



# COUNTY OF HAWAI'I

QUALIFICATION TO PROVIDER  
PROFESSIONAL SERVICES

JUNE 28, 2024

# Expression of Interest



June 28, 2024

Mr. Victor Kandle  
Mass Transit Agency  
County of Hawai'i  
25 Aupuni Street  
Hilo, HI 96720  
Email: heleonbus@hawaiiicounty.gov

RE: Letter of Interest to Provide Professional Services for (HRS 103D-304) the fiscal year 2024-2025

Aloha Mr. Kandle,

We would like to express our interest in providing Community Planning TA.5 (Public Transit Marketing and Community Outreach) to the Mass Transit Agency, County of Hawai'i.

Our firm information is to follow:

- 1. Firm Name: DTL Limited Liability Company (dba DTL LLC)
- 2. Contact Name: Mālia Ka'aihue, Principal
- 3. Telephone number: 808-593-3048
- Email: malia@dtlhawaii.com
- Address: 725 Kapi'olani Boulevard, C402, Honolulu, HI 96813
- 4. Age of Firm: 12, established in 2012
- 5. Average # of Employees: 5
- 6. Federal Tax I.D. Number: 46-0947925
- 7. Hawai'i General Excise Tax: GE-147-589-9392-01

We believe our overall team brings the necessary skills, strength, and expertise needed to ensure the success of your projects.

Respectfully Submitted,

Mālia Ka'aihue,  
President – Principal Strategy

# About DTL

DTL (pronounced detail) is a group of multidisciplinary professionals that engage a collaborative approach drawing from our diverse backgrounds and experiences to produce comprehensive services for our clients. We are sought out for our wide expertise and explicit attention to details providing value beyond our client's expectations.

DTL is a Hawai'i based strategy studio that has built a respected reputation within our community as a creative interpreter of culture through planning and design. DTL's understanding and knowledge of Hawai'i's sensibilities and sensitivities has resulted in significant successes in facilitating dialogs, bridging perspectives and developing appropriate collaborative solutions to both challenging issues and exciting opportunities within our community.

## STRATEGY

Positioning  
Training  
Coaching  
Executive Placement  
Entitlements

## DESIGN

Branding  
Graphic Design  
Content Development  
Web/Mobile Development  
Environmental Graphics

## PLANNING

Community Engagement  
Cultural Integration  
Placemaking  
Events  
Cultural Programming

## COMMUNICATIONS

Public Relations  
Crisis Management  
Media Relations & Training  
Social Media  
Translations

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### office

725 Kapi'olani Blvd.,  
Suite C400  
Honolulu, Hawai'i  
USA 96813

(808) 593.3030 PH

[dtlstudio.com](http://dtlstudio.com)

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founded 2015

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staff 12 Employees  
(average over past 5 years)

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partners Mālia Ka'aihue Ph.D.  
*President*

Jason Antonio  
*Vice President*

Adam Wong  
*Vice President*

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### point of contact

Mālia Ka'aihue  
(808) 593-3048  
[malia@dtlhawaii.com](mailto:malia@dtlhawaii.com)

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# Why DTL

**To us, Hawai'i is the piko.** We've built a respected reputation within our community as a creative interpreter of culture through planning and design. Our deep understanding and knowledge of Hawai'i's sensibilities and sensitivities have resulted in successfully facilitating dialogs, bridging perspectives and developing appropriate collaborative solutions to both challenging issues and exciting opportunities within our community.

