

Pre-Proposal Conference: RFP 23- 08 Support Services for Destination Stewardship

February 21, 2023



RELEASE DATE: February 13, 2023

The State of Hawai'i
Department of Business, Economic Development, and Tourism
Hawai'i Tourism Authority

REQUEST FOR PROPOSALS
RFP NO. 23-08

SUPPORT SERVICES FOR DESTINATION STEWARDSHIP

Hawai'i Tourism Authority
1801 Kalanika Avenue
Hawai'i Convention Center, First Level
Honolulu, Hawai'i 96815

OFFERS ARE DUE AT 2:00 P.M. HAWAII STANDARD TIME (HST) ON
March 28, 2023

(Or such later date as may be established by the State of Hawai'i by an Addendum to this RFP)

ELECTRONIC SUBMISSION TO THE STATE OF HAWAII ePROCUREMENT SYSTEM
(HiePRO) ONLY.

QUESTIONS RELATING TO THIS RFP, ISSUES RELATING TO THE ACCESSIBILITY OF THIS
RFP, AND REQUESTS FOR ACCOMMODATIONS FOR PERSONS WITH DISABILITIES IN
CONNECTION WITH THIS RFP SHALL BE COMMUNICATED THROUGH HiePRO.

Marc Togashi
Procurement Officer
HAWAII TOURISM AUTHORITY

Agenda

- Housekeeping
- Overview of HTA
- Procurement Process & Timeline
- Background and Scope of Work
- Proposal Content and Submission
- Evaluation Criteria
- Contract Award
- Reminders
- Questions

Housekeeping

- Please use the Q&A function.
- Responses to the questions will be at the end of the conference.
- This briefing is not a complete and comprehensive summary of all requirements of the procurement and offerors should refer to the RFP document and its attachments and outlines for complete details.

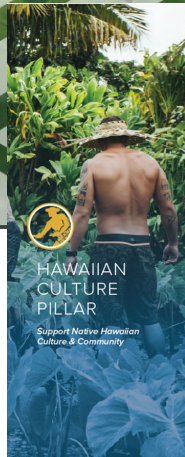
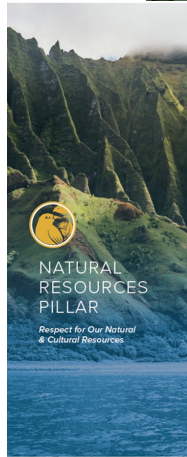
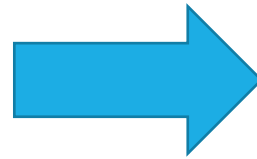
Overview of HTA



MĀLAMA KU'U HOME

Through Regenerative Tourism: HTA Change Management Plan

HTA's Plans



HTA's Key Performance Indicators

- Success of the Hawai'i Tourism Authority will be measured by the following Key Performance Indicators (KPIs):



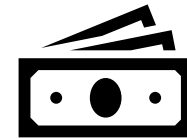
Resident
Sentiment



Visitor
Satisfaction



Average
Daily Visitor
Spending



Total Visitor
Expenditures

HTA's Commitments



‘Āina Aloha Economic Futures Declaration

This declaration was drafted by a group of Native Hawaiian community members who came together organically after separate discussions brought forth common sentiments regarding the need to have Native Hawaiian voices, values, and experiences influence the economic recovery for our ‘āina aloha. The signatories listed reflect the interconnected and overlapping roles that individuals, ‘ohana, organizations, coalitions, and networks play in our communities. This declaration served as a *starting point* to facilitate broader engagement and collective action in support of our shared principles and was sent to Gov. David Ige on 5/19/2020.

Procurement Process and Timeline



HTA is committed to a solicitation process that is comprehensive, fair and impartial.

Visit HTA's RFP webpage at

**Hawai'i State eProcurement System (HlePRO) at
<https://hiepro.ehawaii.gov/welcome.html>**

or

<https://www.hawaiiauthority.org/rfps>

HTA Procurements

- HTA procurement practice is subject to
 - 103D Hawai'i Revised Statutes (HRS) as clarified under
 - 3-122 Hawai'i Administrative Rules (HAR), among others.
- Contracts are subject to the State's General Conditions which were attached to the RFP.
- The HTA procurement process—from solicitation through contract execution—is practiced and overseen by the Procurement Officer, with support from the Deputy Attorney General assigned to the HTA.

