



— ISLAND OF —
HAWAII
V I S I T O R S B U R E A U™

REQUEST FOR PROPOSAL

Hawai'i Island DMAP Community-based Action Stewardship
Program (HICASP)

DEADLINE FOR RECEIPT OF PROPOSAL
AUGUST 18, 2023

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SECTION 1 – OVERVIEW

1.1 Purpose of the Request for Proposal (RFP)

With the support of the Hawai'i Tourism Authority (HTA) the Island of Hawai'i Visitor Bureau (IHVB), seeks proposals from land-based 501(c)3 non-profit organizations to advance **Action C** of the Island of Hawai'i Destination Management Action Plan (DMAP) to support and promote 'āina-based education and practices to protect and preserve natural resources so that residents and visitors will aloha 'āina and **C.3** to support interested 'āina-based groups to serve as interpretive educators, trainers, and/or cultural ambassadors to share cultural knowledge with the guest and visitor industry, tour operators, and other business owners.

Like other hotspot areas on the island of Hawai'i, communities are observing a growing entry of visitors to hotspot locations along coastal communities. In anticipation of highways reopening, such as highway 137 and 132, communities are concerned that reconstruction of roads will increase access and encourage more visitors into communities where sacred places and cultural and natural resources exist. These sacred places are areas where Hawaiian fishing villagers once thrived, warm and cold spring ponds remain, where breathtaking beaches are but potentially dangerous ones exist, where natural resources like the 'ōpae 'ula swims and the pūhala grows, and the birthing of black-sand beaches continues. Communities are prepared to work in collaborations with the Hawai'i Tourism Authority to protect the natural and cultural resources, and the sacred places by working with a qualified land-based and human resource management organization to help them develop and implement a community and culturally-appropriate stewardship program.

The Island of Hawai'i DMAP regenerative tourism focus aim to redefine the impact of the visitor, residents and non-residents alike, for the island of Hawai'i's hotspots and sacred places in collaboration with our communities and highly sought-after resident community stewards. Nonprofit organizations with 5 years or more experience in employment and human resource management, and who has environmental, cultural, and stewardship management experience, community capacity building, and ho'okipa (hospitality) practices are invited to submit a proposal for the services outlined below to develop a five (5) month funded program with the potential for additional funding for steward programs to help to protect and preserve hotspot areas around the island of Hawai'i.

1.2 Objectives of the Hawai'i Island Community-based Action Stewardship Program (HICASP)

The objectives of the HICASP RFP for Island of Hawai'i hotspots and sacred places includes working with the local community to provide HR services including recruitment, hiring, training, payroll, data collection and manage resident stewards to implement a stewardship program that:

- Increases understanding of appropriate behavior and respect for the Hawaiian culture, natural and environmental resources, and surrounding communities by way of positive visitor-stewardship interactions.
- Train stewards to share sacredness of wahi pana and location with visitors by sharing area mo'olelo (history), mo'omeheu (culture) and ho'oulu (hope for the future)
- Direct visitors away from dangerous places to parks and beaches that are open for visitation.
- Minimize visitors' trespassing on private and government lands.

- Protect by increasing awareness of sacred burial grounds and respect for iwi kūpuna, wherever appropriate.
- Redirect visitors away from dangerous surfing and water conditions and encourage and increase safety measures.
- Encourage pick up your 'ōpala (rubbish) and kōkua (help) to leave the place better than you found it visitor behaviors.
- Assign duties to stewards to gather data for resident satisfaction survey.
- Assign duties to stewards to gather hotspot data.

1.3 Overview of HICASP

The applicant should submit an application and proposal describing how they will work with the community, to recruit, hire, train and manage full time and or part time, preferably resident-stewards to cover the stewardship management program during daylight hours seven days a week for a Hawai'i Island DMAP hotspot location as a pilot program.

