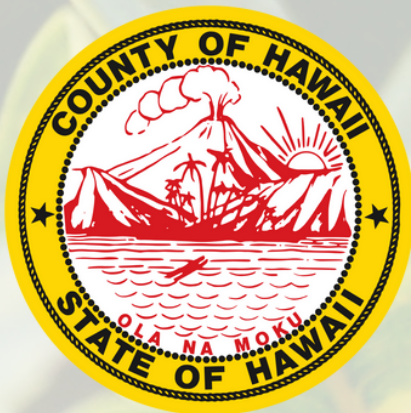


STATEMENT OF QUALIFICATIONS

NOTICE TO PROVIDERS OF
PROFESSIONAL SERVICES
FISCAL YEAR 2023-2024



PREPARED FOR:

Mr. Douglass Adams, Director
County of Hawai'i Research & Development
25 Aupuni Street, Suite 1301
Hilo, Hawai'i 96720



Strategies 360 Hawai'i
850 Richards St., Suite 300
Honolulu, HI 96813
Strategies360.com



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Mr. Douglass Adams, Director
Department of Research & Development
County of Hawai'i
25 Aupuni St.
Hilo, HI 96720

RE: Statement of Interest & Qualifications
FY 2023-24 Notice to Providers of Professional Services

June 30, 2023

Dear Mr. Adams,

Mahalo for the opportunity for allowing Strategies 360 (S360) to submit our Statement of Interest to provide professional services to the County of Hawai'i Department of Research and Development for fiscal year 2023-2024. S360 would like to be considered for the following categories of service:

- RD.3) Community Planning (Community and Economic Development, Community Engagement, Strategic Planning, Sustainability Systems)**
- RD.8) Education Program (Early childhood development; healthcare programs and services)**
- RD.13) Community Planning (Public Relations and Event Planning)**

S360 Hawai'i is one of over 20 locations throughout the United States, Canada, and Indonesia. We are a fully-integrated, multi-disciplined strategic communications and public affairs firm. Our Downtown Honolulu office opened in 2016 and works directly with our headquarters in Seattle, Washington, as well as our offices in 12 other states and Washington, D.C. Our company is comprised of over 200 experts in their fields, with six full-time employees who call Hawai'i home.

Our team of professionals boasts unrivaled expertise in public relations, public affairs, government affairs, coalition building, communications, media relations and strategy, integrated marketing, creative development, social media, advertising, and research-driven messaging. We are proud of our award-winning research team skilled at quantitative and qualitative analysis across a broad spectrum of focus areas and subject matter.

We look forward to the opportunity to work with your department if we are selected. Please feel free to contact us with any questions or requests for additional information.

Mahalo for your time and consideration.

PRIMARY CONTACT:
HONEY MALTIN-WISOT
Director of Communications, S360 Hawai'i
808.445.0696
Email: honeymw@strategies360.com

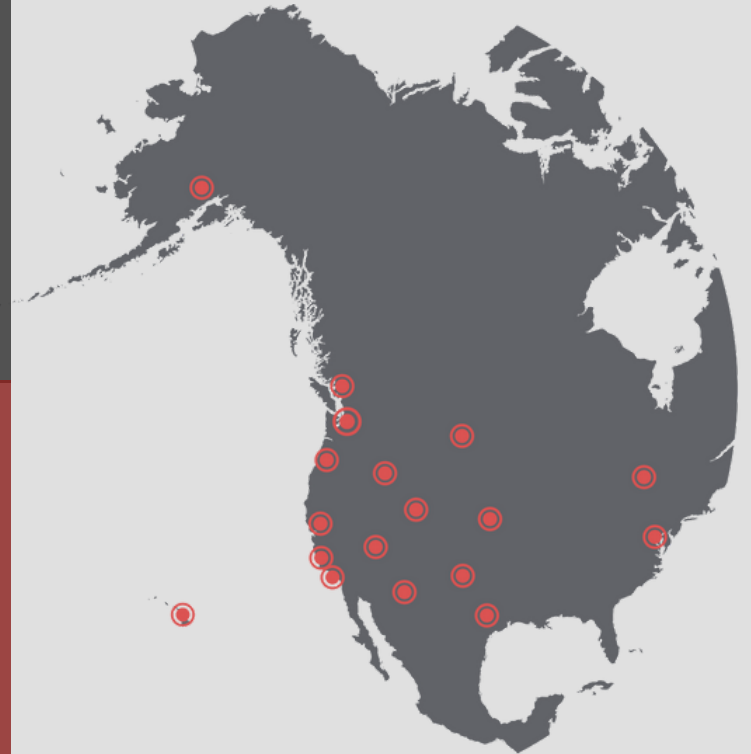
SECONDARY CONTACT:
JENNIFER WONG
Communications Manager, S360 Hawai'i
808.636.0134
Email: jennw@strategies360.com

