



**Notice to Bidders/Offerors**  
**Request for Project Proposal and Quote**  
**Project Title: The Silent Invasion Media Campaign**

**Overview:** The Coordinating Group on Alien Pest Species (CGAPS) is a partnership comprised primarily of management-level participants from every major agency and organization involved in invasive species work including federal, state, county and private entities. CGAPS members participate in quarterly meetings and ad hoc steering committee meetings in an effort to influence policy and funding decisions, improve communications, increase collaborations, and to promote public awareness. The CGAPS public information officer is responsible for carrying out public awareness projects, which includes The Silent Invasion Media Campaign to gain greater awareness of residents statewide about key invasive species issues and how they may help protect Hawaii. The public's awareness and help is necessary in keeping pests out of the state, and preventing their spread within the state, and in detecting and reporting pests statewide.

We would like to invite your company/station to put together a proposal and quote based upon the following specifications for the production and development of five (5) 30-second spots described in the Scope of Work.

**Scope of Work:** The selected company will draft and produce five 30-second public service announcements to air on major networks in Hawaii. Provide opportunities for CGAPS and Division of Aquatic Resources (DAR) staff to review PSAs in development according to the Project Timeline listed below. In general, these PSAs include:

**PSA #1: “Protect Hawaii—Don’t Plant a Pest.”**

Invasive ornamental plants are available in nurseries and garden shops, and people unwittingly buy and plant them without understanding that their choices may affect the forest.

- Target Demo: 35- 49 years old
- Company: Write and develop scripts (CGAPS will approve).
- PSA #1 Message: Inform people that the choices they make at their nursery or garden shop makes a difference. They can help protect Hawaii by asking for non-invasive plants.

**PSA #2: “Protect Hawaii—Don’t Pack a Pest.”**

People returning to the State need to better understand the need to declare all items of concern on the State Agriculture form so that items may be inspected.

- Target Demo: 35- 49 years old primary, 18-34 years old secondary
- Company: Write and develop script (CGAPS will approve).
- PSA #2 Message: Inform people that we could unknowingly carry unwanted pests into the state, and that they should declare all items listed on the agriculture forms for inspection.

**PSA #3: “Protect Hawaii—Report a Pest.”**

The public is not aware of the need to report invasive pests to the State Pest Hotline and they don't know the toll-free hotline number.

Target Demo: All

Company: Write and develop script based on suggested wording: *“Invasive pests like coqui frogs, Miconia, Red Imported Fire Ants and snakes harm the forest, our local economy, and our families. Help protect Hawaii-- report invasive pests to the Pest Hotline, at (phone number), and please, help keep our trails weed-free. Clean your hiking shoes of dirt and seeds before and after hikes.”* (CGAPS will approve).

PSA #3 Message: Inform people about the need to watch for invasive pests and report them to the Pest Hotline (number).

**PSA #4: “Protect Hawaii—Report a Pest.”**

This PSA should contain the same report a pest information, but we would like it to specifically feature snakes such as the brown treesnake.

Target Demo: All

Company: Write and develop script (CGAPS will approve).

PSA #4 Message: Inform people about the number of snake sightings in Hawaii over the past decade and ask people to report snake sightings or take advantage of the amnesty program to turn in illegal pet snakes by calling the Pest Hotline.

**PSA #5: “Protect Hawaii from Aquatic Invasives”**

Terrestrial invasive species are better known and recognized by the public. This PSA should alert the public to the issue of aquatic invasives, particularly focusing on the marine environment. This PSA message should be developed in close cooperation with the Division of Aquatic Resources PIO.

**Project Timeline Date:** Storyboard proposals due Feb. 28, 2005, rough cut review due March 31, 2005, fine cut April 29, 2005 and drop dead date May 15, 2005.

**Copies:** Five (5) BetaSP dubs for four television stations, with one master, and 8 VHS copies for CGAPS's file.

**Total Budget:** Upon availability of funding, up to \$25,000 may be available for this project (including in-house agency fee), although funding has not been fully awarded. Funding for PSA placement on local networks has been secured, and is not part of this RFP.

**Proposal Requirements:** Complete and submit RCUH Request for Quotation cover form (an Excel worksheet, attached) with your written proposal. A complete proposal will consist of the RCUH Request for Quotation cover form, three-page proposal text (including project statement, methods/description with timeline, and examples or references of previous work) and one-page budget. Proposals may be no longer than four pages maximum, 12-point font and 1-inch margins. The criteria to be used in evaluating proposed projects include:

- ◆ A project statement that introduces the company/offeror's background and experience, and short discussion that reflects an adequate understanding about invasive species issues and selected messages.
- ◆ Proposed method/description of deliverable products, timeline.
- ◆ Examples or references to examples of previous social marketing PSAs or video projects. Qualifications of key personnel.
- ◆ Proposed budget (including any leverage in terms of funds, in-kind services or other resources. Match or leverage is not a proposal requirement, but may be considered a factor in decisionmaking)

Proposals will be reviewed by a committee comprised of CGAPS participants, staff, and key Division of Aquatic Resources staff.

**Selection Criteria:** The basis for determining the best-qualified company/offeror will be the degree to which the proposal addresses the above 4 points, with particular attention paid to proposals that suggest original or innovative methods for delivering the messages. Additionally, a company's prior experience in producing successful social marketing or conservation education video products will be considered. Companies/offerors must carry their own liability or professional insurance.

**Deadline for Submission of Proposals:** 5:00 p.m. January 31, 2005 (notification will be by February 7, 2005).

**Submit Proposals by email to:** [christym@rocketmail.com](mailto:christym@rocketmail.com), or a CD with an electronic version of proposals may be mailed to Christy Martin, Coordinating Group on Alien Pest Species (CGAPS), P.O. Box 61441, Honolulu, HI 96839.