

Hawaii Opioid Settlement Project: Website Development and Social Media

SCOPE OF WORK

I. Introduction

The Department of Health (DOH), Alcohol and Drug Abuse Division (ADAD) received Opioid Settlement funds to address the public health crisis caused by the opioid pandemic. The funds will be geared towards opioid remediation services and activities, in the state of Hawaii. ADAD seeks to develop a professionally designed website as well as create a social media presence to inform the public of the distribution and expenditure of the settlement trust funds. We are seeking to identify a vendor to design a professional website with a clean look, and to create a social media presence for the opioid settlement project. Specifically, the website will serve as an informative tool; a “one-stop shop” that provides audiences an array of information relating to the Hawaii Opioid Settlement Program (OSP), partner affiliations, project activities and a breakdown of how the funds will be dispersed, for transparency and accountability purposes. It will also be used as an educational tool to provide information including, but not limited to opioid misuse, treatment, prevention, and harm reduction activities for high-risk opioid-use populations, as well as the community at large.

The website will assist the ADAD to working with the counties and partnering agencies and communities to ensure that funds received from settlements with manufacturers and distributors of opioids will go to support opioid remediation activities in Hawaii including treatment, recovery, connections to care, addressing the needs of justice-involved persons, pregnant or parenting women and their families, primary and misuse prevention, harm reduction, support for first responders, and other strategies to improve coordination, planning, training, and research.

The website will also contain a dashboard to share reports, recommendations, or plans to spend Opioid Settlement Funds; to show how Opioid Settlement Funds have been spent; to report program or strategy outcomes; or to track, share, or visualize key opioid-related or health-related indicators and supports as identified through collaborative statewide, regional, local, or community processes.

II. Service Specifications

A. Vendor Qualifications

The vendor shall:

1. Experience (5 years or more) in developing websites using the WordPress platform.
2. Have experience (5 years or more) in online marketing and social media development and management.

3. Demonstrate five (5) or more years of experience providing both digital media consulting and website development within the state of Hawai'i. Vendor shall identify one staff member with experience in expanding social media presence for previous Hawai'i contracts.
4. Extensive experience developing content for online consumption.
5. A portfolio of community including nonprofit or government experience on public health related topics, especially on alcohol, opioids, and other drugs and substances.
6. Demonstrate experience in on-page search engine optimization (SEO).
7. Demonstrate three or more years of experience providing reports that include measurable outcomes, work summaries, and timelines.
8. Demonstrate three or more recent years' experience with meeting contract requirements and deadlines.
9. Must have an active vendor profile in the [Hawaii eProcurement \(HiePro\) system](#) and have a current non-expired certificate of compliance.

B. Vendor Tasks and Responsibilities

The Contractor shall:

1. Create and develop a professional website on the State of Hawaii Wordpress platform, that is user friendly, easy to navigate, engaging and inviting to audiences.
 - a. Work with the State Enterprise Technology Services (ETS) Office and the DOH Information Technology Office (IT) to ensure the website meets the state requirements.
 - b. Website should be ADA compliant.
2. In collaboration with ADAD staff, develop and implement data collection and reporting processes to comply with any reporting requirements of the National Settlement agreements.
3. Create a dashboard that provides integration and visualization of State and County-level metrics for partners involved in the opioid settlement project, to track progress of set goals and objectives and shows exactly how partners actually spend their opioid settlement funds, as outlined in the Memorandum of Agreement (MOA). This includes success stories, upcoming events.

