



STATE OF HAWAII  
**OFFICE OF HAWAIIAN AFFAIRS**  
560 NORTH NIMITZ HIGHWAY, SUITE 200  
HONOLULU, HAWAII 96817  
April 18, 2018

**REQUEST FOR QUOTATIONS (RFQ) EO 2018-36**  
**PUBLIC AND MEDIA RELATIONS SERVICES**

The Office of Hawaiian Affairs (hereinafter "OHA") is requesting quotation from an interested offeror to provide public and media relations services for a short-term strategic communication plan for the OHA.

The OHA is a semi-autonomous public agency of the State of Hawai'i, with the legal mandate of bettering the conditions of Native Hawaiians. The OHA is governed by a Board of Trustees comprised of nine (9) members who are elected statewide to serve four (4) year terms setting policy for the agency. The OHA is administered by a Chief Executive Officer (Ka Pouhana) who is appointed by the Board of Trustee to oversee a staff of about 170 people.

The OHA created by the 1978 Hawai'i State Constitutional Convention. The OHA's mission is "To mālama (protect) Hawai'i's people and environmental resources and the OHA's assets toward ensuring the perpetuation of the culture, the enhancement of lifestyle and the protection of entitlements of Native Hawaiians, while enabling the building of a strong and healthy Hawaiian people and nation, recognized nationally and internally.

**SUBMISSION OF QUOTATION**

The selection shall be contingent on the lowest most responsible and responsive quote for the OHA. Interested Offerors shall submit, their **quote based on an hourly rate/quote** should be inclusive of wage, withholding, FICA, Medicare, payroll taxes, unemployment insurance, workers compensation insurance, medical insurance (if applicable) and any other taxes, insurance or deductions as required by law or benefits offered by the agency.

Interested offerors **must complete and submit the Offeror Form No 1: Required Experience and Qualifications** as stated in Section I. If an interested offeror does not meet the mandatory experience and qualifications, their submission shall not be considered.

The interested offerors' quote **must** be received at the OHA-Headquarters, 560 N. Nimitz Hwy, Suite 200, Honolulu, Hawai'i 96817 **on Thursday, April 26, 2018, 2:00 p.m.** Hawai'i Standard Time (HST). **Electronic mail and facsimile transmission of the offer shall not be accepted and shall automatically be rejected**

All offers should be addressed to:

Office of Hawaiian Affairs  
560 North Nimitz Highway, Suite 200  
Reception Desk/Procurement Unit  
Honolulu, Hawai'i 96817  
Attn: Ms. Phyllis Ono-Evangelista, RFQ Coordinator

Quoted must be received via hand delivery or the United States Postal Service (USPS) by the date and time designated in the procurement timeline. Any procurement packet received after the designated date and time shall be rejected. All quotes must be in OHA's possession by the submittal time deadline to be considered responsive. **Electronic mail and facsimile transmissions of the proposal shall not be accepted.**

The quote packet must be submitted in a sealed envelope and properly identified as a quote in response to this RFQ EO 2018-36. Any RFQ documents not properly sealed or submitted via email or facsimile shall be automatically rejected. There shall be no exceptions to this requirement.

The OHA reserves the right to cancel this procurement/award at any time due to funding or non-performance.

Please contact Phyllis Ono-Evangelista at (808)594-1833 or email [phylliso@oha.org](mailto:phylliso@oha.org) with any questions.

## I. REQUIRED EXPERIENCE AND QUALIFICATIONS

All interested offerors submitting a response to the OHAs' RFQ EO 2018-36 Public and Media Relations services must meet the minimal experience and qualifications as stated below. The interested offeror **must complete, sign and submit the attached Form No 1 Experience and Qualifications** providing verification of their stated experience and qualifications.

The Offeror Form No. 1: Experience and Qualifications requires five (5) sections to be completed information below: 1) Interested Offeror Base Information; 2) Offerors' Ability to Address/Manage Crisis and Urgent Issues; 3) Offerors' Experience, Qualifications, and Past Performance; 4) Offeror's Profile Information; and 5) References.

