

SCOPE OF WORK

Public Service Announcement & Digital Media Maui Centric Licensed Contracting Department Solicitation No. DCCA-DO-RFQ-2024-0002

I. BACKGROUND & PROJECT DESCRIPTION

This solicitation is a separate and distinct solicitation concurrent to Public Service Announcement – BusinessCheck & Hiring a Licensed Contractor, DCCA-DO-RFP-2024-0001.

The Department of Commerce and Consumer Affairs (DCCA) is requesting quotations for production of television and digital public service announcements (PSA) and a feature to highlight the importance of hiring licensed contractors and professionals.

The target audience for the PSA is Maui residents and their community impacted by the Maui wildfires who are and will be looking to procure services from a contractor, in particular for home, business and property construction, repair, or remediation as part of their healing process. This issue has an expanded importance following the Maui wildfire disaster anticipated recovery and rebuilding.

The purpose of the PSA is to spread awareness of the issue of unlicensed contracting, professionals and businesses, to advise the public to utilize licensed contractors and businesses to avoid potential financial and safety pitfalls, and to stress the importance of researching individuals to make informed decisions when hiring a contractor or business.

II. SCOPE OF WORK

This proposal seeks to procure multimedia production services to produce a public service announcement to spread awareness of unlicensed contracting and to advise the public to utilize licensed contractors, professionals and businesses. Two thirty (30) second versions should be created with the same messaging. One of the PSAs should be tailored specifically to Maui, with filming

taking place on Maui, addressing the unique needs of the community as it recovers from the devastating wildfires of last year. The second PSA should take a broader approach, with content designed to be applicable and relevant across all of Hawaii.

The proposal also seeks at least four 15-second PSAs and four 5-second PSA shorts. The PSAs shall be produced in style and format conducive to digital advertising.

Each year, DCCA receives hundreds of tips and complaints about unlicensed individuals and businesses. These complaints range from construction that has been poorly done, to money being taken without work being completed.

Unlicensed contractors may go door-to-door with deceptive or fraudulent claims to pressure consumers into procuring their services. Unlicensed contractors may even use a fake license number or a license number that belongs to someone else. More information on the importance of hiring a licensed contractor is available at <http://licensedcontractor.hawaii.gov>.

In addition to the public service announcements, a piece that incorporates a compelling storytelling element should be produced. This could take the form of a two-minute highlight reel, showcasing heartfelt testimonials from individuals whose lives have been directly impacted by the Maui wildfires. Alternatively, any piece that features real-life stories of people urging the community to remain vigilant and proactive throughout the rebuilding process would also be impactful. Personal narratives have a way of resonating deeply with audiences, making the message not only informative but also emotionally powerful.

The contractor will provide DCCA with a digital copy of the materials produced. The contractor will also provide DCCA a reduced-sized version of the materials produced in a format and aspect ratios that can be used for departmental multimedia purposes to include PowerPoint presentations and on the DCCA streaming, website, social media, and video sharing platforms.

The following is required:

- Storyboarding
- Script writing
- Location shoot
- Editing
- Special effects

- Equipment, crew, and post-production facilities
- Union or non-union on-screen and voiceover talent
- Non-copyrighted music
- Closed captioning

Two (2) different end slates are required, to indicate whether the spot is a paid or public service announcement. Sponsor logos will be included with the end slates, and all graphic and text elements will remain within the Standard Definition safe area. A copy of the produced materials with a clean and vanilla end slate will also be provided.

The produced materials shall be produced in High Definition consistent with file specifications and aspect ratios required by the major local network affiliate stations, cable companies, and digital media platforms.

III. PROJECT MANAGEMENT

The selected contractor will work cooperatively with DCCA in completing this project. The contractor will manage the project, including creative concept/idea development, script/storyboard development, and production. The contractor will provide support with a qualified and experienced creative team, and a dedicated account manager to manage the project and provide a contract for DCCA. DCCA will provide oversight of the project, contract administration, existing program materials, and may input in the refinement of a creative concept/idea and storyboard.

For the purposes of this contract, William Nhieu, Communications Officer, or authorized representative is the designated Contract Administrator.

Contact Information: William Nhieu, wnhieu@dcca.hawaii.gov, 808-586-7582.

