



## Department of Agriculture

STATE OF HAWAII

**Title:** Seal of Quality Program Promotion (SOQ20)

**Agency:** Hawaii Department of Agriculture (HDOA)  
Agricultural Development Division  
Market Development Branch

**Action:** Announcement of Request for Proposals (RFP-20-04-MDB) for Seal of Quality Program Promotion (SOQ20)

**Description:**

The General Appropriations Act (Act 5, SLH 2019) appropriated funds for the fiscal year beginning July 1, 2019 and ending June 30, 2020. Act 5 includes funds for the promotion of Hawaii agricultural products through marketing activities.

The Seal of Quality (SOQ) program is a branding program to promote genuine, Hawaii-Grown, Hawaii-Made, premium agricultural products, and to help consumers identify these products with an SOQ logo affixed to the qualified agricultural products. It was launched in May 2006 with 12 companies representing the cream of the crop of Hawaii's agricultural producers. Today, more than 75 companies are registered in the program representing diversified agricultural sectors including fresh produce, processed foods, and floriculture. The goal of this project is to increase public awareness of the SOQ program, to generate sales for the SOQ products, and to create the SOQ brand loyalty through a marketing campaign that can include, but will not be limited to an advertising, public relations, social media promotion, sales promotion, retail event activities, direct marketing, and/or development of collaterals.

RFP-20-04-MDB solicits proposals that will deliver measurable outcomes that can include, but will not be limited to measuring media impressions, number of sales generated, number of new SOQ applications, and/or number of participants in events. **Priority will be given to projects that contain multiple forms of promotion throughout the 12-month campaign period.**

To achieve this goal, the HDOA announces the availability of up to **\$50,000** for one project as described above.

Offerors are urged to visit the website to obtain more information on the SOQ program at <http://hdoa.hawaii.gov/add/md/seals-of-quality/> as a reference.

**The closing date and time for receipt of proposals under this RFP is 12:00 p.m. noon on Tuesday, November 26, 2019.** Proposals received after this deadline will not be processed by staff or reviewed by the evaluation committee.

Applicants must submit their proposals electronically in MS word format with all attachments via email to [hdoa.addrfp@hawaii.gov](mailto:hdoa.addrfp@hawaii.gov). In addition to submitting proposals in electronic form, applicants may also, but not in lieu of, send a completed proposal with all attachments in hard copy to the address below. All proposals must be received by **12:00 p.m. noon on Tuesday, November 26, 2019**, as evidenced by the HDOA time clock.

Hawaii Department of Agriculture (HDOA)  
SOQ20  
Market Development Branch  
1428 South King Street  
Honolulu, HI 96814-2512

Receipt of proposals will be acknowledged by email, whenever practical.

**Contact Information:**

The contact person for this Request for Proposals (RFP) is Sharon Hurd, telephone number (808) 973-9465 or email [sharon.k.hurd@hawaii.gov](mailto:sharon.k.hurd@hawaii.gov) for more information.

Bid security is not required for this RFP.

**Eligible Offerors:**

Proposals are encouraged from eligible Hawaii non-profit and for-profit entities and individuals with experience in marketing and promotion relating to agriculture and will be limited to one proposal per entity.

**Responsibility of Offerors:**

Offeror is advised that in order to be awarded a contract under this solicitation, offeror will be required to be compliant with all laws governing entities doing business in the State including the following chapters and pursuant to HRS §103D-310(c):

1. Chapter 237, General Excise Tax Law;
2. Chapter 383, Hawaii Employment Security Law;
3. Chapter 386, Worker's Compensation Law;
4. Chapter 392, Temporary Disability Insurance;
5. Chapter 393, Prepaid Health Care Act; and
6. §103D-310(c), Certificate of Good Standing (COGS) for entities doing business in the State.

Offerors may collectively apply for certification of compliance with all of the above on Hawaii Compliance Express (HCE).

Hawaii Compliance Express. HCE is an electronic system that allows businesses to register online through a simple wizard interface at <https://vendors.ehawaii.gov/hce/splash/welcome.html> to acquire a “Certificate of Vendor Compliance.” The HCE provides current compliance status as of the issuance date. The “Certificate of Vendor Compliance” indicating that vendor’s status is compliant with the requirements of §103D-310(c), HRS, shall be accepted for both contracting purposes and final payment. The annual registration fee paid to the Hawaii Information Consortium, LLC is \$12.00.

