

ADDENDUM NO. 1

Department of Business, Economic Development, and Tourism
Hawaii State Energy Office

REQUEST FOR PROPOSALS FOR STRATEGIC COMMUNICATIONS AND MARKETING SUPPORT SERVICES

Solicitation No. RFP-21-028-HSEO-PAO

March 2, 2021

This Addendum No. 1 includes changes, omissions, and clarifications to Solicitation No. RFP-21-028-HSEO-PAO (hereinafter referred to as the “Solicitation”). All other terms, provisions, and conditions of the Solicitation published on February 9, 2021, shall remain in full force and effect.

A. The following information is provided as a summary of the pre-proposal virtual conference, which was held on Wednesday, February 24, 2021 via Zoom.

Start Time: 10:03 a.m. (HST)

End Time: 10:54 a.m. (HST)

- Roll Call (attached)
- Pre-proposal virtual conference agenda
- Zoom link to virtual conference recording
 - https://zoom.us/rec/share/qkSa9zfMwL56isgVA57EEfG53t-cesb_DQo-mXZs43k0s5KDPWtn6J_UAgPen0-Q.6UG6a2AE-NUAITXn
 - Passcode: nRTU4W=Z

B. The following questions were received during the virtual Pre-proposal Conference. As a courtesy to bidders, the corresponding answers to questions 1 –14 were provided during the conference for clarification purposes. All other questions regarding the RFP must be submitted via HlePro by the deadline for written questions and will be answered by the deadline for responses published in Section 1.5 RFP SCHEDULE AND SIGNIFICANT DATES on page 5 of the solicitation:

Q.1. *“I have two questions, the first one is pertaining to Section 1.4.3 and there’s discussion about HlePro .75% fee, so I want to understand who pays for that, and as a proposer, should one deduct that fee from the total amount of \$150,000, so that’s my first question.”*

A.1. So the HlePro fee is paid by the bidder and normally bidders do not list the HlePro fee on their budget when they submit their proposal.

Q.2. *“My second question, it has to do with ArcGIS and the type of experience that HSEO is looking for from proposers, and in particular I’m trying to understand if HSEO is looking for proposers to create ArcGIS based applications or update HSEO applications that already use ArcGIS or they simply looking for integration of the current application that you have into the new website that is to be developed by the proposer?”*

A.2. Yes, all of the above, so we are looking for continuation of our existing ArcGIS applications that are particularly things like our project directory but we’re also looking for creative new uses of the

ArcGIS in particular, things that some of the programming could do to accomplish what's outlined in the Scope of Work.

Yes, we have some existing ArcGIS platforms that we're using already, but we would like to implement more. And as I stated, that the State does have an enterprise license and that's what the Contractor will be using so we don't...we would like the potential Contractor to have experience, as stated in the RFP with the ArcGIS platform.

Q.3. *"Does that mean you are not going to consider a web Contractor does not have that experience, that specific experience?"*

A.3. We encourage you to be able to answer all of the parts of the Scope of Work, and if you need to partner, have other subcontractors that's up to you, but we do expect a full response to all elements within the Scope of Work.

Q.4. *"Will the successful bidder be dealing with a team at the HSEO, or will it be one person...what do you anticipate?"*

A.4. Per the RFP, you will be working with the Chief Energy Officer, myself (the Deputy Energy Officer), the Public Affairs team, which is Alan Yonan and Revere Wood...directly with us, however, we might engage other staff members, particularly subject matter experts as needed. But it will be our team and it's very much driven by the direction of the Chief Energy Officer and his deputy.

Q.5. *"There are also some other platforms that you [HSEO] suggested were working... Consider it, Pinpoint, Granicus, are those the only ones that we [the offeror] should consider for the community involvement, or are there others elements that you [HSEO] would continue?"*

A.5. Those are just examples. We [HSEO] encourage you [offeror] to suggest what might be the best application to accomplish the goals of the Scope of Work. The key is that we [HSEO] want to be able to have the possibility to take input to have an interactive capability for engagements and that we're able to document and record those engagements so that they're accessible by the public.

Q.6. *"In the first portion, You [HSEO] talked about community engagement and also talked about it in website, so is the website the only aspect of community engagement or will there be another more grassroots plan that you're expecting in the RFP?"*

A.6. We [HSEO] are also engaging in a strategic planning process for community engagement. We [HSEO] have an ongoing community engagement program, but we're going to be building that much more robustly, and this Scope of Work will support that. And so the mention in category one, under the development of the HSEO story of the community engagement, is really to provide a background to the fact that the reasoning for why we want to do this community engagement, and we wrote there that "the increasing public challenges and vocalized community concerns about energy projects impacts on host communities made it clear that there needs to be a more intentional effort to reach out and include grassroots community in our strategic partnerships and stakeholder engagement and collaboration to more effectively, efficiently, and equitably advance our 100%

clean energy goal.” This is a simultaneous effort on our part to reach out, and this Scope of Work is to support that process.

