



Hā Sustainability
Empower. Innovate. Thrive.

Proposal

**COUNTY OF HAWAII
NOTICE TO PROVIDERS
OF PROFESSIONAL
SERVICES**

HRS 103D-304

June 20th, 2025



Cover Letter

Aloha Mr. Medina,

Hā Sustainability is pleased to submit our qualifications for consideration under the Research & Development categories. As a Hawai'i-based consulting firm, we are dedicated to empowering communities, organizations, and governments to navigate pathways toward a sustainable, resilient, and equitable future.

Our extensive expertise in community-centered planning, strategic sustainability systems, and stakeholder engagement uniquely positions us to deliver tailored solutions that address Hawai'i's environmental, social, and economic challenges. From facilitating meaningful collaboration with diverse stakeholders to implementing innovative clean energy, decarbonization, and climate action strategies, we approach each project with cultural sensitivity and a commitment to lasting impact.

Enclosed, you will find our statement of qualifications, showcasing our team's diverse expertise, significant project achievements, and alignment with the County of Hawai'i's sustainability and community development goals. We are particularly interested in contributing under the following subcategories: RD.1 Community Planning (Community and Economic Development, Community Engagement, Culture and Indigenous Data Science, Strategic Planning, Sustainability Systems), RD.2 Grant Writing, RD.3 Public Relations and Event Planning, RD.4 Marketing and Social Media, RD.5 Special Event Management, RD.6 Data Science – Project Management, RD.14 Instructional Systems (Design of Training, Facilitation, and Evaluation Programs), and RD.20 Workforce Research and Analysis.

We are excited about the opportunity to collaborate and look forward to bringing actionable, community-driven solutions to support the County's vision.

Mahalo nui loa,



Alex de Roode & Hannah Peila
Co-Owners & Principal Consultants
Hā Sustainability

Title Page



Request for Professional Services

RFP# HRS 103D-304

Subject

NOTICE TO PROVIDERS OF PROFESSIONAL SERVICES

The Principal Consulting Firm

Hā Sustainability

PO Box 1147, Kula, HI, USA 96790

Contact Person

Alex de Roode

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Brief Overview of Hā Sustainability

Hā Sustainability is a Hawai'i-based sustainability consulting firm with a core mission to empower individuals, organizations, and communities to create a sustainable, resilient, and equitable future. We provide innovative solutions tailored to meet our clients' unique needs and are dedicated to addressing the increasing uncertainties and risks associated with global climate change.

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Statement of Qualifications

Firm Details

- **Firm Name:** Hā Sustainability LLC
- **Principal Place of Business:** Kula, Hawai'i
- **Office Locations:** Maui and O'ahu
- **Contact Information:**
 - Email: hannah@hasustainability.com
 - Phone: (808) 727-9316
- **Website:** hasustainability.com

Age of the Firm and Employee Information

- **Established:** February 2023
- **Average Number of Employees Over the Past 5 Years:** 4

Hā Sustainability LLC is a Hawai'i-based consulting firm dedicated to advancing sustainability, climate action, and energy resilience. Specializing in community engagement, climate action planning and implementation, and integrated sustainability systems and analysis, we collaborate with individuals, organizations, and communities to build a resilient and inclusive future.

Education, Training, and Qualifications of Key Employees

1. Alex de Roode (M.S., C.E.M., LEED AP)

Title: Co-Owner and Principal Consultant

Alex de Roode is a seasoned professional with over 20 years of experience in clean energy, decarbonization strategies, and sustainable development. Alex serves as the Co-Owner and Principal Consultant of Hā Sustainability, leading company strategy, technical analysis, and business development. Holding a Master's degree in Bioresource Engineering from McGill University and currently pursuing a Ph.D. in Building Services and Energy Systems at the Royal Institute of Technology (KTH) in Sweden, Alex combines a strong academic foundation with practical expertise. As a Certified Energy Manager (CEM), LEED Accredited Professional (LEED AP), and PEER Pro, Alex has led transformative energy and sustainability initiatives across government, academia, and private sectors.

As the Energy Commissioner for the County of Maui, Alex managed a \$2M+ annual budget, leading critical decarbonization and energy benchmarking projects. He played a pivotal role in developing the County of Maui Climate Action and Resilience Plan, which laid the groundwork for emissions reductions and climate adaptation strategies across Maui, Molokaʻi, and Lānaʻi. This effort incorporated extensive community engagement and stakeholder input to align technical recommendations with local needs and values. Additionally, Alex played an important role in the update of the Maui Island Water Use and Development Plan, successfully integrating technical analysis with community-driven priorities, ensuring alignment with sustainability and resilience goals.