**Timely Registration on HCE -- Vendors/contractors/service providers are encouraged to register on HCE as soon as possible. If a valid certificate is not submitted on a timely basis for award of a contract, an offeror will not receive the award.**

Final Payment Requirements. Contractors are required to submit a tax clearance certificate for final payment on the contract. A Certificate of Vendor Compliance, not over two months old, will be acceptable for final payment on the contract.

**Eligible Projects:**

Proposals should increase the public awareness of the SOQ program, generate sales for the SOQ products, and create the SOQ brand loyalty across the State of Hawaii. Also, the proposal should encourage prospective SOQ companies to join the program. The proposal can focus on a marketing campaign that should include, but not be limited to advertising, public relations, social media promotion, sales promotion, retail event activities, direct marketing, and/or development of collaterals. The campaign should benefit all of the participants in the SOQ program. Some digital images for the SOQ products will be provided for the campaign. All produced materials will become the property of the HDOA. **Priority will be given to projects that contain multiple forms of promotion throughout the 12-month campaign period.**

The SOQ20 funds will be awarded to one project, maximum budget of \$50,000, which will be completed within 12 months after contract execution; provided however, that the HDOA reserves the right to extend the contract in accordance with AG-008 103D General Conditions, paragraph 19, Modifications of Contract, or other applicable provision. Project funds will likely be available February 1, 2020.

**Project Oversight:**

HDOA’s Market Development Branch (MDB) will directly oversee the planning and implementation of the project and will monitor the performance of all project activities and ensure that work is completed within the required timeline and in compliance with all program regulations.

**Restrictions and Limitations of SOQ20 Funds:**

- Political and lobbying activities are not allowed;
- Capital expenditures for general purpose equipment, buildings, and land are not allowed as direct or indirect charges;
- Capital expenditures for special purpose equipment over \$5,000 need prior approval;

- Rental costs of buildings and equipment are allowable; and
- Any activities prohibited in the State Procurement Code, Chapter 103D, HRS, are not allowed.

**Proposal Guidelines:**

A complete proposal must show how SOQ20 funds will be utilized to provide the deliverables that can include, but will not be limited to measuring media impressions, number of sales generated, number of new SOQ applications, and/or number of participants in events.

1. Proposals should be typed, single spaced, 12 pitch, black Calibri font, and with one inch margins.
2. Each page should be numbered, with offeror's name on the header.
3. The recommended page limit for each project proposal is eight pages.
4. The proposal packet can include documentation showing that the offeror is **Compliant** <http://vendors.ehawaii.gov/hce/splash/welcome.html>.
5. Include the Contact and Title page (page 12 on this RFP) and signed Endorsement Statement (page 11 on this RFP).

Any and all costs incurred by an offeror in preparing or submitting a proposal shall be the offeror's sole responsibility whether or not any award results from this RFP. The State will not reimburse such costs.

Before submitting a proposal, each offeror must thoroughly and carefully examine this RFP, any attachment, addendum, and other relevant document, to ensure that offeror understands the requirements of the RFP. Offeror must also become familiar with all state, local, and federal laws, rules, regulations, and ordinances that may in any manner affect cost, progress, or performance of the work under this RFP.

**Proposal Format:**

The application shall include the following:

1. Contact Information
  - Name and Title:
  - Company (non-profit or for-profit entity, and exact legal name as registered with the Hawaii Department of Commerce and Consumer Affairs):
  - Address:
  - Phone:
  - E-mail:
  - Web Address:
2. Project Title and Abstract
  - Title of project:
  - Start and complete dates:
3. Experience and Qualifications

- Describe your experience related to this project.
  - Demonstrate your qualifications for this project.
  - Describe previous projects including summary of outcomes achieved.
4. Work Plan/Project Oversight/Project Commitment
- Describe the project including who will do the work, the persons' qualifications, and timelines for each activity.
  - Describe who will oversee the project activities.
  - Describe how all partners are committed to working toward the project goals.
5. Expected Quantifiable/Measurable Outcomes
- Quantifiable/Measurable outcomes which demonstrate that the project will meet the goals of the proposal.
  - Must include metrics to determine impact/benefit of the campaign to prospective SOQ members in the State of Hawaii.
  - Preference will be given to proposals that include additional quantifiable/measurable outcomes.
6. Budget Narrative
- Provide sufficient information in paragraph text about the budget categories listed for the project to demonstrate that funds will be expended on eligible activities that meet the purpose of the project. Indicate in each line item of the budget where SOQ20 funds will be used and the amount of funding expended for that category.

