NOTICE TO CONSULTANTS
REQUEST FOR CONSULTANT SERVICES

In accordance with §103D-304, H.R.S., the City and County of Honolulu, Department of Emergency Management is seeking a qualified consultant (GS1710 Education and Vocational Training or GS1725 Public Health Educator) for the Regional Catastrophic Planning for Pandemic Influenza project.

The project is funded by the Department of Homeland Security Regional Catastrophic Preparedness Grant.

PROJECT BACKGROUND

The City & County of Honolulu, in partnership with the Counties of Kauai, Maui, and Hawaii, and with the State Civil Defense Agency under the State Department of Defense, desire professional planning services with background in public education and awareness media campaigns related to a Pandemic Influenza incident in the State of Hawaii. This initiative is funded by the Department of Homeland Security Regional Catastrophic Preparedness Grant.

During the past year, the City and County of Honolulu Urban Area Security Initiative (UASI) has invested tremendous effort into developing Pandemic Flu Plans for four Counties to address emergency response and continuity of operations upon loss or diminished capacity during a pandemic catastrophic condition in the State of Hawaii. Although the county health and first responders have kept abreast of standard precautions against an epidemic outbreak and have developed continuity of public safety plans, the greater government workforce and private sectors also need progressive education and awareness plans to continually educate their workforce on precautions and possible catastrophic conditions.

PROJECT PURPOSE

The purpose of this project is to request proposals from qualified professionals to prepare public education and awareness deliverables in various media formats and in collaboration with existing initiatives from the State Department of Health, to be distributed by designated governmental and private agencies for purposes of preparedness and appropriate response. Among the deliverables should be but not limited to, training videos that provide county first responders with general guidance on epidemic and pandemic conditions arising from a pandemic influenza catastrophic event to ensure their public safety capabilities and training videos for county support responders and critical function employees for the same preparedness and response purposes. Additional media packages for the larger general population and targeted sectors under typical pandemic influenza scenarios that will communicate general

information on preparedness for pandemic flu levels of escalated phases and long term phases are also this project's purpose.

PROJECT OVERVIEW

This Request for Consultant services for the City and County of Honolulu is for Planning and for Public Education and Awareness media services and products.

The expected products for county specific and state public education and awareness deliverables include, but are not limited to:

- Emergency Public Information programs

- Information programs regarding individual and family disaster preparedness and planning; senior citizen disaster preparedness; business continuity and employee preparedness; pet preparedness

- Media products such as printable check lists, training videos for approximately 5000 county first responders with general guidance on epidemic and pandemic conditions arising from Pandemic Influenza to ensure their public safety capabilities which includes producing written outlines and scripts for review and approval by the Regional Catastrophic Planning Team "(RCPT)" and a rough cut of the approved script and ten final training videos on DVD format

- Videos for the larger general population and targeted sectors under typical scenarios to provide information on effects of Pan Flu epidemic and escalated pandemics in first and long term phases, including producing written outlines and scripts for review and approval by the Regional Catastrophic Planning Team "(RCPT)" and a rough cut of the approved script and ten final training videos on DVD format

The consultant will provide on-location video production personnel and equipment to fulfill the requirements of the approved script. All key personnel will have a minimum of one-year experience working in video production and post-production, as appropriate.

The Consultant shall be responsible for work plans, goals and objectives, strategies and actions.

The Consultant shall coordinate and collaborate with the project manager to ensure that Consultant work plans, goals and objectives, capability gaps, and strategies and actions are described, identified, and achieved in order to accomplish project goals. The Consultant shall be responsible for working with the project manager, under and with the organizational and operational processes for the RCPT and other project participants; provide methodology and outlines for plans development and maintenance, and identify and incorporate supporting documents for review and approval by the RCPT.

Only professional grade, digital format video equipment will be used. All post production work will be performed on a professional grad non-linear editing (NLE) system. Industry standard editing techniques, graphics, and licensed music will be used to create this training video.

SCOPE OF SERVICES

The City and County of Honolulu will serve as the project administrator for this contract to coordinate and oversee administrative and fiscal tasks for the duration of these contracted services, for which the Consultant shall provide scheduled reports and invoice submittals.

The Department of Emergency Management's Grant Program Administrator will oversee contracted personnel services (project manager and Consultant services) from initial hiring through contract deliverables and project completion.

1) Administrative Meetings

The Consultant will coordinate with the project manager to ensure that administrative meetings address project and Consultant work plans, budget and fiscal related matters, project communications and meeting logistics to be mutually agreed with defined responsibilities, prior to the execution of such items. Regularly scheduled administrative meetings, or as needed for unforeseen and emergency approvals, shall be included in project and Consultant workplans as a condition of contracted services.

2) Technical Assistance Workshops

The Consultant will be responsible for facilitating and implementing tasks resulting from Technical Assistance deliveries to the RCPT to ensure that expected outcomes are met and challenges are mitigated.