IV. PERIOD OF PERFORMANCE

The selected contractor shall begin work immediately upon receipt of a Purchase Order. The project shall be completed and delivered to DCCA within five (5) months of the award notification and the notice to proceed. The Maui-centric Licensed Contractor PSA shall be delivered within the first 3 months, with the broad statewide PSA and storytelling feature to follow within the remaining time of the award period.

V. VENDOR QUALIFICATIONS

Selection for the Award will be based on the best value to the State and requires the use of a Hawaii-based production company, director, professional writers, actors and top tier local crews that actively promote economic, community and local cultural values and sensitivity.

Vendor must have experience in development of and execution of established workforce development programs in the state, focused on training interns and providing career opportunities for local production, director, professional writer, actor and film crew talent through mentorship and hands on experience both in front of and behind the camera.

Vendor is required to provide collective production experience, on local, national or international projects in both feature films, streaming series, television and other forms of media as well as listing any projects and features that have been nominated or received recognition and awards at the local, national or international level.

Proposals will need to demonstrate a thorough understanding of the service's purpose and scope, along with the necessary knowledge, skills, abilities, and experience in delivering the proposed services and the vendor should demonstrate their professional and/or personal ties with the Lahaina community as well as their experience working with the Lahaina community post-wildfire.

Additionally, vendors shall provide Hawaii Compliance Express (HCE) certificate or proof of compliance.

VI. SPECIAL TERMS AND CONDITIONS

Intellectual property. The State of Hawaii shall have exclusive intellectual property rights and ownership of all finished and draft elements produced pursuant to this scope of work, whether published or unpublished. The Vendor shall not make use of any content that are produced during the scope of work for DCCA.

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.

VII. SUBMITTING A PROPOSAL

Proposals shall be submitted via email or hardcopy before submission deadline.

The proposal shall include the following:

- Submitting organization, site office address, project title, staff, phone number, email;
- A synopsis of the creative direction or options proposed for the PSA and highlight reel in a one (1) page summary;
- Work Plan / Production Timeline;
- Budget;
- Samples of previous or current work of this nature along with client contact information;
- Name and contact of contractor account manager;
- Certificate of Vendor Compliance through the Hawaii Compliance Express.

VIII. EVALUATION CRITERIA

The evaluation criteria will place significant weight on contributions to economic growth and community engagement, as well as the development of the local workforce.

Furthermore, the full evaluation criteria and the associated points are listed below. The award will be made to the responsible offeror whose proposal is determined to be the most advantageous to DCCA based on the evaluation criteria listed in this section.

1. Effective incorporation and meeting of vendor requirements including strategies for workforce development and a demonstration of commitment to the advancement of the community and target audience.
2. Ability of contractor to complete project in a timely manner.
3. Organization, available staffing, and qualifications of personnel assigned to the project and work force development goals.
4. Creativity and production quality level of the proposed product or service based upon prior projects and experiences.

5. Ability to secure the involvement of notable community leaders or celebrity voices which is expected to enhance the impact and visibility of the PSAs, maximizing outreach and engagement.

Other factors to be considered in the determination of proposal award include:

- Number of years in the business and performing requested services or programs and at what level (local, national or international);
- Samples of other work;
- Awards and recognition;
- References and client listings.

VII. COMPENSATION AND PAYMENT

The proposed project budget shall include travel, supplies, graphics, equipment, taxes and all costs associated with this project. Payment shall be made progressively upon submission of signed invoices as requested and approved by the State. At the time of the invoicing, applicant shall be compliant with the State's Rules and Regulations through the Hawaii Compliance Express.

Payment shall be made in two equal parts: Payment 1) 50% partial after Award Notice to proceed, and DCCA has approved contractor's progressed creative concept/idea/storyboard and accepted invoice; Payment 2) 50% Final after completion of the project and acceptance by the State, receipt of the invoice.

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 30 calendar days after the performance end date.

IX. COMPLIANCE AND DOCUMENTATION

Vendors are required to be compliant with all appropriate state and federal statutes. Proof of compliance is required through HCE or via paper documentation.

X. Disqualifications

The State has the right to disqualify vendors who do not submit the minimum requirements 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

This Request for Proposal (RFP) may be cancelled and any or all offers rejected in whole or in part, without liability to the State, when it is determined to be in the best interest of the State.