



**STATE OF HAWAII
OFFICE OF HAWAIIAN AFFAIRS
560 NORTH NIMITZ HIGHWAY, SUITE 200
HONOLULU, HAWAII 96817**

October 30, 2018

**REQUEST FOR PROPOSALS (RFP) NO. NHRLF 2019-03
MARKETING AND MEDIA SERVICES**

ADDENDUM NO. 01

AMENDMENTS TO ORIGINAL REQUEST FOR PROPOSALS

1. Item II.A.10. on page 20 of the RFP NHRLF 2019-03 reads:

Using Best Effort to Fulfill Minority/Women Business Participation

In the event that the OHA has reasonable belief that the interested offeror will not use its best efforts to meet the MBE/WBE participation goal, the OHA reserves the right to cancel the Contract in whole or in part. Best efforts may be established by demonstrating that the interested offeror has contracted or solicited bid/quotes from subcontractors in identifying MBE/WBE.

Item II.A.10. on page 20 of the RFP NHRLF 2019-03 shall be amended to read as follows:

In the event that the OHA has reasonable belief that the interested offeror will not use its best efforts to meet the MBE/WBE participation goal, the OHA reserves the right to cancel the Contract in whole or in part. Best efforts may be established by demonstrating that the interested offeror already is or is working towards being certified as an MBE/WBE or has contracted or solicited bid/quotes from subcontractors that are certified as MBE/WBE through the Small Business Administration.

2. Item II.E. on page 22 of the RFP NHRLF 2019-03 reads:

Initial term of Contract: Sixty (60) months
Maximum Length of Contract: Sixty (60) months

Item II.E. on page 2 of the RFP NHRLF 2019-03 shall be amended to read as follows:

Initial term of Contract: Thirty (30) months
Maximum Length of Contract: Fifty-four (54) months

QUESTIONS AND ANSWERS

1. How are written inquiries being handled?

All responses to questions received will be posted as an addendum. It will be sent via email to pre-proposal conference attendees and interested offerors that submitted the RFP Registration form, and will also be posted on the OHA and SPO websites. The deadline for written inquiries was Friday, October 26, 2018, 2:00 pm HST.

2. Please clarify page limitation for samples. Is the 5-page limitation for entire proposal or samples?

Samples are limited to 5 pages each. There is no maximum on the proposal's length.

3. The top of page 12 states that no work is to be undertaken prior to the contract commencement date. Can you explain that?

At OHA, the contract is not considered fully executed until the CEO/COO signs off on the contract. Any work done prior to the contract execution will not be paid.

4. Will the contract be going to a 100% Native Hawaiian-owned company?

The awarded Contractor does not need to be a 100% Native Hawaiian-owned company.

5. If an entity is minority or woman-owned, will that fulfill the specification set forth regarding subcontractors (See Items 9-10 on page 20)?

Yes. If an entity is verified through the Small Business Administration as minority or woman-owned, the proposal will be awarded the appropriate amount of points.

6. Will you be verifying the subcontractors as minority or woman-owned businesses? How will it be verified?

Yes. The names of all subcontractors submitted will be verified as an "8(a)" small business (economically and socially disadvantaged/minority-owned) or women-owned through the Small Business Administration, Hawaii District Office.

The appropriate amount of points will be awarded based on the verification and/or the offeror's best efforts made to become certified as a minority or women-owned business or subcontract with an entity that is certified as a minority or women-owned business.

7. Can the loans be disbursed to the Continental US, outside of our state?

No. This program is for residents of Hawaii only. The only exception would be for educational loans for those who are planning to attend college on the mainland.

8. Do loan applicants need to be a resident of Hawaii?

Yes.

9. How does the organization track the loan data, do you have your own metrics on meeting those standards?

No, we do not have metrics in place. We expect this to be determined by the offeror that should develop the tool(s) to show the effectiveness of their campaign. However, currently we use the statistics for the number of applicants, number of those denied, and the number of loans closed.

10. Did the government set up a time for the NHRLF program to return the funds if you don't meet your goals?

No. However, it is a challenge to operate the program and meet goals knowing that it is possible for the government to withdraw the funds at any time.

11. Please clarify items 3, 4 and 5 on page 31 of the RFP regarding the Cover Letter requirement.

If you have your own template for a cover letter, it is okay to use. Please include the language from the sample (Item 3) and submit the letter on your business letterhead. It is also okay to use the exact same template as the sample, but use of your business letterhead is required.

12. Will you be providing the budget?

The price proposals should fall anywhere in the range of \$100,000 – \$195,000 for the 30-month contract. We expect the proposal to include all costs for the items expected, including media buys. Your fee for media buys should also be provided as a percentage and will be evaluated as part of the price proposal.

13. How will the contract be broken down by fiscal year?

Because the program runs on a fiscal year (July – June) and is funded with federal funds, the Contract will end on a fiscal year end (June 30). Therefore, the contract structure for Time of Performance will be as follows:

Year 1: January 1, 2019 (or as soon as possible) through June 30, 2019 (6 months)

Year 2: July 1, 2019 through June 30, 2020 (12 months)

Year 3: July 1, 2020 through June 30, 2021 (12 months)

Therefore, the initial term of the Contract will be 30 months and the maximum length of the contract is 54 months.

14. Regarding the proposal, is there a minimum number of bids that need to be received?

There is no minimum.

15. Regarding Section H on page 34, if we were to work on commercials, shoots, and print ads that may have travel involved, can we build it into the price proposal? What happens then to the set amount of the line item when requesting reimbursement?

Yes, you can include the cost of travel and the breakdown as a separate line item in your proposal. If the amounts are not used, you can work with the Contract Administrator to potentially use it towards another task with the appropriate documentation and justification.