3) Regional Catastrophic Planning Team Organization and Meeting Schedule

The Consultant shall coordinate and confirm all project tasks assigned with the project manager and shall organize, prepare, publish status reports and recommendations, draft plans, and other requested or suggested materials necessary for project completion. The preferable mode of communications will be through electronic data transmission and posting.

4) Other Responsibilities

The expected plans will develop county and state public education and awareness deliverables for the following topics, including, but not limited to:

- Emergency Public Information Programs

- Information program regarding individual and family disaster preparedness and planning; senior citizen disaster preparedness; business continuity and employee preparedness; pet preparedness

The project will also develop:

Printable check lists, training videos for approximately 5000 county first responders with general guidance on epidemic and pandemic conditions arising from Pandemic Influenza to ensure their public safety capabilities which includes producing written outlines and scripts for review and approval by the Regional Catastrophic Planning Team "(RCPT)" and a rough cut of the approved script and ten final training videos on DVD format. Additionally, the videos should be formatted in such a way as to allow easy translation of materials to another digital format in the future. The Consultant will also be responsible for securing rights to collected data pertinent to the development of plans for the purposes of this project.

Develop written outlines and scripts for review and approval by the Regional Catastrophic Planning Team "(RCPT)" and then finally videos for the lager general population and targeted sectors under typical scenarios to provide information on effects of Pan Flu epidemic and escalated pandemics in first and long term phases. The Consultant shall provide drafts and completed plans including identified gaps, to be developed in media formats compatible with deliveries to the public for speaking engagements, programs, and other events, including but not limited to, a public education awareness campaign, with special attention to educating school age children (K-12) throughout the State of Hawaii.

The Consultant will provide ten (10) final training videos on DVD format. In addition, the videos should be formatted in such a way as to allow easy translation of materials to another digital format in the future. The Consultant will also be responsible for securing rights to collected data pertinent to the development of plans for the purposes of this project.

The Consultant will provide on-location video production personnel and equipment to fulfill the requirements of the approved script. All key personnel will have a minimum of one-year experience working in video production and post-production, as appropriate.

The Consultant shall be responsible for work plans, goals and objectives, strategies and actions.

The Consultant shall coordinate and collaborate with the project manager to ensure that Consultant work plans, goals and objectives, capability gaps, and strategies and actions are described, identified, and achieved in order to accomplish project goals. The Consultant shall be responsible for working with the project manager, under and with the organizational and operational processes for the RCPT and other project participants; provide methodology and outlines for plans development and maintenance, and identify and incorporate supporting documents for review and approval by the RCPT.

Only professional grade, digital format video equipment will be used. All post production work will be performed on a professional grad non-linear editing (NLE) system. Industry standard editing techniques, graphics, and licensed music will be used to create this training video.

As this is a federally-funded project, closed captioning is required. Therefore, all public information aspects of these plans should be fully accessible to individuals with hearing disabilities and as such options for subtitles should be readily available. In addition, the plans should provide for options for multi-language and ADA requirements.

The Consultant is required to submit all deliverables in a timely manner as shown in the Plan of Action and Milestones ("POA & M")o be developed during planning meetings with the RCPT.

The Consultant assigns all present and future rights to the materials produced during the project to Department of Emergency Management and may not reproduce or reuse the materials for any purpose without the written permission of the Department of Emergency Management.

QUALIFICATIONS

Qualified firms interested in being considered for the above contract are invited to submit their qualifications in accordance with the Guidelines for Preparing Consultant Qualifications. In accordance with Section 103D-304, HRS, qualifications should include the following:

(1) The name of the firm or person, principal place of business, and location of all of its offices;
(2) The age of the firm and its average number of employees over the past five years;
(3) Proposed staff commitment and descriptions of their roles and responsibilities;
(4) The education, training and qualifications of the proposed staff and key members of the firm;
(5) The proposed approached to conduct the project;
(6) Past performance on projects of similar scope for public agencies or private industry;
(7) The names and phone numbers of up to five clients who may be contacted, including at least two for whom services were rendered during the preceding year for similar type of projects;
(8) Records of performance on contracts with respect to cost control, quality of work, and ability to meet schedules;
(9) Any other pertinent information that should be considered in the evaluation of the firm's qualifications; and
(10) Any promotional or descriptive literature which the firm desires to submit.

GUIDELINES FOR
PREPARING CONSULTANT QUALIFICATIONS

The Department of Emergency Management (DEM) has developed guidelines to standardize the preparation of consultant qualifications. The purpose of these guidelines is to help assure consistency in format and content of consultant qualifications submitted to DEM. This process should reduce the time requirements for the consultants in preparing a qualification submittal and will simplify the review process by DEM personnel.

In order for the DEM consultant selection committee to evaluate each qualification properly, it is very important that each submittal be clear, concise and follows the recommended format. A maximum total of 100 points is available for each submittal. Points for each section are as shown in the following table.

As part of the initial evaluation process, DEM may conduct interviews over the telephone with all firms showing interest in this project. DEM will then conduct interviews over the telephone with at least three of the top-rated firms to consider anticipated concepts and compare alternative methods for furnishing services. The City shall negotiate a contract with the first ranked firm, and continue with other firms in order of their ranking if a satisfactory contract cannot be negotiated.