4. Set up a website monitoring tool that allows us to monitor website usage, how many hits we get monthly, weekly, and daily and what content seems to be the most popular among users.
5. Collaboratively with ADAD staff to develop key messages and/or campaigns targeted towards opioid use populations and communities to build awareness about the availability of services.
6. Identify monthly key performance indicators and annual goals for all online efforts, track and report monthly performance. Be able to show that efforts are reaching the desired audience, that messages are effective and awareness is spreading.
7. Develop content surrounding key messages and/or campaigns that are suited for online consumption. Develop enough “use ready” content to be used for social media over a 12-month period plus accompanying online advertising campaigns. This can be but not limited to images, graphics, videos, blogs, and infographics. *Vendor will be required to share all assets and messaging created with the team executing the website update. All materials produced under this contract are the property of Hawaii Department of Health and cannot be used without ADAD permissions.*
8. Collaborate with ADAD staff to develop content for a website that informs the public on how opioid settlement funds are being spent.
9. Recommend any platform changes to the existing website, including but not limited to recommended themes. Please no custom themes.
10. Develop and present an on-page SEO plan that is designed to increase organic search visibility to the website.
11. Develop and present sitemap, navigation, and page layout mocks for review and feedback.
12. Author all messaging and body copy for the website that are cohesive, on target, and aligns with online marketing efforts or ad campaigns. It is imperative that the website and social media presence sounds, feels, and looks cohesive.
13. Purchase and / or develop all visuals, images, graphics, or videos that will be needed for website. You will be required to collaborate with the team executing online marketing efforts and develop website assets in alignment with marketing campaigns or messaging. You must share all resources/assets that are acquired for web purposes that may be useful for social media (such as imagery or graphics), and vice-versa.
14. Execute all proposed and approved updates to the website.
15. Complete on-demand content updates to the website for the remainder of the 12-month period after initial redesign is complete.

16. Create a workplan that includes timeline of proposed deadlines and update key dates.
17. Hire/utilize properly trained and experienced staff to complete project tasks and responsibilities.
18. Collaborate with ADAD staff to develop tracking processes and participate in monthly debriefing meetings that ensure project needs are being met for the contractor and ADAD.
19. Collaborate with DOH and ADAD staff to periodically evaluate and modify processes as part of continuous quality improvement.
20. Suggest any additional deliverables that can best help meet our objectives that are not described here.

III. Application

Bidders shall complete and attach the following:

- A Narrative that clearly describes how they meet the vendor qualifications in Section II.A;
- A proposal of how the vendor's prior experience will allow them to address each task listed in Section II.B.; and
- A cost proposal that includes:
 - **Direct costs** to implement the project tasks and responsibilities identified in Section II.B.
 - **Indirect costs** (not to exceed 10% of total) for costs of intangible administrative costs. Typical indirect costs include "overhead" expenditures for the office space, business taxes, utilities, and administrative staff to prepare reports.
- Additional supporting documentation may be included as attachments to the proposal.

IV. Compensation and Payment

A. Submitting a Bid

Submit a cost proposal that includes a fixed rate proposal for Project Management costs, and indirect costs.

B. Form of Payment

Awarded Vendor shall be equipped to accept purchase orders and checks as forms of payment.

Awarded Vendor shall submit invoices based upon providing a narrative of the deliverables.

C. Fee to Hawaii Information Consortium (HIC)

Be advised that Awarded Vendor will be responsible to pay HIC a fee of 0.75% of the award, capped at \$5,000.00. HIC will bill the vendor directly via e-mail and the vendor can make payment online or by sending a check via regular mail.

D. Hawaii Compliance Express

Vendor must demonstrate proof of compliance for all awards of \$2,500 or greater. This includes a Certificate of Good Standing from Department of Commerce and Consumer Affairs, Tax Clearance from the Department of Taxation, and Compliance with HRS Chapter 383, Hawaii Employment Security Law (Unemployment Insurance), 386 (Worker’s Compensation Law), 392 (Temporary Disability Insurance), and 393 (Prepaid Healthcare Act), from the Department of Labor and Industrial Relations. For most efficient and timely processing, please register now on Hawaii Compliance Express for a fee of \$12.00 per year at <https://vendors.ehawaii.gov/hce/splash/welcome.html> . For assistance with HCE registrations, please call the Hawaii Information Consortium at 808-695-4620.

