

Statement of Work
PSA on Disaster Preparedness
HIePRO Solicitation No. 2023XXX

I. BACKGROUND AND PROJECT DESCRIPTION

The Hawaii Emergency Management Agency (HI-EMA), under the Department of Defense (HI-DOD), is requesting a quote for services from an experienced public relation and/or advertising firm to assist in providing disaster-preparedness related outreach and education campaign media products.

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 Regional Catastrophic Preparedness Grant Program (RCPGP), an initiative funded by the Federal Emergency Management Agency (FEMA). The RCPGP plays an important role in the implementation of the National Preparedness System. The program supports the building of core capabilities essential to achieving the National Preparedness Goal of a secure and resilient nation by providing resources to close known capability gaps in housing and logistics and supply chain management, encouraging innovative regional solutions to issues related to catastrophic incidents, and building on existing regional efforts.

HI-EMA's proposal seeks to address issues identified by a public opinion survey of Hawaii residents that was conducted to assess awareness of and obstacles to preparedness best practices. A substantial number of residents identified lack of space or financial resources as obstacles to building a fourteen (14) day stockpile of emergency supplies. HI-EMA seeks to reduce those obstacles by providing additional information through a visually dynamic and engaging public service announcement (PSA) campaign about planning and gradually building stockpiles to improve household resiliency.

II. SCOPE OF WORK

This proposal seeks to procure services to produce ad-buys and to run the 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. Translation into different languages as well as subtitles shall also be required for those languages. Specific languages include Hawaiian, Japanese, Chinese, Tagalog, Ilocano, Korean, and Spanish.

The Disaster Preparedness Public Outreach and Education campaign proposes to

improve household resiliency through education on hazards and good disaster preparedness strategies. The campaign will center on increasing stockpiles of supplies toward the “Two (2) Weeks Ready” goal and reach our target audience of all ages across the state in an effective, informative, and engaging manner. We would like to produce a series of preparedness public service announcements (PSAs) for television and social media/online posting. HI-EMA’s External Affairs Office is required to adhere to state procurement protocols and policies for any contracting activities.

1. Services will include, but not be limited to, the following:

- a. Develop and produce a series of two (2) PSAs (each thirty (30) seconds long) for broadcast on TV/cable and social media outlets. The PSA series will focus on disaster preparedness as we enter the 2023 hurricane season and will allow for rebroadcast at other times. If the allotted funding is insufficient to develop, produce and widely disseminate two (2) PSAs.
- b. The series will share some content but have individual themes to be developed in collaboration between the Contractor and HI-EMA.
- c. PSAs will have identifiable characteristics, including taglines/slogans, that establish continuity and support the broad themes of improved preparedness.
- d. Themes will reinforce the broad intent of the outreach campaign, that taking planned small steps to stockpile emergency supplies improves safety and makes the goal easier to reach.

2. Include the costs and the methods of getting the PSA to air, which would include both free (Olelo/Spectrum) and paid broadcasts (KHON, KITV, HNN, etc.)

3. Timeline

- a. Select Vendor and process contracts: three (3) weeks (estimated)
- b. Produce PSA materials: one (1) month
- c. Broadcasting: begin earliest possible to run up to, but not exceeding, September 26, 2023
- d. Broadcasting rights: six (6) months

The proposal shall include a plan to disseminate the PSAs to the public via television broadcasts, radio, and digital media targeting the demographic profile of Hawaii residents.

III. PERIOD OF PERFORMANCE

The Period of Performance shall commence upon execution of contract, and the goods

and services shall be rendered and completely received before or no later than 4:00 PM on September 26, 2023 (Tuesday), unless terminated by the State with a thirty (30) day notice.

Any modifications or extensions of the services beyond September 26, 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 stated criteria.

Additionally, vendors shall provide the following:

1. Evidence of Contractor's capabilities to develop, complete, and broadcast a PSA
2. Samples of successfully completed PSA and/or animation project
3. List of three (3) references who can validate broadcasted PSAs

V. SPECIAL TERMS AND CONDITIONS

Intellectual property. The State of Hawaii and the Department of Defense, with the HI-EMA acting on its behalf, shall have exclusive intellectual property rights and ownership of all finished and draft elements produced pursuant to this scope of services, whether published or unpublished. The Vendor shall not make use of any content that are produced in the course of this scope of services for the HI-EMA.

Non-disclosure. 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 \$100,000 in total, including all applicable taxes and costs associated with this project.

Compensation and Payment Schedule will be subject to post-award agreement.

A purchase order will be issued. Upon receipt of the Contractor invoice, payment will be made upon HI-EMA's approval on goods that were completely received by the State, and services that were satisfactorily rendered by the Contractor.

Contractor shall submit invoices no more than ten (10) calendar days after completion of the agreed upon deliverable and/or milestone(s) that has/have been identified in the Compensation and Payment Schedule.

The invoice shall be accompanied with documentation detailing the completed or on-going work, hours incurred, with other supporting documentation (if applicable, as proof of completion) for the various services listed in Section II.

Invoices should be sent to HI-EMA both in electronic form as an attachment emailed to dod.hiema.admin@hawaii.gov, and in printed form, U.S. mailed to the following address:

State of Hawaii, Department of Defense
Hawaii Emergency Management Agency
4204 Diamond Head Road
Honolulu, HI 96816-4420
Attention: Finance & Admin

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. Vendors must also be compliant and registered with www.sam.gov.

X. FUNDING FOR AWARD

The funding for this award is provided through FEMA and RCPGP. As such, the procurement requirements must adhere to federal grant procurement policies and 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 a 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 becomes unavailable.