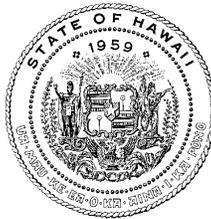




**REQUEST FOR PROPOSAL
FOR
VISITORS' SATISFACTION AND ACTIVITY SURVEY FOR
CALENDAR YEAR 2018-2020**

HTA RFP NO. 18-06



Hawaii Tourism Authority
State of Hawaii
1801 Kalākaua Avenue
Hawaii Convention Center, First Level
Honolulu, Hawaii 96815

Date of Issuance: Tuesday, October 17, 2017

Procurement Officer/Contract Manager:
Mr. Ronald D. Rodriguez

**DEADLINE FOR RECEIPT OF SUBMISSION IS
Friday, November 10, 2017 at 4:30 p.m. HST**
We will be accepting electronic submissions only.

**REQUEST FOR PROPOSAL
FOR
VISITORS' SATISFACTION AND ACTIVITY SURVEY
FOR CALENDAR YEAR 2018-2020**

HTA RFP 18-06

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Forms and Attachments (Available on RFP Page of HTA Website)

Applicant Information Form

2016 Visitor Satisfaction & Activity Survey Documentation 2016

I. OVERVIEW AND TIMELINE

Introduction

The HAWAII TOURISM AUTHORITY ("Authority" or "HTA" or "STATE") is issuing this solicitation to seek a qualified contractor to provide a "STATEWIDE AND ISLAND VISITORS SATISFACTION AND ACTIVITY SURVEY (VSAT SURVEY) FOR CALENDAR YEAR 2018-2020". Potential applicants are strongly encouraged to sign up for updates to this RFP at <https://htacontracts.wufoo.com/forms/x1sgbr3b14bhrdf/> . Those who fill out the form in a timely manner will receive notice of changes and addendums directly to the email indicated on the form.

The Scope of Services and contract term are described in "Section III: Scope of Services & Qualifications" of this RFP. The successful applicant shall be an independent contractor and shall provide management, labor, and any and all other services, as required by the Authority and as outlined in this solicitation.

Procurement Timetable

The following Procurement Timetable presents a best estimate of when each phase of the process will be completed. Dates are subject to change. All dates and times are in Hawai'i Standard Time Zone.

ACTIVITIES	SCHEDULED DATE (Subject to Change)
Distribution of RFP	Tuesday, October 17, 2017
Deadline for written questions (by 4:30 pm HST)	Monday, October 23, 2017
Responses to Written Questions	Week of October 23, 2017
Deadline for Protest of Content to RFP	Within 5 calendar days of Responses
Deadline for written submissions (by 4:30 pm HST)	Friday, November 10, 2017
BAFO/Clarification Round (if necessary)	Week of November 13, 2017
Notice of Selection or Non-selection	Week of November 20, 2017
Contract Start Date	December 1, 2017
Contract End Date	June 2021

Delivery of the Submissions – Electronically Only (NO PAPER DOCUMENTS)

Your submission will consist of one electronic document containing the following:

- Applicant Information Form
- Proposal Submission
 - Past Performance and Capabilities
 - Work Proposal
 - Price / Budget
- Confidentiality Agreement
- W9
- Hawai'i State Vendor Compliance Certificate (if available)

The Forms can be found on the RFP page of the HTA website. Please click on RFP No. 18-06 at <http://www.hawaiitourismauthority.org/about-hta/rfps/> .

Each Applicant is required to submit in electronic format to the Procurement Officer designated below, either via email attachment, via a downloadable link, or on a flash drive by the deadline listed in the Procurement Timeline. All emails must include the RFP number in the subject line. Any electronic file should be labelled to read: **RFP 18-06 VSAT Proposal – [Applicant Name]**. Example: RFP 18-06 VSAT Proposal – XYZ Research Inc.

The official time for receipt of the email shall be the date and time stamp automatically recorded on the email. Proposals downloadable through a link shall be available for download by HTA no later than the

deadline listed in the Procurement Timeline—downloads unavailable at deadline will be considered late. Any flash drive containing a proposal shall be delivered to, and actually received by the HTA at the address below no later than the deadline listed in the Procurement Timeline. Paper submissions and facsimile submissions will not be accepted.

Procurement Officer

Applicants are to submit proposals to, and communicate with, only the Procurement Officer for this solicitation. HTA is not responsible for misinformation or reliance from other sources. Unless otherwise specified in written Addendum to this solicitation, the Procurement Officer and point of contact for this solicitation is:

Ronald D. Rodriguez
Hawai`i Tourism Authority
1801 Kalākaua Avenue
Hawai`i Convention Center, First Level
Honolulu, Hawai`i 96815

Phone: 808-973-9449
Email: contracting@gohta.net

Note to past applicants: The email address, contracting@gohta.net, is the designated email address for this solicitation. Please do not use any other email addresses for communication about or submission to this solicitation.

Emails are encouraged over phone calls. Emails should ALWAYS include the RFP number in the subject line. The easier an email is to identify, the more likely we are to answer it first.

Solicitation Questions

Any applicant having questions or requiring clarification or interpretation of any section of the RFP must post these in a Word doc as an email attachment to contracting@gohta.net by the date specified in the timeline. The HTA will share answers via an Addendum to this RFP.

Disclaimer: Cancellation and Cost Liability

HTA reserves the right to cancel any component of this RFP at any time. HTA 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.

II. BACKGROUND INFORMATION AND OBJECTIVES

BACKGROUND

A. **Hawai'i Tourism Authority.** HTA is a government agency established by the State of Hawai'i in 1998, pursuant to Chapter 201B of the Hawai'i Revised Statutes, to promote and market the State as a visitor destination. HTA is the lead agency and advocate for Hawai'i's tourism industry. Its mission is to strategically manage Hawai'i tourism in a sustainable manner consistent with economic goals, cultural values, preservation of natural resources, community desires and visitor industry needs.

B. **HTA Five-Year Strategic Plan**

The four goals of the HTA five-year strategic plan are:

1. Improve the integrity of the destination
2. Ensure stable economic benefits
3. Elevate Hawai'i's value perception
4. Strengthen HTA's reputation

C. **HTA Research**

The primary goal of HTA's Tourism Research is to continue to provide the State of Hawai'i with timely and accurate visitor information, which is useful to policy makers, industry leaders and businesses for economic development and business planning purposes.

Sound business decisions based on visitor data and research is important for effective development. Hawai'i's visitor industry is in a very mature phase, which requires constant research and data to increase brand awareness, improve and enhance products, maintain competitive advantages against other destinations and expand to new markets. Government-based services ensure industry-wide access to this data. HTA's Tourism Research Division (TRD) will sustain efforts to make available research to educate and empower stakeholders and facilitate data driven decision-making.

