input.
- Produce an interim project outreach report co-developed with the project team on the community visioning process, outcomes and impacts.

### **Task 3: Project Partnership Development**

The purpose of this task is to coordinate, organize and facilitate project partnerships related to the NSBMP and support the implementation of project recommendations and projects. This task may include traditional and opportunistic project partnership develop strategies to promote and facilitate an ongoing process for beach management and to support the implementation of the NSBMP recommendations through project partners.

#### **Deliverables:**

- Coordinate and foster project partnerships and advise UHSG on the potential role and functions of potential partners.
- Provide timely updates to the UHSG and project team of potential partners.
- Monitor and advise the NSBMP project team on policy and political events that may impact the goals and objectives of the NSBMP.
- Support the development of project funding opportunities and leverage existing commitments to enhance project outcomes and implementation of recommendations.
- Produce an interim project partnership report with a summary of partnership contacts, status and preliminary engagement strategy for partnership.