

Agribusiness Development Corporation
Department of Business, Economic Development and Tourism
State of Hawaii

ADDENDUM NO. 2

REQUEST FOR PROPOSALS
RFP-25-200-0027

PUBLIC RELATIONS, COMMUNICATIONS, AND OUTREACH SERVICES

Date issued: April 6, 2026

ANSWER TO QUESTIONS FROM PROSPECTIVE BIDDERS

1. Could we clarify that "3.1.1 Compliance with Chapter 103B, HRS " is not applicable to this procurement process as it relates to a "construction project" which this is not?

Yes, this is not a construction project so it would not be applicable.

As we have worked with clients in Hawaii, Virginia, Wyoming, Colorado, Michigan, California, etc. for similar engagements, would you be open to same seeing as we are a Canadian agency or do you have a local preference?

We do not have a "local preference" per se. However, any foreign corporation or business entity must obtain the appropriate certificate of authority to do business in the State of Hawaii and should have relative experience working with State/County agencies and other similar type companies or organizations in the islands.

Could you let us know what your media and agency fees budget is for this work?

The estimated budget is \$150,000 for 12 months. See page 8 of RFP 25-200-027.

2. Is the selected contractor editing and revamping the existing site, <https://dbedt.hawaii.gov/adc/>?

Yes.

3. Is <https://dbedt.hawaii.gov/adc/> currently on WordPress? If so, which version of WP?

WP Mail SMYP Lite.

4. Will selected contractor required to use the same WP theme and page layout in the current WP site?

It does not have to be the same theme or page layout. We are open to any new ideas that can improve and amplify our connectivity with the community and stakeholders.

5. Is there a development/staging site we can use to implement the new changes so the existing site does not get affected?

We can discuss with the selected Offeror.

6. Would the state's IT team give selected contractor access to the domain name/hosting provider to launch the new site?

Yes.

7. Do you have an existing mailing list used for sending newsletters?

Yes.

8. Are there inspiration sites where we can reference the design and features you want?

DBEDT Business Development & Support Division - <https://invest.hawaii.gov/>

Hawai'i State Energy Office - <https://energy.hawaii.gov/>

Hawai'i Technology Development Corporation - <https://www.htdc.org/>

Military and Community Relations Office - <https://www.macro.hawaii.gov/>

University of Hawaii Community Design Center - [Central O'ahu Agriculture and Food Hub — Agribusiness Development Corporation — UHCDC](#)

9. Do we need to support multi-languages? If yes, will you be providing those translations and someone to review that translated content?

Yes.

10. Will selected contractor maintain the website post-launch?

Yes, in conjunction with ADC staff who is responsible for posting meeting agendas and minutes to ADC's website.

11. Do you have a visual assets (photos, video, iconography) library

Yes.

12. When does the revamped site need to go live?

TBD.

13. Can you provide examples of how you're currently using ArcGIS, StoryMaps, Hub, Consider.it, Pinpoint, Esri Hub, and Granicus?

We have an Esri map that shows ADC land inventory. We would like to explore how we can incorporate and utilize ArcGIS, StoryMaps, Hub, Consider.it, Pinpoint, Esri Hub, and Granicus on the website.

14. With a lot of foundational work in the first year (developing new branding, messaging, and revamping website), do you consider the first year to be a foundational year, and ongoing work to start toward the end of year one and into year two?

The revamping of the website will be work in progress. However, work such as newsletters, press releases, monitoring news cycles, etc. will be needed immediately after contract execution.

15. What criteria or measures of success will the contract extension be based on?

Extension will be based on the availability of funding and performance. Progress reports to be submitted to ADC describing the work completed, including summary of resulting analytics will be reviewed.

16. What KPIs will you evaluate for the scope of work?

Responsiveness and ability to deliver timely and effective PR services would be the primary indicators. We may also consider chemistry and rapport with the team.

17. Agriculture Industry Experience Requirement Reference: Section 3.2.A, Page 15. Section 3.2.A states that the Offeror must have a minimum of five (5) years of direct experience in the agriculture industry. Could ADC please clarify: What is ADC defining as “direct experience in the agriculture industry”? Can you provide examples of “direct experience.” Can the five (5) years of experience be cumulative across key personnel on the project team?