The HTA Tourism Research program contract with research contractors to conducts surveys of visitors' characteristics and spending in Hawai'i. These essential research projects include: 1) Domestic Inflight survey; 2) International Departure survey; 3) Island Departure survey; and 4) Cruise Visitor survey. The objective is to collect, process and report statistics from a representative sample of visitors across all markets and the six major islands (O'ahu, Hawai'i Island, Maui, Moloka'i, Lāna'i, and Kaua'i).

In addition to the core surveys of domestic and international air and cruise visitors, the HTA conducts the annual Visitor Satisfaction and Activity survey. These statistics are useful in monitoring Hawai'i's ability to provide a quality visitor experience.

OBJECTIVE OF THIS SOLICITATION

The Department of Business, Economic Development and Tourism/Hawai'i Tourism Authority has been conducting the Statewide Visitor Satisfaction and Activity Survey (Statewide VSAT) since 2002. Annual and quarterly results from this survey have been posted in HTA's Annual Visitor Satisfaction Report and Quarterly Visitor Satisfaction and Monitoring reports on the HTA website.

New to the 2018-2020 VSAT SURVEY will be the addition of more island specific questions regarding visitors' satisfaction with activities and services offered on the specific island(s) they visited (Island VSAT).

The HTA is soliciting a contractor to conduct the Statewide and Island Visitor Satisfaction and Activity Survey (VSAT SURVEY) for calendar years 2018 to 2020. Samples for both the Statewide VSAT and Island VSAT shall be generated from HTA's Domestic Inflight survey, the International Departure survey, and the Island Departure Survey. A randomly selected sample of visitors from U.S. West, U.S. East, Japan, Canada, Europe, Oceania, China and Korea shall be contacted to participate in the VSAT SURVEY. Visitors to all islands, including Moloka'i and Lāna'i shall be sampled for island-specific questions.

Respondents to this RFP shall propose data collection methodology and sampling plan. Respondents may propose separate data collection and sampling plans for the Statewide VSAT and the Island VSAT. Contractor must scan (if needed), edit and code all completed survey forms and report and analyze results by applying statistical, sampling and weighting techniques to the processed data. Output files must be compatible with IBM SPSS version 22.

III. SCOPE OF SERVICES & QUALIFICATIONS

The CONTRACTOR shall perform and provide, in accordance with industry best practices, all goods and services as described:

A. SCOPE:

The successful CONTRACTOR shall efficiently collect, process, and report satisfaction and activity data from a representative sample of domestic and international visitors. Applicants shall propose the visitor markets/countries to be sampled and the minimum number of VSAT SURVEY forms to be collected based on the applicant's determination of a representative sample. The methodology should yield at least a combined total of thirty thousand (30,000) completed Statewide VSAT survey forms and Island VSAT survey forms per year for 2018, 2019 and 2020. The sample should provide acceptable results which will be reported on a quarterly and annual basis by visitor market. A completed VSAT SURVEY form is defined as having a minimum of thirty percent (30%) of the form filled out by the applicant. The ability of the CONTRACTOR to expeditiously contact selected visitors, provide them with access to the VSAT SURVEY forms, and accurately collect and process data is crucial. Reporting on a timely and up-to date basis is also critical to the success of this project.

For further details on the Statewide VSAT survey, please refer to the VSAT 2016 Documentation Manual posted on the RFP page HTA website at <http://www.hawaii tourism authority.org/about-hta/rfps/> .

A summary of the Island VSAT Pretest is attached by reference as VSAT Documentation 2016.

1. Equipment/Software Requirements.

The CONTRACTOR is required to have the following equipment, and to have extensive working knowledge of the following software programs:

- a) Statistical Package for the Social Sciences (SPSS) data processing software, version 22.0 or comparable.
- b) Expertise in constructing a compelling webpage with access to a user friendly on-line version of the VSAT SURVEY forms.
- c) Ability to use optical mark scanners and data verification, handwriting recognition, and scanner programming software.

2. Overall Project Requirements.

Work on the VSAT SURVEY shall start as soon as possible upon the CONTRACTOR's receipt of a written Notice to Proceed from the HTA, including the following:

- a) Ensure compatibility of data collection with historical Statewide VSAT data sets by thoroughly reviewing the HTA's program files, procedures manual, and processing and tabulation methodologies. Seek continuous improvement in the implementation of this project according to HTA specifications and approval. In data collection, ensure that visitors randomly selected to participate in the VSAT SURVEY are contacted and have access to the survey form on a timely basis. Ensure that the monthly sample of completed VSAT SURVEYS is a fair representation across all visitor markets. In data processing, ensure quality control to correctly scan the forms and check data verification. In data reporting, ensure quality control to accurately generate monthly data highlights and banners within established deadlines. In their proposal to the HTA, applicants shall detail the methods to address all these data collection, processing, and reporting issues.
- b) Perform all services necessary, according to HTA specifications, to ensure that visitors who

came in January 2018 will be contacted and given access to a survey form no later than February 2018.

- c) Concurrently, the CONTRACTOR shall test various data collection procedures which may include: on-line VSAT SURVEY forms, usage of mobile devices, phone interviews, intercept interviews at the airports, paper VSAT SURVEY forms by mail, etc. or any combination of VSAT SURVEY methodologies; changing VSAT SURVEY questionnaires throughout the year; adding more countries to the current sampling frame of U.S. West, U.S. East, Japanese, Canadian, European, Oceania, Chinese, and Korean visitors. In data processing and reporting, The CONTRACTOR shall assist with creating and testing new syntax and generating new data banners.
- d) Meet with the HTA weekly, throughout the term of the Contract, to discuss the project. Any issues shall be resolved immediately to ensure the accurate and timely submission of the deliverables as described herein. The CONTRACTOR shall submit weekly progress reports to the HTA.

3. Survey Instrument. The CONTRACTOR shall:

- a) Work with the HTA to finalize the printed version and/or the web-based version of the Statewide VSAT and Island VSAT survey forms. The CONTRACTOR shall absorb all costs related to the survey materials including but not limited to printing, translation, postage, design and maintenance of the on-line survey, etc. VSAT Survey forms shall be made available in English, Japanese, Simplified Chinese, and Korean.
- b) Ensure that the website looks compelling and the VSAT SURVEY forms are accessible and user friendly. Ensure that the on-line VSAT SURVEY have appropriate skips for questions that are not relevant to the respondents. Ensure that data captured from the on-line VSAT SURVEY are accurately merged in the monthly, quarterly, and annual processing.
- c) Upon HTA approval, print a sufficient number of VSAT SURVEY forms to ensure proper fielding of applicants. The print clarity and paper quality of the forms shall be equal to, or better than the forms currently in use.
- d) Concurrently, work with the HTA to test changes to the content of the VSAT SURVEY form throughout the year. Task shall include, but not be limited to: revising questions/simplify the content, redesigning the layout, testing the questions for completeness, understandability and flow, translating from English, and adjusting data processing procedures accordingly to ensure compatibility with historical data.