1.3 Electronic Submission to HlePro Only

- The State is using HlePRO to issue the RFP, answer RFP questions, receive all offers, and issue any addenda to the RFP.
- Offers must be registered on HlePRO.
- Questions relating to this RFP, issues relating to the accessibility of this RFP, and requests for accommodations for persons with disabilities in connection with this RFP shall be communicated through HlePRO.
- As part of this procurement process, Offerors are informed that awards made for this solicitation, if any, shall be done through the HlePRO and shall therefore be subject to a mandatory .75% (.0075) transaction fee, not to exceed \$5,000 for the total contract term. The mandatory transaction fee shall be at the contractor's sole cost and expense.
- For technical assistance, please contact NIC Hawai'i at (808) 695-4620 or email at: nichawaii@egov.com.

1.4 RFP Schedule and Significant Dates

RFP 23-08 – Support Services for Destination Stewardship	
Task	Key Dates
Release of Request for Proposals	February 13, 2023
Pre-Proposal Conference via Zoom	February 21, 2023; 3:00 p.m. HST
Written Questions Submittal Deadline (must be submitted in HlePro)	February 24, 2023, 4:30 p.m. HST
State's Response to Written Questions (will be posted in HlePRO)	March 3, 2023
Deadline to Submit Notice of Intent to Offer (submit to procurement@gohta.net)	March 7, 2023, 4:30 p.m. HST
Proposal Due Date and Time	March 28, 2023, 2:00 p.m. HST
Evaluation Period	March 29, 2023 – April 14, 2023
Discussions and Oral Presentations with Priority Listed Offerors	Week of April 17, 2023
Best and Final Offer Deadline, if necessary	April 24, 2023
Anticipated Notice of Award	May 5, 2023
Start of Contract(s) Performance	May 22, 2023

Deadlines Strictly Enforced

- DO NOT WAIT UNTIL THE LAST MINUTE! If your submittals are slow to upload to HlePRO and miss the deadline of **March 28, 2023, 2:00 p.m. HST**, your proposal will not be opened.
- Offerors should allow ample time to review their submitted proposal, including attachments, prior to the proposal deadline.

1.6 Intent to Submit Offer

- Notice of intent to offer is not required but is highly encouraged.
- By registering your company, any applicable Addenda will be sent to you.
- If you are interested in responding to this solicitation, please email the information specified below to procurement@gohta.net, with “**HTA RFP 23-08 Intent to Submit Offer**” in the subject line, no later than **March 7, 2023, 4:30 p.m. HST**.
 - Name of Company
 - Name of Contact Person
 - Email Address
 - Company Address
 - Telephone Number
 - Solicitation (RFP) Number

1.7 Submission of Questions

- Any questions or concerns regarding the RFP should be submitted to HlePRO. prior to **February 24, 2023, by 4:30 p.m. HST** as noted in the RFP Schedule.
- Each question should cite the RFP page, section number, paragraph, and line or sentence that is the source of the question.
- HTA reserves the right to combine questions, reconfigure questions for relevance, or disregard questions altogether.

2. Background and Scope of Work

2.1 Project Overview and Background

Seeking a contractor who shall provide technical assistance, project management and administrative services in support of HTA's destination stewardship and its programs.

- Provide post-arrival messaging and communication to visitors while in the Hawaiian Islands about responsible travel and supporting local.
- Develop and conduct technical assistance and capacity building programs in the areas of business and tourism, and stewardship of natural resources in order to develop innovative tourism experiences and manage resources to remain competitive.
- Explore the latest technologies that support HTA's overall regenerative tourism model.
- Develop a tourism quality assurance program to ensure Hawai'i continues to deliver on its brand promise and provide high-quality, exceptional service and experiences.
- Develop a certification program for tour guides.
- Provide support and administrative services for HTA's community programs in the areas of natural resources, Hawaiian culture, tourism product development, festivals and events and smart tourism initiatives.
- Support HTA in its efforts of collaboration and engagement with Hawai'i's visitor industry stakeholders, local communities, other sectors, and other government agencies to improve and protect natural and cultural assets valued by both Hawai'i residents and visitors.
- Manage projects and relationship-building in both the visitor industry and also Hawai'i's diverse communities.
- Administer all programs with an island-based, place-based approach.