WE ARE S360

A FULLY INTEGRATED STRATEGIC COMMUNICATIONS & PUBLIC AFFAIRS FIRM

From the start, we set out to create something new. We've redefined the best practices of public policy, business, strategic communications, and marketing by blending them. By offering more services under one roof, we guarantee every client a seamless, tailored approach.

With people on the ground in 13 states, Washington D.C., and Vancouver B.C., we have a lens into the distinct regional character and unique business and political trends of each state. Combined with our regional footprint of influence and perspective, Strategies 360 (S360) offers a reach you won't find anywhere else.



Strategies 360 (S360) is a fully integrated multi-disciplined strategic communications and public affairs company.

Our team has unrivaled expertise in communications, media relations, media strategy, public policy, strategic positioning, integrated marketing, creative development, social media, advertising, business strategy, market research and polling, coalition building, and compelling, research-driven messaging.

We've orchestrated strategic communications efforts that are big and small, high profile, and under the radar. A core component of our business model is the recognition that in order to maximize success, organizations must create the environment for success with stakeholder and constituency groups.

WE ARE **SE60**

A FULLY INTEGRATED STRATEGIC COMMUNICATIONS & PUBLIC AFFAIRS FIRM

MARKETING AND ADVERTISING

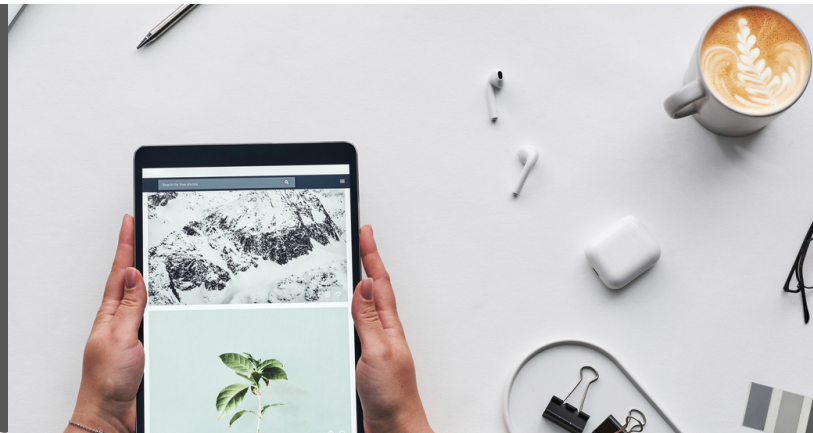
DESIGN AND COPY

WEB ENGINEERING

DIGITAL MARKETING

BRAND AND CREATIVE STRATEGY

VIDEO PRODUCTION



COMMUNICATIONS

REPUTATION MANAGEMENT

CRISIS COMMUNICATIONS

MEDIA RELATIONS

PUBLIC RELATIONS

GOVERNMENT RELATIONS

LOCAL

STATE

FEDERAL

RESEARCH

MESSAGE DEVELOPMENT

TARGETING AND SEGMENTATION

CAMPAIGN POLLING

EXECUTIVE AND OPINION LEADER
RESEARCH

PUBLIC AFFAIRS

COALITION BUILDING

INITIATIVES AND CAMPAIGNS

BONDS AND LEVIES

SITING AND PERMITTING

COMMUNITY RELATIONS



COMMUNICATIONS

Solid messages. Sound messengers. The right media. Timing. These are the fundamentals of the best communications strategies. Whether placing a story in the most prominent national media, shaping coverage of a crisis, or engaging the grassroots on social media, we navigate toward success.

Our team comes from major news organizations, political campaigns, and staffs of governors and members of Congress. Our services include the following:

- Message Development
- Reputation Management
- Crisis Communications
- Media Relations
- Public Relations

MARKETING & ADVERTISING

Our team marries compelling messaging, stellar design, and the best tools and analytics to guarantee impact and action. Whether you're looking for web design and development, social media strategy, advertising, branding, or search and performance marketing — we'll not only get people's attention, we'll aim for fidelity and lasting change.

