



PO Box 4, Kunia, Hawaii, 96759 || 808-622-9026 || www.agstewardshiphawaii.org

REQUEST FOR PROPOSAL

Small Purchase Procurement

(2 CFR §200.320(b) – Simplified Acquisition Procedures)

Project Evaluator

FUNDING SOURCE: This procurement is funded in whole or in part with federal or federal pass-through funds and is subject to the procurement standards set forth in 2 CFR Part 200.

RFP Reference Number: 1111_001_FF

SUBMISSION INSTRUCTIONS

Point of Contact for Questions:

Amanda Shaw, Director of Food Systems
Amanda.Shaw@agstewardshiphawaii.org

Deadline to Submit:

Proposals will be accepted until **September 30th, 2026**. Initial review will begin on and the organization reserves the right to close this RFP at any time.

Method of Submission

Proposals must be submitted electronically via email to:

- Director of Food Systems: Amanda.Shaw@agstewardshiphawaii.org
- Grants Manager: jackson.hart@agstewardshiphawaii.org

**Late submissions may not be considered.*

REQUIRED PROPOSAL CONTENT

- Vendor Legal Name
- Mailing Address and Billing Address
- Email Address and Phone Number
- Unique Entity Identifier (UEI) [If Applicable]
- Respondents must certify that they are not suspended or debarred from federal contracting (2 CFR 200.214).
- Vendor's Resume or CV
- Relevant References (Name, Relationship, Phone, Email)
- Detailed Price Quote
- Any additional information requested in this RFP

CERTIFICATES & ASSURANCES

By submitting a proposal, the respondent certifies that:

- The vendor is not suspended or debarred from federal contracting, in accordance with 2 CFR §200.214
- The vendor has not been suspended, debarred, or otherwise excluded from participation in federal assistance programs
- All pricing submitted is true, accurate, and reasonable

ASH reserves the right to independently verify vendor eligibility through SAM.gov or other appropriate means.

STATEMENT OF WORK

Period of Performance

The anticipated period of performance is:

START: October 1, 2026

END: February 28, 2027

Project Overview

The 2501 Project supports Native Hawaiian & Pacific Islander (NH & PI) socially disadvantaged farmers and ranchers (SDFRs) in building financial literacy, market readiness, USDA program participation, trust with service providers, and long-term sustainability. The evaluator will assess project reach, effectiveness, and early outcomes, using culturally responsive methods and existing project data.

The evaluation will focus on understanding who was reached, what participants gained from the project, how trust and relationships with USDA and other service providers were strengthened, barriers to participation, and lessons that can inform future programming.

Culturally Responsive Evaluation

The Consultant is encouraged to use culturally responsive and participatory evaluation approaches that support meaningful participation and accurately reflect the experiences and perspectives of NH & PI farmers and ranchers.

Methods may include talk-story, story-based impact documentation, or other culturally grounded approaches appropriate to the project and participants.

The evaluation should balance available quantitative and qualitative evidence with participant and stakeholder perspectives. The following objectives and evaluation questions are intended as starting points that can be refined in the RFP response and in discussion with Agriculture Stewardship Hawai'i.

Evaluation Objectives

- Assess increases in financial literacy, business skills, and market readiness
- Evaluate trust-building and relationships with USDA and other service providers
- Identify systemic, cultural, or operational barriers to participation and how they were addressed
- Identify lessons learned and opportunities to strengthen future project implementation

Evaluation Questions

- To what extent did project activities improve NH & PI farmers' skills, knowledge, and market readiness?
- How effectively were trust and relationships with USDA/service providers built?
- What barriers to USDA participation were addressed, and which remain?
- Who was reached, and were priority communities served equitably? What lessons can inform future implementation of the project?

Availability

- The Consultant will be available during ASH/HDOA's standard working hours (HST) and will be available on evenings and weekends to meet project deadlines when needed.
- This consultancy will be completed in a **remote/hybrid work arrangement**.
- The Consultant may occasionally **work on-site with the ASH team in O'ahu**, if needed and mutually agreed upon.

- When working on-site, the Consultant will be available to work at any of ASH's offices or other venues.
- ASH-approved travel will be reimbursed by the organization.
- Review and Approval Process and Schedule:
 - The contractor will submit completed deliverables to ASH on the dates specified below.
 - ASH will have one week to provide written comments, suggested changes, and feedback.
 - The contractor will then have one additional week to incorporate suggested edits and respond to comments and feedback.
 - ASH will then have three business days to provide approval of the deliverable.

1. Review Project Documentation and Available Data

The Consultant will conduct a focused review of existing project documentation and available evaluation and program data to assess project implementation, reach, participation, and early outcomes. Materials may include surveys, reports, outreach and communications materials, participation records, project monitoring data, prior evaluations, and other relevant documentation provided by ASH and project partners.

The review will assess:

- Project reach and participation, including the extent to which priority populations were served
- Implementation of project activities and services
- Evidence of changes in financial literacy, business skills, and market readiness
- Evidence of increased participation in or access to USDA programs and services
- Trust and relationships between participants and USDA or other service providers
- Barriers to participation and how those barriers were addressed
- Data strengths, limitations, and gaps relevant to assessing project outcomes

The Consultant will use the document and data review to refine the evaluation questions and identify areas for further inquiry through participant and stakeholder engagement.

Deliverable: Brief evaluation summary (1-2 pages) identifying key findings from the documentation and available data, finalized evaluation questions, and areas for further inquiry.

Draft Submission Date: October 9, 2026

ASH Feedback Date: October 14, 2026

Final Approval Date: October 21, 2026

2. Conduct Participant and Stakeholder Engagement

The Consultant will conduct targeted qualitative data collection with people involved in the 2501 Project to assess participant experiences, project implementation, perceived outcomes, and factors contributing to or limiting project effectiveness. The Consultant will determine an appropriate mix of participants, project staff, partners, service providers, and other relevant stakeholders in consultation with ASH.

