



State of Hawai'i

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

May 12, 2026

Request for Quotes (“RFQ”) No. SI 2026-018

**CULTURALLY RESPONSIVE COMMUNITY OUTREACH AND EDUCATION SERVICES
– KE ALA PONO INITIATIVE**

To All Interested Parties:

Notice is hereby given that the Office of Hawaiian Affairs (hereinafter “OHA”) will be accepting quotes from qualified community partners to design and implement a comprehensive, culturally relevant outreach strategy that includes public education, community engagement, and resource connection for its Ke Ala Pono: A Public Awareness Campaign on Sex Trafficking initiative.

Quotes must be received through the HiePRO website by 2:00 p.m. Hawai'i Standard Time (hereinafter “HST”) on Friday, May 29, 2026.

Pursuant to Hawaii Administrative Rules §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 award to the lowest responsive, responsible offeror is not practicable, 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

“Ke Ala Pono: A Public Awareness Campaign on Sex Trafficking” is a project focused on increasing awareness, prevention, and early intervention efforts to address the disproportionate vulnerability of Native Hawaiian individuals and communities to sex trafficking and exploitation.

The initiative shall employ a culturally grounded, trauma-informed approach to educate Native Hawaiian youth, families, service providers, and community members about the signs, risks, and realities of trafficking, while strengthening protective factors rooted in ‘ike kūpuna, cultural identity, and community connection. By reducing stigma and increasing awareness, the

campaign supports communities in recognizing exploitation, supporting survivors, and preventing harm.

Ke Ala Pono aligns with OHA's efforts to improve the well-being of Native Hawaiians by advancing safety, healing, and resilience, while strengthening coordinated pathways to services that support survivor recovery and long-term stability.

Scope of Services

A. The Offeror shall provide the following services and shall be delivered in a culturally responsive, trauma-informed, and community-centered manner.

B. Project Activities

1. Participant Base. The participants of the Project shall include Native Hawaiian youth, families, service providers, and community members.
2. Outreach & Recruitment Strategies. Conduct outreach and recruitment through direct outreach to Native Hawaiian cultural practitioners, social workers and case managers, and youth via community presentations, social media announcements, and collaborations with local schools and cultural organizations.
3. Intake Procedures. Complete the following intake and monitoring procedures:
 - a. All participants shall complete intake forms within 14 days of project engagement.
 - b. Participation must be voluntary, consent-based, trauma-informed, and without compensation from the OHA outside of allocations described in Attachment 5 – Budget.
4. Detailed List of Project Activities. Offeror shall design, develop, and implement the following project activities:
 - a. Campaign Messaging & Branding: Development of a Ke Ala Pono campaign messaging framework outlining key messages, priority audiences, and culturally grounded language for trafficking awareness.
 - b. Development of three (3) to five (5) Culturally Grounded, Educational and Awareness Outreach Materials.
 - 1) Development of three (3) educational materials (e.g., poster, flyer, and digital infographic) focused on recognizing trafficking risks and connecting individuals to support resources.
 - 2) Preparation of print-ready and digital versions of outreach materials for distribution by OHA and community partners.

- c. Two (2) to three (3) Community Outreach Events
 - 1) Planning and implementation of two (2) community outreach events or workshops focused on trafficking awareness and prevention.
 - 2) Submission of event summaries and attendance documentation including participant and attendance information and event evaluation and feedback from participants.
- d. Social Media Toolkit
 - 1) Development of a Ke Ala Pono social media toolkit containing campaign messaging guidance.
 - 2) Creation of four (4) to six (6) ready-to-use social media graphics/posts that community partners can share on social media platforms.
- e. Data Collection, Evaluation, & Reporting
 - 1) Collection and tracking of basic participation and engagement metrics from outreach events and campaign distribution.
 - 2) Submission of a final project report summarizing activities, estimated reach, lessons learned, and recommendations for future campaign expansion.
- 5. Project Service Location. The Offeror shall provide project services at a location to be identified upon contract award. The Offeror shall provide complete service location and contact information, including physical services address(es), mailing address (if different), and primary contact information prior to the commencement of services.
- 6. Site Notification Requirement. The Offeror shall notify the OHA in writing no later than five (5) business days after becoming aware of any changes to physical service site locations. Notification is required to facilitate contract amendments and ensure timely communication with beneficiaries. All public-facing communications regarding service locations must remain consistent with contract terms.
- 7. Participant Eligibility and Demographic Data Collection. Collect and maintain participant data to document service delivery and community reach, including:
 - a. Documentation of newly served participants through registration forms, sign-in sheets, or attendance logs; and
 - b. Voluntary, self-reported demographic information, including Native Hawaiian ancestry where applicable.