WEB ENGINEERING

Making change requires innovative technology solutions. For our clients to make change in today's world, the proper use of technology is critical. Moving far beyond just providing website development services, S360 has a whole host of innovative and cutting-edge technology services to help our clients make a difference.

Our team provides an unparalleled level of skills and value for our clients. Our services include:

- Business Information Systems
- Technology Consulting and Auditing
- Legislative and grassroots advocacy systems
- Database integrations
- Infrastructure Management
- Managed hosting and services
- Custom cloud infrastructure design, implementation and management
- Web Application Development
- Mobile app and website development
- Geographic Information Systems (GIS) integration

OVERVIEW OF SERVICES



BRAND & CREATIVE STRATEGY

At the heart of any successful and magnetic organization is a story. It's the story about what you stand for and stand behind. It's the story about what sets you apart from the pack. And it's a story about what people become part of when they join you.

Our in-house brand and creative strategy shop provides high-touch creative that takes this story-driven approach. From strategic brand positioning to development of verbal and visual identity systems to memorable brand expression, we've worked with some of the best in the business to uncover and articulate their stories. We also deliver arresting advertising and fundraising campaigns, marketing collateral, publications, and websites that inspire audiences to action.

RESEARCH

You can count on us for research that is accurate and actionable. With years of experience, we've built our practice on methodological rigor and an outcome-oriented approach, helping our clients take on and win the toughest fights. On a broad range of issues, we have a record of providing our clients with data-driven strategies for framing the issue and winning the debate. We provide research services for a broad range of clients and applications, including:-

- Issue Advocacy
- Campaigns & Elections
- Ballot Initiatives & Referenda
- Corporate Reputation & Branding
- Marketing
- Public Relations
- Media
- Colleges & Universities

Our research services include:

- Telephone & Online Polling
- Focus Groups
- In-Depth Interviews
- Executive & Opinion Leader Interviews
- Online Qualitative Research
- Ad & Creative Testing

OVERVIEW OF SERVICES



GOVERNMENT RELATIONS

In today's complex, hyperconnected world, we help clients get the win by developing sound strategies, crafting and framing solid messaging, and deploying the best communication and grassroots outreach to influence policy. Our team is our greatest asset, thanks in large part to our relationships.

Our clients' success depends on S360's ongoing and recognizable presence on Capitol Hill, within federal agencies, and in state and municipal governments. Add to that our deep expertise in a broad range of sectors, and you can count on S360 to provide ongoing public policy and government relations expertise both in the nation's capitol and back here at home.

PUBLIC AFFAIRS

We build movements around the most important issues facing our communities. S360 works with our clients to align coalitions and educate and activate stakeholders, community members, and other interested parties. We bring strategy, messaging, advocacy, media, and research to the table, mobilizing communities behind initiatives, ballot measures, regulatory issues, and public works projects. We specialize in providing the following services:

- Coalition Building
- Community Relations
- Initiatives & Campaigns
- Siting & Permitting

We engage and catalyze the public, helping to carry our clients' stories, issues, and causes from aspirations to successes.

COMMUNITY AND STAKEHOLDER OUTREACH & ENGAGEMENT

S360 can work to develop support from stakeholder groups that will publicly amplify the benefits the department brings to the local community. S360 may conduct a stakeholder mapping exercise to identify community groups and organizations that carry influence with decision-makers and develop an engagement strategy to build and mobilize a permanent base of support for the department and its endeavors, including utilization of a digital media supporter acquisition campaign, as appropriate.

Our efforts may include:

- Prospective supporter mapping exercise to identify influential groups and individuals that will be positively impacted by the department's proposed action.
- Persuasion outreach effort to educate targeted influencers on the potential adverse impacts and work to secure their support for the department and its proposed action.
- Supporter acquisition and activation programs that build a base of supporters and secure commitments to support the department and its proposed actions, including but not limited to testifying at public hearings, contacting decision-makers, submitting written testimony, offering positive quotes for public attribution, signing a letter of support/petition, or providing supporting comments.

THIRD PARTY ALLY DEVELOPMENT

Based on your specific needs, S360 may recommend an outreach effort to likely allies, starting with businesses and industries that tangibly benefit from the department and its proposed plans. While the shareholder outreach and engagement effort should be focused on prominent individuals or groups that carry influence with decision-makers, third-party ally development can focus on people and groups that stand to gain or lose the most. This outreach helps fill in the specific local benefits the department brings to the island community.



