

Request for Quotation

Hawaii Department of Health
Chronic Disease Prevention and Health Promotion Division
1250 Punchbowl Street Room 422
Honolulu, HI 96813

Shift Worker Transportation Demand Management Project

I. BACKGROUND

The Hawaii State Department of Health (“DOH”), Chronic Disease Prevention and Health Promotion Division (“CDPHPD”) promotes wellness and improves the quality and years of life for Hawaii’s people through effective prevention, detection, and management of chronic diseases.

The CDPHPD works to promote health and reduce the burden of chronic disease for the people of Hawaii by empowering the community, influencing social norms, and creating environments that encourage healthy lifestyle choices. Collectively, the CDPHPD fosters an integrative and coordinated approach in a variety of sectors, including community settings, to increase opportunities for physical activity through a shared vision, strategies, partnerships, and resources.

In Hawaii, total vehicle miles traveled (“VMT”) increased by 7.8% between 2009 to 2017. Total vehicle transportation demand will continue to increase without efforts to expand mobility options, increase opportunities for active transportation, and improve the prevalence of dense, mixed-use development. An analysis conducted by Smart Growth America and the State Smart Transportation Initiative indicates that rural and exurban households account for around half of personal travel, and VMT among rural households is growing the fastest. Actions to reduce VMT and support active transportation need to be taken.

One such action that will help to promote active transportation and reduce VMT and greenhouse gas emissions is transportation demand management (“TDM”). TDM is a program of information, encouragement, and incentives provided by local or regional organizations to help communities and individuals understand transportation options to increase and support active transportation, optimize resource use, improve air quality, health and safety, and to counterbalance the incentives to drive that are so prevalent in subsidies of parking and roads. TDM programs can be instituted by both private entities and governments to meet health, safety, and sustainability goals in transportation systems.

Across Hawaii, there are varying levels of progress toward TDM plans at the state, local, and institutional levels. In order for Hawaii to meet its health, clean energy, and climate change goals, including objectives in the Hawaii Physical Activity and Nutrition Plan 2030, TDM programs to support rural and exurban personal travel must be implemented. TDM planning should be equitable, inclusive, and promote active living.

A large part of Hawaii's economy is based on tourism, hospitality, and service industries, and much of the population does not work a white-collar job or weekdays from 9 a.m. to 5 p.m. Included in this population are people who act as caretakers, either as a full-time career or those people who in addition to their primary wage jobs, take care of kūpuna, keiki, or others. People in this demographic are often economically disadvantaged and/or burdened by the lack of reliable and convenient transportation choices, particularly during non-peak hours of transit service.

This project will set the groundwork for a pilot project around equitable TDM strategies in priority communities to ensure that the needs and experiences of communities impacted by disparities in access to transportation options and facilities, or services, are represented in TDM programs. The project will ensure that vulnerable and chronically exploited communities, specifically those who do not work white-collar jobs are included and not unduly burdened.

II. PROJECT DESCRIPTION

The goal of this solicitation is to contract with a qualified organization to review existing TDM plans and strategies in Hawaii and nationally, document existing plans and strategies currently underway or planned regarding TDM in Hawaii, and develop a prioritization process to identify one (1) to two (2) priority locations or communities in Hawaii to implement TDM strategies. The contractor will have experience identifying TDM strategies for shift workers and creating a prioritization process to identify priority communities for shift worker TDM programs.

III. SCOPE OF SERVICES

The contractor shall provide the following deliverables by March 31, 2023:

- A. Review and document existing TDM plans and strategies currently underway or planned in Hawaii and around the country that includes strategies on the inclusion of equity and shift workers.
 1. Review of existing TDM plans and strategies must include information on whether the plans or strategies include the following:
 - i. Equity components or an equity analysis.
 - ii. Focus on shift workers.
 - iii. Existing VMT reduction strategies.
 - iv. TDM elements.
 - v. Strategies that explicitly address and reduce inequitable transportation burdens.
 - vi. Any equity component and/or equity analysis.
 - vii. Local capacity for future implementation of equitable TDM strategies.
 - viii. Strategies that serve people who are not working in white-collar jobs.