DMAP hotspot communities on the island of Hawai'i (Pohoiki, Punalu'u and Kealakekua) that are open to working together to mitigate impacts of tourism and seek DMAP support to protect and preserve natural and cultural resources, can apply through this RFP and/or contact the Island of Hawai'i DMAP manager at rkaiana@hvcb.org for more information.

Services being solicited:

Applicants may apply for all, or part of the services being solicited for this RFP. For example, an organization may choose to apply to provide HR management and payroll services and design the site coordination management preferably with the community, and or create community-supported messaging for visitors, and or provide steward training including training in gathering data for resident satisfaction survey and hotspot data. **Favorable consideration will be given to the applicant that provides a proposal with comprehensive, coordinated services as requested.**

The proposal should include a budget for steward wages and benefits as required by the employment laws of the State of Hawai'i. Additionally, the budget should contain the cost for training and management supervision for five months from September 15, 2023, to February 15, 2024.

The proposal should include a description of how the awardee will be responsible for the supervision of the steward(s) either by working with community leaders, by having an onsite coordinator, or by offering an alternate supervisory and steward management plan in their proposal to oversee the success of steward's daily work demands and activities.

1.4 Timeline

Activities	Scheduled Date
Initial RFP release date	July 24, 2023
Deadline for submission of proposals	August 18, 2023, 4:30PM HST
Contract award notification (estimated)	September 1, 2023
Contract Length	September 15, 2023, to February 15, 2024 (5) months with the possibility to extend the contract based on availability of funding.

1.5 RFP Point-of-Contact

All questions and communications regarding this RFP shall be addressed to the point-of-contact Rachel Kaiama, DMAP Manager, Island of Hawai'i Visitor Bureau, email: rkaiama@hvcb.org, PH: (808) 365-5622.

SECTION 2 PROPOSAL OUTLINE AND INSTRUCTIONS

2.1 Submission Method

All submissions are to be sent via email to rkaiama@hvcb.org by **August 18, 2023**, no later than 4:30 pm HST. Submission may be sent as a PDF attachment. The time of receipt will be the time on the email. Deadlines will be strictly enforced. Please be aware that download times could delay email arrivals.

2.2 Submission Requirements

All proposals shall include the following documents in the order listed to be considered for funding under this program. Proposals that fail to submit any one of these documents may be considered nonresponsive. Descriptions appear below in subsequent sections.

The Proposal should consist of the following documents and in the order below:

- a) IHVB Program Application
- b) Cover Page
- c) Table of Contents
- d) Cover Letter
- e) Applicant's Qualifications and Past Experiences
- f) Detailed Program Components and Work Plan
- g) Detailed Budget with a Cost Breakdown, Proposed Payment Schedule, Budget Narrative

2.3 Required Attachments

Required attachment should include the current Board of Directors and/or leadership including names, and their titles, and affiliations, the Articles of Incorporation (preferred), or other documentation such as Bylaws that verify the person(s) authorized to sign legal documents on behalf of the organization and at least two Letters of Support.

2.3 Cover Letter

This is your opportunity to make a personal statement to the evaluation committee. This part of the response should be limited to a brief narrative highlighting how the applicant's expertise and experience in environmental, cultural, and stewardship management experience, community capacity building, and ho'okipa (hospitality) practices qualifies you for this RFP, and the applicant's general approach to the work, and specifically experiences in performing the HR management work required.

2.4 Organization Capacity and Past Experience

Information about the roles and experience of key project team members. As part of this section, include full name, title, and discipline of team members who may work as key personnel as part of this RFP including their education, special expertise, licensing or certifications, and relevant project experience.

- a) Organization's experience working in rural and/or coastal communities and DMAP hotspots on the Island of Hawai'i.
- b) Organization's experience working with community, community organizations, and government agencies. Describe how this team, or portions of the team, have worked together with these groups.
- c) Qualifications of the organization to provide the requested services.
- d) Organization demonstrates a positive impact on the community and visitors, both residents and visitors from past efforts/experience.