V. HDOH website:

The Hawai‘i Department of Health (HDOH) does not discriminate on the basis of race, color, sex, national origin, age, or disability, or any other class as protected under applicable federal or state law, in administration of its programs, or activities, and, the HDOH does not intimidate or retaliate against any individual or group because they have exercised their rights to participate in actions protected, or oppose action prohibited, by 40 C.F.R. Parts 5 and 7, or for the purpose of interfering with such rights.

The HDOH Non-Discrimination Coordinator is responsible for coordination or compliance efforts and receipt of inquiries concerning non-discrimination requirements implemented by 40 C.F.R. Parts 5 and 7 (Non-discrimination in Programs or Activities Receiving Federal Assistance from the Environmental Protection Agency), including Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973; the Age Discrimination Act of 1975; Title IX of the Education Amendments of 1972; and Section 13 of the Federal Water Pollution Control Act Amendments of 1972 (hereinafter collectively referred to as the federal non-discrimination laws).

If you have any questions about this notice or any of HDOH’s non-discrimination programs, policies, or procedures, you may contact:

Valerie Kato
Acting Non-Discrimination Coordinator
Hawai‘i Department of Health
1250 Punchbowl Street, HI 96813,
(808) 586-4400
doh.nondiscrimination@doh.hawaii.gov

If you believe that you have been discriminated against with respect to a HDOH program or activity receiving federal assistance, please contact the Non-Discrimination Coordinator identified above or

visit our website at <http://health.hawaii.gov> to learn how and where to file a complaint of discrimination.

The HDOH does not intimidate, threaten, coerce, or discriminate against any individual or group for the purpose of interfering with any right or privilege guaranteed under federal anti-discrimination laws, or because an individual has filed a complaint or has testified, assisted, or participated in any way in an investigation, proceeding, or hearing related to federal anti-discrimination laws, or has opposed any practice made unlawful by federal anti-discrimination laws.

To request language or accessibility for HDOH programs or public meetings, please contact the HDOH Non-Discrimination Coordinator, at (808) 586-4400 or email: doh.nondiscrimination@doh.hawaii.gov. Please allow sufficient time for HDOH to meet accommodation requests.

For complaints relating to employment under HDOH, contact: HDOH Human Resources Office at (808) 586-4520 or email: doh.hroeco-ra@doh.hawaii.gov.

To request language interpretation for this document, please contact: the HDOH Non-Discrimination Coordinator, located at 1250 Punchbowl Street, Honolulu, HI 96813 (Phone: (808) 586-4400 or email: doh.nondiscrimination@doh.hawaii.gov). Individuals may request oral interpretation services in order to request a written translation of this document.

A. HDOH agendas (boards of attached agencies):

If you require special assistance or auxiliary aids or services to participate in the public hearing process please contact staff at (808) _____ at least three (3) business days prior to the meeting so arrangements can be made.

NOTE: MATERIALS FOR THIS AGENDA WILL BE AVAILABLE FOR REVIEW AT _____, 1250 PUNCHBOWL STREET, HONOLULU, HAWAII, 96813 ON AND AFTER [DAY], __/__/_____.

The Hawai'i Department of Health does not discriminate on the basis of race, color, sex, national origin, age, or disability, or any other class as protected under applicable federal or state law, in administration of its programs, or activities, and, the Department of Health does not intimidate or retaliate against any individual or group because they have exercised their rights to participate in actions protected, or oppose action prohibited, by 40 C.F.R. Parts 5 and 7, or for the purpose of interfering with such rights.

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B. Request for Proposals (for RFPs, RFIs, etc.):

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C. Public outreach materials (brochures, notices (other than agendas), fact sheet, applications, forms for HDOH programs):

The Hawai'i Department of Health is committed to maintaining an environment free from discrimination, retaliation, or harassment on the basis of race, color, sex, national origin, age, or disability, or any other class as protected under federal or state law, with respect to any program or activity.

For more information, including language accessibility and filing a complaint, please contact Acting Non-Discrimination Coordinator Valerie Kato at (808) 586-4400, doh.nondiscrimination@doh.hawaii.gov, or visit HDOH's website at <http://health.hawaii.gov>.