This means the Offeror must have a minimum of 5 years of firsthand engagement with similar State/County agencies, agribusiness, and/or organization and an understanding of the needs and challenges that the agriculture industry faces.

18. Submittal of Qualifications (SOQ) Format Clarification Reference: Sections referencing SOQ Requirements, Pages 48-53; Section 4.5 Required Format and Content. The RFP references Submittals of Qualifications (SOQ) in Attachments A-C (pages 48-53), which appear to differ from the proposal structure outlined in Section 4.5. Could ADC please clarify: Should the SOQ be submitted as a separate document, or incorporated within the main proposal submission?

SOQ should be attached to the proposal as Attachment A. Please see Attachment B on Page 50 of RFP 25-200-027 for RFP submission requirements.

19. Website Redesign Scope Reference: Section 8.1.4 (Task Four – Website Revamp), pages 30-31 The Scope of Work outlines a comprehensive website redesign, including information

architecture, development, ADA compliance, ArcGIS integration, and interactive tools. Could ADC please clarify: The expected level of complexity for the website (i.e. approximate number of pages, data integrations, and interactive features)? Whether the Contractor is expected to fully build and maintain the website, or primarily lead strategy, design, and coordination with ADC's IT team?

Website redesign should include the following:

1. Information architecture (sitemap, wireframes, content strategy)
2. Design with updated branding
3. Development (buildout on State's current platform with ADA accessibility)
4. SEO (Search Engine Optimization)
5. Content development
6. Deployment/site launch (including testing)
7. Tracking and analysis

Please see Page 30 of RFP of RFP 25-200-027

20. ArcGIS & Technical Integration Requirements Reference: Section 8.1.4 (Task Four – ArcGIS Integration), page 31 The Scope requires integration of ArcGIS platforms (ArcGIS Online, StoryMaps, Hub). Could ADC please clarify: Whether ADC currently has existing ArcGIS infrastructure and licenses in place? The expected level of Contractor responsibility for ArcGIS development versus coordination with ADC or third-party technical teams?

We have an Esri map that shows ADC land inventory. We would like to explore how we can incorporate and utilize ArcGIS, StoryMaps, Hub, Consider.it, Pinpoint, Esri Hub, and Granicus on the website.

21. Stakeholder Coordination Expectations Reference: Section 8.1 (Scope of Work), page 29; paragraph 1 — “community/stakeholder relations”; and Section 3.8.A, page 18 — coordination of project activities Could ADC please clarify: Whether the Contractor will be responsible for direct coordination with external stakeholders (e.g., farmers, partners, other state agencies), or if coordination will be facilitated through ADC? Whether there are existing stakeholder groups, advisory committees, or partner organizations that the Contractor will be expected to engage with as part of this effort?

Coordination will be facilitated through ADC.

22. Meetings Reference: Section 7.2 (Contractor/State Meetings), pg 27 Are all meetings outlined, including the Initial Review or Discussion with Offerors and initial meetings, going to be done in person or is Zoom an option?

The meetings will be held virtually. However, in-person meetings may be requested.

23. Scoring Reference: Section 6.2 (Evaluation Criteria), pg 24-26 When scoring proposals will scores be awarded to proposals based on their own merit or in comparison against other proposals?

Award will be based on the Offerors' merit and understanding of the scope of work and ability to deliver. Cost alone will not be the only factor.

24. Newsletters Reference: Section 8.1.4 (Task Four), pg 30 Can you provide information on how long the newsletters need to be (how many articles per edition and estimated length for articles)?

Newsletters are typically 3-5 pages with 1-3 stories. ADC newsletters can be accessed on ADC website. However, we would like to move toward digital newsletters such as Constant Contact, or similar programs.

25. Software Budget Reference: Section 8.1.4 (Task Four), pg 31 Does the budget need to include budget for software for or will HCD provide access to preferred software such as ArcGIS or tools such as Consider.it, Pinpoint, Esri Hub, and Granicus.

Budget should include budget of software.

END OF ADDENDUM NO. 2