

**REQUEST FOR PROPOSALS  
TO PROVIDE CONSULTING SERVICES FOR THE IMPLEMENTATION  
OF THE KAHO‘OLAWA ACCESS & RISK MANAGEMENT-PUBLIC  
EDUCATION AND COMMUNITY OUTREACH PLAN**

The State of Hawai‘i, Kaho‘olawe Island Reserve Commission (KIRC) invites proposals for consulting services for the implementation of the Kaho‘olawe Access & Risk Management Public Education and Community Outreach Plan.

Five (5) copies of the proposal are due on or before 4:30 p.m. HST, Friday, September 12, 2003  
Proposals should be mailed to:

Stanton Enomoto, Acting Executive Director  
Kaho‘olawe Island Reserve Commission  
811 Kolu Street, Suite 201  
Wailuku, HI 96793

or hand delivered to:

Kaho‘olawe Island Reserve Commission  
811 Kolu Street, Suite 201  
Wailuku, HI 96793

For more information, contact the KIRC, Honolulu Office at (808) 586-0761.

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**Section A: Background:**

Hawai‘i State Law establishes the Kaho‘olawe Island Reserve (Reserve) and the Kaho‘olawe Island Reserve Commission (KIRC). The KIRC governs the Reserve, manages its environmental restoration and preservation, and determines the appropriate uses of the island of Kaho‘olawe and its marine waters two miles seaward from the shoreline.

Pursuant to Chapter 6K of the Hawai‘i Revised Statutes (HRS), the Reserve is to be used solely and exclusively for the preservation and practice of all rights customarily and traditionally exercised by native Hawaiians for cultural, spiritual, and subsistence purposes; preservation and protection of its archaeological, historical, and environmental resources; and rehabilitation, revegetation, habitat restoration and preservation, education, and fishing. Commercial uses are strictly prohibited.

Title X of the Defense Appropriations Act of 1994 (Title X) returned Kaho‘olawe to the State of Hawai‘i and requires the U.S. Navy to complete a program of unexploded ordnance (UXO) removal and environmental remediation within ten years. Under the authority of Title X, the Navy and the State executed a Memorandum of Understanding (MOU) signed May 7, 1994, designating the KIRC as the representative of the State of Hawai‘i in all agreements, plans, and protocols. On November 11, 2003, ten years after the enactment of Title X, the U.S. Navy is required to complete its UXO removal activities in the Reserve and transfer control of access to the KIRC.

The Access & Risk Management Plan for the Kaho‘olawe Island Reserve adopted by the KIRC in May 2002 includes a Public Education and Community Outreach component. This plan was developed to maintain a variety of public education and outreach activities to convey to the public and other organizations and agencies the hazards of the Reserve and the conditions and requirements for access.

**Section B: Purpose and Objective:**

The purpose of this request for proposals (RFP) is to solicit proposals for consultant services and specific deliverables, which will assist the KIRC in the implementation and operation of its Access & Risk Management-Public Education and Community Outreach Plan.

The deliverables listed in the Scope of Work (Section C), are integral and inter-related components of the Plan. They are intended for providing the means to procedurally guide operations of the Reserve.

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**Section C: Scope of Work:**

The scope of work is divided into ten (10) different tasks, each with a specific deliverable:

1. **General Information:** The Consultant shall be responsible for producing the following:
  - a. Pamphlets and brochures to educate the public about Kaho‘olawe and access procedures to the Reserve;
  - b. Frequently Asked Questions (FAQs) in a consistent format for the purpose of providing information to the general public about the Reserve and correcting misinformation or misperceptions;
  - c. A “Kaho‘olawe Update” in the form of newsletter, radio and/or television broadcast to keep the public informed of policies relating to the Reserve as well as on environmental restoration and cultural education being undertaken in the Reserve.
2. **Audio Visual and Electronic Interactive Media:** The Consultant shall be responsible for producing television segments, interactive electronic media such as a DVD and other informational materials about Kaho‘olawe for the purpose of communicating with large audiences and should be able to handle wide distribution and availability of the media.
3. **News Media and Periodicals:** The Consultant shall schedule placement of articles and interviews with various news media and also arrange for paid advertising as directed by the Executive Director.
4. **Postings Through Government Agencies:** The Consultant shall develop the type of information that can be posted through other governmental agencies and coordinate such information posting with other government agencies such as the U.S. Coast Guard, State of Hawaii Division of Conservation and Resource Enforcement, the Maui Police and Fire Departments who provide vital links to the community. These agencies typically either provide periodic notices to mariners (U.S. Coast Guard) or have jurisdictional access into the Reserve for emergency or enforcement purposes. The Consultant should also recommend mechanisms for posting of information through other government agencies.
5. **Public and Private School Outreach:** The Consultant shall work with KIRC Culture/Education Program to coordinate with educational institutions for periodic seminars, briefings, distribution of curriculum, and for any other events deemed relevant to the dissemination of information regarding the Reserve.
6. **Briefings to Professional and Community Organizations:** Working with, and in consultation and coordination with the KIRC programs, the Consultant shall develop standard presentations and public information materials for seminars, public talks, and

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convention presentations to create the opportunity for educating the broad segment of the community about the Reserve.