PIVOT ENERGY & ARION ENERGY COMMUNITY ENGAGEMENT & MARKETING CAMPAIGN

SCOPE OF SERVICES

- Community Engagement
- Digital Marketing
- Creative Design
- Public Affairs

Pivot Energy & Arion Energy sought to build Community Based Renewable Energy (CBRE), also called Shared Solar or Community Solar, on Oahu, Maui and the Big Island. The companies retained S360 to create and provide a community engagement plan in response to a Request for Proposals (RFP) to be selected as a CBRE provider. In addition to providing a plan,

S360 was responsible for planning and executing an interim community engagement as well as a public affairs strategy. The goal was to engage with key decision-makers and community members as a means of bolstering support for Arion Energy and Pivot Energy's RFP submission. Our team arranged one-on-one meetings with lawmakers, hosted virtual and in-person informational meetings, and accompanied our efforts with a targeted digital marketing and direct mail campaign.

S360 received over a dozen letters of support for its proposed projects and received positive community feedback for the projects. S360 advertised, programmed, and facilitated a community open house, in which members of the public were engaged to learn more about the CBRE projects and provide their own input and feedback on the solar projects and a community reinvestment package. Over 100 residents attended the open house in-person and remotely. This open house allowed Pivot Energy and Arion Energy to build relationships with community members, while also ensuring their projects make tangible positive impacts to the immediate community.

Our strategy and message delivery propelled Pivot Energy and Arion Energy to advance in the approvals process and secured bids for the CBRE Program.

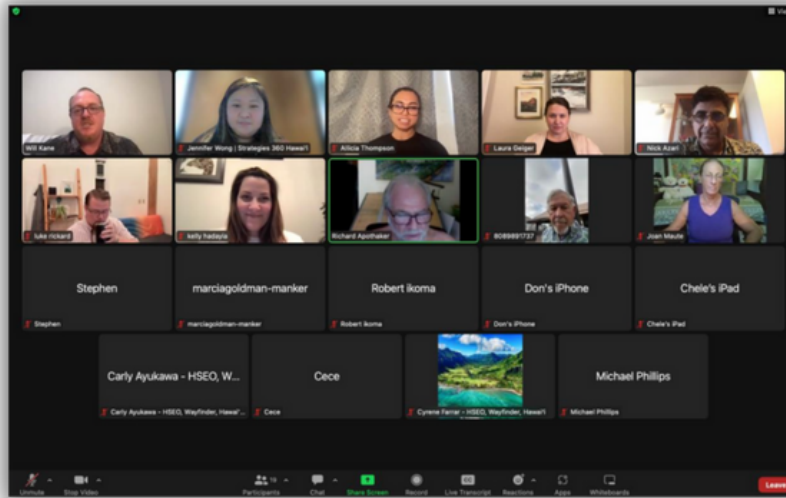
Samples of work on pages 11-13.

CONTACT

Luke Rickard
Pivot Energy Director of Strategic Partnerships
(970) 819-2252
lrickard@pivotenergy.net