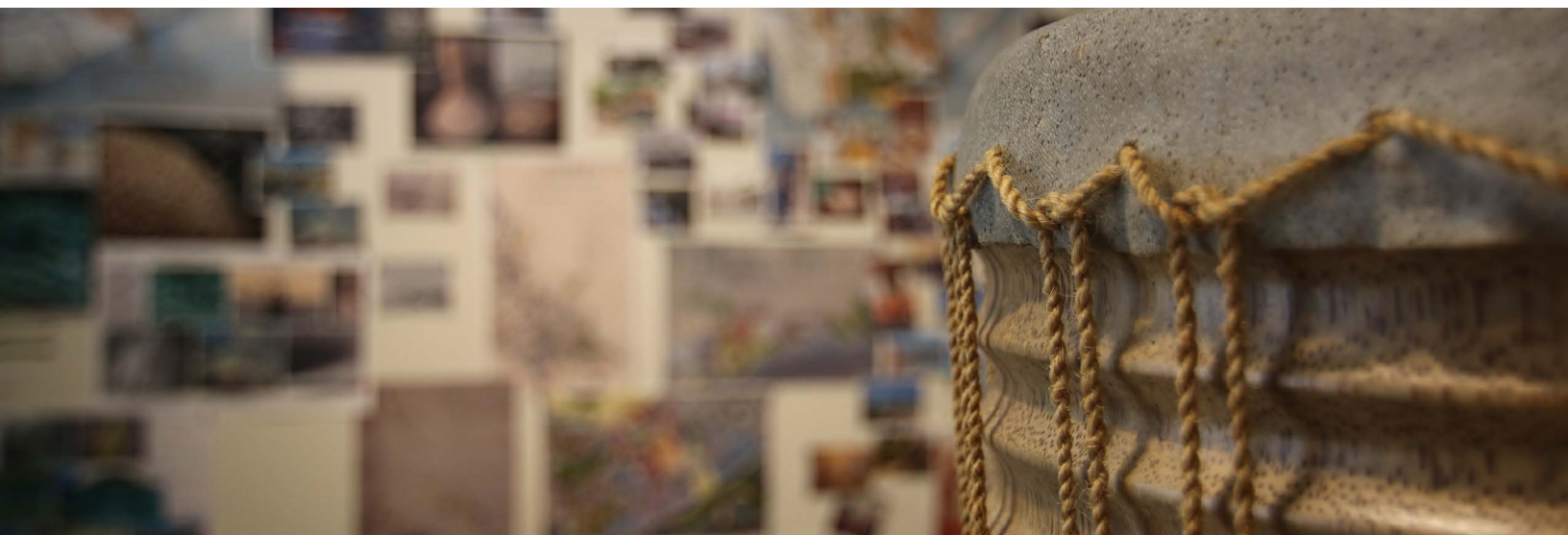
**We create meaningful messaging.** Our first step in any creative effort is research, a lot of it. This allows us to cut through the noise and focus our creative efforts on ideas that mean something. This means we can develop meaningful messaging that hits the mark sooner. We create value when design is rooted in ideas that are both authentic and true.

**Our work gets attention and gets results.** We are experienced in developing solutions for a broad variety of clients, including: large corporations, economic development agencies, non-profit organizations, environmental programs, the technology community, higher education institutions, entrepreneurs, and the architectural and arts industry.

**We're efficient.** By offering Strategy, Creative, & Communications services under one roof, we offer our clients a unique synergy generating great designs that are on brand, on message and on time.

**Our dedication goes beyond our paying clients.** Our partners are part of the community and non-profit organizations that share our same values of positively impacting our community. We're dedicated to improving the business, cultural and entertainment sectors for both "paying" and pro bono clients.

**Our clients are satisfied.** Please feel free to contact our list of clients directly, many of which are repeat clients.



# Our Team

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## Po‘o



Mālia Ka‘aihue, Ph.D  
**Project Role: Strategy Principal**



Jason Antonio  
**Project Role: Design Principal**

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## Kāko‘o



Kahanu Cuban  
**Project Role: Content Developer**



Michelle Ngo  
**Project Role: Project Coordinator**



Robin Clark  
**Project Role: Graphic Designer, Illustrator**



Mahina Kenoi  
**Project Role: Communication Specialist**

## Team Resumes

*Resumes are included in Appendix 1  
at the end of this document*



# Mālia Ka'aihue <sup>PhD</sup>

## Principal - Strategy

Through her work at DTL as Principal overseeing Strategy, Mālia develops and executes strategic methods for community and corporate planning that are culturally appropriate, environmentally minded, and relevant for our clients. Mālia uses her dynamic expertise in Hawaiian history, politics, and language combined with her experience in government, community and business relations to provide critical thought around deploying cultural and community methods to solve modern day industry challenges.

Mālia is a graduate of the University of Hawai'i (UH) where she earned a Bachelor of Arts in both Hawaiian Studies and Hawaiian Language and a Master of Arts in Political Science. Mālia was an 'Ōiwi Doctoral Fellow and completed her Doctor of Philosophy in Political Science specializing in Indigenous Politics. Following her graduation, she spent eight years teaching at several UH campuses and served as the Director of Native Hawaiian Career and Technical Education at Leeward Community College. She was recruited by the Office of Hawaiian Affairs to assist in leading their newly established research division and was soon promoted to Chief Knowledge Officer. Mālia is also the founding editor of MANA Magazine and continues to serve on its advisory board. In April 2013, she was added to an elite list of female leaders as one of Pacific Business News' Women to Watch.