4. Sample Design. The CONTRACTOR shall:

- a) Samples for both the Statewide VSAT and Island VSAT shall be generated from addresses and email addresses collected from HTA's Domestic Inflight survey, the International Departure survey, and the Island Departure Survey. Applicants shall propose the visitor markets/countries to be sampled and the minimum number of VSAT SURVEY forms to be collected based on the applicant's determination of a representative sample. The methodology should yield at least a combined total of thirty thousand (30,000) completed Statewide VSAT survey forms and Island VSAT survey forms each year for 2018, 2019 and 2020. The sample should provide acceptable results which will be reported on a quarterly and annual basis by visitor market for Statewide VSAT and by island for Island VSAT. A completed SURVEY form is defined as having a minimum of thirty percent (30%) of the form filled out by the applicant. The successful CONTRACTOR shall work with the HTA to finalize the sampling plan for the 2018 VSAT SURVEY.
- b) For the Statewide VSAT, applicants shall propose the visitor markets/countries to be sampled and the minimum number of forms to be collected based on the applicant's determination of

a representative sample. Develop a methodology to draw a representative sample of visitors from, but not limited to, the following markets: U.S West, U.S. East, Japan, Canada, Europe, Oceania (Australia/New Zealand), China, and Korea.

- c) For the Island VSAT survey: applicants shall propose the minimum number of forms to be collected for each island, based on the applicant's determination of a representative sample by island by visitor market.
- d) On a weekly basis, the HTA shall provide image files of names, addresses, and email addresses from Domestic Inflight, International Departure, and Island Departure surveys in graphic .tif format, and corresponding data in SPSS.sav format of basic visitor characteristics. Data on these visitors are collected from ongoing visitor studies. Sample only from records with visibly complete names, addresses and emails.
- e) Contractor may also propose to sample using airport intercepts and shall provide HTA a methodology and sampling plan to ensure a representative sample for the VSAT SURVEY. Costs associated with airport clearances, including badging and customs seals, shall be included as part of the proposed budget for the VSAT SURVEY. Contractor shall describe how the intercept data will be combined with data from other sampling methods.

5. Survey Distribution and Data Collection. The CONTRACTOR shall:

- a) Applicants shall propose the most efficient and reliable method of data collection and provide detailed procedures. The objective is to have good response rates from visitors across all the aforementioned markets selected above. Selected visitors shall be contacted and given access to a VSAT SURVEY form promptly, no later than two (2) weeks after their return home.
- b) Each VSAT SURVEY form sampled from the Domestic Inflight, International Departure, or Island Departure survey must be linked back to the In-flight survey form or the International Departure survey or the Island SURVEY form from which the name, address or email address originated.
- c) Concurrently, work with the HTA to test changes to the VSAT SURVEY form distribution and data collection throughout the year. Task shall include, but not be limited to: testing mobile platforms, conducting intercept SURVEYS, using email addresses as contacts, etc.

6. Data Processing. The CONTRACTOR shall:

The HTA shall provide the CONTRACTOR with the current syntax in SPSS that was used for data processing and reporting.

- a) Perform regular tests throughout the term of the Contract to check on the accuracy of the data processing and reporting procedures and to ensure compatibility with historical data sets. Make any adjustments as needed to ensure that the printed VSAT SURVEY forms and the on-line VSAT SURVEYS are processed correctly and outliers are appropriately handled. Offerors shall propose ways to address these issues in the RFP.
- b) Log, code and scan survey forms on a timely basis. Data from multiple data collection methods must be merged into only one (1) master SPSS data file. Clean and tabulate the coded data by checking for outliers and identify items for HTA review. Data from the In-flight form or International and Island Departure survey form must be appended to the corresponding VSAT SURVEY record.
- c) Preliminary Weight: The CONTRACTOR shall weight preliminary VSAT results on a quarterly and cumulative and annual basis by comparing the VSAT SURVEY characteristics against the domestic visitors and international visitor basic data series as reported by the HTA in its monthly and annual research reports. See the DOCUMENTATION MANUAL for information on

current weighting scheme.

- d) Final Year-end weights: For 2018, around July 2019, the HTA will provide the contractor with final weights for calendar year 2018. At which time, the CONTRACTOR shall apply the final weights and rerun all VSAT data tables on a quarterly and annual basis.

Throughout the duration of the contract, the CONTRACTOR shall conduct tests to the data collection and data processing procedures as needed to be implemented throughout VSAT SURVEY year 2018, the CONTRACTOR shall create and test new syntax and generate new data banners to correspond with these changes.

7. Reporting and Delivery of Results. The CONTRACTOR shall:

- a) Deliver to the HTA a weekly progress report, which shall include the number of Statewide VSAT and Island VSAT forms mailed, emailed, number of visitors contacted, total number of forms returned, total number of on-line forms completed and the response rate.
- b) Ensure quality control in reporting to accurately generate tables and banners by the requested deadlines. Design banners and tabulations that accurately report the data collected. Work with the HTA to adjust the banners to reflect any modifications to the VSAT SURVEY forms. Proposals should address proposed quality control measures in detail.
- c) Deliver to HTA written quarterly reports for 2018 of preliminary which shall include but not be limited to analyses of VSAT survey statistics, VSAT data tables and graphs, year-over-year data comparison, according to outline developed in consultation with HTA. For example, 1st Quarter (January-March) 2018 VSAT report shall be completed by May 2018, 2nd Quarter (April-June) 2018 report shall be completed by August 2018; 3rd Quarter (July-September) 2018 report shall be completed by November 2018; 4th Quarter (October – December) 2018 report shall be completed by February 2019. A similar schedule shall apply for 2019 and 2020 reporting.
- d) Prepare preliminary written annual report and companion tables according to an outline developed in consultation with the STATE by August 2019 for calendar year 2018 data. The STATE shall provide the CONTRACTOR with final weights by July 2018. Prepare a preliminary annual report according to an outline developed in consultation with the STATE by August 2020 for calendar year 2019 data. The STATE shall provide the CONTRACTOR with final weights by July 2019. Prepare a preliminary annual report according to an outline developed in consultation with the STATE by August 2021 for calendar year 2020 data. The STATE shall provide the CONTRACTOR with final weights by July 2021.
- e) Provide to the STATE electronic delivery of VSAT SURVEY banners and data files containing final annual data, in a format compatible with SPSS program and all syntax files containing final weights.
- f) Deliver draft final report no later than ten (10) working days after receiving final weights and comments from the STATE.
- g) Submit (on CD/DVD) in SPSS: banners of unweighted data collected on a monthly basis; and banners of weighted data and syntax files on a quarterly and annual basis. Banners should be delivered as soon as a sufficient number of completed VSAT SURVEYs are collected, but no later than three (3) months after the month of interest. Banners should indicate statistical significance of the reported data.
- h) Deliver to the HTA electronic files (via email and CDs/DVDs) of final banners, and all syntax and data files, within ten (10) business days after the HTA provides the final weights for each year, for calendar years 2018, 2019 and 2020.
- i) Maintain a valid codebook, and edit and update procedures in the Documentation Manual on an ongoing basis. Submit final version of the manual by June 30, 2019 for calendar year

2018 detailing step by step all agreed upon changes in data collection, editing, coding, processing, and tabulating of all data in accordance with this solicitation. Submit final version of the manual by June 30, 2020 for calendar year 2019 detailing step by step all agreed upon changes in data collection, editing, coding, processing, and tabulating of all data in accordance with this solicitation. Submit final version of the manual by June 30, 2021 for calendar year 2020 detailing step by step all agreed upon changes in data collection, editing, coding, processing, and tabulating of all data in accordance with this solicitation.

