

**ADDENDUM NO. 1**

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

**REQUEST FOR PROPOSALS FOR CLEAN ENERGY OUTREACH AND COMMUNITY ENGAGEMENT  
SUPPORT SERVICES**

Solicitation No. RFP-21-030-HSEO-PAO

May 18, 2021

This Addendum No. 1 includes changes, omissions, and clarifications to Solicitation No. RFP-21-030-HSEO-PAO (hereinafter referred to as the "Solicitation"). All other terms, provisions, and conditions of the Solicitation published on April 26, 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, May 12, 2021 via Zoom.

Start Time: 10:05 a.m. (HST)

End Time: 10:47 a.m. (HST)

- Roll Call (attached)
- Pre-proposal virtual conference agenda
- Zoom link to virtual conference recording
  - [https://zoom.us/rec/share/XSLbaXcpNIDYl4ulQjGp5cEndERaEebaAtFrJwHilqBo6s\\_HDWrJAJM90iqgk9yO.l2kuQzd7hX03TxvW](https://zoom.us/rec/share/XSLbaXcpNIDYl4ulQjGp5cEndERaEebaAtFrJwHilqBo6s_HDWrJAJM90iqgk9yO.l2kuQzd7hX03TxvW)
  - Passcode: \*2!iL&4J

B. The following text corrects a typographical error in Section 1.5 on page 5 of the solicitation (in Ramseyer format):

**1.5 RFP SCHEDULE AND SIGNIFICANT DATES**

The schedule represents the State's best estimate of the schedule that will be followed. All times indicated are Hawai'i Standard Time (HST). If a component of this schedule, such as "Proposal Due date/time" is delayed, the rest of the schedule will likely be shifted by the same number of days. Any change to the RFP Schedule and Significant Dates shall be reflected in and issued in an addendum. No questions will be received after the Question/Answer deadline.

The approximate schedule is as follows:

Release of Request for Proposals	April 26, 2021
Deadline to Register for Pre-Proposal Conference	May 6, 2021 @ 2:00 PM HST
Pre-Proposal Conference	May 12, 2021 @ 10:00 AM HST
Deadline to Submit Written Questions	May 19, 2021 @ 2:00 PM HST
State's Response to Written Questions (if applicable)	May 27, 2021 @ 4:30 PM HST
Proposal Due Date/Time	June 14, 2021 @ 2:00 pm HST
Discussion with Priority Listed Offerors (if needed)	TBD
Best and Final Offer deadline (if necessary)	TBD
Notice of Award (estimate)	July 21, 2021
Contract Start Date (estimate)	August 23, 2021

C. 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'm just wondering if this is an appropriate place, or if you see a place for a stakeholder or a local resource, other than reaching out to your website for information..."*

A.1. This is specifically if you want to respond to this request for proposal, so this is not the appropriate place.

Q.2. *"I'm trying to see how local business is affected by what you're asking for and if there's a potential for us, therefore our company, to be a part of something."*

A.2. This is a very intentionally focused community engagement process. I would best refer you to our website and you can reach out to me [Kirsten] directly. I'll get your email and reach out to you. I think that's a more appropriate channel.

Q.3. *"I'm not sure if this is a procedural question, but I wanted to ask it anyway. What role do you see the Hawaii State Energy Office playing in stakeholder engagement? Is it more of a convening role, bringing the community together and energy developers for our conversation, or is it more of an advocacy representing the interest of both the community and the energy developers to move the State forward to achieving its renewable energy goals?"*

A.3. The Energy Office has had a stakeholder engagement program that has been very focused traditionally on industry partners, and we continue to do that and want to continue to do that with our community outreach and engagement programs. So it includes industry partners, but this initiative is particularly to build the Energy Office's capacity to reach out to more grassroots community. And so, while we continue to focus on the industry outreach and engagement, which we have an ongoing and fairly robust program in place, and we will include that as a major part of our program going forward, this is to help us build our capacity particularly to communities and to stakeholders that have not been traditionally identified as stakeholders since the beginning, frankly, of the clean energy initiative. They were involved, but we feel that we really need to build our capacity to go beyond that.