7. **Community Television Programming:** Working with the KIRC, the Consultant shall coordinate with OLELO, AKAKU and other community television networks to produce and schedule programs about Kaho‘olawe and the Reserve.
8. **Crisis Management:** The Consultant shall establish a mechanism for disseminating information in crisis management situations by a pre-established message team through rapid response media coverage, dissemination to pro-active community organizations/individuals involved with the work on Kaho‘olawe, and any other suitable means in a crisis situation. The Consultant shall also develop several standard crisis management informational messages, which can be provided to the public on a short notice.
9. **Message Cycles:** The Consultant shall establish a timetable for informing the general public in a regular manner about the work being carried out in the Reserve. In addition, the Consultant shall recommend mechanisms for informing the public about special activities and events that the KIRC may carry out on the Reserve. The Consultant shall also recommend the means used for informing the public for specific events and activities.
10. **KIRC Website:** The Consultant shall determine the nature and means of implementing an interactive component on the KIRC Website to increase better flow of communication and information to the public.

**Section D. Guidelines for Responding to Request for Proposals**

**1. Conditions**

- a. The contract will be a time and materials contract with a not to exceed maximum price.
- b. The total amount available for this contract is Two Hundred Thousand Dollars (\$200,000.00). Proposals exceeding this amount will not be considered. The KIRC reserves the option for contract extension should such an extension be deemed necessary.
- c. The contract duration will be twelve (12) months from the date of the Consultant’s Notice to Proceed.
- d. Preparation of the proposal and participation in the Pre-Proposal Meeting shall be at the consultant’s expense.

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- e. The proposal may be organized in whatever manner the Consultant believes will best present the information required in Section D.2. below.
- f. All interested consultants should complete and return a NOTICE OF INTENT TO BID by September 22, 2003. This notice is for informational purposes only. Failure to submit the notice will not exclude interested parties from submitting a proposal.
- g. All changes to the RFP will be made by KIRC in the form of written addenda. If such addenda are required, they will only be sent to those interested consultants who have submitted a NOTICE OF INTENT TO BID.
- h. KIRC will make available copies of materials on file in the furtherance of this contract, as appropriate.
- i. If necessary, the Consultant must be willing to access Kaho‘olawe Island, with the understanding that the Island is unsafe and that there is a potential to encounter unexploded ordnance.
- j. The Consultant shall provide in writing those portions of the un-priced proposal that contain trade secrets or other proprietary data that are to remain confidential. Pursuant to Hawai‘i Administrative Rules §3-122-58, material designated as confidential shall be readily separable from the proposal in order to facilitate inspection of the non-confidential portion of the proposal.
- k. The Consultant and any sub-consultant(s) must comply in all respects with contract provisions as contained in, but not limited to, Federal Register 24 CFR, Part 85 and to all other pertinent Federal, State and County laws such as the following: Equal Employment Opportunity, Non-Discrimination in Employment, Anti-Kickback Act, Labor Standards, Work Hour, Women's Business Enterprises, Non-Segregated Facilities, Environmental Protection, Conflicts of Interest, Access, Inspection and Retention of Work and Records, Consolidated List of Persons or Firms Currently Debarred, Violations of Various Public Contracts Acts Incorporating Labor Standard Provision, Unauthorized Lobbying, Affirmative Action, and Interest Exclusion.

**2. Proposal Content**

All proposals are to contain, at a minimum, the following information:

- a. Qualifications and Technical Specifications;

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- b. A description of Consultant’s organization including the relationships and responsibilities of the project team members, sub-consultants, and project director.
- c. A general statement of qualification identifying the Consultant’s or Sub-consultant’s relevant experience or specialized knowledge in:
  - 1) Researching, collecting information for, and producing visual media such as newsletters, pamphlets, brochures, visual segments for television, and electronic interactive media for the purpose of public education and information.
  - 2) Conducting public relation campaign for public agency involved in the management of natural, historical, and cultural resources.
  - 3) Coordinating and disseminating public information in conjunction and cooperation with federal, state, local, and private agencies.
  - 4) Public issues relating to the transfer of federal/military lands to state, local or other non-government agencies and the management of these lands by such agencies.
  - 5) Producing audiovisual media including interactive electronic media.
  - 6) Native Hawaiian issues as relating to cultural, historic property, environmental, and natural resource projects in the State of Hawai‘i, preferably related to Kaho‘olawe.
- d. A detailed work plan, which shall include at a minimum:
  - 1) A description of the Consultant’s understanding of the scope of work contained in Section C of this RFP and their proposed approach for completing the identified tasks and the services to be provided. Restatement of the scope of work will not be considered adequate. Also, the consultant may choose to propose an alternative scope of services, which meets the intended goal of the scope of work contained in Section C. However, if any identified task is not included in the proposal, or if an alternative scope of services is provided, the Consultant must provide a justification.
  - 2) Schedule and time estimates for each significant segment of work and the staff person(s) and level to be assigned.
  - 3) Information and assistance, which would be required by the Consultant from the KIRC.