In academia, Alex has made significant contributions as a Lecturer at the University of Hawaiʻi Maui College, where he designed and delivered courses on sustainable energy systems and building performance. During his tenure as the Executive Director of the Sustainable Living Institute of Maui, Alex led professional training programs, advanced campus sustainability planning efforts, and implemented energy-saving measures. His initiatives supported the achievement of LEED certifications, enhanced energy benchmarking practices, and promoted green workforce development across Maui's educational institutions and government facilities. Alex's expertise also includes leading the development and implementation of an Energy Savings Performance Contracting (ESPC) initiative during his tenure with the County of Maui. This project focused on improving energy efficiency, deploying renewable energy systems, and reducing operational costs across County-owned facilities. Alex spearheaded strategic planning efforts, coordinated with multiple County of Maui departments, and oversaw the integration of energy-efficient technologies and processes to optimize infrastructure performance. Through his leadership, the ESPC initiative advanced the County's clean energy and decarbonization goals, demonstrating the effectiveness of aligning technical solutions with operational and sustainability strategies.

Renowned for his ability to bridge technical knowledge with community priorities, Alex has cultivated strong connections across Hawaiʻi's energy and climate resilience communities. He has worked extensively with cultural and community-based organizations, fostering inclusive dialogues and tailoring outreach strategies to address the specific needs of underserved populations. His leadership in navigating regulatory landscapes and advancing decarbonization initiatives has cemented his reputation as a forward-thinking and community-focused sustainability expert.

Alex's extensive background positions him as a leader in advancing Hawaiʻi's clean energy transition, building resilience, and fostering community engagement. His dedication to integrating innovative solutions with community needs continues to drive meaningful and lasting change across the state.

Education:

Master of Science in Bioresource Engineering (McGill University)

Bachelor of Arts in International Affairs & Economics (University of Colorado Boulder)

Training:

LEED Accredited Professional (USGBC)

Certified Energy Manager (Association of Energy Engineers)

2. Hannah Shipman-Peila (B.S., LEED GA)

Title: Co-Owner and Principal Consultant

Hannah Shipman-Peila is a visionary leader in sustainability, climate action planning, and community engagement. She holds a Bachelor of Science in Environmental Social Sciences, with a focus on Law and Politics, from the University of Kent in England, and is a LEED Green Associate, underscoring her expertise in green building design and sustainable practices. Hannah is the Co-Owner and Principal Consultant of Hā Sustainability, a Hawai'i-based consulting firm dedicated to empowering individuals, organizations, and communities to create a sustainable, resilient, and equitable future. At Hā Sustainability, she drives innovative solutions tailored to Hawai'i's unique environmental, social, and economic landscapes. The firm specializes in climate action planning, clean energy strategies, community engagement, and natural resource management, combining local knowledge with cutting-edge practices to advance meaningful change.

As the Green Building and Resilient Housing Specialist for the County of Maui, Hannah played a pivotal role in advancing the County's climate and sustainability goals. She led the development of the County of Maui Climate Action and Resilience Plan, co-managing the plan alongside initiatives such as the Countywide Climate Change Vulnerability Assessment, a heat map index, resiliency hub initiatives, EV charging infrastructure, and guides for renewable energy and resilient housing. Her leadership integrated stakeholder input, fostered alignment across departments, and delivered actionable solutions tailored to the unique needs of Maui, Moloka'i, and Lāna'i.

Hannah's tenure as Project Impact Director at Blue Planet Foundation highlights her ability to lead impactful statewide initiatives. She spearheaded energy efficiency workshops and transportation electrification education while managing projects that supported Hawai'i's transition to 100% clean energy. Hannah helped shape public discourse on energy policy and intervened in regulatory proceedings to advocate for clean energy solutions. Her efforts ensured that underserved communities were prioritized in statewide energy education and advocacy initiatives.

Hannah also brings a wealth of experience in stakeholder engagement and community outreach. She has organized and facilitated workshops, public meetings, and town hall sessions to educate communities on sustainability issues and integrate local input into planning

processes. Her work with community-based organizations has focused on developing tailored outreach strategies for hard to reach communities, ensuring inclusivity and cultural relevance. In addition to her professional work, Hannah serves as a Vice President of the Maui Huliau Foundation, Founder and President of the Huliau Alumni Council, and a steering committee member and workstream lead of the Energy Equity Hui. Her leadership in these roles demonstrates her deep commitment to empowering communities and advancing equity in climate and energy planning.