2.5 Written Proposal

The written proposal should identify the goals and objectives for the Stewardship Program for the designated area including the components of creating appropriate stewards' job description, recruiting stewards, hiring stewards, training stewards, and managing stewards' work program, activity, and schedule and explanation of the organization's willingness to work with stakeholders, community organizers and other contractors or subcontractors to implement HICASP.

2.6 Job Description

In alignment with this RFP, the proposal should include a job description of the "steward."

2.7 Description to Recruit and Hire Stewards

The written proposal should describe how the contractor intends to recruit and hire stewards. Preference will be given to the applicant who can explain how they plan to work with the local community to recruit and hire employees from the designated area and or district.

2.8 Description on Training Stewards

The applicant should include a written section in their proposal on stewardship training. Preference will be given to the proposal that addresses the following desired training outcomes below:

- a) Understanding of appropriate behavior and respect for the Hawaiian culture, natural and environmental resources, and surrounding communities by way of positive visitor-stewardship interactions.
- b) Ability to share sacredness of wahi pana and location with visitors by sharing area mo'olelo (history), mo'omeheu (culture) and ho'oulu (hope for the future).
- c) Ability to direct visitors away from dangerous places to nearby parks and beaches that are open for visitation.
- d) Ability to minimize visitors' trespassing on private and government lands.
- e) Protect by increasing awareness of sacred burial grounds and respect for iwi kūpuna, wherever appropriate.
- f) Ability to redirect visitors away from dangerous surfing and water conditions.
- g) Ability to encourage and increase visitors' safety awareness and appropriate behaviors.
- h) Ability to work with the community and local authorities to assist in the case of emergencies.
- i) Ability to encourage "pick up your 'ōpala" (rubbish) and kōkua (help) to leave the place better than you found it visitor behaviors.
- j) Ability to gather data for resident satisfaction survey.
- k) Ability to gather hotspot data.

2.9 Description of Supervision of Stewards

The proposal should include a description of how the awardee will be responsible for the supervision of the steward(s) either by working with community leaders, by having an onsite coordinator, or by offering an alternate supervisory and steward management plan in their proposal to oversee the success of steward's daily work demands and activities.

2.10 Proposed Budget and Payment Schedule

The applicant is to provide a total fixed price cost for services broken down as follows.

- a) Total fee expectation.
- b) Breakdown of services by cost including salaries and benefits, training, management, and administrative costs. Administrative costs not to exceed 15% of the total budget of the Project.
- c) Suggested payment schedule. Subject to negotiation.
- d) Budget Narrative: Provide a detailed description of the proposed budget.

Proposal should include a summary of approach for keeping costs efficient and hourly billing rates for all proposed work and any potential team members, who may be called upon to work on tasks related to this RFP as well as other costs that may be required to perform said work. A summary of potential direct expenses and non-labor-related charges should also be included.

Proposal should include the cost to work with the community, to recruit, hire, train and manage full time and or part time, preferably resident-stewards to cover the stewardship management program for the designated hotspot location for daylight hours.

2.11 Rejection of Proposal

IHVB reserves the right to consider as acceptable, responsible, and responsive only those proposals submitted in accordance with the RFP requirements.

Reasons for rejection are a proposal may be automatically rejected for failure to cooperate or deal in good faith, late proposals, failure to submit in accordance with the RFP requirements, or failure to supply an adequate response to the RFP, lack of demonstrated experience or expertise; Inadequate accounting system or internal controls; failure to meet the terms of agreement on any previous IHVB or HTA award.

Applicants for this proposal may not apply for funding from more than one (1) of HTA's programs for the same project with Aloha 'Āina or Kūkulu Ola programs. In addition, a project or event may not receive funding from more than one (1) HTA program in the same year.

2.12 Priority Contractor for Other Hotspot Areas

Subject to funding availability, the successful awardee of this RFP, will have priority to recruit, hire, train and manage stewards for all hotspots areas of concerns for the Island of Hawai'i by project and as contracted by IHVB.