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- e. The proposal shall be signed by an individual authorized to bind the Consultant and shall contain a statement that the proposal is a firm offer for a ninety (90) day period. The proposal shall also provide the following information: Name, title, address, and telephone number of an individual who may be contacted during the period of proposal evaluation and with authority to negotiate and contractually bind the company.

**3. Costs**

Provide an itemized budget for the project that is consistent with work plan referenced in Section D.2.d of this RFP. Also, state the estimated total hours and hourly rate by classification, to be devoted to each significant work task. The description and costs of services to be provided should be as detailed as possible.

**Section E. Consultant Selection Procedure**

1. Only proposals received on or before the due date contained in Section J below will be considered.
2. Proposals, which do not fully comply with the Proposal Content in Section D.2. above will not be further considered.
3. An Evaluation Committee will be formed by the KIRC to evaluate the technical and cost portion of each proposal.
4. If deemed necessary, the Evaluation Committee may conduct interviews or discussions with consultants who submit proposals determined to be reasonably acceptable to being selected for award. The KIRC reserves the right to accept proposals and make an award without such discussions. Consultants may be asked to disclose potential conflicts of interest during the selection process.
5. This request for proposals may be canceled if, at any time in the selection process, it is determined by the KIRC that doing so would be in the best interest of the State. The Evaluation Committee reserves the right to select portions of a proposal, or to reject any and all proposals when it is in the best interest of the State.
6. In making the final selection, the Evaluation Committee will review and evaluate all proposals relative to the Evaluation Criteria in Section G of this RFP.

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**Section F. Discussions with Consultants**

1. Before conducting any discussions pursuant to Section E.4. of this RFP, a “priority list” shall be generated by the Evaluation Committee.
2. In order to generate a priority list, proposals shall be classified initially as acceptable, potentially acceptable, or unacceptable.
3. All responsive and responsible consultants who submit acceptable or potentially acceptable proposals are eligible for the priority list.
4. If numerous acceptable and potentially acceptable proposals have been submitted, the Evaluation Committee may rank the proposals and limit the priority list to at least three responsive and responsible consultants who submitted the highest-ranked proposals.
5. Those responsive and responsible consultants who are selected for the priority list are referred to as the “priority-listed consultants.”
6. Discussions will be limited to only “priority-listed consultants.”

**Section G. Evaluation Criteria**

The Evaluation Committee will review and evaluate all proposals based on the following criteria:

1. Methodology, approach, and technical capabilities for completing the scope of work tasks and deliverables (30%);
2. Experience in implementing public information campaigns similar to that proposed. (25%);
3. Experience with and knowledge of coordinating with Federal, State, Local, and private agencies (15%);
4. Experience in working with Native Hawaiian issues or other public interest issues relating to inter-related cultural, historic property, environmental, and natural resource projects in the State of Hawai‘i preferably involving Kaho‘olawe (15%); and
5. The total budget submitted, competitiveness and reasonableness of price (15%).

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**Section H. Contract Award Procedures**

Upon selection, the KIRC reserves the right to negotiate final scope of work and compensation rates with the selected consultant. Schedules, standards of performance, benchmarks, and methods of payment are also subject to negotiation prior to contract award. Subject to approval of contract, the selected consultant will be awarded a time and materials contract with a maximum price, the value of which is not to exceed \$200,000.00. The term of the contract shall be one (1) year from the date of the Notice to Proceed to the Consultant.

**Section I. Pre-Proposal Meeting**

A Pre-Proposal Meeting will be held on Friday, September 5, 2003 at 1:00 p.m. in the KIRC office at 811 Kolu Street, Suite 201, Wailuku, Hawai‘i for the purposes of answering questions on this RFP. Written questions from consultants will not be accepted at any time. Any necessary addenda will be handled per the provisions contained Section D.1.g of this RFP.

**Section J. Proposal Due Date**

Five (5) copies of a proposal should be submitted to the Kaho‘olawe Island Reserve Commission, 811 Kolu Street, Suite 201, Wailuku, HI 96793 no later than 4:30 p.m. HST, Friday September 12, 2003.