8. Additional Deliverables and Conditions.

a) The CONTRACTOR acknowledges and agrees that if the CONTRACTOR fails to meet any of the deadlines required for the submittal of deliverables provided herein, the STATE may assess a two percent (2%) penalty for each day the CONTRACTOR fails to meet said deadlines. The penalty shall be applied to the payment amounts associated with the outstanding deliverables and the payment to the CONTRACTOR shall be reduced in accordance with said penalty.

b) Provide to the HTA for each calendar year, five (5) cross tabulations of data highlight tables and banners, other than that described herein, with criteria and times to be determined by the HTA at no additional cost.

An example of a cross tabulation request: Visitors who came to play golf on O'ahu, their satisfaction with the State, with O'ahu, and their visitor profile including income, education etc. honeymoon cruise visitors, who also stayed in hotel properties on Maui, by month.

c) Any additional cross tabulations requested by the HTA, beyond the five (5) already outlined in 8b above, shall be authorized by the HTA through the issuance of a purchase order and shall be funded independently.

d) Retention of Documents. Retain the printed SURVEY forms for a minimum of six (6) months. Before any forms are shredded, the CONTRACTOR shall create digital images of all survey forms and provide them to the HTA. Shredding expenses shall be included in the CONTRACTOR's proposed budget.

e) The HTA shall be sole owner of all SURVEY results, and all survey materials including design, typeset, and TELEform and pdf files. Information may not be shared without HTA consent or approval.

f) Maintain proper accounting procedures and practices acceptable to the HTA to include, but not be limited to, maintaining books, records, documents, and other evidence related to the project's performance. The books, records, and documents shall be subject to inspection, review, or audit by the HTA.

B. TIME OF PERFORMANCE

1. The CONTRACTOR shall perform all services as necessary according to HTA specifications to ensure that visitors who came in January 2018 will be contacted and given access to a VSAT SURVEY no later than February 2018.

2. All services for 2018 shall be completed by September 30, 2019 unless extended per mutual written agreement. All services for calendar year 2019 shall be completed by September 30, 2020 unless extended per mutual written agreement. All services for calendar year 2020 shall be completed by September 30, 2021 unless extended per mutual written agreement.

C. COMPENSATION AND METHOD OF PAYMENT SCHEDULE

1. Award shall be made on a firm fixed price basis. (Any incentives must be included in the fixed price)
2. The overall budget proposed by the offeror shall consist of separate budgets for 2018, 2019 and 2020. In addition, the combined amount of these three budgets shall be shown as the total amount proposed for this project.

IV. PROPOSAL GUIDELINES

Proposals must be submitted per the instructions in Section I of this RFP.

I. APPLICANT INFORMATION FORM

- This is a fillable form. Once you have completed the form, the form must be printed then signed by a person authorized to bind the organization.
- Primary RFP Contract: The person listed here will be our contact regarding any updates to the RFP process and any questions regarding your submission, as well as any award notices.
- Primary Project Contact: This person listed here will be our post-award contact during the contract phase.

II. PROPOSAL

A. Past Performance and Capabilities (30 points sub-total)

- A.1. DESCRIPTION OF ORGANIZATION: Provide a brief history of the establishment, development, and accomplishments of the organization.
- A.2. QUALIFICATIONS AND EXPERTISE: Describe the qualifications and expertise of the individuals responsible for implementing the project.
- A.3. EXPERIENCE WITH RELATED PROJECTS: List experience with projects that required cooperation from third parties. List past projects that required data collection, data processing, scanning, and programming; with comparable scope of work and complexity to this RFP (list date and description of projects, i.e. number of forms scanned and how data were processed). Provide client references for the projects and among all projects at least three references with which the company has worked within the last three years.
- A.4. CAPABILITY: Show that the company has adequate number of staff to prepare survey packets and operate high quality optical scanner; and staff with extensive working knowledge in TELEform scanner programming and SPSS data processing, with the ability to accurately generate all reports required under this solicitation in a timely basis.

B. Work Proposal (30 points sub-total)

- B.1. Explain fully offeror's approach and/or process for achieving the HTA's goal and scope of work described in this solicitation. Respondents shall specify the make and model and speed of their scanning equipment.
- B.2. Propose a work plan to address the following issues to include, but not limited to:
 - a. Applicants shall propose the most efficient and reliable method of data collection and provide detailed procedures. The objective is to have good response rates from visitors across all the aforementioned markets selected above. Selected visitors shall be contacted and given access to a VSAT SURVEY form promptly, no later than two (2) weeks after their return home.
 - b. In scanning and data processing, propose methods for quality control to correctly scan the forms, check data verification, flag, and appropriately address uncharacteristic data and outliers.
 - c. In data reporting, propose methods for quality control to generate accurate weekly progress reports, monthly highlights and banners, and annual data highlights and banners within established deadlines.
 - d. If desired, propose any project improvements that would affect costs and delivery time

while maintaining data integrity and continuity.

C. Proposed Price / Budget (40 points sub-total)

- C.1 OVERALL BUDGET: The overall budget proposed by the offeror shall consist of separate budgets for 2018, 2019 and 2020 as well as a combined total amount proposed for entire contract. This is a Firm Fixed-Price Contract. Any incentives must be included in the price proposed.
- C.2 COST BREAKDOWN: Provide a breakdown showing what the budget is paying for. The cost breakdown should be clear enough that, if the HTA should decide to make adjustments to the number of deliverables, the HTA would be able to recalculate the costs based on the information provided.
- C.3 PAYMENT SCHEDULE: Propose a payment schedule, including a timeline showing the corresponding deliverables. The payment schedule should match the Work Proposal described in the previous subsection.

III. CONFIDENTIALITY AGREEMENT

IV. W9

V. Hawai'i State Vendor Compliance Certificate (if available)

* Note: Information entered on the Applicant Information Form must match the information entered on the W9 and on the Hawai'i State Vendor Compliance Certificate.

IV. RFP PROCESS & SCORING CRITERIA

RFP PROCESS:

An evaluation committee will evaluate all the offerors' submittals based on the below outlined criteria. This process may or may not consist of two phases.

Phase I of this process will be the applicant's written electronic submission. To assist applicants in understanding the RFP and to clear up any inconsistencies, the HTA will accept pre-submittal questions, in writing via word doc, until the time and date established in the Procurement Timeline found in Section I of this RFP. The HTA, and the evaluation committee, reserve the right to select an applicant based on written proposals only.