Subject to funding this RFP is a template for other community-based stewardship programs for hotspot areas and locations around Hawai'i Island. Communities interested in stewardship programs with the same hotspot HICASP objectives and training of stewards may use this RFP submission requirements and application to apply for DMAP support.

3.0 SCORING AND EVALUATION OF PROPOSALS

3.1 Selection Committee

Proposals are evaluated by a Committee whose members are selected by the Island of Hawai'i Visitors Bureau (IHVB), a member of HTA, member(s) from DLNR, the County of Hawai'i and a community member.

3.2 Scoring Criteria

Proposals will be evaluated based on the following scoring criteria:

1. Project Component (1-50 points)
 - Proposed objectives and goals meet DMAP **Action C** of the Island of Hawai'i Destination Management Action Plan (DMAP) which supports and promote 'āina-based education and practices to protect and preserve natural resources so that residents and visitors will aloha 'āina and **C.3** supports interested 'āina-based groups to serve as interpretive educators, trainers, and/or cultural ambassadors to share cultural knowledge with the guest and visitor industry, tour operators, and other business owners.
 - Completes the RFP Application Information Form
 - Proposed cultural-based steward program mitigates the impacts on the community through education of the 'āina (place), culture (mo'omeheu), history (mo'olelo) and people (kānaka).

- The organization's values and foundations employs the combined knowledge of Hawaiian cultural and indigenous practitioners' knowledge of aloha 'āina to develop a deeper understanding and respect for the place and its people.
- The organization describes how they incorporate steward training for learning and knowledge preservation from the community's perspective and what the community wants to share with visitors.
- Proposal demonstrates ability to fulfill the outlined requirements and timeline.

2. ORGANIZATIONAL CAPACITY AND PAST EXPERIENCE (1-30 points)

- Ability to produce a plan for HR and payroll management, recruitment, hiring, training, and supervising stewards.
- Has established a network with community.
- Evidence of community support and involvement through partnerships with other organizations and community stakeholders.

3. PROJECT BUDGET (1-20 points)

- Demonstrates organizational financial capability.
- An accurate and feasible budget for the project

4.0 CONTRACTING PROCESS AND REQUIREMENTS

4.1 Award Letter

The awardee will receive a letter informing them of the next steps in the contract process and advising them of any documents that may be due. This letter will include deadlines for receipt of these materials. The contract will not be executed until all required paperwork is received.

4.2 Timeliness

Failure to meet specified deadlines could result in the award being rescinded and the contract being cancelled.

4.3 Contract for Services

The contractor(s) will be put on a payment schedule and each payment will have associated deliverables tied to it. The contractor(s) will be required to submit an original invoice along with any related deliverables to receive payment. The contractor(s) will not be paid a lump sum.

4.4 General Liability Insurance

Nonprofit organizations will be required to have commercial general liability insurance of at least \$1 Million per incident, \$2 Million in aggregate. Policy must list Island of Hawai'i Visitor Bureau as an additional insured. Policy must also list either the Hawai'i Tourism Authority or the State of Hawai'i as an additional insured. If proof of insurance is not presented by contract execution, the award may be rescinded, and the contract cancelled.

4.5 Acknowledgement

Must acknowledge the Hawai'i Tourism Authority (HTA) and the Island of Hawai'i Visitor Bureau (IHVB) as sponsors with logos and names (if applicable – e.g. if creating signage, fliers, etc.).

4.6 Payments and Deliverables

A “deliverable” is what the contracted organization must deliver to IHVB to get paid. Examples of possible deliverables may be progress reports, updated budgets, and an invoice. We will create a checklist of deliverables for each payment. All deliverables must be received before payment is issued. If we do not receive a deliverable on the list, payment could be delayed or denied. All required deliverables must be received, along with, or prior to, receipt of the invoice. Final payment will be made with completion of a final report received.