Activities may include:

- Conducting approximately **4–6 key informant interviews**
- Conducting **one focus group, talk-story session, or other group discussion**, if appropriate
- Gathering participant perspectives on changes in knowledge, skills, market readiness, and access to USDA programs and services
- Examining participant and partner experiences with trust-building and relationships with service providers
- Identifying perceived outcomes, successes, challenges, and unintended effects
- Exploring barriers to participation and factors that supported or limited project effectiveness
- Gathering recommendations from participants and partners for future implementation

The Consultant will use culturally responsive and community-informed evaluation approaches appropriate to the communities and participants involved.

Deliverable: Qualitative findings summary documenting key themes, participant and stakeholder perspectives, perceived outcomes, implementation strengths and challenges, and areas for improvement (5-10 pages)

Draft Submission Date: November 20, 2026

ASH Feedback Date: November 25, 2026

Final Approval Date: December 4, 2026

3. Analyze Findings and Report Back

The Consultant will synthesize findings from the documentation and data review and participant and stakeholder engagement to assess the effectiveness and early outcomes of the 2501 Project.

The analysis will:

- Triangulate findings across available project data, documentation, and participant and stakeholder perspectives
- Assess the extent to which the project achieved its intended outcomes

- Identify evidence of changes in participant knowledge, skills, market readiness, access to services, and relationships with service providers
- Examine who was reached and whether priority communities were served
- Identify implementation strengths, challenges, and barriers
- Identify lessons learned and factors that contributed to or limited project effectiveness
- Develop actionable recommendations for future project implementation and evaluation

The Consultant will share preliminary findings with ASH and people involved in the project, as appropriate, to provide an opportunity to validate, contextualize, and respond to findings. Feedback will be incorporated into the final evaluation report.

Deliverables:

- Draft evaluation findings and recommendations
- Presentation and/or discussion of preliminary findings with ASH and project stakeholders
- Final evaluation report summarizing the evaluation approach, findings, outcomes, participant and stakeholder perspectives, lessons learned, limitations, and recommendations

The final report should be between **10–25 pages**, with a 1-2 page executive summary and excluding appendices.

Draft Submission Date: January 8, 2027

ASH Feedback Date: January 15, 2027

Final Approval Date: January 29, 2027

Desired Consultant Qualifications

- Demonstrated experience conducting evaluations of USDA-funded programs, agricultural initiatives, food systems projects, farmer training programs, or community-based economic development efforts.
- Knowledge of agricultural entrepreneurship, market development, conservation, rural development, and/or workforce development programs.
- Strong cultural competence and experience working with Native Hawaiian and Pacific Islander (NH & PI) communities.
- Familiarity with culturally responsive, community-centered, and participatory evaluation approaches.
- Experience facilitating stakeholder engagement activities, including interviews, focus groups, talk-story sessions, and community consultations.
- Strong mixed-methods evaluation skills, including qualitative and quantitative data collection, analysis, and interpretation.

- Experience reviewing and synthesizing existing survey and program data.
- Ability to synthesize data from multiple sources into clear, actionable findings and recommendations.
- Excellent report writing, communication, and presentation skills, including the ability to develop products for both technical and community audiences.
- Experience developing case studies, impact stories, or other accessible formats to communicate evaluation findings.

Reporting Requirements

- Brief narrative of work performed will be included in invoices.
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REQUEST FOR PRICE /QUOTE

The total cost of this procurement shall not exceed **\$15,000.00** and must be reasonable, allowable, and allocable in accordance with 2 CFR §§200.403–200.405.

Cost or price reasonableness will be evaluated based on comparison to similar services, market rates, and scope of work.

PROCUREMENT METHOD & COMPETITION

This procurement is conducted under Micro Purchase Procedures in accordance with 2 CFR §200.320(b).

Price or rate quotations are being solicited from an adequate number of qualified sources to ensure full and open competition to the maximum extent practicable.

Internal Policy - Micro Purchases

Micro-purchases are those with a total value up to \$15,000. Micro-purchases may be made without soliciting competitive quotes if the price is considered reasonable. A Micro Purchase's Purchase Order, PRF, or contract must be approved and signed by the Executive Director (or the ED's designee). Documentation of price reasonableness is required, but multiple bids are not required.

CONFLICT OF INTEREST

Vendors must disclose any actual or potential conflicts of interest that could arise from this engagement. ASH maintains written standards of conduct governing conflicts of interest consistent with 2 CFR §200.318(c).

RECORDS ACCESS & RETENTION

In accordance with 2 CFR §§200.334–200.337, vendors must retain all records related to this contract for a minimum of three (3) years following final payment and must make such records available upon request to ASH, the awarding agency, or authorized representatives.

PROHIBITED TELECOMMUNICATIONS & SURVEILLANCE EQUIPMENT

Pursuant to 2 CFR §§200.216 and 200.471, federal funds may not be used to procure certain telecommunications or video surveillance equipment or services produced by covered entities.

EVALUATION STATEMENT

Proposals will be evaluated based on the following criteria:

- Cost or price reasonableness
- Relevant experience and qualifications
- Ability to meet the scope of work and timeline
- Responsiveness to RFP requirements

ASH reserves the right to:

- Request clarifications
- Negotiate with selected vendors
- Reject any or all proposals
- Make an award in the best interest of the organization

AWARD & CONTRACTING

Award is contingent upon:

- Satisfactory review of proposal
- Verification of eligibility and certifications
- Execution of a written contract

No work may begin until a fully executed contract is in place.