2.3 Performance Indicators & Performance Evaluation Metrics

Visitor Education and Post Arrival Marketing & Communication.

- Number of views by visitors
- Number of messages reaching visitors
- Number of premium locations utilized for visitor education activities and post-arrival campaign

Technical Assistance and Capacity Building.

- Number of trainings/capacity building workshops/training programs per island
- Number of sustainable programs/projects generated from the trainings
- Number of participants by tourism niche area, by island
- Number of locations being steward
- Increase in participants' measured skills/knowledge
- Number of participants these programs host by tourism niche area and by island
- Number of new entities in the community providing activities/programs for visitors and residents
- Increase number of community-driven, local businesses and non-profits taking part in the visitor industry

Quality Assurance Program.

- Number of businesses and organizations who sign up for the program, by sector, by island
- Number of evaluations conducted
- Number of awards provided by sector, by island

Tour Guide Certification Program.

- Number of tour companies reached
- Number of tour guides certified

2.3 Performance Indicators & Performance Evaluation Metrics (cont.)

Management and Administrative Support for 6 HTA programs.

- Smart Tourism
 - Number of hotspots or areas/sites of concern addressed
 - Number of enhanced visitor experiences
 - Number of projects awarded by island
- Resort Area Hawaiian Culture Initiative
 - Number of musicians/cultural practitioners participating by island
 - Number of locations where authentic experiences are provided
 - Number of visitor industry entities that integrate authentic Native Hawaiian experiences
- Aloha 'Āina
 - Number of programs supported by island
 - For each program: number of on-island & off-island residents; number of out-of-state visitors; and satisfaction of attendees
- Community Enrichment
 - Number of projects and programs funded including new activities for the community and visitors by island
 - Number of years operating for each project or program funded
 - For each program: number of on-island & off-island residents; number of out-of-state visitors; satisfaction of attendees

2.3 Performance Indicators & Performance Evaluation Metrics (cont.)

- Kūkulu Ola
 - Number of programs supported by island
 - For each program: number of on-island & off-island residents; number of out-of-state visitors; and satisfaction of attendees
 - Increase number of organizations perpetuating Native Hawaiian culture & values
- Signature Events
 - Number of festivals & events funded by island each year. Number of attendees (residents, out-of-state visitors). Percentage of demographics of out-of- state attendees consistent with target market.
 - Increase level of satisfaction of attendees

2.4 Compensation

This is a Fixed-Price contract, inclusive of all taxes and expenses, for an amount not to exceed **TWENTY-EIGHT MILLION SIXTY-FIVE THOUSAND AND NO/100 DOLLARS (USD \$28,065,000.00)** for the initial two contract periods of this multi-term contract .

- A fixed price amount no greater than **FIVE MILLION ONE HUNDRED NINETY-FIVE AND NO/100 DOLLARS (USD \$5,195,000.00)** for May 2023 through December 2023 of contract period 1;
- A fixed price amount no greater than **TWELVE MILLION TWO HUNDRED SEVENTY AND NO/100 DOLLARS (USD \$12,270,000.00)** for January 2024 through December 2024 of contract period 1;
- A fixed price amount no greater than **TEN MILLION SIX HUNDRED AND NO/100 DOLLARS (USD \$10,600,000)** for January 2025 through December 2025 of contract period 2

with options at the sole discretion of HTA to provide incremental funding, subject to the availability of funds, up to the amounts described below:

- A fixed price amount no greater than **TWO MILLION AND NO/100 DOLLARS (USD \$2,000,000.00)** for contract period 1; and
- A fixed price amount no greater than **FOUR MILION AND NO/100 DOLLARS (USD \$4,000,000.00)** for contract period 2, upon which performance measure targets would be reassessed.

Offerors shall submit their proposal for both the base and incremental funding described above as outlined in Section 3.

Total maximum compensation, inclusive of all taxes, expenses and optional incremental funding is for an amount not to exceed **THIRTY-FOUR MILLION SIXTY-FIVE THOUSAND AND NO/100 DOLLARS (USD \$34,065,000.00)** for this multi-year contract.