2. Convene at least one (1) stakeholder meeting to gather feedback on the findings. Collaborate with the CDPHPD to identify the stakeholder group(s).
 3. Submit to the CDPHPD a report of findings for review and approval, that includes:
 - i. Summary of existing TDM plans and strategies currently underway or planned in Hawaii;
 - i. Summary of existing TDM plans and strategies from around the country that include strategies on the inclusion of equity and shift workers;
 - ii. Recommendations on how the counties and state may include equity analyses and strategies that explicitly address inequitable transportation burdens and shift worker needs; and
 - iii. Feedback from stakeholder meeting(s).
- B. Develop a prioritization process to identify one (1) to two (2) priority communities in Hawaii where identified TDM strategies can be planned and implemented.
1. Develop the prioritization process, including elements from the following:
 - i. Hawaii Physical Activity and Nutrition Plan 2030;
 - ii. Potential for the ability to improve access to active transportation and reduce VMT, particularly in communities disproportionately burdened by poor air quality, those with high levels of zero-car households, those that lack safe, convenient, and connected active transportation facilities, and those that lack access to frequent public transportation; and
 - iii. Measures of equity and inclusivity.
 2. Facilitate process to gather feedback from stakeholders on the prioritization process and the priority communities. Collaborate with the CDPHPD to identify stakeholder groups.
 3. Identify one (1) to two (2) priority communities using feedback from stakeholder group(s) in collaboration with the CDPHPD.
 4. Identify potential community-based organizations (“CBOs”) in the priority communities to partner with on community engagement and TDM planning.
 5. Submit to the CDPHPD a report of findings for review and approval, that includes:
 - i. Summary of the methodology used to develop the prioritization process and elements included in the process;
 - ii. Recommendations on the identified priority communities; and
 - iii. Feedback from stakeholder meetings.
 6. Participate in monthly calls or webinars as requested by the CDPHPD;
 7. Submit a final report, electronically via email, to the CDPHPD documenting the activities and deliverables of this contract. The final report shall include a summary of the work, including outcomes, next steps, participant numbers, meeting notes, lessons learned,

community engagement documentation, work plans, timeline, photos, and other materials that will show proof of work.

IV. PERIOD OF PERFORMANCE

All deliverables shall be completed by March 31, 2023.

Deliverable/Activity	Estimated Completion Date*
Initial planning meeting with the CDPHPD.	Within 1 week of award
Participate in monthly check-in meetings with the CDPHPD.	Ongoing
Prioritization process developed	By February 28, 2023
Stakeholders convened to gather feedback on findings from review of existing TDM plans and strategies currently underway or planned in Hawaii and strategies from around the country that include strategies on the inclusion of equity and shift workers.	By March 15, 2023
Submit report on existing TDM plans and strategies currently underway or planned in Hawaii and strategies from around the country that include strategies on the inclusion of equity and shift workers due.	By March 15, 2023
Convene and gather feedback from stakeholders on the prioritization process.	By March 15, 2023
Identify one (1) to two (2) priority communities using feedback from stakeholder group(s)	By March 15, 2023
Identify potential CBOs in the priority communities to partner with on community engagement and TDM planning.	By March 15, 2023
Submit report of findings, including recommendations on the identified priority communities and feedback from stakeholder meetings	By March 31, 2023
Final report due.	March 31, 2023

V. EXPERIENCE AND CAPABILITIES

Primary selection for the Award will be based on price. However, to be considered a Responsive Bid, the Offeror placing the submission must meet the following qualifications:

1. Must be registered and licensed to do business in the State of Hawaii.
2. Have previously worked on projects in Hawaii and have knowledge and familiarity with the ethnicities and cultures of Hawaii residents to ensure that the design and creative concepts developed accurately and appropriately reflect the people of Hawaii and their values.
3. Demonstrate a thorough understanding of the purpose and scope of this service, as well as the necessary knowledge, skills, abilities, and

- experience relating to the delivery of the proposed services.
4. Provide documentation of experience.