### education

University of Hawai'i at Mānoa  
 PhD Political Science, 2010  
 MA Political Science, 2005  
 BA Hawaiian Studies & Hawaiian Language, 2003

### affiliations

Council for Native Hawaiian Advancement  
 Board Member, 2019-2020

Ka Honua Momona  
 Board member, 2016-Present

Omidyar Fellows  
 2016-2017 Cohort V

Pacific Century Fellows  
 2016 Cohort

Reach the Runway  
 Founding Board member, 2016

Native Hawaiian Legal Corporation  
 Board member, 2015-Present

Nā Kama Kai  
 Founding Board member, 2008-Present

'Ōiwi Akamai Fellow  
 2008

### awards

Hawaii Business Magazine Awards  
 2019 20 for the Next 20

Pacific Business News  
 2017 PBN Industry Leader  
 2019 25 Women Owned Businesses  
 2016 40 under 40  
 2013 Women to Watch

### selected projects

Amemiya For Mayor	Kamehameha Schools Community Engagement & Outreach
Center for Hawaiian Music & Dance	
City & County of Honolulu Kāpālama Canal Revitalization	Kamehameha Schools Mō'ili'ili Gateway Center
Hawai'i State Energy Office	Kupōpolo Heiau Restoration Master Plan
International Market Place	Līlia Waikīkī
Kamehameha Schools Hawai'i 'Ōiwi Edge Summit	Mākena Golf & Beach Club
Kamehameha Schools Hawai'i Campus Strategic Planning	NextEra Energy
Kamehameha Schools Maui Campus Strategic Planning	Office of Hawaiian Affairs Kūkaniloko Master Plan
Kamehameha Schools Kapālama Campus Leadership Workshop	Office of Hawaiian Affairs Kaka'ako Makai
Kamehameha Schools 'Ohana Engagement	'Ōuli Farms
	The Eddie Aikau Big Wave Invitational
	Ward Villages



# Jason Antonio

## Principal - Design

A Hilo native, Jason is the VP of Branding for DTL. Jason has 20 years of experience producing graphics for industries in both the private and public sectors. His experience includes environmental graphics and signage, publishing reports, and designing marketing collateral (print, websites and videos). He is also experienced in two-dimensional and three-dimensional rendering of plans and image illustrations. Unique to his skill set is his expertise in informational and presentational graphics for Architecture, Engineering and Construction (AEC) documentation, as well as its planning and permitting process. Jason leverages his experience gained from different disciplines to find innovative solutions that meet the unique challenges of

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### education

University of Hawai'i at Mānoa  
BFA Graphic Design, 2001

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### affiliations

Board Member, 2017-Present  
RiseHI

Native Hawaiian Chamber of  
Commerce  
Member, 2014-Present

Historic Hawai'i Foundation  
Member, 2012-Present

AIGA Honolulu Chapter  
Member, 2010-Present

DTL Foundation  
Vice-President, Director  
2023-Present

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### selected projects

- |  |   |
|--|---|
| Amemiya for Mayor  | Mauna Kea Beach Resort  |
| Datahouse  | Mayor's Office of Culture and the Arts<br>Wahi Pana           |
| 'Ekahi Health System                                       | Turtle Bay Resort   |
| First Foundation Bank                                      | Native Hawaiian Education Council                             |
| Hanalei Plantation Resort                                  | NextEra Energy  |
| Hilo Municipal Golf Clubhouse                              | Office of Hawaiian Affairs<br>Kaka'ako Makai                  |
| Luana Townhomes at Honua Kai                               | Pāhoa Park Expansion  |
| International Market Place                                 | RiseHI  |
| Kamehameha Schools<br>Annual Report 2017, 2018, 2019, 2020 | Sheraton Waikiki<br>Redevelopment Plan                        |
| Honolulu Rail Transit Project                              | SALT @ Our Kaka'ako   |
| Kupōpolo Heiau Restoration<br>Master Plan                  | University of Hawai'i at Hilo<br>College of Hawaiian Language |
| Lilia Waikiki  | Young Brothers  |
| Leilani's On the Beach                                     |   |
| Maui Brewing Co.- Waikiki, Kihei, and<br>Kailua            |   |



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**education**

University of Hawai'i at Mānoa

Shidler College of Business  
BA Human Resources Management  
& Management, 2007

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# Michelle Ngo

## Project Coordinator

Michelle possesses more than 15 years of administrative expertise. Dynamic and results-driven, she contributes a range of organizational abilities to support both the principals and the team's multiple facets in a fast paced environment. She has a proven track record of efficiently managing administrative tasks, coordinating schedules, and prioritizing projects, leveraging strong organizational and communication skills to contribute to the success of DTL.