In Phase II, the HTA may select a short list of one or more applicants for further consideration. This could take the form of, including but not limited to, an oral interview, a request for clarification, a request for best and final offer (BAFO), reference checks, negotiation of key provisions, or any combination thereof. The HTA is under no obligation to enter into an agreement with any of the short-listed offerors.

The HTA intends to conduct a comprehensive, fair, and impartial evaluation of proposals received in response to this RFP. The HTA will use an Evaluation Committee to review and evaluate the proposals. The HTA's contact person is the Procurement Officer and serves as the arbitrator and referee for this RFP. The Procurement Officer does not have a vote. Applicants are forbidden from contacting any member of the Evaluation Committee regarding this RFP. Any attempt to knowingly contact voting members of the Evaluation Committee regarding this RFP could be grounds for disqualification.

Applicants are to rely, for information regarding this RFP, on the RFP itself and information provided by the Procurement Officer. The HTA is not responsible for any misinformation received from other sources.

If it becomes necessary to revise or amend any part of this RFP, the HTA will distribute a revision by written addendum. Applicants will be responsible for adhering to the requirements of any addenda to this RFP.

Applicant Responsibilities:

A proposal shall be electronically submitted as instructed in Section I of this RFP and will be accepted only if timely received. The responsibility for submitting a response to this RFP on or before the stated due date and time will be solely and strictly that of the applicant. The HTA will not be responsible for emails that are not received because the file is too large or because it was delivered to the wrong email address, or deliveries that are not received due to traffic or other delivery complications.

Proposals will be considered incomplete if Form A does not bear the signature of an authorized individual, officer, or agent of the Applicant who is in a legal position to contractually bind the applicant. The proposals can be withdrawn at any time, if requested in writing, until notice of selection, at which time it will be considered final.

By submitting a proposal, applicant agrees to accept and abide by the terms of this RFP. The HTA reserves the right to reject any or all proposals, to waive any informality or irregularity, and to accept any proposals which it may deem to be in the best interest of the State of Hawai'i.

SCORING CRITERIA:

All applicants will be scored according to the same criteria.

- 1. Past Performance and Capabilities (30%):** Related experience with projects of a comparable scope of work, and complexity as described in this RFP as demonstrated by comparable projects which required data collection, scanning, programming, processing and reporting. Qualifications and experience of the individuals in the respondent's team, including the demonstrated past success of the respondent's key personnel will also be reviewed.

- 2. Quality and Reasonableness of Proposal (30%):** Respondents shall be rated on their proposals on ways to maintain data collection procedures and quality control to ensure the accuracy and efficiency of data collection, processing and reporting for this project. Respondents will also be rated on the reasonableness of the proposed time schedule.
- 3. Price/Budget (40%):** Reasonable proposed budget demonstrating an ability to achieve the stated objectives of the program.

The HTA, through its evaluation committee, reserves the right to reject any and all proposals and to waive minor irregularities. The HTA further reserves the right to shorten or extend posted schedule dates when doing so is reasonably in the best interest of the State of Hawai'i.

EVALUATION OF SUBMISSION	Scoring Range	Evaluator Score
Demonstrated Past Performance and Capabilities	1-30	
Quality and Reasonableness of Proposal	1-30	
Price / Budget	1-40	
TOTAL SCORE	3-100	

VI. PROVISIONS, CONDITIONS, DISCLAIMERS, AND DISCLOSURES

You are encouraged to read each section of the solicitation thoroughly. While sections such as the administrative overview may appear similar to other solicitations, additional information may be added as applicable. It is your responsibility to understand the requirements of this solicitation.

1. Authority

(a) Law. This solicitation is issued under the provisions of the Hawai'i Revised Statutes ("HRS") Chapter 201B. All prospective applicants are charged with presumptive knowledge of all requirements of the cited authorities. Submission of a valid executed Proposal by any prospective applicant will constitute admission of such knowledge.

(b) Procedures. This solicitation has been issued under the procurement policies and procedures of the HTA, which are incorporated herein by reference.

(c) State Procurement Code. HTA procurement is not subject to the Hawai'i Public Procurement Code codified under HRS Chapter 103D and the administrative rules promulgated thereunder ("Hawai'i Procurement Code"). However, the HTA may consider the Hawai'i procurement practices as guidance.

2. Government Contract.

This is a contract with a government agency. As such, customary rules of commercial contracting generally do not apply. Applicants are encouraged to seek advice from experts familiar with government contracts.

3. Procurement Timetable

Note that the schedule of procurement key dates provided herein represents the HTA's best estimate of a schedule that will be followed and may be changed at HTA's discretion. Any changes to this schedule will be reported on the HTA website referencing this solicitation. Contract start dates are subject to the issuance of a notice to proceed. Some items on the timetable may not be necessary or may be for informational purposes only.

4. Contracting Office

HTA is the Contracting Office and is responsible for overseeing the contract resulting from this solicitation, including monitoring and assessing the contractor's performance.

5. Interest Form

HTA will not require an interest form for this solicitation.

6. Pre-submittal Orientation Meetings

HTA will not hold pre-proposal meetings for this solicitation.

7. Submission of Written Questions

(a) Written Questions. HTA welcomes written questions from applicants in order to ensure openness and transparency and improve understanding of the solicitation. Applicants may submit written questions in electronic format to the email address of the HTA Procurement Officer identified in this solicitation. To expedite responses, applicants are required to submit questions on a Microsoft Word document. Each question must cite the solicitation page and paragraph that is the source of the question. HTA will respond to written questions as discussed below.

(b) Deadline. Deadline for submission is listed in the timetable.

(c) Responses. The HTA Procurement Officer will combine the questions from all applicants into a single list. Similar questions may be combined and responded to as a single question. The HTA will provide the combined set of questions and responses to all applicants at the same time. The applicant who submitted the question will not be identified in the responses. The HTA will act in good faith in providing responses, but may decide, in its sole discretion, not to respond to some questions. Depending on the number and type of

questions received, the HTA's responses to written questions submitted by applicants, who have submitted the Interest Form with their contact information, will be provided to all applicants. The HTA's interpretation of the written question and its response will also be posted on HTA's website. However, if the volume and type of questions preclude the HTA from meeting this deadline, the HTA will notify applicants, who have submitted the Interest Form with their contact information or through a posting on HTA web site, of the revised date for such response.

8. Proposals

(a) Proposal. An applicant must submit a written proposal. The proposal must include comprehensive narratives that addresses all of the Proposal requirements. As used herein "response", "proposal", and "submittal" refer to all the requested documents, exhibits, attachments, executed and/or responsive appendices, acknowledgments, written comprehensive narratives, and other information described in and submitted in response to this solicitation.

(b) Response Submittal. Deadline for submission is listed in the timetable.