1. Offerors' Experience, Qualifications, and Past Performance
  - a. **Mandatory five (5) years'** experience with public and media relations consultant services within a multicultural environment and working with the Native Hawaiian Community.
  - b. The interested offeror shall describe their past performance and experience for the last five (5) years.
  - c. The interested offeror shall provide a short narrative discussing the at minimal five (5) years' experience, which shall include, but not be limited to demonstrating:
    - i. a full understanding of public and media relations management;

- ii. experience in implementing public and media relations strategies;
  - iii. substantial experience working with local broadcast, print and online media; and
  - iv. experience in working with the Native Hawaiian community.
- d. The interested offeror shall identify government agencies (public entities) they have work within the past 5 years.

2. Offerors' Profile and Approach

- a. Provide the names and curriculum vitae of your firm's principals. Indicate the amount of involvement the principal(s) will have on this account.
- b. Provide the curriculum vitae of the team leader that will have the primary responsibility of managing the day-to-day oversight of this account. Include curriculum vitae on other key personnel that will work on this project.
- c. Provide an organizational chart.
- d. **Approach:** The Offeror shall describe their strengths and approach in the following areas:
  - i. Regional and Local Media Relations; and
  - ii. Social Media, Campaign Development and Execution.

3. References

Provide names, address, and phone number of up to three (3) references that would be capable of explaining and confirming your firm's capacity to successfully completed the scope of work outlined herein.

**II. Scope of Services**

While the OHA focuses on strategic priorities of improving the conditions of Native Hawaiians in the areas of 'āina, culture, economic self-sufficiency, education, governance and health; and continues to research and advocate to develop and shape public policies that have broad implication for the Hawaiian community. As with all public agency, the OHA is also challenged with responding to critical issues in an expedient manner through all public and forms of media.

The interested offeror shall work with the OHA, to address highly sensitive, urgent and/or crisis specific issues as identified by the OHA. The public and media relations consultant services shall include, but not be limited to:

- a. Providing public and media relations advice to address highly sensitive, urgent and/or specific issues as they arise and/or as identified by the OHA.
- b. Developing the strategy and messaging to the Native Hawaiian community and border public for highly sensitive, urgent and/or specific issues urgent and specific issues.
- c. Develop and execution of crisis communication s as necessary.
- d. Assist with managing media relations to best position the OHA with the appropriates audiences.
- e. Preparing and/or reviewing press releases and statements.

1. Develop and assist in implementing a short-term strategic communication plan for the OHA that shall assist with the public dissemination of accurate information about the OHA, its operations and contributions to the Native Hawaiian community and broader public. This plan shall include, but not be limited to:
  - a. Development of key messages to the Native Hawaiian community and the broader public.
  - b. Identify opportunities for relationship building.
  - c. Identification of tactics to deliver those key messages, including:
    - i. Use of various communication platforms, such as OHA's social media accounts, websites, monthly publication and electronic newsletters; and mainstream broadcast, print and online media outlets; and
    - ii. Use of earned media and paid advertising
  - d. Development of a media strategy which supports branding and positioning efforts of the OHA.
  
2. Monitor and evaluate effectiveness of the short-term strategic communication plan.

### **III. Compliance, Documentation, and Hawai'i Compliance Express**

The selection shall be contingent on the lowest most responsible and responsive quote for the OHA. The interested offeror is required to be compliant with all appropriate state and federal statutes. Proof of compliance/documentation may be obtained from each of the agencies listed below, or may choose to register with Hawai'i Compliance Express.

- Department of Taxation
- Internal Revenue Service
- Department of Commerce and Consumer Affairs
- Department of Labor and Industrial Relations

To access the services of Hawai'i Compliance Express (HCE), the interested offeror shall register in HCE, a program separate from HIePRO. The annual subscription fee to utilize the HCE services is currently \$12.00. Allow two (2) weeks to obtain complete compliance status after initial registration. Should the interested offeror choose to use HCE to verify compliance the interested offeror will need to subscribe to HCE prior to responding to this solicitation. The Vendor Name on the Certificate of Vendor Compliance must exactly match the Vendor Name under which the quote for this solicitation is submitted.

The interested offeror is responsible for maintaining compliance. If the interested offeror does not maintain timely compliance, the offer otherwise deemed responsive and responsible may not be awarded.

**NOTE:** The OHA may check HCE for compliance at any time. Non-compliance may result in a vendor not receiving an award, delay of payment, or cancellation of award. The interested offeror must be a registered company to do business in the State of Hawai'i. No individuals may apply.