PIVOT ENERGY & ARION ENERGY COMMUNITY ENGAGEMENT & MARKETING CAMPAIGN



Virtual Community Meetings



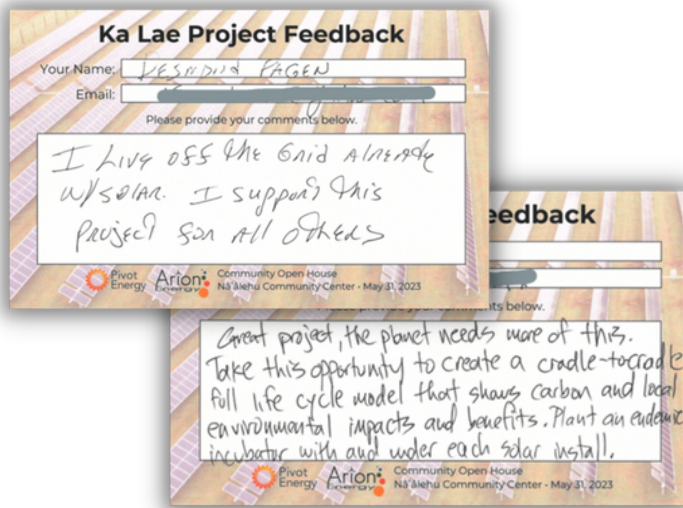
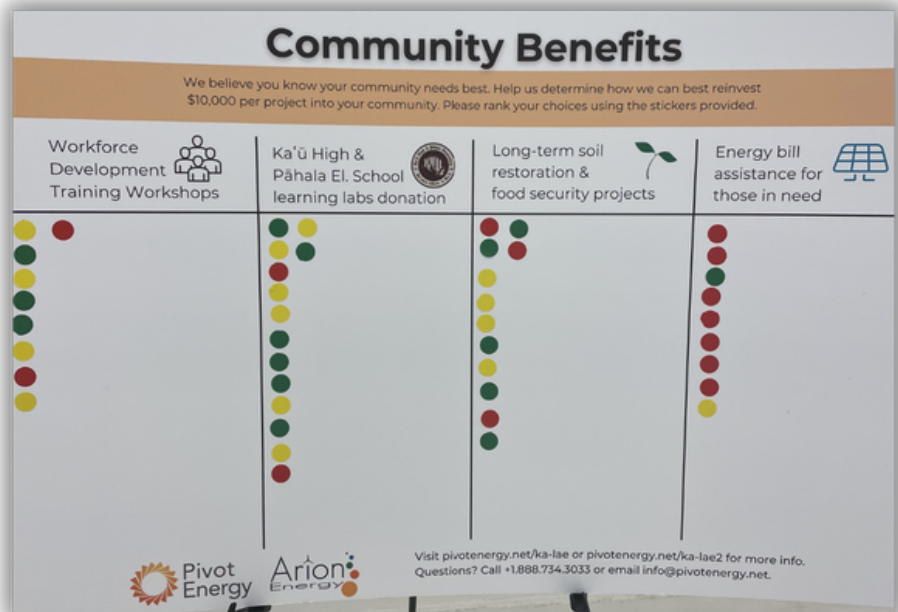
Community Open House

PROJECTS AND REFERENCES



PIVOT ENERGY & ARION ENERGY COMMUNITY ENGAGEMENT & MARKETING CAMPAIGN

Community participation integrated into informational sessions to simultaneously gather feedback and foster positive relationships



Comment cards were utilized to allow open house attendees to explain any concerns or comments about the project in their own words.

PROJECTS AND REFERENCES



PIVOT ENERGY & ARION ENERGY COMMUNITY ENGAGEMENT & MARKETING CAMPAIGN



Digital Marketing

HUI NO KE OLAPONO

HUI NO KE OLAPONO STRATEGIC COMMUNICATIONS & MARKETING SERVICES

SCOPE OF SERVICES

- Digital Marketing
- Creative Services
- Public Relations
- General Consulting
- Strategic Communications
- Brand Development
- Media Relations

Strategies 360's role was to develop a comprehensive strategic communications and marketing plan for Hui No Ke Ola Pono (HNKOP) to grow awareness and utilization of its programs among the Native Hawaiian population on Maui. To do this, we conducted an inventory and analysis and audit of HNKOP and its programs to establish a baseline of client expectations and needs. During the course of three "deep dive" meetings, we worked with leadership and staff to develop

HNKOP's brand identity and promise as well as messaging framework for all materials.

We created a comprehensive strategic communications and marketing plan, executed numerous digital media campaigns, along with print and radio ads and paid media opportunities. Together with the client, we crafted and issued news releases.

Through its work with S360, HNKOP was able to expand its reach in Maui's Native Hawaiian community to educate and inform families about the variety of services available to them.

Samples of work on page 15.

CONTACT

Melissa Hashimoto-Binkie
Director of Operations, Hui No Ke Ola Pono
(808) 442-6855
mhashimoto-binkie@hnikop.org



HAWAII ISLAND FENTANYL TASK FORCE DIGITAL MARKETING SERVICES

SCOPE OF SERVICES

- Digital Marketing
- Traditional Marketing
- Creative Services

The Hawaii Island Fentanyl Task Force (HIFTF) was faced with an important responsibility to their community: provide information that would save countless lives in Hawai'i County. Their mission is to reduce opioid deaths and emergencies by providing resources to reverse overdoses (especially those involving fentanyl), educate the youth, and coordinate efforts with various agencies such as first responders and health care providers.

