



State of Hawai‘i

560 North Nimitz Highway
Honolulu, Hawai‘i 96817

January 13, 2016

Request for Quotes (“RFQ”) No. PP 2016-02

Register Native Hawaiian Voters to Participate in the State and Federal Elections

To All Interested Parties:

The Office of Hawaiian Affairs (“OHA”) is looking for a dedicated and hard-working organization to engage Native Hawaiian voters to participate in the State and Federal elections.

The State of Hawai‘i has historically reported low voter turnout numbers in relation to its voting age population and to citizens already registered to vote. In recent years, Hawai‘i has received even more attention as voter turnout has slumped to record lows for the state and was recognized by national media for having the worst voter turnout in the nation. Against this backdrop of general disengagement, it is widely believed that Native Hawaiians participate in elections at even lower rates than the general populace. The Office of Hawaiian Affairs has consistently been committed to empowering the Native Hawaiian voice at the polls and in policy-making.

Offerors must demonstrate either experience or aptitude to complete the objectives and deliverables required. All interested parties shall submit their qualifications and experience.

Objectives:

1. Register Native Hawaiian voters prior to registration deadline.
2. Engage Native Hawaiian voters not registered by registration deadline to utilize same-day voter registration (beginning 2016 pursuant to ACT 166, Session Laws 2014) and vote during early voting.
3. Engage registered voters to vote on Election Day.

Deliverables:

1. Register at least 6,000 Native Hawaiians to vote.
2. Focus registration in Native Hawaiian communities reflecting low voter registration and turnout.
3. Focus registration on young voters, instilling early value for civic engagement.
4. Emphasize and utilize online voter registration (launched August, 2015).
5. Emphasize permanent absentee ballot registration; offer to mail absentee registration when paper form is requested/preferred by registrant.

6. Make contact with at least 20,000 Native Hawaiians leading up to the election, encouraging them to vote and providing information about voting process and polling places.
7. Collaborate with the OHA Community Outreach to focus on engaging likely and “spotty” Native Hawaiian voters utilizing voter projection models and ethnic data.
8. Offer assistance in getting to the polls during early voting for unregistered and registered voters and on Election Day for registered voters.
9. Promote the OHA voter education efforts on print and online outreach materials as well as in personal interactions with potential voters.
10. Develop comprehensive report within 30 days of contract close describing efforts addressed toward each deliverable and highlighting numbers of Native Hawaiians served respectively, and detailing budget and spending allocation.

The successful Offeror must be registered as a business in the State of Hawai‘i and be compliant with Hawaii Compliance Express, submit a current copy of your Certificate of Liability Insurance, and complete the OHA W-9 form.

The initial term is seven (7) months subject to the available of funding; the position may be extended subject to available funds.

Proposals must be received at the OHA-Headquarters, 560 N. Nimitz Hwy, Suite 200, Honolulu, Hawai‘i 96817 by 2:00p.m. HST on Tuesday, January 25, 2016. The OHA reserves the right to reject any or all quotes and to accept the quotes in whole or part in the best interest of the OHA. If you have any questions, please contact: Charmaine Matsuura, Procurement Specialist at (808) 594-0273, email: charmainem@oha.org.