

**STATEMENT OF WORK  
Purchasing Cinema Ad Space for a Statewide, Thirty (30) Second,  
Multilingual Tsunami PSA  
HIePRO Solicitation No.**

**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) 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**

This proposal seeks to procure services for ad-buys to display the previously produced thirty (30) second PSA featuring burned-in closed captioning with Hawaiian Language subtitles. The agency's intent is to have the PSA shown before each presentation of a feature film at area cinemas, over a period of four (4) to six (6) weeks ending on August 28, 2023. PSA shall be provided by HI-EMA. HI-EMA's goal is to reach as many residents including those in rural and remote locations statewide.

**III. PERIOD OF PERFORMANCE**

The Period of Performance shall commence upon execution of contract and expire on August 28, 2023, unless terminated by the State with a thirty (30) day notice.

Any modifications or extension of the services beyond August 28, 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 have 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.

A detailed schedule of the PSA showings during the performance period must be provided indicating the number of times the PSA shall appear and on how many screens it will appear on.

**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 of Contract shall be made to the responsible Offerors whose proposal is determined the most advantageous to the State of Hawaii, taking into consideration price and other evaluation factors set forth in this request for proposals. This may result in a multiple award. Vendors shall include a statement addressing the qualifications listed in Section IV, Vendor Qualifications, with their submission of quote.

**VII. COMPENSATION AND PAYMENT**

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 within fifteen (15) calendar days after the performance end day.

**VIII. 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.

**IX. FUNDING FOR AWARD**

The funding for this award is provided through a grant from a federal agency. As such, the procurement requirements must adhere to federal grant procurement policies in addition to State of Hawaii policies.

**X. 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.

**XI. CANCELLATION OF SOLICITATION**

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