

Hawai'i Retirement Savings Program

RFP No. DLIR-HRSP-RFP-26-02

Marketing & Communications Services 2026–2027

Questions and Proposed Responses

1. Proposal Due Date and State Response Date

Question: Section 3.2.2 lists the proposal deadline as September 3, 2026, while Section 1.4 and the HlePRO notice list September 4, 2026. Which date governs? When will responses to questions be posted?

Proposed Response: The proposal due date is September 4, 2026, at 12:00 p.m. HST. The September 3, 2026 date stated in Section 3.2.2 is a typographical error and will be corrected by addendum.

2. Budget Range, Appropriation Ceiling, or Benchmark

Question: Is there an appropriation amount or ceiling Offerors should plan against, or a comparable prior State campaign that the Committee would consider a reasonable benchmark?

Proposed Response: The State will not provide an anticipated budget range, estimated contract value, appropriation ceiling, or prior campaign benchmark for purposes of proposal preparation. As stated in Section 2.4, Offerors are responsible for proposing a single fixed price, supported by the itemized cost details required in Appendix A. Offerors should develop their proposed scope, quantities, and allocation of resources based on their professional judgment and their understanding of the requirements of the RFP.

3. Allocation for Paid Media

Question: Does the State have an expected share of total contract value for paid media, or is that allocation left to each Offeror's judgment?

Proposed Response: The State has not established a required or expected percentage of the total contract value for paid media. Offerors should propose the allocation they determine will most effectively achieve the objectives and requirements of the RFP. Paid media expenditures must be included within the overall proposed contract value and itemized in Appendix A as required by Section 2.2.3.

4. Payment for Media Placements

Question: Should the Contractor pay media vendors first and be reimbursed the following month, or will the State consider approving and funding larger placements in advance of the buy?

Proposed Response: Offerors should assume that the Contractor will pay media vendors and invoice the State for reimbursable pass-through media costs with appropriate supporting documentation. The State does not anticipate advance funding of media placements. Media costs shall remain within the total contract value and shall be invoiced in accordance with the RFP, General Conditions, and applicable State payment requirements.

5. Minimum Quantities for Outreach, Translation, and Other Deliverables

Question: Are there minimum quantities the State expects Offerors to price, such as a number of outreach events per island or a core set of materials required in each language?

Proposed Response: No additional minimum quantities are established beyond the requirements stated in the RFP. As provided in Section 3.1.5, the State has not established fixed, predetermined volumes for translated materials, outreach events, video production, or community engagement activities. Offerors are expected to propose and justify appropriate quantities in Appendix A and the Budget Narrative based on their proposed strategy for comprehensive and equitable statewide outreach.

The multilingual translation requirements in Section 2.2.2 remain applicable, including the languages identified in that section. Languages listed in Section 2.2.2 represent the minimum required translation set. Offerors may propose additional languages if supported by outreach strategy and data compiled by the State of Hawai'i Office of Language Access.

6. Insurance Requirements

Question: What minimum limits are required for Commercial General Liability, Automobile Liability, and Workers' Compensation coverage, and should the State of Hawai'i be named as an additional insured?

Proposed Response: Insurance requirements shall be in accordance with applicable Hawai'i law. Offerors should refer to HRS Chapter 386, including HRS § 386-121, for applicable Workers' Compensation requirements, and HRS Chapter 431, Article 10C, including HRS § 431:10C-301, for applicable motor vehicle insurance requirements. Section 5.7 of the RFP requires the Contractor to maintain Commercial General Liability, Automobile Liability, and Workers' Compensation coverage and to provide certificates of insurance prior to contract execution. The solicitation does not establish insurance limits beyond those required by applicable law and does not require the State of Hawai'i to be named as an additional insured.