Q.7. “We [offeror] did some looking into how Google is seeing the HSEO website and we noticed that there’s a pretty sizeable 2200 pages that are currently indexed, and as we started to think about the Scope of Work for redesigning this website we [offeror] are wondering to what extent are you looking for a contractor/partner to redevelop the content on every single of those 2200 pages, or is a significant chunk of those just going to be as simple as a new aesthetic?”

A.7. It’s going to vary depending on the content and the depth, however, much of those 2000 pages will be the same content. It’s an aesthetic, it’s about accessibility, it’s about transportability of data. And as an important background note is that we [HSEO] have brought on a data management specialist who’s helping to build a framework for data collection and analysis and transportability across agencies, as well as focusing on energy information that we need to have. So we [HSEO] need a website that’s going to support that, but we do have the expertise that we have just brought on board that would be expertise supporting the better translation of this; but it’s really important to be able to retain a lot of the information we have, and to make it more accessible. For the uninitiated, and in the depth of energy issues, it may seem like you need to have a PhD in library sciences to navigate our website. We’re [HSEO] wanting to make our website a lot more accessible, user-friendly, and easier to find those things, even for the initiated. And so, a lot of that content will remain the same, but it’s really about accessing it.

Our [HSEO] website does not have 2000 pages, it’s about 120 pages. I’m not sure what Google is pulling up. [In chat it was noted that the other pages are likely legacy pages, but roughly 100-150 pages are currently published.]

Q.8. “What do you anticipate being the biggest challenge that this RFP addresses and for your office [HSEO] in the next 24 months?”

A.8. One of the most important elements so you could call it a challenge or not it may be easy for some of you but it’s been challenging for us-- is to tell Hawaii’s story in a way that is accessible, digestible, easily understood by the general public; and within that, to tell the story of the State Energy Office. To translate to the viewers, to the audience, what it is that we do, what we’re working on, what are our programs, initiatives, priorities, and to be able to add in the capability to conduct community engagements. And when I say community, I mean both the traditional energy industry stakeholders and the wider public; and these may be any member of the public that is interested in engaging on how to get involved in Hawaii’s transition to a carbon free economy to get us to the 100% renewable energy goal by 2045.

In our RFP, building upon the Hawaii energy story, a lot of that is going to be built under Category Two for the digital and website. And, as stated in the RFP, we’re using the State Wordpress template, so we’re not starting from scratch. There’s State approved templates created by our Enterprise Technology Services group, so you don’t have to build a website, the template is already there. Also using the ArcGIS platform to help communicate the sometimes difficult to understand energy data. So we think those two tools will be very helpful, and again the State template and using

the enterprise license that the State has for ArcGIS will be helpful to the Contractor and the Energy Office.

Q.9. *“Obviously in COVID times there’s a lot of uncertainty, but in terms of community outreach, to what extent were you imagining it to go statewide and in person, given the opportunity with the progress of the pandemic?”*

A.9. Our effort to go statewide however is-- and this is partly the reason for this Request for Proposals-- is facilitated by everyone’s turn to online resources. And so we do anticipate, once we can make this happen, to have more community engagements in person. It’s absolutely a desire because we believe that meeting a community in their place and their site is important. However, until then, and even when we’re able to meet in person, we find it’s really valuable to have this online capability, and we see the value in having both, so both and. We’ve all been reading recently how difficult it is for some particularly vulnerable and isolated communities to be able to get access to the internet, so we want to make sure we do some of that on site, so we need the kinds of materials that are communicated in print, to be able to share in those onsite events. But we will be putting perhaps even equal [effort on both], that’s yet to be seen. We’d like some proposals to that effect, and we’d like to see what folks come up with and suggest to us. But we’re anticipating having both capabilities going forward.

Q.10. *“I have a question about the target audience that you were just discussing in terms of the wider public. Is there a specific target audience, primary target audience, within the wider public that you would like to focus on in terms of demographics or psychographics?”*

A.10. For the educational and awareness aspects we really want to appeal to the general public, particularly those who have not, through their own stakeholder organizations, been able to access this information. However, both are equally important, that we get to our energy-related stakeholders as well as the public. But that is the new element that we see that needs to be incorporated into all that we do in our communications. With regard to specific communities within the general public, we do want to be able to incorporate the interactive elements on the website, and be able to have materials that speak to some of--so that we’re able to hear-- some of the concerns, and also have a dialogue and be able to hear and share those concerns. And those [concerns] typically come from either current communities that are impacted by current renewable energy projects, and/or those that anticipate projects to be developed within their communities. So that is a subset that we are aware of and want to make sure that we also include in our engagements and our outreach, and our ability to communicate with those communities.

