



MAUI

VISITORS & CONVENTION BUREAU™

REQUEST FOR PROPOSALS

2023 EAST MAUI TOURISM MANAGEMENT PILOT PROGRAM

DEADLINE FOR RECEIPT OF PROPOSALS IS
Friday, May 5, 2023, 4:30 p.m. HST

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SECTION 1 – OVERVIEW AND TIMELINE

1.1 Purpose of the Request for Proposal (RFP)

The Maui Visitors & Convention Bureau (MVCB) is soliciting proposals for professional services from east Maui based nonprofit organizations to execute the East Maui Tourism Management Pilot Program (EMTMPP), outlined below, to address and mitigate issues found in East Maui as it relates to tourism and resident-visitor relations including safety, need for visitor education, illegal parking, overcrowding, access and unlicensed commercial activity. Eligible nonprofits must have an address based within the following moku: Ko’olau, Hāna, Kīpahulu, Kaupō, Kahikinui.

East Maui based nonprofit applicants are invited to submit proposals for all or part of the services outlined. More than one nonprofit applicant may be awarded for all or part of what has been proposed. If multiple applicants are awarded, contractors will work in a coordinated manner on pertinent elements of the EMTMPP, in order for management to be cohesive. East Maui based nonprofit organizations are encouraged to coordinate with one another with regard to what they bid upon.

EMTMPP fosters community-based tourism management activities to improve resident-visitor relations and mitigate impact from tourism. This RFP also moves forward the Maui Nui Destination Management Action Plans <https://www.hawaiitourismauthority.org/media/6860/hta-maui-action-plan.pdf>. Specifically, Maui Action A: “Implement a responsible tourism marketing communications program to educate visitors pre-and post-arrival about safe and respectful travel.” Additionally, Maui Action B.2: “Explore the capacity limits at hot spots through science-based data. Continue educating the community and visitors about the importance of limiting numbers to ensure hot spots can be sustained and thrive” Funding for this program is made possible through the Hawai’i Tourism Authority (HTA).

For the intents and purposes of this RFP, a visitor is defined as any nonresident of east Maui. This includes visitors traveling from out of state including international travelers, visitors traveling from neighbor islands or from other areas in Maui who do not reside within the Ko’olau, Hāna, Kīpahulu, Kaupō and Kahikinui moku.

The objectives of the EMTMPP are to:

- Increase visitor understanding of appropriate behavior and respect for Hawaiian culture, values, practices and lifestyle by way of positive, face to face interactions between visitors and residents.
- Minimize trespassing and minimize other inappropriate behavior among visitors; increase safety of visitors in east Maui.
- Increase understanding among visitors about why certain places, behaviors and activities are kapu in east Maui.
- Increase awareness of appropriate places in east Maui where visitors are welcome to visit.
- Support community-based tourism management.
- Increase east Maui resident satisfaction levels as it relates to visitors in east Maui.
- Gather data including but not limited to carrying capacity, visitor behavior, traffic, satisfaction levels among residents, illegal tour operators, visitor response and compliance with the management program throughout the year; make recommendations and be prepared to implement action based on findings.
- Discourage unlicensed commercial activity.

Overview of the EMTMPP:

Two Stewards will be stationed at five sites identified as “hot spots” for 6.5 hour time frames (6 hour shifts; 15 minutes of setup and 15 minutes of breakdown), seven days a week. Shift times depend on the location, based on when that site receives the most visitors. Stewards will be providing orientations about safety, access, parking, culture and community-supported tourism activities in the area. They will also be gathering data. There will be approximately 20 Stewards needed, in order to cover each of the shifts, which span seven days of each week.

Stewards will be supervised by Site Coordinators. A Site Coordinator could be either an individual, business or nonprofit organization. Site Coordinator must be based in reasonably close proximity to the hot spot being served. The Site Coordinator can oversee more than one hot spot. Site Coordinators must undergo a background check and possible drug test. Individuals with active or recent criminal backgrounds will not be considered.

The five locations (hot spots) will be served during the following time frames:

Site Number	Location Served	Time Frame
1	Nā’ili’ilihaele Stream (Bamboo Forest)	8:45am-3:15pm
2	Waikamoi Falls (mile marker 10)	7:45am – 2:15pm
3	Kaihalulu	9:45am-4:15pm
4	Wai’oka	8:45am-3:15pm
5	Honolewa (South Wailua Falls)	9:45am-4:15pm

Services being solicited:

Applicants may apply for all or part of the services being solicited for one or more of the locations served. For example, an organization may choose to apply to conduct Program Launch Services, Site Coordinator Management, Create Community-Supported Messaging to Visitors and Gather Hot Spot Data for one or more locations they are proposing to serve. Or, as another example, an organization may choose to apply solely to Gather Data for Resident Satisfaction Survey.