Known for her public speaking expertise, strategic mindset, and data-driven program management skills, Hannah is a transformative leader dedicated to promoting environmental literacy, sustainability, and resilience across Hawai'i. Her collaborative approach and proven ability to mobilize stakeholders position her as a trusted partner in advancing Hawai'i's climate and energy goals.

Education:

Bachelor of Science in Environmental Social Science with a focus in Law and Politics (University of Kent, Canterbury, England)

Training:

LEED Green Associate (USGBC)

Recent Projects and Client References

1. NREL Lahaina Energy Partnership

- **Description:** The Lahaina Energy Partnership is a collaborative, community-driven energy planning initiative designed to empower the Lahaina community in shaping its energy future following the August 8th wildfire. This project emphasizes community-led decision-making, ensuring that energy solutions reflect the unique values, needs, and priorities of the local population. The program involves interactive co-design workshops, smaller Hui convenings, and continuous feedback loops between technical experts and community members to align technical assistance with real-time input. The initiative fosters transparency, trust, and collaboration among local organizations, stakeholders, and technical experts to create a sustainable energy future for Lahaina. This project includes the development of a comprehensive Lahaina Community Priorities Report and an Energy Implementation Plan.
- **Client:** National Renewable Energy Laboratory (NREL)
- **Contact:**
 - **Robin Burton**
Project Manager

National Renewable Energy Laboratory (NREL)
Phone: (808) 205-3993
Email: robin.burton@nrel.gov
Address: 15013 Denver West Parkway, Golden, CO 80401

2. University of Guam Carbon Credit Program

- **Description:** This project supports the development and implementation of a carbon credit program aimed at fostering climate resilience and sustainable development in Guam and similar island ecosystems. Hā Sustainability contributed to creating frameworks for carbon sequestration and trading mechanisms, integrating ecosystem preservation strategies and climate adaptation measures.
- **Client:** University of Guam Center for Island Sustainability & Sea Grant
- **Contact:**
 - **Clementine Schnabel**
Micronesia Challenge Guam Coordinator
University of Guam Center for Island Sustainability & Sea Grant
Phone: (671) 686-9376
Email: schnabelc@triton.uog.edu
Address: 303 University Drive, UOG Station, Mangilao, Guam 96913

3. County of Maui Climate Action and Resiliency Plan (CARP)

- **Description:** Hā Sustainability team members played a pivotal role in developing the County of Maui's Climate Action and Resiliency Plan and accompanying Countywide Climate Change Vulnerability Assessment. This comprehensive plan guided the County's efforts in emissions reduction and climate adaptation, incorporating extensive stakeholder and community engagement. Through workshops, surveys, and public meetings across Maui, Moloka'i, and Lāna'i, Hā Sustainability ensured the integration of diverse community perspectives. The initiative also included the formation of the CARP Advisory Committee and Resiliency Hui to align technical recommendations with cultural values and operational needs.
- **Client:** County of Maui
- **Contact:**
 - Keani Rawlins-Fernandez, Council Member Maui County Council
 - Phone: (808) 270-7678
 - Email: keani.rawlins@mauicounty.us
 - Tara Owens, Extension Faculty, Coastal Processes and Hazards Specialist
 - Phone: (727) 501-3226
 - Email: taram@hawaii.edu

4. Maui United Way - EPA Brownfields Community-Wide Assessment Project

- **Description:** Hā Sustainability is leading community outreach and engagement for the US EPA-funded Brownfields Community-Wide Assessment project on Maui. The project aims to identify, assess, and plan for the cleanup and revitalization of potentially contaminated properties, particularly in underserved areas. Hā Sustainability is responsible for convening and facilitating the Brownfields Advisory Committee (BAC), ensuring that community voices guide site selection, reuse planning, and cultural considerations. The team is also developing a community engagement strategy that supports inclusive participation, integrates cultural and environmental priorities, and builds trust with local landowners and stakeholders. This work lays the foundation for equitable redevelopment and long-term environmental health.
- **Client:** Maui United Way
- **Contact:**
 - Jeeyun Lee, Director of Impact
 - Phone: (808) 629-9764
 - Email: Jee@mauiunitedway.org