If the categories are included in the budget, the narrative should describe:

- Personnel
  - Provide name and service being provided;
  - Include that this cost is based on a flat fee or an hourly rate.
- Travel
  - Destination, purpose of trip, number of people traveling, number of days traveling, estimated airfare costs, estimated ground transportation costs, estimated lodging and meal costs, estimated mileage costs, total.
- Equipment – one-year useful life and cost of \$5,000 or more
  - Provide an itemized list of rentals or purchases;
  - Provide a brief narrative on the intended use;
  - Provide the cost.
- Supplies – cost under \$5,000
  - Provide an itemized list;
  - Estimate the dollar amount for each item.
- Contractual
  - Project manager fee, rental contracts, etc. can be shown in this category stated as a flat fee or as an hourly rate;
  - Provide a short description of the services each contract covers;
  - When possible, break out the specific costs associated with the contract;
  - Include the flat rate fee or the total hourly rate fee for each contract;

- No work shall be subcontracted without prior written approval of the HDOA. If subcontractor(s) will be used, include a statement from each subcontractor, signed by an individual authorized to legally bind the subcontractor, stating the description of services to be performed by the subcontractor and the subcontractor's willingness to perform for the offeror.
- Other – provide description and costs
- Total

### Budget Table

Item/Activity	SOQ20 funds	In-kind match (if applicable)	Comments
Personnel			
Travel			
Equipment			
Supplies			
Contractual			
Other - specify			
TOTAL			

**Items included in the Budget should be included in the work plan to show where the expense will be utilized.**

### 7. References

- A list of references that may be contacted by the HDOA as to the offeror's past and current job performance. Include names, titles, organizations, telephone numbers, emails, and postal addresses.

### 8. Endorsement Statement (page 11 of the RFP)

- Include endorsement statement in application and sign.

### 9. Adverse Actions

- A summary listing of judgments or pending lawsuits or actions against offeror, adverse contract actions, including terminations, suspensions, imposition of penalties, or other actions relating to failure to perform or deficiencies in fulfilling contractual obligations. If none, so state.

### Evaluation Review Process:

Each proposal will be evaluated by an evaluation committee to determine that it meets the requirements of the RFP. Proposals will be evaluated strictly on a merit basis according to the following criteria. The total number of points used to score a proposal is 100.

- Experience and qualifications 20 points
- Work plan (activities necessary) and project oversight 30 points

- Quantifiable Metrics 35 points
- Budget 15 points

Proposals will be evaluated by members of the evaluation committee. A numerical score sheet shall be used for all proposals by each member of the evaluation committee. For each proposal, members will assign a point value and after all members have evaluated and scored each of the proposals, the scores for the entire committee will be averaged to determine a proposal's final score. Award will be made by the Chairperson, Board of Agriculture, to the responsive and responsible offeror whose proposal is determined to be the most advantageous to the State.

Refer to Hawaii Administrative Rules (HAR) chapter 3-122 and Hawaii Revised Statutes (HRS) chapter 103D for further information regarding the selection process and procurement via competitive sealed proposals.

**Contractual Terms and Conditions:**

Offerors awarded funds will contract with the Hawaii Department of Agriculture (HDOA) as an independent contractor and shall agree to comply with all terms and conditions set forth in AG-008 103D General Conditions, issued by the Department of the Attorney General. To view a full copy of the General Conditions, please refer to Attachment AG-008 103D.

The RFP and the successful offeror's proposal may become part of the contract. All proposals shall become the property of the State.

No work is to be undertaken by an offeror awarded a contract prior to the official commencement date in the contract. The State shall not be liable for any work, contract, costs, expenses, loss of profits, or any damages whatsoever incurred by the offeror prior to the official commencement date.