1. Program Launch Services:

- Provide job description, recruit, interview and onboard a sufficient number of Stewards for the site(s) you are proposing to to serve; conduct interview process with MVCB.
- Conduct orientation and training with the Stewards (in a coordinated effort should there be other organizations also contracted to provide Program Launch Services):
 - Coordinate certifications provided to the Stewards, at the discretion of the contracted organization.
- Recruit and conduct application process to select one (1) Site Coordinator for each location you are proposing to serve, who will oversee the hot spot. In collaboration with MVCB, approve logistics identified by Site Coordinators.
- Conduct Site Coordinator applicant interviews with MVCB.
- Identify and present all proposed materials for the program such as tents, tables and chairs. While under contract, materials will be reviewed, approved and purchased by MVCB.

2. Site Coordinator Management:

- Oversee and manage the East Maui Tourism Management Pilot Program with primary oversight of Site Coordinators and secondary oversight of sites.
- Disburse monthly stipend to Site Coordinators.
- Provide employment and ongoing human resource services for approximately 20 Stewards.
- Resolve issues involving the Steward, site or Site Coordinator included but not limited to attendance, calling in sick, timesheet errors, workplace attitude and conflict.
- Receive and review performance evaluations.

3. Create Community-Supported Messaging to visitors:

- Create community-supported messaging to be approved by MVCB to share with visitors pre and post arrival, including but not limited to overall guidelines of appropriate behavior, site specific guidelines regarding safety and access, cultural orientations and cultural sensitivity recommendations for visitors of east Maui.
- Create a comprehensive list of community-supported tours, activities, hikes, beaches, east Maui based businesses and nonprofits that welcome visitors. This directory will identify alternative locations to the hot spots. Information will be provided to MVCB to create collateral to share with visitors pre and post arrival.
- Create content including but not limited to collateral, signage and scripts which will be utilized by Stewards at the hot spots.
- Consult, collaborate and coordinate with MVCB and other contracted east Maui-based organizations on any messaging related to the EMTMPP and sites to ensure across the project.

4. Gather Data for Resident Satisfaction Survey:

- Identify data set which will be gathered for resident satisfaction surveys before program launch and while program is in progress, as it pertains to visitors in east Maui.
- Determine method for conducting resident satisfaction surveys.
- Conduct an East Maui resident satisfaction survey before program launch.
- Conduct an east Maui resident satisfaction survey while program is in progress.
- Compile resident data set into a KPI (Key Performance Indicators) Report as part of reporting. The KPI will be determined by MVCB. These KPI will be used to track the success of the program as it interacts with visitors and impacts resident satisfaction.
- Compile data and draw conclusions in final report format.

5. Gather Hot Spot Data:

- Identify data set to be gathered for visitor survey for the location(s) you propose to serve.
- Identify additional data set to be gathered by Stewards, including but not limited to visitor compliance with program, unlicensed tour companies and carrying capacity.
- Direct data gathering practices of the Stewards at the location(s) you propose to serve.
- Compile visitor data set into a KPI (Key Performance Indicators) Report as part of reporting. The KPI will be determined by MVCB. These KPI will be used to track the success of the program as it interacts with visitors and impacts resident satisfaction.

1.2 Timeline

Activities	Scheduled Date
Initial RFP release date	Thursday, April 6, 2023
Informational Briefing	Tuesday, April 11, 2023 from 12:00 pm -1:00 pm
Deadline for submission of proposals	Friday, May 5, 2023 at 4:30PM HST
Contract award notification (estimated)	Friday, June 9, 2023
Contract Length	6 months with possibility to extend for additional 2 months

Interested applicants are invited to register for the Informational Briefing being conducted on Tuesday, April 11, 2023 from 12:00 pm – 1:00 pm by clicking here:

https://us06web.zoom.us/webinar/register/WN_y0xAPzQjQGSFrmQAJju8jA

1.3 Vendor Qualifications

Qualified applicants must be an east Maui based nonprofit organization.

Those who will be involved with the implementation of this contract must undergo background check and possible drug test. Individuals with active or recent criminal backgrounds will not be considered.

1.4 RFP Point-of-Contact

All questions and communications regarding this RFP shall be addressed to the point-of-contact listed below.

- MVCB Destination Manager, Meagan DeGaia: meagan@mauivb.com

All emails must include the “EMTMPP RFP” in the subject line.

1.5 Disclaimer: Cancellation and Cost Liability

MVCB reserves the right to cancel this RFP, or any components of this RFP, at any time. MVCB assumes no responsibility and bears no liability for costs incurred by an applicant in the preparation and submittal of proposals in response to this RFP. An applicant may not bill MVCB for any costs or expenses incurred in pursuit of this award. Any incumbent under any HTA contract may not use HTA-funded resources to prepare its Proposal.