(1) All Responses delivered by mail, delivery service or in-person must be actually received by the HTA no later than the submittal deadline. Responses may be rejected if received after the designated date and time. The time clock maintained at the HTA Drop-Off Site will be used to record the official time for the actual receipt of proposals. The HTA office does not accept deliveries before 7:45 AM or after 4:30 PM HAST or on holidays or weekends.

(2) The required documents, their form and quantities, are listed in the Appendix.

(c) Solicitation Submittals Become the Property of HTA. All Proposals and other materials submitted will become the property of the HTA and will not be returned. The Authority reserves the right to retain all submittals and to retain any ideas in a submittal regardless of whether a Proposer is selected. Submittal of a response to this solicitation indicates acceptance by the Proposer of the conditions contained within the solicitation document.

(d) Contract. All or part of the solicitation and the selected Proposer's response to the solicitation may, by reference, become a part of the final Contract between the selected Proposer and the Authority resulting from this solicitation process.

(e) Expenses. Each applicant is solely responsible for all expenses incurred for the preparation of their Response and its participation in any pre-award presentation or discussions and other activities related to the evaluation process and/or the development and submission of any Response provided by an applicant in response to this solicitation, including without limitation, any travel related or presentation expenses incurred to present or discuss the applicant's Proposal submission. An applicant may not bill the HTA for any costs or expenses associated with its response to this solicitation. Any incumbent under any HTA contract may not use HTA-funded resources to prepare its Proposal.

(f) Protests. Any protest of anything in this solicitation or any referenced document, must be filed by the deadline for protests of the content of the solicitation in order to be timely.

9. Multiple or Alternate Proposals Not Allowed

Multiple or alternate Proposals from the same applicant are not allowed. In the event alternate or multiple Proposals are submitted, all of the applicant's submissions may be rejected at the discretion of the HTA Procurement Officer.

10. Competitive, Multi-Step Sealed Proposals

This solicitation will not require a multi-step process. However, the HTA reserves the right to request additional information in the form of written responses or oral presentations as needed.

11. Rejection of Proposals

(a) Requirements Must Be Met. The HTA reserves the right to consider as acceptable, responsible and responsive only those Proposals submitted in accordance with all requirements set forth in this solicitation and that demonstrate an understanding of the services to be provided and challenges associated therewith.

(b) Changing Terms. Any proposal requiring any contract terms or conditions contradictory to those included in this solicitation and the Agreement attached at *Exhibit 3* may be rejected in its entirety without further notice. Applicants may suggest alternate terms or conditions with a specific explanation of how the change would result in improvements to price, schedule, or performance. The suggestion must specifically quantify the impact. Such suggestions are not accepted or implemented unless included in the final terms and conditions in the Agreement signed by both parties.

(c) Reasons. A Proposal may be automatically rejected for any one or more of the following reasons:

- (1) Failure to cooperate or deal in good faith;
- (2) Inadequate accounting system or internal controls;
- (3) Late proposals;
- (4) Failure to submit in accordance with the solicitation or otherwise inadequate response to the solicitation;
- (5) Lack of demonstrated experience or expertise; and
- (6) Failure to maintain standards of responsibility. Any Proposer found to have falsified any information to the Authority in relation to this or any other procurement, or which has been suspended or barred from doing business with the Authority, the State of Hawai'i including any of its subdivisions and agencies or the United States government, or which has been convicted of a felony related to procurement contracting with any unit of government, or which has failed to maintain necessary licensure or meet its tax or other obligations to a government agency may be rejected.

(d) The Authority, however, reserves the right to waive any or all informalities, irregularities or deficiencies when it considers a waiver to be in its and the public's best interest.

(e) Protests. Any protest of rejection of a proposal must be received by HTA within five (5) calendar days after receiving notice from HTA of the rejection of an applicant's proposal.

12. Solicitation Amendments

The HTA reserves the right to amend this solicitation at any time prior to the deadline for the submission of final proposals.

13. Register of Responses

After the date established for receipt of Responses, HTA will prepare a Register of Responses received, including, for all Responses, the name of each applicant and the date the HTA received the applicant's Response and any modifications to the Response. The Register of Responses will be open to public inspection only after award of the contract. Proposals and modifications will be shown only to personnel having a legitimate interest in them as required or authorized by law.

14. Opening of Proposals

Upon receipt of a Proposal by the HTA at the designated location, the Responses, Response modifications, and withdrawals of Responses will be date-stamped, and when possible, time-stamped. The HTA will hold all documents so received in a secure place and not examine them for evaluation purposes until the submittal deadline. The time clock maintained at the Drop-off Site will be used to record the official time for receipt of proposals.

15. Public Inspection

Procurement files, including responses, will be open to public inspection to the extent allowed by law only after a contract has been awarded and executed by all parties.

16. Presentations and Discussions with Applicants

(a) Discretionary. In its discretion, the HTA may decide to select based on written Proposals alone as submitted and without any oral presentations or discussions.

(b) Applicants defined. As used herein in this solicitation, "Applicants" means only those businesses submitting Proposals that are acceptable or potentially acceptable. The term does not include businesses who submitted unacceptable Proposals.

(c) Presentations and Discussions defined. As used herein in this solicitation, "Presentations" means non-written communication by the Applicant to the Evaluation Committee under conditions set by the HTA. "Discussions" means any communication between an individual applicant and the Evaluation Committee or HTA staff for the purpose of allowing the HTA to complete its Proposal evaluation. Oral interviews may include presentations and discussions.

(d) Invitation. After evaluation of the Proposals, the HTA may invite applicants it considers to be in the competitive range to participate in pre-award presentations and discussions. The Procurement Officer may limit the number of proposals in the competitive range to a reasonable number that will permit an efficient competition among the most highly rated Proposals.

(e) Participation. Each applicant that accepts the invitation will be required to provide access to the applicant's team assigned to this effort. The applicant's team may include a Project Manager that the applicant proposes to assign as part of the core project team.

(f) Objectives. There are several objectives of the Presentation and Discussion, including:

- (1) To compare the HTA's requirements to the services proposed by the applicant as described in the written Proposal;
- (2) To allow the applicant to demonstrate how the requirements can be satisfied by the Proposal;
- (3) To identify significant gaps in required and proposed services as described in the written Proposal; and
- (4) To provide the applicant with an opportunity to discuss their methodology, scope of services and project plan.

(g) Location. The Presentation and initial Discussions will be at the HTA's facilities in the Hawai'i Convention Center on O'ahu. Discussions may continue orally or in writing and may be done over the phone, by email, letter, or other method. All discussions must be originated by HTA.

(h) Results. The HTA evaluation committee will evaluate each applicant on its participation in the Presentation and Discussions as part of its Phase Two Proposal evaluation unless HTA decides, in its sole discretion, to make an award based on written proposals alone.

