



## **State of Hawai'i**

560 North Nimitz Highway, Suite 200  
Honolulu, Hawai'i 96817

March 5, 2021

### **Request for Quotes (“RFQ”) No. DPM 2021-021**

#### **PUBLIC RELATIONS SERVICES**

#### **To All Interested Parties:**

Notice is hereby given that the Office of Hawaiian Affairs (hereinafter “OHA”) will be accepting quotes from interested Offerors that can provide public relations services for a short-term communications plan for the OHA.

The term of this Contract shall be for SIX (6) months from the estimated date of April 12, 2021 through and including October 12, 2021 subject to the availability of funds.

**Quotes must be received through the HiePRO website by 2:00 p.m. HST on Friday, March 19, 2021.**

Pursuant to HAR §3-122-75, considering the criteria, including but not limited to quality, warranty, and delivery; the award shall be made to the lowest responsive, responsible offeror. When the award to the lowest responsive, responsible offeror is not practicable, the award shall be made to the offeror whose quotation provides the best value to the OHA.

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.

#### **Background**

In an effort to better align to the goals and objectives of its new strategic plan framework, the OHA is planning a restructuring of its internal organization. The OHA is looking for a communications consultant who is skilled and experienced in communicating change management and organizational restructuring. The primary task for this service will be the development of a communications plan which would include key audiences, key messages, strategic considerations, communications objectives, and a proposed list of tactics with a goal of

building support for the organizational restructuring. The Offeror may also be asked to support the creation of communications tactics.

### **Scope of Work**

- A. The Offeror shall work with the OHA to address highly sensitive, urgent and/or crisis-specific issues as identified by the OHA. The public relations consultant services shall include, but may not be limited to, the following:
1. Provide public relations advice to address the highly sensitive issue of change management regarding an upcoming staff reorganization at the OHA;
  2. Develop the strategy and messaging to OHA staff members, the Native Hawaiian community, and broader public for highly sensitive, urgent and/or specific issues regarding the need and justification for the staff reorganization under the supervision of the OHA, with the OHA leadership as the face in any face-to-face messaging;
  3. Develop and execute crisis communication as necessary;
  4. Assist with managing media relations to best position the OHA with the appropriate audiences, as needed;
  5. Prepare and/or review press releases and statements;
  6. Develop and assist in implementing a short-term strategic communication plan for the OHA that shall assist with providing support for the goals and objectives of the internal restructuring of the organization by OHA staff members, the Native Hawaiian community, and the broader public. The plan shall include, but may not be limited to, the following:
    - a. Development of key messages to the OHA staff members, the Native Hawaiian community, and the broader public;
    - b. Identifying opportunities for relationship building and creating a feeling of ‘ohana among the valued staff members of the OHA; and
    - c. Identifying tactics to deliver those key messages including the use of the OHA’s social media accounts, websites, monthly publication, electronic newsletters, mainstream broadcast, print and online media outlets, and E-mail communications from the OHA leadership to the staff; and
  7. Monitor and evaluate the effectiveness of the short-term strategic communication plan.

## **Other Requirements**

- A. A minimum of 5 years of experience in communicating organizational change management or reorganization.
- B. Knowledge of industry best practices.
- C. Preferred, but not required: experience in working with Native Hawaiian communities and organizations.

## **General Requirements**

- A. The Successful Offeror must be registered as a business in the State of Hawai‘i and be compliant with Hawaii Compliance Express (hereinafter “HCE”). If you are not registered with HCE, please register by going to HCE’s website:  
<http://vendors.ehawaii.gov/hce/splash/welcome.html>
- B. The successful Offeror must complete the W-9 form:  
<https://www.irs.gov/pub/irs-pdf/fw9.pdf>
- C. Submit a current copy of a Certificate of Liability Insurance with the following:

The minimum insurance coverage and limits below, which shall also apply to subcontractor(s) where appropriate:

Coverage	Limits
Commercial General Liability (including personal injury, death, and property damage)	\$2,000,000 per occurrence; \$2,000,000 general aggregate per policy year; \$2,000,000 product and completed operations aggregate limit per policy year.
Personal and Advertising Injury	\$1,000,000 each occurrence.
Umbrella Liability	\$2,000,000 aggregate.
Automobile Insurance covering all owned, non-owned, and hired automobiles	Bodily injury liability limits of \$1,000,000 each person and \$1,000,000 per accident; property damage liability limits of \$1,000,000 per accident. Or \$2,000,000 combined single limit.
Workers Compensation as required by laws of the State of Hawai‘i	Insurance to include Employer’s Liability. Such coverage shall apply to all employees of the CONTRACTOR and (in case any sub-contractor fails to provide adequate similar protection for all its employees) to all employees of sub-contractors

Professional Liability (Errors and Omissions)	\$1,000,000 per claim \$2,000,000 annual aggregate
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D. The State of Hawai‘i, the OHA, its elected and appointed officials, employees, and volunteers shall be named added as additional insured with respect to occurrences during or in connection with the performance of this Contract. Before the effective date of this Contract, the CONTRACTOR agrees to provide the OHA with certificate(s) of insurance necessary to satisfy the OHA that the insurance provision of this Contract have been complied with and to keep such certificate(s) on deposit with the OHA during the entire term of this Contract. The minimum insurance required shall be in full compliance with the Hawai‘i Insurance Code throughout the entire term of the Contract, including supplemental contracts, and shall be written by a company authorized to do business in the State of Hawai‘i and rated no less than an AM Best rating of A- VIII. CONTRACTOR and its carriers agree to waive their rights of subrogation with respect to any claims covered, or which should have been covered, by valid and collectible insurance, including any deductibles or self-insurance maintained thereunder. Upon request by the OHA, the CONTRACTOR shall furnish a copy of the policy or policies that satisfy the Insurance Requirements of this Contract.

E. Each insurance policy required by the contract, including a subcontractor’s policy, shall contain the following clauses:

1. “This insurance shall not be canceled, limited in scope of coverage or non-renewed until after 30 days written notice has been given to the Office of Hawaiian Affairs, 560 North Nimitz Highway, Suite 200, Honolulu, HI 96817.”
2. “The Office of Hawaiian Affairs, its trustees, employees, representatives and agents and the State of Hawai‘i are added as additional insureds as respects to operations performed for the Office of Hawaiian Affairs.”
3. “It is agreed that any insurance maintained by the Office of Hawaiian Affairs will apply in excess of, and not contribute with, insurance provided by this policy.”

The RFQ may be canceled when it is determined to be in the best interest of the OHA. If you have any questions, you may contact Alison Roney, Procurement Specialist, by email at [alisonr@oha.org](mailto:alisonr@oha.org).