

I. OVERVIEW

The purpose of this solicitation is to enhance public understanding and trust in the Hawai'i School Facilities Authority (HISFA) work, demonstrating positive impacts on Hawai'i's communities, schools, educators, and families.

The objectives and expected outcome include an increased awareness of HISFA's projects and role within the community and its stakeholders; HISFA established as a trusted, innovative, and community-minded authority; strengthening relationships with key stakeholders; fostering transparency and demonstrating fiscal responsibility; developing a strong, community-friendly brand identity; and brand messaging is clear, accessible, and culturally aligned with Hawai'i values.

II. BACKGROUND

The HISFA is a state agency established in 2020-2021 to modernize, expand, and manage school facilities across the state, focusing on Preschool Expansion, School Modernization, and Educator Workforce Housing, supported by comprehensive Statewide Planning.

The HISFA is attached to the Hawai'i State Department of Education (HIDOE) for administrative purposes only.

III. SCOPE OF SERVICES

The HISFA is requesting a quote for services from a qualified firm to assist in fulfilling its branding, stakeholder communications, and media relations needs. The following tasks include but are not limited to:

A. Brand Development:

1. Develop a comprehensive Brand Guidelines document consisting of:
 - i. Visual identity (logo use, colors, images, photos, and typography)
 - ii. Messaging Framework
 - iii. Brand assets or sample templates (e.g., press releases and presentations);
2. Brand development should emphasize community-friendly, culturally aligned design and messaging.

B. Stakeholder Communications:

1. Digital Presence
 - i. Assessment of the HISFA's websites and other public-facing material and making recommendations for edits needed to ensure clear messaging and alignment with brand guidelines;
 - ii. Assist with the development and implementation of quarterly e-newsletter for stakeholders;

- iii. Develop and implement a social media branding campaign, including selecting pilot platforms and creating visual and written content;
 - iv. Coordinate with HISFA and/or delegated consultants to ensure accurate and timely content for all digital platforms;
 - v. Conduct training for HISFA key staff or delegated consultants related to social media management.
2. Support HISFA key staff with key messages for stakeholder meetings and events as needed.
- C. Media Relations
1. Conduct training and prepare HISFA key staff or delegated consultants to ensure message consistency and maximize opportunities for positive impact;
 2. Identify opportunities to engage media and develop media advisories and media releases on behalf of HISFA as appropriate.

IV. TIME OF PERFORMANCE AND COMPENSATION SCHEDULE

- A. Start date shall begin at the issuance of the Purchase Order and end on December 31, 2025. Unless terminated, the contract may be extended without re-bidding, upon mutual agreement in writing between the State and the Contractor, prior to the expiration date, for an additional twelve (12) month period or parts thereof.
- B. Compensation for services satisfactorily executed by the Contractor under this agreement shall not exceed \$100,000 during the initial contract period, contingent upon the availability of funds. Payment shall be made by invoices for the services provided in accordance with the Scope of Services.

V. BIDDER REQUIREMENTS

A BIDDER without ALL the requirements shall be deemed to be non-responsive and non-responsible and the BIDDER shall be rejected when such action is in the best interest of the State.

- A. Experiences and/or Qualifications
 1. BIDDER shall have demonstrated knowledge and understanding of the major issues impacting public pre-K- 12 education in Hawaii.
 2. BIDDER shall have demonstrated knowledge and understanding of government funding processes.
 3. BIDDER shall have fifteen (15) or more years of experience in developing and executing public affairs, marketing, public relations, communications, and media relations initiatives and counseling organizations in managing issues.
 4. BIDDER shall have (10) or more years of experience and demonstrated expertise in creating content for organizations providing services for the public.

5. BIDDER shall have three (3) or more years of experience in conducting strategic marketing, communications and public affairs for the public sector with two or more case studies in the State of Hawaii documenting results in these areas.
6. BIDDER shall be compliant through Hawaii Compliance Express (HCE) by the time of award.

VI. SUBMISSION PROCEDURES

Required documents shall be submitted through the Hawai'i State Electronic Procurement System (HlePRO) by the due date cited in this solicitation. Bidders interested in responding to this electronic solicitation must be registered on HlePRO in order to participate in this procurement. Registration information is available on the HlePRO website: <https://hiepro.eHawaii.gov/welcome.html>. Documents not submitted through HlePRO shall not be considered.

Required documents:

1. Quotation:
 - a. Provide an estimated budget breakdown: Include a budget breakdown for estimated time and hourly costs associated to complete the scope of services cited in Section III
 - b. Submit quote with all applicable taxes included
2. Proposal that outlines the methodologies you will use to successfully complete the scope of services cited in Section III
3. Summary of professional background, experience, and qualifications
4. Description of recent government communications projects
5. Relevant work samples
6. Professional references and contact information

VII. CANCELLATION

The State has the right to cancel this solicitation should, at any time during this solicitation process, funding become unavailable.