QUALIFICATIONS FORMAT REQUIREMENTS

Criteria	***Points***	***Max. No. of Pages***
Introductory letter, number of years in business, references and office locations	0	2
Professional qualifications necessary for satisfactory performance of required services Specialized experience and technical competence in the type of work required	45	4
Past performance on contracts with government agencies and private industry in terms of cost control, quality of work, and compliance with performance schedules	23	2
Capacity to accomplish work in the required time	22	2
Location in the general geographical area of the project and knowledge of the locality of the project; provided, that application of this criterion leaves an appropriate number of qualified firms, given the nature and size of the project	10	2
MAXIMUM TOTAL	100	12*
Appendix: Resumes of key personnel		1

		pg/person maximum
Appendix: Company brochure (optional)		

* Number of pages per proposal may vary depending upon the nature of the project or service contract, but must total no more than 12 pages and no more than the maximum number of pages per criteria shown in the above table, excluding appendices, table of contents, and tabs.

A page is considered to be letter size, printed on one side, single-spaced, with characters no smaller than 12 point (Times font or similar preferred). Any proposal exceeding the 12-page limit or maximum number of pages per criteria, unless otherwise stated in the RFQ, receives a 5-point penalty for each page over the limit.

After the award of the project, any change in key personnel shall be approved in writing by the City.

QUALIFICATIONS EVALUATION CRITERIA FOR CONSULTANT SERVICES

The criteria presented below will be used for evaluating interested consultants:

1. **Professional qualifications necessary for satisfactory performance of required services.**

   The consultant must demonstrate experience, skills, abilities, and knowledge in industry standards of video production and post production as appropriate and use only professional grade, digital format equipment and professional grade non-linear editing (NLE) systems.

   The consultant must possess the ability to perform at high level of productivity and deliver acceptable quality products.

   The consultant shall also possess skills to communicate, coordinate and collaborate across multi-governmental jurisdictions; and have working knowledge of the respective organizational and fiscal protocols.

   The consultant shall designate experienced professional and technical staff to competently and efficiently perform the work, either through their own personnel or subconsultants. The qualification shall identify the project team composition, project leadership, reporting responsibilities, and address how subconsultants will fit into the management structure. Resumes of key team members, limited to one page per person, must be included in the Appendix.

   Note: This information includes the qualifications of the individuals and subconsultants, and a list of applicable past projects the consultant worked on. The selection is made on the team, and not just the prime consultant.

2. **Specialized experience and technical competence in the type of work required, including good working knowledge of the Incident Command System (ICS); public health standards, plans and processes as it relates to emergency preparedness, pandemic flu catastrophes and multi-agency and multi-jurisdictional responses and public notification capabilities.**

   List the specialized experience and technical competence of team members (consultants and subconsultants) of the Incident Command System (ICS).

3. **Past performance on contracts with government agencies and private industry in terms of cost control, quality of work, and compliance with performance schedules.**

   The consultant shall include a list of all similar projects that the consultant worked on and successfully completed. Include the name, contact person

and telephone number of the government and/or private agencies, and how cost control and schedule compliance issues were addressed.

4. **Capacity to accomplish the work in the required time.**

   The consultant must demonstrate that sufficient knowledgeable staff is available and that any subconsultant hired by the consultant is experienced and capable of performing the work. The consultant shall include a list of current projects, which shall include the start and estimated consultant contract completion dates of the projects. The consultant shall also identify key team members, including any subconsultants.

5. **Location in the general geographical area of the project and knowledge of the locality of the project; provided, that application of this criterion leaves an appropriate number of qualified firms, given the nature and size of the project.**

In order for the screening committee to evaluate each proposal properly, it is very important that each submittal be clear, concise and follow the recommended format. Please tab the various sections in the submittal for easy reference.

Some or all of the proposers will be invited to conduct discussions and/or interviews with the City and County of Honolulu staff and selection panel.

Financial obligations of the City are contingent upon funds for that purpose being appropriated, budgeted, and otherwise made available. In the event funds are not appropriated, any resulting contract will become null and void, without penalty to the City.

After submitting the RFQ, except as the City may otherwise agree, no changes shall be made in the key personnel. If, for any reason beyond the control of the consultant, it becomes necessary to replace any of the key personnel, the consultant shall provide as a replacement a person of equivalent or better qualifications for approval by the City.

This list may be used for other similar projects.

Any inquiry regarding the project should be directed to Cindy Ko at (808) 723-7859 or cko@honolulu.gov.

Department of Emergency Management
City and County of Honolulu
650 S. King Street, Basement
Honolulu, Hawaii 96813

Five (5) copies of the qualifications should be sent to:

MELVIN N. KAKU, Director
Department of Emergency Management
City and County of Honolulu
650 S. King Street, Basement
Honolulu, Hawaii 96813

and must be received no later than 4:30 p.m., H.S.T., April 30, 2010.

Michael F. Hee

For WENDY K. IMAMURA
Purchasing Administrator
City and County of Honolulu