(i) Conduct of Discussions. Applicants in the competitive range will be accorded fair and equal treatment with respect to any opportunity for Presentations and Discussions and revisions of Proposals. The HTA Procurement Officer for this solicitation will establish schedules and procedures appropriate for this phase of the procurement. If during discussions there is a need for any substantial clarification of, or change in, the solicitation, the solicitation may be amended by a modification to incorporate such clarification or change. Auction techniques (revealing one applicant's price to another) and disclosure of any information derived from competing Proposals are prohibited. Any substantial oral clarification of a Response must be reduced to writing by the applicant.

17. Modifications, Additional Materials and Documentation

Request. After the receipt of Proposals, if HTA deems it desirable and in its best interest, the HTA may, in its sole discretion, request that the applicant provide additional information to clarify or supplement, but not basically change, any Response as submitted. Applicants may submit revised Responses only if requested or allowed by the HTA Procurement Officer. Written responses must be provided as requested. Failure by any applicant to provide the additional requested information or to participate in a requested meeting may be a cause for disqualification as being nonresponsive to this solicitation. The applicant will have the responsibility to document all clarifications as change pages to the Response.

18. Notice of Selection

(a) Notice of Selection. Upon the HTA's final selection of the successful applicant a notice of selection will be issued to the selected applicant. This solicitation may be used to hire one or more Vendors.

(b) Notice of Non-selection. A notice will also be sent to all non-selected applicants upon completion of the evaluation process. The notice of non-selection triggers the right to request a debriefing and starts the clock for protests based on non-selection. The debriefing may be written or oral and may be included in the Notice of Non-selection.

(c) Execution. Upon notice of selection, appropriate sections of the selected applicant's proposal will be used by the HTA Procurement Officer to create the Statement of Services. The applicant will promptly execute the Agreement for the services awarded to the selected applicant. Upon execution by the selected applicant of the Agreement, the selected applicant will be referred to as the "Contractor".

(d) State Approvals. Any agreement arising out of this solicitation is subject to the approval of the Department of the Attorney General as to form, and to all further approvals, including the approval of the Governor, as may be required by statute, regulation, rule, order or other directive.

(e) HTA Board of Directors Funding Approval. Funding for multi-year contracts and options is subject to the approval of an annual fiscal year budget by the HTA Board of Directors. In the event the Board does not fund the budget item used to fund this contract, the contract may be terminated for the convenience of the government.

(f) Start Work Date. No work is to be undertaken by the selected applicant prior to the contract commencement date after contract execution by both parties. HTA is not liable for any costs incurred prior to the official starting date.

19. Confidential Information

(a) Procurement Sensitive Information. Each proposal will be considered to contain procurement sensitive information whether or not it is so marked. No part of a proposal will be released to other applicants or the public prior to contract execution.

(b) Marking Confidential and Proprietary Materials. If an applicant believes any portion of a Proposal contains proprietary and/or commercial information that should be withheld from the public due to competitive injury that would result from public release during or after the solicitation, the applicant must mark designated proprietary data as confidential and provide justification to support confidentiality. Such data must accompany the Proposal, be clearly marked, and must be readily separable from the Proposal to facilitate eventual public inspection of the non-confidential sections. Unless designated "Confidential and Proprietary," the Proposal will be available for public inspection after the award of the contract.

(c) Acceptable markings. Applicants that include in their Proposals data that they do not want disclosed to the public for any purpose, or used by the HTA except for evaluation purposes, will be subject to the restrictions stated below.

- (1) An applicant must mark the title page with a legend substantially similar to the following in accordance with the applicant's standard procedure or advice of counsel or other experts:

"This Proposal includes proprietary and confidential data that may not be disclosed outside the HTA and may not be duplicated, used, or disclosed, in whole or in part, for any purpose other than to evaluate this Proposal."

- (2) The applicant must mark each sheet of data the applicant wishes to restrict with a legend substantially similar to the following in accordance with the applicant's standard procedure or advice of counsel or other experts:

"Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this Proposal."

- (3) If, however, a contract is awarded as a result of, or in connection with, the submission of data, the HTA will have the right to duplicate, use, or disclose the data to the extent

provided in the resulting contract. This restriction does not limit the HTA's right to use information contained in proposals if it is obtained from another source without restriction.

(d) Post Award Disclosures. The HTA may disclose the following information in post award debriefings to other applicants:

- (1) The overall evaluated cost or price and technical rating of the successful applicant. (Note that the total price is not considered confidential and will not be withheld.)
- (2) The range of scores and relative ranking of the applicant, if any ranking was developed by HTA during source selection.

20. Public Disclosure

Upon execution of the written contract, all documents submitted by the contractor and maintained by the HTA will be subject to public inspection and copying under the Hawai'i Uniform Information Practices Act provided in chapter 92F, Hawai'i Revised Statutes; provided that, any confidential commercial or proprietary information may be withheld in accordance with law.

21. Vendor Clearance

Hawai'i state law requires a Vendor Compliance Certificate (Tax Clearance, DCCA and DLIR clearances) for all purchases/contracts of \$2,500 or more. These clearances are required prior to contract execution and must be maintained up to the time of final payment. Government agencies are exempt from this requirement. Hawai'i Compliance Express (HCE) allows organizations contracting with state and county agencies to quickly and easily demonstrate they are in compliance with state procurement laws.

There is a \$12 annual registration fee for the service. To register, go to:

<http://vendors.ehawaii.gov>, complete the easy step-by-step process and pay with a credit card.

22. Legal requirements

All contracts with HTA are subject to all applicable federal, state, county and local laws, ordinances, rules and regulations that in any manner affect any and all of the services covered herein. Lack of knowledge by the applicant will in no way be cause for relief from responsibility.

23. Campaign Contributions by State and County Contractors

Applicants are hereby notified of the applicability of HRS Section 11-205.5, which states that campaign contributions to any political party, committee or candidate or to any person for any political purpose or use are prohibited from HTA contractors during the term of the contract. For more information, FAQs are available at the Hawai'i Campaign Spending Commission webpage at www.hawaii.gov/campaign.

24. Execution of Contract

(a) Exceptions. Proposals requiring any exceptions to the General Conditions included as an Exhibit to this solicitation may be rejected in their entirety without further notice. Applicants may suggest alternate terms in the form of special conditions with a specific explanation of how the change would result in improvements to price, schedule or performance. Such suggestions are not accepted or implemented unless included in the final terms and conditions in the Agreement signed by both parties.

(b) Execution. Upon the receipt of all required information, documentation, attachments, and the certificate of vendor compliance the contractor and the HTA will execute the final written agreement.

(c) Unauthorized Work. Unless otherwise agreed, a contractor may not perform any work prior to the execution of a written contract by the HTA and a contractor. All unauthorized work performed by the contractor prior to the execution of the written contract will be at the contractor's sole cost and expense.

25. Protests

(a) Raising Concerns. Interested parties who have concerns regarding a solicitation, specifications, award or other decision of the procurement officer should first discuss the concern with the HTA procurement officer within the protest time periods provided for in this solicitation.

