

**SCOPE OF WORK**  
**Purchasing Ad Space for a Statewide, Thirty (30) Second,**  
**Multilingual Tsunami PSA on TV Broadcast/Cable Stations and Radio**  
**HIePRO Solicitation No. 23001978**  
**Department Solicitation No. HIEMA-RFQ-XXX**

**I. BACKGROUND AND PROJECT DESCRIPTION**

The State of Hawaii, Department of Defense, Hawaii Emergency Management Agency (HI-EMA), is the state's designated emergency management agency, charged with working with all levels of government, non-governmental organizations and the private sector to prepare for, respond to, recover from and mitigate against all hazards that threaten Hawaii.

HI-EMA was awarded a grant, under the National Tsunami Hazard Mitigation Program (NTHMP), an initiative funded by the National Oceanic and Atmospheric Administration (NOAA)/National Weather Service (NWS). The purpose of the NTHMP funding is to reduce the loss of life and property from tsunamis. HI-EMA's objective is to broaden the awareness of tsunami-related risks across Hawaii through a visually dynamic and engaging public service announcement (PSA), making information on tsunami-related hazards easily available statewide to all Hawaii residents and visitors, with an emphasis on vulnerable populations including Hawaii's substantial populations with limited English proficiency.

**II. SCOPE OF WORK**

In 2021, HI-EMA successfully procured services to produce a thirty (30) second PSA educating the public on how best to prepare, mitigate, and respond to tsunami-related events. The English voice-over PSA is combined with subtitle files in twelve (12) foreign languages. Versions of this PSA may be viewed on the [www.HI-EMA](http://www.HI-EMA) website, or can be accessed via YouTube: [https://youtu.be/6V\\_voD5V29g](https://youtu.be/6V_voD5V29g)

This proposal seeks to procure services for ad-buys to run the previously produced thirty (30) second PSA on television, radio, and digital platforms to ensure maximum penetration across all populations in Hawaii, with accompanying foreign language subtitle files where the audience for specific programming necessitates appropriate non-English subtitles. Approximately 10% of the total ad time purchase should be targeted to broadcast radio outlets.

The vendor's proposal shall be all-inclusive and ensure services include the following:

1. A package of airings on TV broadcast, cable programming, radio programming and digital platforms with viewership/listenership

demographics that include a mix of groups roughly representative of the state's population by age, income, sex, and other characteristics, including Hawaiian and Spanish language contents and programming in additional languages other than English.

2. The vendor shall propose an airing schedule that reflects roughly 75% of the airings in English subtitled versions and roughly 25% with subtitles in languages other than English, reflecting the approximate proportion of households in Hawaii that speak a language other than English at home. To the extent possible, PSAs with non-English subtitles will be aired in proportions that reflect the prevalence with which those languages are spoken at home in the community.
3. HI-EMA will consider additional services proposed to ensure a high penetration rate and delivery of the PSA across targeted vulnerable populations.

**III. PERIOD OF PERFORMANCE**

The Period of Performance shall commence upon execution of contract and expire on April 30, 2023, unless terminated by the State with a thirty (30) day notice.

Any modifications or extension of the services beyond April 30, 2023, shall be by mutual written agreement.

**IV. VENDOR QUALIFICATIONS**

Primary selection for the Award shall be based on price; however, to be considered a responsive bid, the vendor shall 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.

In accordance with 2 CFR 200.321 this solicitation must take all necessary steps to ensure small, minority, and/or women-owned enterprises are used when possible. Preference for this solicitation will be given to qualified vendors who meet the above-stated criteria.

Additionally, vendors shall provide the following:

1. Hawaii Compliance Express (HCE) certificate or proof of compliance with the four (4) entities: Internal Revenue Service, State Department of Taxation, Department of Commerce and Consumer Affairs, and the Department of Labor and Industrial Relations.

2. Printout of validation that the business entity is not debarred or suspended from receiving federal funding as evidenced in [www.SAM.gov](http://www.SAM.gov).

**V. SPECIAL TERMS AND CONDITIONS**

The Vendor 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 Department, and shall not disclose the content, methods, practices, or information employed in developing the content under this scope of services.

**VI. SUBMITTING A QUOTE**

Vendors shall submit a quote for the entirety of the project, inclusive of general excise tax, applicable fees, and all incidental costs (if any). Award will be made to the lowest responsible/responsive Vendor for the total of the solicitation. Vendors shall include a statement addressing the qualifications listed in Section IV, Vendor Qualifications, with their submission of quote.

**VII. COMPENSATION AND PAYMENT**

The project budget shall not exceed \$80,000 in total, including all applicable taxes and costs associated with this project.

The compensation and payment schedule will be subject to post-award agreement between the Contractor and HI-EMA.

Payment for goods and services, that have been validated as complete and satisfactorily received and rendered, shall be made via purchase order.

Invoices must be submitted no more than fifteen (15) calendar days after the performance end day.

**VIII. HAWAII INFORMATION CONSORTIUM (HIC)**

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. Please see the instructions of this solicitation for more information.

**IX. COMPLIANCE AND DOCUMENTATION**

Vendors are required to be compliant with all appropriate state and federal statutes. Proof of compliance is required through Hawaii Compliance Express (HCE) or via paper documentation. Please see the instructions of this solicitation for more information.

**X. FUNDING FOR AWARD**

The funding for this award is provided through the NOAA/ NWS, and NTHMP. As such, the procurement requirements must adhere to federal grant procurement policies in addition to State of Hawaii policies.

**XI. DISQUALIFICATIONS**

The State has the right to disqualify vendors who do not submit the minimum requirements and follow instructions as listed in Section IV when providing its quote containing the cover letter, required attachments, and the Bid Cost Schedule. In addition, the State has the right to disqualify vendors who do not meet the minimum requirements and/or have been assessed to be unable to execute any of the services professionally.

**XII. CANCELLATION OF SOLICITATION**

The State has the right to cancel this solicitation should, at any time during this solicitation process, funding become unavailable.