### selected projects

Actions of Aloha

Hawaii State Energy Office

Hawaii United Okinawa Association

Kamehameha Schools Hawai'i  
'Ōiwi Edge Summit

Mayor's Office of Culture and the Arts  
Wahi Pana

Palama Settlement

The Eddie Aikau Big Wave Invitational

State of Hawai'i Dept. of Health  
Vax to School



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### education

University of Hawai'i at Mānoa,  
Kawaihuelani BA, 2023

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# Kahanu Cuban

## Content Developer

Kahanu is a dedicated advocate for the perpetuation of Hawaiian culture and values. Fluent in the Hawaiian language, Kahanu integrates traditional knowledge and practices into their work, ensuring that each project is culturally authentic and respectful. Preserving and honoring Hawaiian culture and traditions is at the core of Kahanu's work, reflecting his steadfast commitment.

As a content developer for the DTL Team, Kahanu's role revolves around crafting engaging and impactful content for various projects. However, what sets him apart is his deep-rooted commitment to infusing Hawaiian culture and tradition into his work.

### selected projects

Waikiki Historic Trails

Kamehameha Schools  
Kapa'akea Mural

Mayor's Office of Culture and the Arts  
Wahi Pana



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**education**

University of Hawai'i at Mānoa  
BFA Graphic Design, 1994

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# Robin Clark

## Graphic Designer

Robin brings over 26 years of experience in graphic design, illustration, rendering, printing, and photographic process to DTL. Robin applies graphic design to various planning and landscape architecture, presentation graphics, reports, and marketing materials. She utilizes her skills in architectural illustration, rendering, and graphic design to prepare base maps, reports, and displays for presentation. Robin has experience in bringing two-dimensional master plans and site analysis to three-dimensional life, offering graphic solutions to clients with needs in proficiency and style.

### selected projects

Actions of Aloha	Pihana Nā Mamo - Ka Wana Series
First Foundation Bank	Pihana Nā Mamo - No Nā Mamo
Hawai'i State Hospital	Mālama Kīpuka Hawai'i Fitness Fridays & Picnic + Art in the Park Series
Kamehameha Schools: Wai'anae Coast Family Engagement	Maui Brewing Co.: Waikiki Restaurant
Kamehameha Schools: Hālau ʻĪnana	Nā Kama Kai: Ocean Safety & Stewardship
Kamehameha Schools Hawai'i 'Ōiwi Edge Summit	Nā Kama Kai Pa'akai Gala
Honolulu Rail Transit Project	Office of Hawaiian Affairs Kūkaniloko Master Plan
City & County of Honolulu Kapālama Canal Revitalization	RiseHI
State of Hawai'i Dept. of Health: Vax to School	Young Brothers
Pihana Nā Mamo - The Pihana Nā Mamo Coloring Book	



# Mahina Kenoi

## Communication Specialist

Mahina excels in both academic and practical pursuits, holding an AA in Liberal Studies and a BA in Media and Communication Studies, with a subject certificate in Pre-Law. Her dedication to effective communication and skilled project management is evident in collaborative endeavors with various organizations. Proficient in social media management, she amplifies project initiatives and engages broader audiences, showcasing her versatile communication skills. Known for her exceptional ability to build relationships, she fosters collaboration and partnerships. Her proactive approach and drive to achieve results efficiently demonstrate her work ethic. Mahina's contributions encompass program planning, assisting focus groups, conducting research, and detailed project preparation. Her strategic communication and planning skills, coupled with her community engagement, make her a valuable asset in any project or team environment.