SECTION 2 – PROPOSAL OUTLINE AND INSTRUCTIONS

2.1 Submission Method

1. All submissions are to be sent via email to meagan@mauivb.com.

2. Submissions must be sent as a single PDF attachments. Do not sent multiple attachments, emails or links containing elements of your proposal.
3. 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. Applicants who wait until the last minute to submit their proposals do so at their own risk.

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 non-responsive. Descriptions appear below in subsequent sections.

- The Proposal should consist of the following and in the following order:
 - Cover Page
 - Table of Contents
 - Cover Letter
 - Application
 - Scored Proposal documents:
 - Qualifications and Past Experience
 - Detailed Program Components and Work Plan
 - Detailed Cost Breakdown, Proposed Payment Schedule, Budget Narrative
 - Required Attachments
 - List of Applicant’s current Board of Directors and/or leadership including names, titles and affiliations.
 - Applicant’s 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.
 - Letter(s) of Support

2.3 Cover Letter

This is your opportunity to make a personal statement to MVCB and the evaluation committee. This part of the response should be limited to a brief narrative highlighting how the Proposer’s expertise and experience qualifies for this RFP, the general approach to the Proposer’s work, and specifically experience in performing management work.

2.4 Detailed Program Components and Work Plan (45 points)

1. Describe overall management components and approach, outlining and describing the services you are proposing (see page 4-6: Services being solicited).
2. How will your team work together to strike the right balance between resident and visitor considerations? This includes taking into account natural and cultural resources and environment.
3. How will your team work in a coordinated effort with other contracted organizations?
4. Describe outreach and engagement efforts with the East Maui community and businesses with this program. What engagement tools would you use to collect community input and feedback about effectiveness of program implementation alleviating negative impacts of tourism, and how do you imagine incorporating this input into your deliverables?

2.5 Qualifications and Past Experience (30 Points)

Technical proposal elements.

1. Description of services to be provided by the organization
2. Organization's experience working with community, community organizations, and government agencies, and visitor industry.
3. Organization's experience in management of area(s).
4. Organization's experience in East Maui.
5. Qualifications of the organization to provide the requested services. Describe how this team, or portions of the team, have worked together.
6. 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.
7. An organizational chart and description of the proposed team.

2.6 Detailed Cost Breakdown, Proposed Payment Schedule (25 points)

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

1. Total fee expectation.
2. Breakdown of services by cost.
3. Payment schedule based on suggested milestones. Subject to negotiation.
4. Budget Narrative: Provide a detailed description of the proposed budget and payment schedule.

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.

2.7 Rejection of Proposals

- **Requirements must be met.** MVCB reserves the right to consider as acceptable, responsible and responsive only those proposals submitted in accordance with the RFP requirements.
- **Reasons.** A Proposal may be automatically rejected for the following reasons:
 - 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 MVCB or HTA award.

SECTION 3 – SCORING/EVALUATION CRITERIA

3.1 Evaluation Committee

Proposals are evaluated by a Selection Committee whose members are selected by MVCB, HTA, Maui County as well as the community.

3.2 Scoring Criteria

Proposals will be evaluated based on the following scoring criteria:

Program Components and Workplan (45 points)

- Proposal demonstrates organizations ability to meet EMTMPP goals and objectives.
- Proposal demonstrates ability to fulfill the outlined program and timeline.
- Proposal demonstrates community support.
- Proposal demonstrates reasonable and significant measures of positive impact on east Maui's communities and visitor industry.

Qualifications and Past Experience (30 points)

Ability to implement the program. Has established experience. Demonstrated success and expertise necessary to execute the program as described.

Detailed Cost Breakdown, Proposed Payment Schedule (25 points)

- Demonstrates organizational financial capability.
- An accurate and feasible budget and budget narrative for the program. Reasonableness of estimated expenses comparable to similar activities.

SECTION 4 – CONTRACTING PROCESS AND REQUIREMENTS

4.1 Award Letter

Awardees will receive a letter informing them of the next steps in the contract process and advising them of any documents that may be due. The letter will include deadlines for receipt of these materials. 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 original receipts along with any related deliverables in order 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 Maui Visitors & Convention 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 Payments and Deliverables

A “deliverable” is what the contracted organization must deliver to MVCB in order to get paid. Examples of possible deliverables may be progress reports, updated budgets, pictures, 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 invoice. Final payment will be made with completion of final report received.

4.6 Visual Documentation as Part of Monthly Reporting

A minimum of twenty (20) high resolution digital photographs (minimum 300dpi) or other medium, submitted as downloadable items will be required as part of the final reporting requirements of this program. Images including, but not limited to, still photography and video, must come with appropriate release agreements to allow the use of these materials for promotional efforts by the MVCB, HTA and/or approved contractors.

4.7 Reporting Requirements

Contractors under this program shall submit monthly reports including KPI, a final report including KPI and results from the resident sentiment survey, and a final financial report.