Strategies 360 (S360) was retained to assist in this effort through a digital and radio marketing campaign. This initiative would involve an education component that would not only promote the Task Force itself, but also provide the general public with statistics about opioid overdoses and inspire them to take an individual responsibility to reverse the epidemic.

As part of our work, S360 developed a marketing campaign that worked within the Task Force's budget. This effort was strategically timed to coincide with HIFTF's Fentanyl Summit. As a result, marketing on social media and on the radio resulted in above-average results. In total, ads were seen or heard by Hawai'i County residents over 240,500 times over a 59-day period.

Samples of work on page 17.

CONTACT

Jane Clement
Executive Assistant, Office of the Mayor
County of Hawai'i
jane.clement@hawaiicounty.gov

PROJECTS AND REFERENCES



HAWAII ISLAND FENTANYL TASK FORCE DIGITAL MARKETING SERVICES



Our Community. Our Kuleana. Learn more about the resources available so we can work together to prevent opioid deaths in our community.

[Learn more](#)






Fentanyl is creeping in and killing our relatives, friends, and neighbors. It takes all of us to stop this threat. Find tools and resources that can help.

[Learn more](#)





Addiction is going from "I like it," to "I want it," to "I need it." If you're stuck in "I need it," help is available.

[Learn more](#)



Our Community. Our Kuleana. Learn more about the resources available so we can work together to prevent opioid deaths in our community.

[Learn more](#)

Fentanyl is creeping in and killing our relatives, friends, and neighbors. It takes all of us to stop this threat. Find tools and resources that can help.

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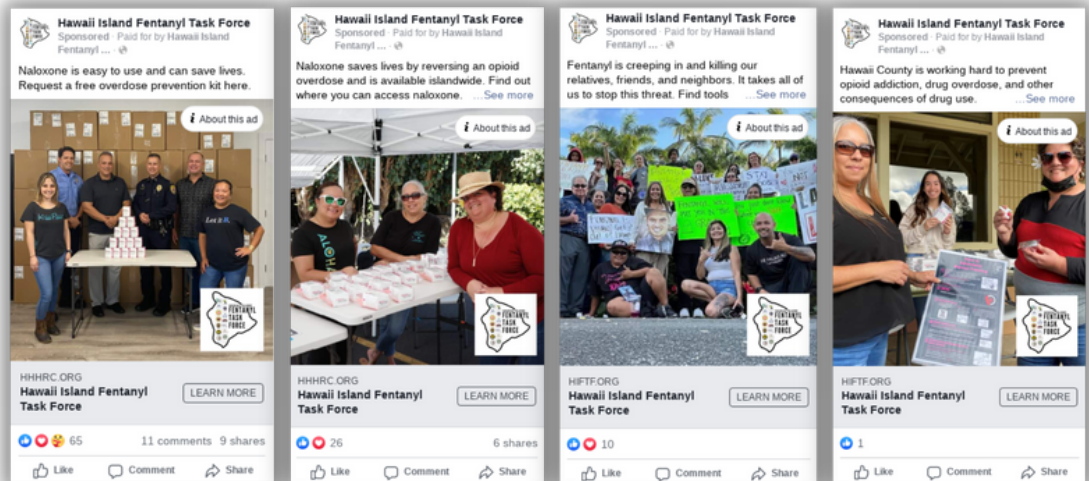



Addiction is going from "I like it," to "I want it," to "I need it." If you're stuck in "I need it," help is available.

[Learn more](#)

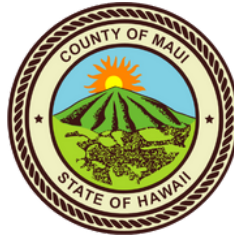
Creative Services & Display Ads

Social Media Advertising



The grid displays four social media advertisements for the Hawaii Island Fentanyl Task Force. Each ad includes a headline, a main image, a description, and engagement metrics (likes, comments, shares).

- Ad 1:** Headline: "Naloxone is easy to use and can save lives. Request a free overdose prevention kit here." Image: A group of people standing behind a table with naloxone kits. Engagement: 65 likes, 11 comments, 9 shares.
- Ad 2:** Headline: "Naloxone saves lives by reversing an opioid overdose and is available islandwide. Find out where you can access naloxone." Image: People at an outdoor information table. Engagement: 26 likes, 6 shares.
- Ad 3:** Headline: "Fentanyl is creeping in and killing our relatives, friends, and neighbors. It takes all of us to stop this threat. Find tools..." Image: Community photo with signs. Engagement: 10 likes.
- Ad 4:** Headline: "Hawaii County is working hard to prevent opioid addiction, drug overdose, and other consequences of drug use." Image: A woman holding a poster. Engagement: 1 like.