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### education

Kamehameha Schools Hawai'i  
Kea'au, 2019  
Endorsed in the Business &  
Management Department

Hawai'i Community College, 2021  
Associate of Arts in Liberal studies

University of Hawai'i at Hilo, 2023  
Bachelor of Arts in Media &  
Communication  
Minor in Pre-Law

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### affiliations

Dane Miller Foundation, 2020-2021

Phi Theta Kappa Honor Society,  
2020-2021

Moanalua Gardens Foundation 2024

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### selected projects

Kamehameha Schools  
Kapa'akea Mural

Hawaii United Okinawa Association

Mayor's Office of Culture and the Arts  
Wahi Pana

Palama Settlement

Certificate of Insurance  
& Certificate of Vendor  
Compliance





STATE OF HAWAII  
STATE PROCUREMENT OFFICE

**CERTIFICATE OF VENDOR COMPLIANCE**

This document presents the compliance status of the vendor identified below on the issue date with respect to certificates required from the Hawaii Department of Taxation (DOTAX), the Internal Revenue Service, the Hawaii Department of Labor and Industrial Relations (DLIR), and the Hawaii Department of Commerce and Consumer Affairs (DCCA).

**Vendor Name:** DTL LIMITED LIABILITY COMPANY

**DBA/Trade Name:** DTL, LLC

**Issue Date:** 06/19/2024

**Status:** **Compliant**

Hawaii Tax#: w47571255-01  
New Hawaii Tax#: GE-1475899392-01  
FEIN/SSN#: XX-XXX7925  
UI#: XXXXXX7058  
DCCA FILE#: 98955

Status of Compliance for this Vendor on issue date:

Form	Department(s)	Status
A-6	Hawaii Department of Taxation	Compliant
8821	Internal Revenue Service	Compliant
COGS	Hawaii Department of Commerce & Consumer Affairs	Compliant
LIR27	Hawaii Department of Labor & Industrial Relations	Compliant

**Status Legend:**

Status	Description
Exempt	The entity is exempt from this requirement
Compliant	The entity is compliant with this requirement or the entity is in agreement with agency and actively working towards compliance
Pending	A status determination has not yet been made
Submitted	The entity has applied for the certificate but it is awaiting approval
Not Compliant	The entity is not in compliance with the requirement and should contact the issuing agency for more information