The Offeror shall provide the following verifiable relevant experience:

1. Evidence of experience working on equitable TDM analyses, programs, and strategies that explicitly address inequitable transportation burdens
2. Evidence of experience measuring health and equity impacts of TDM strategies
3. Ability to assure non-discrimination on the basis of race, color, national origin, sex, age, religion, political beliefs, or disability.

VI. SUBMISSION REQUIREMENTS

Offerors shall provide the following:

1. Submit a quote with the total amount, including all applicable fees and taxes.
2. Submit a proposal of Offeror's verifiable, relevant experience, and work products detailed in Experience and Capabilities. Proposals without this information will not be considered.

Proposals shall:

1. Include detailed explanation of Offeror's relevant experience; and
2. Clearly demonstrate that the Offeror meets the stated requirements and has the necessary skills needed to successfully complete the scope of work.

For technical assistance with HlePRO, please call the Hawaii Information Consortium at 808-695-4620 or email hiepro@hawaii.gov.

VII. PRODUCT OWNERSHIP

The CDPHPD shall have sole ownership and be provided copies of the final resources. The Contractor shall not use or modify finished or draft products developed and submitted as deliverables under the contract for other projects but may display the finished products as samples of work completed.

VIII. FUNDING ACKNOWLEDGEMENT

1. For any project associated with public-facing events or announcements, the Contractor and the CDPHPD shall jointly develop messages that acknowledge the partnership and funding source.
2. All materials developed or printed with CDPHPD funds must credit the CDPHPD as a funding source.

IX. COMPENSATION AND PAYMENT

The awarded Offeror shall be equipped to accept State purchase orders as forms

of payment. Payments shall be made in monthly installments upon submission by the Contractor of invoices after the deliverables required for the month are reviewed and approved by the CDPHPD.

X. NIC HAWAII

The Offeror is advised that the awarded vendor will be responsible to pay NIC Hawaii a fee of 0.75% of the award or original estimated award amount, capped at \$5,000, within thirty (30) days. NIC Hawaii will bill the awarded vendor directly via email, and the vendor can make payment online or by sending a check via regular mail.

XI. HAWAII COMPLIANCE EXPRESS (“HCE”)

The Offeror is advised that in order to be awarded a contract under this solicitation, the vendor/contractor/service provider will be required to be compliant with all laws governing entities doing business in the State, including the following chapters and pursuant to HRS 103D-310(c). The State will verify compliance on HCE for awards \$2,500 or greater. Vendors/contractors/service providers should register with HCE prior to submitting an offer at <https://vendors.ehawaii.gov>. The annual registration fee is \$12.00, and the Certificate of Vendor Compliance is accepted for both contracting and final payment. The vendor will be asked to provide a “Certificate of Vendor Compliance” from HCE or equivalent documentation by the award date, and the vendor agrees to stay in compliance until the project is completed.

XII. INTELLECTUAL PROPERTY

The State of Hawaii and the DOH, with the CDPHPD acting on its behalf, shall have the exclusive intellectual property rights and ownership of all finished and draft elements produced pursuant to this Scope of Services, whether published or unpublished. The CONTRACTOR shall not make use of any content that are produced in the course of the Scope of Services for the CDPHPD but may present a screenshot of the content as a record of work.

XIII. NON-DISCLOSURE

The CONTRACTOR shall, in good faith, regard the collaboration and development of all finished and draft elements, whether published or unpublished, as wholly proprietary processes to the State of Hawaii and the DOH, and shall not disclose the content, methods, practices, or information employed in developing the content under this Scope of Services.