*Q.4. "For the contractor, how would their success be measured? Is it more about output, like okay we had X number of public meetings or engagements with the community, or will the contractor be sort of accountable for the results, so we were able to actually provide consensus or some kind of agreement within the community on the energy provider to really move this energy project forward. Will it be that kind of level of accountability that you expect from the contractor?"*

A.4. Really, this is to build the capacity of the Energy Office to be able to create an ongoing program for engagement, and so if you refer to the RFP, we're really looking for a capacity building effort. That's the importance here.

*Q.5. "So my question is, what is the role of HSEO in providing content for the energy education materials? And actually I would like to extend that question as well, for not only HSEO but your other contractors, trying to figure out how that would work."*

A.5. Both for our [HSEO] Strategic Communications and Marketing, as well as we have a contractor consultant to do a K through 12 public education program focused particularly on Title 1 schools, we will have materials that we [HSEO and offeror] will be able to use. The Energy Office will be working with both of our contractors that are building an awareness and education element. The importance of this support service that we're looking for is to build that energy education component into the delivery of the engagements themselves, and so we will be providing materials that are available within the Energy Office. However, if offerors have contributions that they can also make to this program that would be welcome. One of the reasons we're going out for an RFP is we know that there's a great deal of excellent expertise, ideas, inputs, innovations in the community that we would like to be aware of and include in our support services, but what we're asking for specifically here is to include the energy education component in the actual delivery of the engagements, and so regarding the materials, you'll be working with HSEO to provide those.

*Q.6. "A couple of, maybe it's a two-fold question, regarding to the work plan and the playbook. So number one, first part of the question is, do you have an idea, maybe from another community, of a playbook or work plan that you like a lot, and that would be a good point of reference for us?"*

A.6. First of all, we invite your proposals, for the first part of your question. We're not looking to any specific examples, we'd like to know what you folks propose.

Q.7. *"The second part of the question is what kind of timeline are you envisioning for this playbook to be relevant? Is it for a year, is it two years, is it the 19 years until the 2045 mandate? So just give us a little perspective on that."*

A.7. The second part of your question, the playbook will be in place until the Energy Office has the ability to update it, so we anticipate this playbook lasting for as long as we can use it.

Q.8. *"I'll go ahead and ask one, just I need to get through the RFP again, there might be details in here that were shared already, so I apologize for asking a question that's already listed in there, but I did see pieces about some sort of in-person meeting and education sessions. Given this last year, is that still considered a major component of the education and outreach, or is the digital first outreach still something that will be predominant? I'm just wondering how much the physical in-person type of community outreach and education meetings are going to play in a proposal like this."*

A.8. What we're [HSEO] looking for is capacity building within the office, which is why the RFP includes both a strategic work plan and a playbook for in-person and virtually. We [HSEO and offeror] will be conducting virtually until it is possible to do in-person, and we will be looking to the State guidelines and the county guidelines to make those decisions on which way we're going, but we're [HSEO] looking for capacity building in both and implementation in both during the period of the contract, because hopefully we'll [HSEO and offeror] be able to do both.

Q.9. *"Quick question, so you guys have selected that Strategic Communications and Marketing consultant also, what kind of time frame is their work going to be on?"*

A.9. The work will be started immediately prior to this work. All of this is an effort to build out the communications, outreach, awareness, and engagement with the community, so it will be going simultaneously, but those outputs will be coming ahead of these in this support services contract.

Q.10. *"If I understood correctly, the majority of the educational content that's going to be implemented and shared through this effort is coming from that [Strategic Communications and Marketing] contract and the strategic marketing part of HSEO?"*

A.10. Yes, and from the Clean Energy Education contract as well. So we'll [HSEO and offeror] be able to use materials that HSEO will own and provide. But as I said, we [HSEO] look forward to creative proposals, and you're absolutely free to propose what you think would be helpful.

Q.11. *"I know it seems from the RFP as part of this engagement process you're not only seeking to educate the community, but you're seeking to gather sort of feedback, interests, and concerns about Hawai'i's clean energy economy goals. I was just wondering if there's a specific plan that you would like feedback on or any specifics you can provide around the feedback part of this process."*

A.11. The feedback that we will receive will inform our plans going forward.