# Relevant Experience & Client References

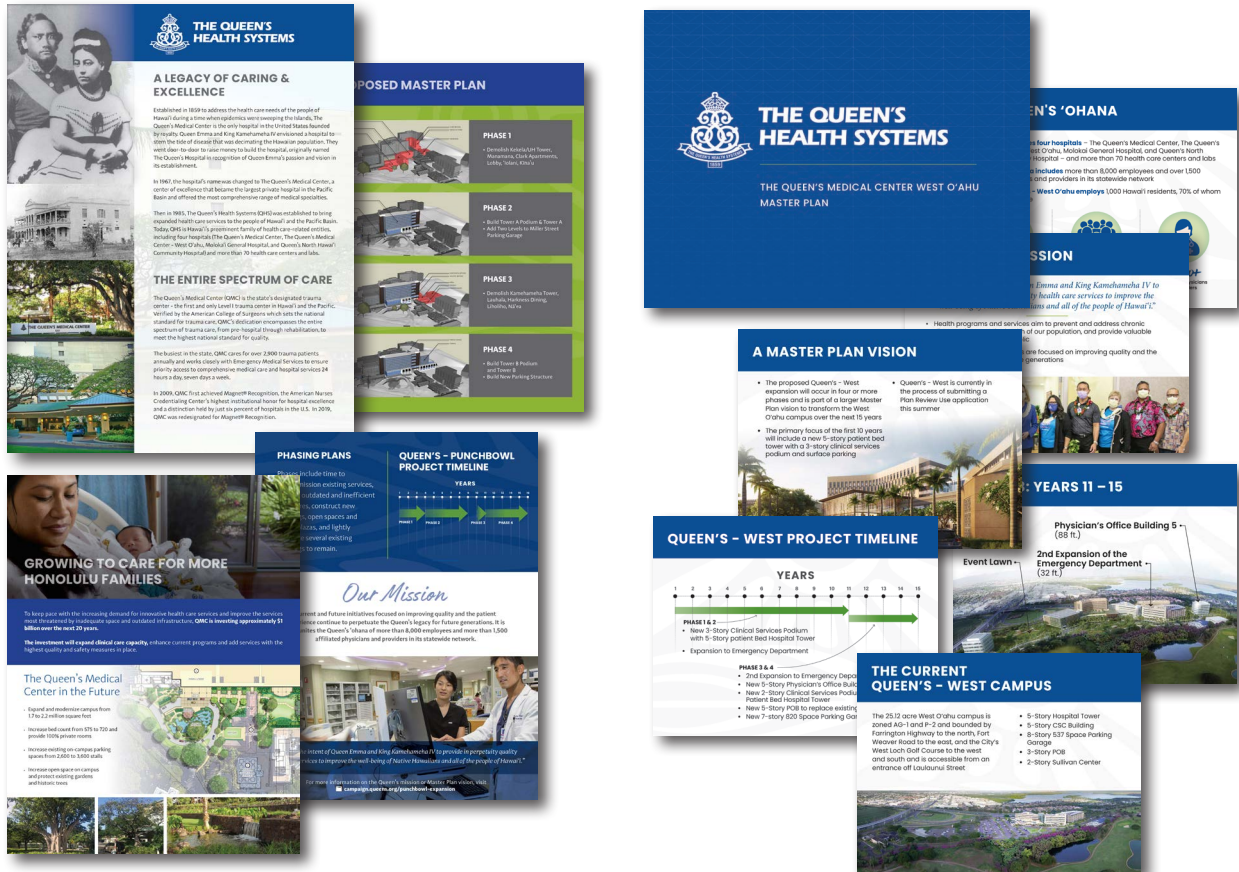
# Client List

Established in 2012, DTL has had the privilege of serving clients from a broad array of industries.

- Alexander & Baldwin
- Amemiya For Mayor
- Chartwells
- City & County of Honolulu
- Daniel K. Inouye Institute
- DataHouse
- Ekahi Health System
- Elite Parking
- First Foundation Bank
- Hawai'i Authority for Rapid Transit
- Hawai'i Chamber of Commerce
- Hawai'i Community Foundation
- Hawai'i State Art Museum
- Hawai'i State Hospital
- Hawai'i State Energy Office
- Hawai'i Tourism Authority
- Howard Hughes Corporation
- 'ike
- INPEACE
- Kamehameha Schools
- Ledcor
- Lendlease
- Makai Ocean Engineering
- Maui Brewing Co.
- Mauna Kea Resort
- Michaels Development
- Nā Kama Kai
- Napali Brewing Co.
- Native Hawaiian Education Council
- NextEra Energy
- O'ahu Metropolitan Planning Organization
- Office of Hawaiian Affairs
- Pacific Beach Hotel
- Prince Hotels Hawaii
- Royal Hawaiian Center
- Seven Signatures
- State of Hawai'i Department of Agriculture
- State of Hawai'i Department of Health
- State of Hawai'i Department of Land & Natural Resources
- Street Grindz
- The Eddie Aikau Foundation
- Taubman
- TS Restaurants
- Turtle Bay Resort
- Young Brothers



# Queen's Health Systems

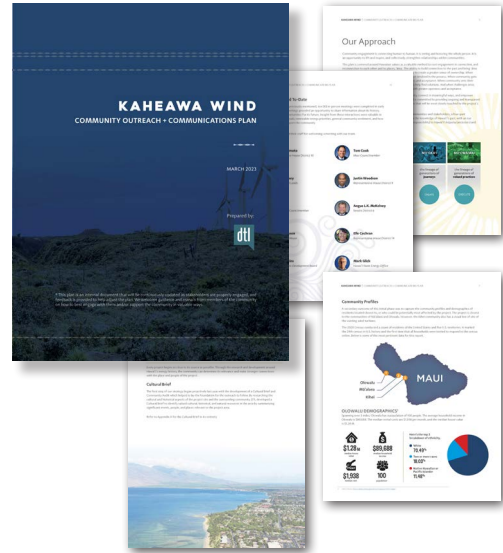


The Queen's Health Systems is exploring a 1.5 billion dollar expansion that will transform its West O'ahu and Punchbowl campuses to meet the growing needs of the community and keep pace with the increasing demand for innovative health care services.

To connect community and culture in meaningful ways, DTL developed a cultural narrative for each campus and is leading the strategy, development and implementation of robust communications and community outreach plans. The goal of this work is to make sure all stakeholders are apprised of the project, aware of potential construction impacts, help pinpoint sensitivities, mitigate issues, collect and respond to questions, and identify opportunities for collaboration and support. Through one-on-one thought leader interviews, DTL serves as the project's community liaison and will continue to support the success of this project through its Plan Review Use application and construction.