- Annual Administrative Costs inclusive of staffing and office expenses, and Contractor profit/retainer, must be included in the fixed amount and may not exceed fifteen percent (15%) of the total annual fixed price.

2.5 Term of Contract

- This is a multi-term contract covering May 22, 2023 to June 30, 2026. This contract ends on June 30, 2026, with the possibility of two (2) one-year extensions.
- By statute, maximum contract length limited to 5 years.
- Each individual year is subject to the availability of funds.
- When the best interests of the State so require, the State may issue a stop work order, termination for default, or termination for convenience.

3. Proposal Content and Submission

3.1.1 Content Format

- The format must be U.S. standard 8-1/2 by 11 inches.
- Font size should be no smaller than 11 pts
- Orientation should be primarily portrait, though landscape is welcome for data or visual presentations as appropriate.
- Slide shows and PowerPoint Presentations will not be accepted.
- Video, audio or other similar multimedia materials will not be considered during evaluation of written proposals, although they may be accepted or even requested for those who advance to Round 2 of the procurement process.
- The body of the proposal must not exceed the page limit and file size outlined in the RFP.

3.1.2 Proposal Content

All proposals shall include the following documents and titles to be considered for this RFP. Proposals that fail to submit any one of these documents may be considered non-responsive.

Item 1-6 to be individually labeled accordingly and submitted as one PDF file in the order listed below that is no more than seventy-five (75) pages:

1. Cover Page
2. Table of Contents
3. Cover Letter
4. Management Approach
5. Professional Experience
6. Technical Approach including Programs' Plans and Budgets

3.1.2 Proposal Content

Item 7-15 to be submitted as one PDF file in the order listed below:

7. Offeror Check List (Attachment 1)
8. Proposal Transmittal Letter (Attachment 2)
9. Corporate Resolution (Attachment 3)
10. Standard Qualification Questionnaire (Attachment 4)
11. Contractor References (Attachment 5)
12. Subcontractor References (Attachment 6)
13. Certificate of Vendor Compliance or Proof of Application for CVC
14. Confidential Information List (Attachment 7)
15. Organizational Conflicts of Interest Disclosure & Attestations (Attachment 8)*
16. Price Sheet Summary (Attachment 9)*

** Will be added in the Addendum*

3.1.3 Content Explanation – Confidential Information List

- Offeror shall provide a list of all confidential information referenced in the Offeror's proposal including page number and sections in a separate attachment. Material designated as confidential shall be readily separable from the proposal in order to facilitate inspection of the non-confidential portion of the proposal, pursuant to HAR § 3-122-46. If not applicable, Offeror should state so. (See Section 3.2.6)
- See Attachment 7 for details.

3.2.6 Confidential Information

- Proposals will become public information after the contract has been awarded.
- However, claims of confidentiality will be subject to approval by the Hawai'i Attorney General's Office.

4. Evaluation Criteria

4.2 Proposal Evaluation

EVALUATION CRITERION	Scoring Weight Maximum Score
Evaluation Criteria 1: Management Approach <ul style="list-style-type: none"> ▪ Staff Experience – Key Personnel (Resumes) ▪ Accounting Systems ▪ Contract Management System 	15
Evaluation Criteria 2: Technical Approach (Programs, Workplans and Budgets) <ul style="list-style-type: none"> ▪ Quality and reasonableness of workplans ▪ Market Research ▪ Innovative solutions and strategies ▪ Ability to design and execute technical assistance and capacity building programs ▪ Competitive Procurement and Contract Management ▪ Marketing and outreach ▪ Performance Measures for achieving the goal and scope of work 	50
Evaluation Criteria 3: Past Performance and Professional Experience <ul style="list-style-type: none"> ▪ Offeror References ▪ Depth of experience and demonstrated success with similar projects and evidence of past performance 	15
Evaluation Criteria 4: Project Enhancements <ul style="list-style-type: none"> ▪ Quality, effectiveness, and reasonableness of the proposed programs' activity enhancements for incremental funding 	5
Evaluation Criteria 5: Price <ul style="list-style-type: none"> ▪ Subfactor 1 – Total Price Calculation ▪ Subfactor 2 – Price Reasonableness and Realism 	15
TOTAL	100