(b) Protests. If the procurement officer does not resolve the concern to the satisfaction of the interested party, the interested party may formally protest to the HTA's President and Chief Executive Officer.

(c) Timeliness. Interested parties must file any protest regarding the terms of the solicitation, the service specifications or documents referenced in the solicitation in writing prior to the deadline for protests of the content of the solicitation. Applicants must file any protest relative to rejection of proposals, non-inclusion in the competitive range, the contract award or other perceived wrongs in writing within five (5) calendar days after the aggrieved person knows or should have known of the facts giving rise thereto, or within five (5) calendar days of the postmark or the electronic transmission date of a notice from HTA. Any issue or claim that the applicant does not protest in a timely manner is waived. Discussing concerns with the procurement officer or other HTA officials or engaging in other forms of dispute resolution does not stay the timeliness clock for protests.

(d) Notice of Protest. The Notice of Protest will be postmarked by USPS or hand delivered to the persons indicated below within five (5) calendar days after the postmark or electronic transmission date, whichever is earlier, of the deadline for protests listed in the procurement timeline, the Notice of Award or other notice sent to the protestor:

- (1) The President and Chief Executive Officer of the HTA; and
- (2) The HTA Procurement Officer who is conducting the procurement.

The HTA will consider delivery services other than USPS submitted on the date of actual receipt by the HTA.

President and CEO: George D. Szigeti

HTA Procurement Officer: Ronald D. Rodriguez

Mailing Address: Hawai'i Tourism Authority, Hawai'i Convention Center,
First Level, 1801 Kalākaua Avenue Honolulu, Hawai'i 96815

26. Availability of Funds

The award of a contract and any allowed change, renewal or extension thereof, is subject to allotments made by the Director of Finance, State of Hawai'i, pursuant to HRS Chapter 37, and subject to the availability of State and/or Federal funds.

27. Cancellation of Request for Proposal

The HTA may cancel the solicitation and any or all Proposals may be rejected in whole or in part, when it is determined to be in the best interests of the HTA. Each applicant is solely responsible for all expenses incurred for the preparation of the Proposal and its participation in any pre-award presentation or discussions and other activities related to the evaluation process even if the process does not result in award of a contract to any party.

28. Electronic Transmissions

The HTA may transmit letters or provide responses to questions to applicants via email (in lieu of letters by mail) for all matters regarding this solicitation after receipt of Proposals. The HTA will use the email address provided by the applicant on the Interest Form. If the HTA sends letters via email, successful transmission of the letter, as evidenced by the "Sent" date shown on the HTA's email, will constitute official notification to and receipt by the applicant. The date and time recorded on the HTA's "Sent" email will be the official date and time of receipt by the applicant. On rare occasion, the HTA may use facsimile in lieu of either letter by mail or of email. In such a case, the facsimile will be sent to the number provided by the applicant, and the facsimile transmission report will serve as the official date and time of receipt by the applicant. This clause does not affect any previously stated submission requirements for proposals or quotes.

29. Organizational Conflicts of Interest

(a) Applicants must advise the HTA of any existing or potential Organizational Conflicts of Interest (OCIs) during the solicitation process and prior to contract negotiation.

(b) The applicant must also complete and submit the Conflict of Interest Form, attached as Appendix D to this solicitation with their proposal.

30. Suspended or debarred contractors

A person or affiliate who is under investigation for procurement impropriety or is currently suspended or debarred in any jurisdiction, or placed on a convicted applicant list may not submit a proposal on a contract to provide any goods or services to the HTA and may not be awarded or perform work as a contractor, employee, agent, supplier, subcontractor, or consultant.

31. Collusion

The applicant, by submitting a proposal, certifies that its proposal is made without previous understanding, agreement or connection either with any person, firm, or corporation submitting a proposal for the same services, or with the HTA. The applicant certifies that its proposal is fair, without control, collusion, fraud, or other illegal action. The applicant further certifies that it is in compliance with the conflict of interest and code of ethics laws. The HTA will investigate all situations where collusion may have occurred and the HTA reserves the right to reject any and all proposals where collusion may have occurred.

32. Terms and Conditions of Contract

(a) Contract Type. This contract is a Fixed-Price contract.

(b) Period of performance. This contract has a period of performance of forty-two (42) months with no options to extend.

(c) Not to Exceed. The HTA has not set a not to exceed amount for goods and services under this contract. The evaluation committee and selecting official will perform a price-performance trade-off evaluation to determine the proposal that is most advantageous to the state.

(d) Payments. Vendor shall propose a payment schedule. Please note that HTA cannot pay for any goods or services until they are received and accepted.

(e) Termination. During the term of the contract awarded pursuant to this solicitation, the HTA will review the performance of contractor and may terminate the contract for reasons such as non-performance of the contractor, including the failure to exceed HTA targets, change in the funding for this program, or for the convenience of the STATE.

(f) Interpretation. The order of precedence for interpreting the contract will be:

(1) Hawai'i State law; then

(2) The Executed Agreement with any modifications, amendments or other properly documented changes; then

(3) The solicitation as amended; then

(4) HTA regulations, policies or procedures; then

(5) The contractor's final proposal; then

(6) Course of conduct, then

(7) Course of dealing, then

(8) General principles of government contracting; then

(9) Industry practices.

Attachment - 2017 Island VSAT Survey Pretest Recap:

In mid-2017, HTA's current contractor for the Statewide VSAT conducted a pretest of the Island VSAT survey. The targets were visitors from US West, U.S East, Japan and Canada who departed from airports on O'ahu, Maui, Kaua'i and the island of Hawai'i. Samples for the Island VSAT test were drawn from email addresses provided on Island Departure Survey forms collected from airport intercepts. The objective was to test the feasibility of using emails for an island-specific online survey similar to the current Statewide VSAT.

The following is a summary of the number of emails sent and completed surveys by visitor markets by island/airport for the Island VSAT Pretest.

	US West	US East	Canada	Japan	Total
Emails Sent	2,318	2,374	283	148	5,123
Completions	405	461	57	11	934
% completions	17%	19%	20%	7%	18%

U.S. West and U.S. East had the most completions due having more emails with Japan having only a dozen completions. Percentage-wise, the Canadians had the highest completion rate.

The following are the number of emails sent by MMA by airport.

Airport	US West	US East	Canada	Japan	Total
Honolulu (HNL)	917	1298	117	118	2450
Kahului (OGG)	401	278	40	1	720
Līhu'e (LIH)	407	367	46	6	826
Kona (KOA)	523	371	78	20	992
Hilo (ITO)	70	60	2	3	135
Total	2,318	2,374	283	148	5,123

The following are the number of completed surveys by MMA by airport.

Airport	US West	US East	Canada	Japan	Total
Honolulu (HNL)	125	251	17	7	400
Kahului (OGG)	77	53	9	1	140
Līhu'e (LIH)	69	73	11	1	154
Kona (KOA)	133	83	19	2	237
Hilo (ITO)	1	1	1	0	3
Total	405	461	57	11	934