Q.11. *“You had mentioned previously, that you guys will be able to call in subject matter experts as necessary. I’m wondering about the individual or team in charge of the technical aspects of the website, whether that’s an IT director or webmaster. Could you say a little bit about what that person or persons looks like in terms of the organization and how much access we would have to them?”*

A.11. We don’t have an in-house IT director or capability, but we have someone who has created and handled the website to date.

We are going to keep the HSEO team that works with a contractor really tight. All technical aspects of digital marketing, website will come through the HSEO. If we need further consultation then we will work with our ETS [Enterprise Technology Services], our State ETS agency.

Q.12. *“In terms of the rebranding portion of the SOW, we saw that a logo will need to be developed. We are also wondering if there are existing brand standards that need to be followed or if creating new brand standards will also be part of the Scope...going beyond the logo – typography, brand look-and-feel, colors, sort of a more holistic visual vocabulary for the brand?”*

A.12. We are open to all options as long as the criteria of the Scope of Work are met. Please refer to the Scope and submit the best proposal for your agency.

Q.13. *“Is content development, in terms of photography or copyrighting or anything creating content...is that also part of the Scope or expected to be provided?”*

A.13. There is a great deal of existing stock content both within the office, as well as in the stratosphere. However, if there is new content that needs to be developed in order to fully accomplish the Scope of Work, we absolutely welcome that. One of the things we want is a fresh, vibrant website and materials that speak to the community, and particularly speak to the current generation and those who are going to be moving forward to take over the accomplishment of the hundred percent renewable energy and clean carbon free emission economy. So I would consider what best is going to speak to the public, and all of that includes everyone that needs to be a part of this transition which includes the whole state so...

I'm going to refer you back to the RFP category one under rebranding, we listed the items that we need. Again, we're open to all options as long as the Scope of Work, the criteria of the Scope of Work are met.

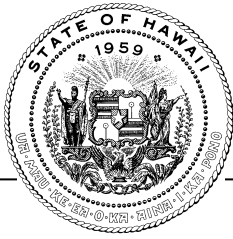
Q.14. *“In your current community engagement, what has been highly successful and what hasn't been highly successful?”*

A.14. Because of the nature of this question, we're going to ask that you submit [this question] in writing.

RFP-21-028-HSEO-PAO
 STRATEGIC COMMUNICATIONS AND MARKETING SUPPORT SERVICES
 VIRTUAL PRE-PROPOSAL CONFERENCE ATTENDANCE LOG*
 Via ZOOM
 February 24, 2021, 10:00 a.m. HST

	NAME	ORGANIZATION NAME
1	Pila Aarma	Pineapple Tweed Marketing
2	Megan Tsuchida	Bennet Group Strategic Communications
3	Kimberly Youn	Bennet Group Strategic Communications
4	Mary Fastenau	Anthology Group
5	Sheena Pegarido	LINK Strategic Partners
6	Ihamna Cubillos Valencia	LINK Strategic Partners
7	Tami Wendt	Lexica Communications, Inc.
8	Veronica Rocha	Essential Leap, LLC
9	Vicki Ford	Hahn Public
10	Geoff Wyatt	Essence Partners
11	Jill Kuramoto	Pineapple Tweed Marketing
12	Jean Nakanishi	IQ 360
13	Will Kane	S360
14	Jon Falker	Voltera Coporation
15	Matt Roberts	Speak Creative
16	Dana Butler	Hastings & Pleadwell: A Communications Company
17	Dennis Christianson	Anthology Group

* Information listed to the best of our knowledge.



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STATE OF HAWAII DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM HAWAII STATE ENERGY OFFICE

REQUEST FOR PROPOSALS RFP NO. RFP-21-028-HSEO-PAO

STRATEGIC COMMUNICATIONS AND MARKETING SUPPORT SERVICES

PREPROPOSAL CONFERENCE
Wednesday, February 24, 2021
10:00 A.M. HST
Via Zoom

AGENDA

- I. Welcome and Introductions
- II. Housekeeping
- III. Roll Call
- IV. Strategic Communications and Marketing Project Background
- V. Scope of Work (Section 2.3)
- VI. RFP Schedule and Significant Dates (Section 1.5)
- VII. HIePro Submittal Only (Sections 1.4 and 3.11)
- VIII. Responsibility of Offerors (Sections 5.3 and 5.9)
- IX. RFP Procedural Questions and Answers