All data collection must comply with privacy and confidentiality requirements outlined in this Scope.

8. Quality Assurance and Continuity of Services. Maintain a Quality Assurance Plan to ensure uninterrupted service delivery. In the event of staff illness, emergencies, vacancies, or other disruptions, the Offeror shall ensure continuity of services without delay.
 - a. The Executive Director (or equivalent) shall be responsible for resolving operational issues and ensuring compliance and quality.
 - b. If the Executive Director is unavailable, a designated leadership representative (e.g., Board President) shall assume responsibility.
9. Contract Compliance Reviews. Cooperate with OHA compliance monitoring activities, including providing access to records and participation in site visits. Review may include, but are not limited to, the following:
 - a. Program and participant documentation;
 - b. Eligibility and demographic records;
 - c. Registration, intake, and evaluation materials; and
 - d. Financial documentation (e.g., invoices, receipts, payroll records, time sheets, contracts).
10. Reporting Requirements. The OHA Contract Administrator will monitor performance and evaluate project effectiveness. Offerors shall describe their ability to meet the following reporting requirements:
 - a. Quarterly Reports

The selected Offeror will be required to submit:

 - 1) Performance Progress Reports
 - 2) Invoices
 - 3) An Assurance of Benefit to Native Hawaiians statement

General Requirements

- A. Prior to submitting a quote through HIePRO, the Offeror must be registered in HIePRO in order to respond to a solicitation. Please register by going to SPO's website: <https://hiepro.ehawaii.gov/vendor.html>.

- B. All local, national or international Offerors must be compliant with the State of Hawai‘i in order to be awarded. If you are not compliant, please register by going to Hawaii Compliance Express’ (hereinafter “HCE”) website:
<http://vendors.ehawaii.gov/hce/splash/welcome.html>
- C. The Offeror must complete the W-9 form (<https://www.irs.gov/pub/irs-pdf/fw9.pdf>) upon notification of award.
- D. The Offeror must submit a current copy of a Certificate of Liability Insurance upon notification of award and shall, at its own costs and expense, at all times during the term of the Contract, maintain insurance coverage with the minimum limits as follows:

<u>Coverage</u>	<u>Limits</u>
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 products 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 Offeror 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

1. 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 Offeror 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. Offeror 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 Offeror shall furnish a copy of the policy or policies that satisfy the Insurance Requirements of this Contract.

2. Failure of the Offeror to provide and keep in force such insurance shall be regarded as a material default under this Contract, entitling the OHA to exercise any or all the remedies provided in this Contract for default of the Offeror.
3. The procuring of such required policy or policies of insurance shall not be construed to limit the Offeror’s liability hereunder or to fulfill the indemnification provisions and requirements of this Contract. Notwithstanding said policy or policies of insurance, the Offeror shall be obliged for the full and total amount of damage, injury, or loss cause by negligence or neglect connected with this Contract.
4. To satisfy the minimum coverage limits required by this Contract, the Offeror may use an umbrella policy in addition to the mandatory insurance policies (e.g, general liability insurance, automobile Insurance, and workers’ compensation) provided that the OHA approves, and the umbrella policy follows the underlying coverage forms.
5. The Offeror shall notify the OHA in writing of any cancellation or substantive change in insurance at least thirty (30) calendar days prior to the effective date of such cancellation or change.
6. The OHA is a self-insured semi-autonomous state agency. The Offeror’s insurance shall be primary. Any insurance maintained by the State of Hawai‘i and OHA shall apply in excess of, and shall not contribute with, insurance provided by the Offeror.
7. The Successful Offeror shall comply with HRS, Chapter 103D, as amended, and all State, Federal, and County requirements.
8. The Successful Offeror shall also comply with the OHA General Terms and Conditions. Additionally, the Successful Offeror shall also comply with any Special Conditions that the OHA may require. The OHA also reserves the right to make appropriate modifications to the quantity of items or reporting requirements contingent upon unforeseen conditions.

Other Requirements

- A. Preference for a Native Hawaiian organization.
- B. Demonstrated experience working with Native Hawaiian youth.
- C. Proven experience in advertisement production and information development.
- D. Background in social work, including handling sensitive case materials.

The solicitation may be cancelled when it is determined to be in the best interest of the OHA. If you have any questions, please contact Alison Roney at alisonr@oha.org.