**Certificate of Insurance:**

Prior to the contract start date, the Contractor shall procure and maintain at its sole expense insurance coverage acceptable to the State throughout the term of the Contract. The Offeror shall provide proof of insurance for the following minimum insurance coverage(s) and limit(s) in order to be awarded a contract. The type of insurance coverage is listed as follows:

Commercial general liability insurance coverage against claims for bodily injury and property damage arising out of all operations, activities or contractual liability by the Contractor, its employees and subcontractors during the term of the Contract. This insurance shall include the following coverage and limits specified or required by any applicable law: bodily injury and property damage coverage with a minimum of \$1,000,000 per occurrence; with an aggregated limit of \$2,000,000. The commercial general liability policy shall be written on an occurrence basis and the policy shall provide legal defense costs and expenses in addition to the limits of liability stated above. The Contractor shall be responsible for payment of any deductible applicable to this policy.

Automobile liability insurance covering owned, non-owned, leased, and hired vehicles with a minimum of \$1,000,000 for bodily injury for each person, \$1,000,000 for bodily injury for each accident, and \$1,000,000 for property damage for each accident.

Appropriate levels of per occurrence insurance coverage for workers' compensation and any other insurance coverage required by Federal or State law.

The Contractor shall deposit with the State, before the contract start date, at the State's option, either insurance endorsement(s) or certificate(s) of insurance necessary to satisfy the State that these provisions have been complied with, and shall keep such insurance in effect and provide the insurance endorsement(s) or certificate(s) of insurance to the State during the entire term of the Contract. Upon request by the State, the Contractor shall furnish a copy of the policy or policies.

The State shall retain the right at any time to review the coverage, form, and amount of the insurance required hereby. If, in the opinion of the State, the insurance provisions in the Contract do not provide adequate protection, the State may request that Contractor obtain additional insurance sufficient in coverage, form, and amount to provide the protection required. The request shall be reasonable but shall be designed to assure protection from and against the kind and extent of the risks involved. If the Contractor is unable to provide the additional coverage as requested, the State reserves the right to terminate the Contract with prior written notice.

The insurance policy required by the Contract shall contain the following clauses:

- (1) "This insurance shall not be canceled, limited in scope of coverage or non-renewed until after 30 days' written notice has been given to the State of Hawaii, Department of Agriculture, 1428 South King Street, Honolulu, HI 96814-2512."
- (2) "The State of Hawaii, its departments, attached agencies, officers, employees, and agents are added as additional insured with respect to operations performed for the State of Hawaii."
- (3) "It is agreed that any insurance maintained by the State of Hawaii will apply in excess of, and not contribute with, insurance provided by this policy."

Failure of the Contractor to provide and keep in force such insurance shall be regarded as material default under the Contract, entitling the State to exercise any or all of the remedies provided in the Contract for a default of the Contractor.

The procuring of such required policy or policies of insurance shall not be construed to limit Contractor's liability hereunder or to fulfill the indemnification provisions and requirements of the Contract. Notwithstanding said policy or policies of insurance, Contractor shall be obliged for the full and total amount of any damage, injury, or loss caused by negligence or neglect connected with the Contract.

#### **Contract Reports:**



Successful offeror(s) will be required to credit the HDOA in any presentation, materials, or property rights resulting from this funding. Additionally, successful offeror(s) must submit progress and financial reports periodically upon request and submit a final project and a financial report no later than 45 days from completion of the project. The HDOA will withhold 20 percent of the awarded funds until a final report is submitted, reviewed and approved.

**Contract Term:**

The term of the contract shall be from the effective date of the contract to the end of the project period, unless an extension is granted in accordance with the AG-008 103D General Conditions, paragraph 19, Modification of Contract, or other applicable provision.

**Pre-Proposal Conferences:**

No pre-proposal conferences are scheduled for this RFP.

**Priority-listed Offerors:**

In accordance with Hawaii Administrative Rules (HAR) §3-122-53, discussions may be conducted with “priority listed offerors”, however, the HDOA may accept proposals without discussion.

**Acknowledgement of Proposals:**

Receipt of proposals will be acknowledged to the respective offeror by e-mail, whenever practical. Therefore, offerors shall provide an e-mail address in the proposal. There will be no acknowledgment of late, incomplete and unqualified proposals. Late proposals will be returned to the offeror unopened.