5. Four Counties Sustainability Network (4CSN) – Strategic Convening and Network Coordination

- **Description:** Hā Sustainability is leading the planning and facilitation of the Four Counties Sustainability Network (4CSN), a collaborative initiative connecting the counties of Maui, Hawai'i, Kaua'i, and the City & County of Honolulu. This project supports the counties in identifying shared sustainability priorities, strengthening inter-county collaboration, and creating a formal structure for ongoing coordination. As part of this effort, Hā Sustainability is organizing a two-day strategic planning convening and retreat on Maui, which includes facilitated work sessions, inter-island networking, and service projects rooted in Maui's local context. Responsibilities include developing the draft network charter, administering member engagement surveys, and facilitating collaborative planning sessions. Funded by the Urban Sustainability Directors Network (USDN), this work advances long-term alignment of climate, energy, and sustainability goals across Hawai'i's counties.
- **Client:** Urban Sustainability Directors Network (USDN)
- **Contact:**
 - Christina Kaser, Energy Coordinator
County of Kauai
Phone: (808) 241.1950
Email: ckaser@kauai.gov



Promotional Literature

Attached, please find:

- **Hā Sustainability Brochure:** A one-pager summarizing our core services and mission
- **Website:** hasustainability.com



We empower individuals, organizations, and communities to create a **sustainable**, **resilient**, and **equitable** future for all.

Core Services

- Greenhouse Gas Inventories and Carbon Accounting Solutions
- Climate Action and Resiliency Planning
- Climate Adaptation and Risk & Vulnerability Assessments
- Clean Energy & Decarbonization Planning / Sustainability Planning and Policy Development
- Energy Efficiency Planning, Energy Audits, and Energy Savings Performance Contracting Project Facilitation
- Sustainable Mobility Planning, Clean Fleet Management and Optimization, and Electric Vehicle (EV) Charging
- Stakeholder and Community Engagement
- Carbon Credit Project Development
- Facility Site Visits and Assessments
- Professional Development, Training, & Workshop Retreats
- Sustainability Certification Facilitation and Support
- Community-Led Energy Planning
- Sustainable Business Planning and Social- & Eco-Startup Advisory Services
- Sustainable Land-Use Planning, Sustainable Agriculture Planning, Water Resources Planning
- Brownfields Assessment and Reuse Planning

Core Values



Our Approach

We use proven methodologies that combine industry best practices, community and stakeholder engagement, and data-driven analysis to help clients develop and implement sustainable strategies that drive business and organizational value, responsibility, and accountability. We also approach our work using an island perspective, recognizing that islands and remote communities face unique challenges requiring them to prioritize self-sufficiency and circular local economies. We bring this ethos to our work across all communities on Island Earth, whether they be a small remote island community, or a sprawling metropolis located on a continent. In these uncertain and changing times, we must all seek out new and traditional approaches that emphasize local sustainability, resilience, and self-sufficiency. Please let us help you on this noble journey.



At Hā Sustainability, we are committed to helping our clients navigate the complex landscape of environmental, social, and economic sustainability by providing innovative solutions that are tailored to meet their unique needs. We are also dedicated to helping our clients address the increasing uncertainty and risks associated with global climate change. We do this by providing innovative climate mitigation and adaptation solutions, such as **decarbonization strategies and climate resiliency planning**.

We believe that sustainability is not just about preserving the natural environment but also about building resilient communities and promoting social justice. Our team of experts works collaboratively with our clients to create practical and effective strategies and action plans that address the challenges of climate change, resource depletion, and social inequality. We work closely with our clients to develop customized sustainability strategies that are grounded in data-driven analysis, stakeholder and community engagement, and practical implementation.

Through our work, we strive to make a positive impact on the world by helping our clients create sustainable and responsible organizations, profitable businesses, promote environmental stewardship, and contribute to building thriving local communities. We are committed to achieving our mission with integrity, professionalism, and a deep respect for the people and places that we serve.

In 'Ōlelo Hawai'i (the Hawaiian language), **Hā means breath of life**. It is the life force or energy that flows through us as living beings. In order to achieve balance, we must nurture our Hā for it to be healthy and thrive.

This is analogous to how we must treat all living things for them to thrive. This includes our modern concept of energy systems. If we manage energy or Hā in a way that is not balanced, by for example disrupting the carbon cycle, we will not thrive as a global society. Hā Sustainability is dedicated to guiding its clients towards a more balanced approach to managing their Hā.

This includes providing our clients with energy decarbonization solutions in the electricity, building, and transportation sectors. Rapid decarbonization is a key solution to reestablishing balance in our shared global Hā. However, this decarbonization must be approached in a way that is balanced and enduring. As such, we work with our clients to not only address the **technical** aspects of decarbonization, but also to balance **equity, environmental, and economic** aspects of decarbonization. Our goal is to work in partnership towards a just transition from our current state of unbalanced Hā to one that is in harmony with nature and all living beings. This is Hā Sustainability: we invite you to join us and humbly offer you our services to achieve balanced Hā together.





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MAHALO

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