Q.12. *"Is there a specific date for finalizing the plan or is it just in general an ongoing planning process?"*

A.12. It's an ongoing planning process and it will inform the State's progress, and as mentioned in the RFP it will also help inform policy makers and decision makers about energy program planning and policy making.

Q.13. *"I wanted to ask specifically on Category 2: Implementation. There's a sentence there that if we're planning the outreach meetings, these communities may include, but are not limited to, the three island locations. Should we anticipate those being the definite presentations, and maybe a couple others around other energy developments we know?"*

A.13. We gave examples of communities where renewable energy projects are planned, and as we stated in the RFP, we really want to have engagements during the period of the contract proposed by the offeror, and you can include as many or as few as you think you can accomplish during the period of the contract. Again, we stated that the priority is on communities where grid scale renewable energy projects are being planned. However, that's not exclusive to those communities, but that is what we're prioritizing.

Q.14. *"The second questions would be, as a part of this RFP process, since each island has its own networks of communications, would it make sense, or is it even preferable for the Hawai'i State Energy Office to partner with maybe three different contractors who have better representation on each of those three islands to get a better feel for those communities?"*

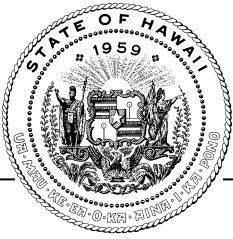
A.14. The second part of your question is we, in this RFP, are looking for a single offeror for support services, and you are able to subcontract and other ways, whatever is needed for you to fully provide all the services for this single contract.

CLEAN ENERGY OUTREACH AND COMMUNITY ENGAGEMENT RFP  
 VIRTUAL PRE-PROPOSAL CONFERENCE ATTENDANCE LOG\*  
 Via ZOOM  
 MAY 12, 2021

	NAME	ORGANIZATION NAME
1	Catie Cullison	PBR Hawaii & Associates, Inc.
2	Veronica Rocha	Essential Leap, LLC
3	Ali Andrews	Shake Energy Collaboration
4	Stephanie Chang	Stephanie Chang Design Ink
5	Julie Bryant	Cascadia Consulting Group, Inc.
6	Alex Craft	Qualtrics
7	Kanani Kealalio	Ku'iwalu
8	Dawn Chang	Ku'iwalu
9	Nathan Hokama	Strategic Communication Solutions, LLC
10	Faith Sereno Rex	SMS Consulting LLC
11	Hersh Singer	SMS Consulting LLC
12	Anna Pacheco	SMS Consulting LLC

13	Kim-Hee Wong	DTL Hawaii
14	Arielle Magliulo	Cadmus
15	Jared Chang	SSFM International
16	James McCay	GreenGoes LLA, LLC
17	Kaitlin Arita Chang	Olomana Loomis ISC
18	Alan Tang	Olomana Loomis ISC
19	Laurel Chapman	Lubrco LLC

tion listed to the best of our knowledge.



# HAWAII STATE ENERGY OFFICE STATE OF HAWAII

DAVID Y. IGE  
GOVERNOR

SCOTT J. GLENN  
CHIEF ENERGY OFFICER

235 South Beretania Street, 5th Floor, Honolulu, Hawaii 96813  
Mailing Address: P.O. Box 2359, Honolulu, Hawaii 96804

Telephone: (808) 587-3807  
Fax: (808) 586-2536  
Web: [energy.hawaii.gov](http://energy.hawaii.gov)

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

### REQUEST FOR PROPOSALS RFP NO. RFP-21-030-HSEO-PAO

### CLEAN ENERGY OUTREACH AND COMMUNITY ENGAGEMENT SUPPORT SERVICES

#### PREPROPOSAL CONFERENCE

Wednesday, May 12, 2021  
10:00 A.M. HST  
Via Zoom

#### AGENDA

- I. Welcome and Introductions
- II. Housekeeping
- III. Roll Call
- IV. Clean Energy Outreach and Community Engagement 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