**Confidentiality:**

The names of offerors, the names of individuals identified in the proposals, the content of proposals, and the committee evaluations of proposals will be kept confidential during the evaluation process, except to those involved in the evaluation and award process. Upon posting of award, all proposals both successful and unsuccessful, the contract, and the contract file shall be available for public inspection. Offerors shall designate in writing any portion of their proposal that contains trade secrets or any other proprietary data that are to remain confidential and why. In accordance with HAR §3-122-58, such information shall be marked and readily separable from the rest of the proposal, in order to facilitate public access to the non-confidential portion of the proposal.

**Right to a Debriefing:**

Pursuant to HAR §3-122-60, non-selected offerors may request a debriefing to inform them of the basis for the contract award.

A written request for debriefing shall be made within three (3) working days after the posting of the award of the contract. The procurement officer or designee shall hold the debriefing within seven (7) working days to the extent practicable from the receipt date of the written request.

A protest by the requestor submitted pursuant to HRS §103D-303(h) following a debriefing, shall be filed within five (5) working days.

**Protest:**

A protest shall be submitted in writing within five (5) working days after the aggrieved person knows or should have known of the facts giving rise thereto; provided that a protest based upon the content of the solicitation shall be submitted in writing prior to the date set for receipt of offers; and further provided that a protest of an award or proposed award shall be submitted within five (5) working days after the posting of award of the contract.

The notice of award, if any, resulting from this solicitation shall be posted on the Procurement Reporting System, which is available on the SPO website: <http://www.hawaii.gov/spo2/source/>

Any protest pursuant to HRS §103D-701 and HAR §3-126-3, shall be submitted in writing to:  
Chairperson, Board of Agriculture  
1428 South King Street  
Honolulu, HI 96814-2512

***The HDOA reserves the right to cancel this solicitation and reject any or all proposals received; request additional information on project proposals; recommend partial funding for proposals; and link the release of project funds to completion of necessary, timely progress reports. All funding is subject to the availability and receipt of SOQ20 funds.***

The Hawaii Department of Agriculture (HDOA) is committed to maintaining an environment free from discrimination, retaliation, or harassment on the basis of race, color, sex, sexual orientation, religion, national origin, age, or disability with respect to any employment, program or activity. Should you feel you have been discriminated against under any HDOA program or activity receiving federal assistance, please contact the HDOA Title VI Coordinator. For information on how to file a complaint, go to:

<http://hdoa.hawaii.gov/blog/main/discriminationcomplaints/>. The HDOA Title VI Coordinator may be reached at 1428 S. King Street, Honolulu, HI 96814, (808) 973-9560 or via email at [hdoa.info@hawaii.gov](mailto:hdoa.info@hawaii.gov).

**Endorsement Statement:**

Please include the following language below in your application and sign:

I agree to all of the terms, conditions, and provisions of this RFP. I certify that the information provided is true and correct to the best of my knowledge. If awarded a contract under this solicitation, I agree the organization will assume sole responsibility of any and all debts or liabilities that may be incurred from this project; and will provide the required documentation to HDOA upon request. I understand that if this proposal is funded, I will be required to sign a contract agreement and other necessary documentation containing terms and conditions upon which SOQ20 funds will be released.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Title

## CONTACT AND TITLE PAGE

### Seal of Quality Program Promotion (SOQ20)

Title of Project:

\_\_\_\_\_

Amount Requested: \_\_\_\_\_

Start and End Date of the project: Start \_\_\_\_\_ End \_\_\_\_\_

Time of Performance (i.e. number of months) \_\_\_\_\_

#### **Applicant and Alternate Contact Information:**

Primary contact:

Name and Title:

Alternate contact:

Name and Title:

Business Entity:

Business Entity:

Address:

Address:

Phone:

Phone:

E-mail:

E-mail:

Web Address:

Web Address:

State tax ID \_\_\_\_\_

Federal Tax ID \_\_\_\_\_

Project Partners (Name and Title):

**Name** – MUST be as shown on the Hawaii Compliance Express certificate or as recorded for legal purposes such as tax identification, DCCA, DLIR  
**Title** – indicate if title authorizes signing on behalf of the Business Entity  
**Business Entity** – i.e. corporation, partnership, joint venture, sole proprietorship or other legal form as shown on legal documents  
**Address** – official address of the business entity as shown on legal documents; nine-digit zip code