4.2 Scoring Guidelines

Assessment	Scoring Guidelines	Score
Poor	Proposal is inadequate in many basic aspects for the scored category. Evaluator has very low confidence in the Offeror's ability to perform as promised or as required	0 – 19
Marginal	Proposal minimally addresses the requirements, but one or more major considerations of the category are not addressed or lacking in some essential aspects for the specific criteria. Evaluator has low confidence in the Offeror's ability to perform as promised or as required.	20 – 40
Adequate	Proposal adequately meets the minimum requirements for the category and is generally capable of meeting the State's needs for specific criteria. Evaluator has confidence in the Offeror's ability to perform as promised or as required.	41 – 60
Good	Proposal more than adequately meets the minimum requirements of the specific criteria and exceeds those requirements in some aspects. Evaluator has high confidence in the Offeror's ability to perform as promised or as required.	61 – 80
Excellent	Proposal fully meets all requirements and exceeds most requirements Evaluator has extremely high confidence in the Offeror's ability to perform as promised or as required.	81 – 100

4.3 Evaluation Committee

- The evaluation committee includes at least three (3) State employees as well as key stakeholders and industry experts.
- All evaluators sign an attestation declaring their impartiality and are sworn not to disclose any information on the process.
- Evaluator identities are kept confidential during the RFP process. Offerors who knowingly attempt to contact or otherwise influence any evaluator about this RFP will be disqualified.

4.4 Evaluation and Award Process -- Two Phases – Phase 1

- The Procurement Officer, in accordance with Hawai'i Administrative Rules §3-122-53, will classify proposals as acceptable, potentially acceptable, or unacceptable. All responsible offerors who submit acceptable or potentially acceptable proposals are eligible for the priority list.
- In Phase 1, the evaluation committee will evaluate and score all acceptable and potentially acceptable proposals using the criterion and scoring guidelines described in Section 4.2 of the RFP. The proposals will be ranked by combined-weighted score.
- The evaluation committee will then select no more than three (3) offerors from the highest ranked proposals who will advance to Phase 2. These selected offerors will be referred to as "Priority Listed Offerors."

4.4 Evaluation and Award Process -- Two Two Phases – Phase 2

- In the second phase, the Evaluation Committee may conduct discussions with priority-listed offerors and request “Additional Information,” which may consist of any combination of question-and-answer sessions, oral presentations, requests for clarification, best and final offers (BAFO), or anything else that the evaluation committee may find useful in coming to a decision. The date for oral presentations is listed in the RFP Schedule found in Section 1. The evaluation committee reserves the right, but is not required, to perform reference checks.
- The evaluation criteria and scoring guidelines for Phase 2 shall be those found in section 4.3 of the RFP. In this second round, evaluators will turn in new score sheets. The Phase 2 score sheet shall reflect the evaluators overall assessment of the offeror, inclusive of the written proposals in addition to the oral presentations and/or any clarifications from Phase 2.

5.0 Contract Award

5.2 Timely Registration on Hawai'i Compliant Express (HCE)

- Vendor/Contractor/Service Providers are advised to register on HCE as soon as possible.
 - Compliant CVC must be available at time of award and before a contract can be signed. If not compliant at the time of award, an Offeror may not receive the award.
 - All certificates must be valid on the date it is received by HTA.

Point of Contact

Notice of Intent to Apply – Email:
procurement@gohta.net

***Questions or Concerns –
Communicate via HlePRO***
hiepro.ehawaii.gov

Offerors should only communicate with, and rely on information from, the Procurement Office of the HTA. The HTA is not responsible for misinformation provided by anyone outside the Procurement Office.

Deadline to
Submit Written
Questions

**February 24, 2023
4:30 p.m. HST**

**Via HlePro
hiepro.ehawaii.gov**

Deadline to
Submit Intent
to Offer

**March 7, 2023
4:30 p.m. HST**

procurement@gohta.net

**Deadline for
Receipt of
Proposals**

**March 28, 2023
2:00 p.m. HST**

**via HlePro
hiepro.ehawaii.gov**



Mahalo

www.hawaiitourismauthority.org



Questions & Answers