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|----------|---|
| services | <ul style="list-style-type: none"> <li>○ Project Planning &amp; Management</li> <li>● Cultural Research/Interpretation/Concepting</li> <li>○ Entitlements &amp; Approvals</li> <li>○ Environmental Design</li> <li>○ Project Branding &amp; Graphic Design</li> <li>○ Signage &amp; Wayfinding</li> <li>● Communications &amp; Advertising</li> <li>● Community Outreach</li> <li>○ Cultural Programming</li> <li>○ Publishing</li> <li>○ Education</li> <li>○ Event Planning &amp; Management</li> </ul> |
| location | O'ahu, Hawai'i  |
| client   | Queen's Health Systems  |
| status   | In progress since February 2021   |

# Kaheawa Wind 1, LLC.



DTL was contracted to support Brookfield Energy to develop, secure, and execute the community relations and communication aspects of Maui Electric bid proposal. DTL will develop a Cultural Brief to help guide and inspire the Community Audit (identify and prioritize major stakeholders through a series of conducting five (5) Knowledge Leader Interviews and Outreach Plan (DTL will finalize a robust community engagement to provide information during all phases of the project.

DTL will help craft specific messaging for community outreach efforts and a Public Relations Plan, website development to share information about the project, its benefits and outreach process.

services

- Project Planning & Management
- Cultural Research/Interpretation/Concepting
- Entitlements & Approvals
- Environmental Design
- Project Branding & Graphic Design
- Signage & Wayfinding
- Communications & Advertising
- Community Outreach
- Cultural Programming
- Publishing
- Education
- Event Planning & Management

location

Maui, Hawai'i

client

Brookfield Energy

status

In Process

# Kūhiō Park Low-Rise & Homes Redevelopment



DTL was contracted by the Michael's Development Company and its Kūhiō Park Low Rise and Homes Redevelopment project to review cultural research and identify Cultural Themes to help guide the future outreach, communications, design, programming, development, and decision making into the future.

DTL will conduct one-on-one interviews with three key individuals, host three small group conversations with the cultural navigators, task force participants, and internal team members, execute a public workshop to share the project's cultural background, cultural themes and gather feedback, and coordinate and present at the Kalihi-Palama neighborhood board meeting.

DTL will develop branding materials for the project, and also develop and execute earned media strategies to garner media attention and awareness to develop key messages to promote the community workshop and the project's approval.

services

- Project Planning & Management
- Cultural Research/Interpretation/Concepting
- Entitlements & Approvals
- Environmental Design
- Project Branding & Graphic Design
- Signage & Wayfinding
- Communications & Advertising
- Community Outreach
- Cultural Programming
- Publishing
- Education
- Event Planning & Management

location

Honolulu, Hawai'i

client

Michael's Development Company

status

In Process

# YMCA Nu'uaniu



DTL was contracted by the YMCA to assist in providing community outreach and communications support for the expansion of the YMCA Nu'uaniu campus to conduct community visioning charrettes at the beginning, middle, and the end of the design phase to introduce the project, collect feedback, share updates, and present final design plans.

DTL will research and develop the cultural and historical genealogy to understand the yesterday and today of the site, the campus, the organization, and the unique people and events that have helped shape YMCA's tomorrow. DTL will organize one-on-one interviews with trusted members of the community to serve as potential project ambassadors to mitigate against potential concerns and communicate project benefits.

DTL will produce communication tools and tactics to support the successful roll out of the larger YMCA Nu'uaniu community. The outreach efforts and feedback provided will be documented in a community engagement report

services	<ul style="list-style-type: none"> <li>● Project Planning &amp; Management</li> <li>● Cultural Research/Interpretation/Concepting</li> <li>○ Entitlements &amp; Approvals</li> <li>○ Environmental Design</li> <li>○ Project Branding &amp; Graphic Design</li> <li>○ Signage &amp; Wayfinding</li> <li>● Communications &amp; Advertising</li> <li>● Community Outreach</li> <li>● Cultural Programming</li> <li>○ Publishing</li> <li>○ Education</li> <li>○ Event Planning &amp; Management</li> </ul>
location	Honolulu, Hawai'i
client	YMCA Nu'uaniu
status	In Process



725 Kapiolani Boulevard., 4th Floor  
Honolulu, Hawai'i 96813

[www.dtlstudio.com](http://www.dtlstudio.com)