COUNTY OF MAUI STRATEGIC COMMUNICATIONS & DIGITAL MARKETING CAMPAIGN

SCOPE OF SERVICES

- Digital Marketing
- Creative Services
- Public Relations
- General Consulting

The County of Maui engaged S360 to work with the Office of the Mayor to improve the County's efficacy of economic relief programs and to develop a communications plan acknowledging the current community climate and concerns while creating opportunities to engage with the greater community to help with economic recovery at all levels.

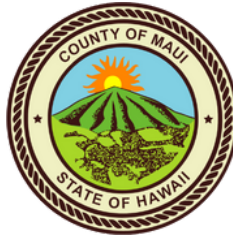
Our work helped increase awareness about programs (workforce development, agriculture, sustainability) and resources available to help the people of Maui County cope, recovery, and succeed in the wake of economic uncertainty left by the COVID pandemic.

Samples of work on page 19.

CONTACT

Tyson Miyake
Chief of Staff, Office of the Mayor (Victorino Administration)
(808) 214-8710
tysonmiyake@gmail.com

PROJECTS AND REFERENCES



COUNTY OF MAUI STRATEGIC COMMUNICATIONS & DIGITAL MARKETING CAMPAIGN

Digital Marketing



Strategic Communications & Creative Services





John White
SENIOR VICE PRESIDENT, HAWAII

A veteran public affairs and economic-development strategist, John leads S360's Hawaii operations. He has built relationships and forged partnerships with a broad cross-section of public and private sector leaders in Hawaii, including elected officials, construction industry stakeholders, and the local media.

John joins S360 from the Pacific Resource Partnership (PRP), where he led Hawaii's largest labor-management cooperative program, representing the interests of the Hawaii Regional Council of Carpenters and approximately 240 contractors.

Before joining PRP, he served as chief of staff to U.S. Congresswoman Mazie Hirono, who is now one of Hawaii's U.S. Senators; a legislative aide to former Honolulu Councilmember Duke Bainum; executive director of the Atherton YMCA, and a project manager for a land-use consulting firm.



Will Kane
SENIOR VICE PRESIDENT, HAWAII

As Senior Vice-President in S360's Hawaii office, Will brings extensive legislative experience, as well as a thorough understanding of educational and sustainability issues throughout the islands. This broad exposure has allowed him to create positive relationships with individuals, organizations and stakeholders statewide.

Prior to joining S360, Will was Special Advisor to the Hawaii State Senate Committee on Economic Development, Tourism and Technology. Before that, he was the Capital Improvement Specialist for the Ways and Means Committee, directly reporting to now Governor David Ige, and the current Senate Vice-President.

Will has his Bachelor's Degree in Elementary Education from the University of Hawaii at Manoa, which he put to use for 10 years as a public school teacher in Ewa Beach.

Will volunteers and serves the community in many areas, including as President-Emeritus and current Sustainability Director for the Mililani Town Association and as a member of the Honolulu City and County Board of Water Supply Stakeholder Advisory Group.

Honey Maltin-Wisot **DIRECTOR OF COMMUNICATIONS, HAWAI'I**

Honey Maltin-Wisot, a veteran television news producer with 25 years of experience, provides incisive strategies and tactics to S360 clients as the Hawai'i Director of Communications. Her ability to manage staff and projects in the high-pressure environment of TV news translates into top-level strategic communications for clients in Hawai'i and across the West.

Before joining S360, Honey was a News Producer for the top news station in Los Angeles, before moving home to take on the role of Senior News Producer at the state's number-one news station, Hawai'i News Now. There, she executed content-packed, deadline-driven newscasts drawing on a versatile set of skills including videography, video editing, and social media.

Honey loves to share with her daughter and husband the culture and community that make growing up and living in Hawai'i so special.

Honey is a graduate of Kamehameha Schools Kapālama and earned her BA in Journalism at Bradley University in Illinois.



Jennifer Wong **COMMUNICATIONS MANAGER, HAWAI'I**

As a Communications Manager in the Hawai'i office, Jennifer coordinates with organizations to develop strategic communications plans through brand development, media support and management, and community outreach.

Jennifer comes to the S360 team with an award-winning history in television news. As a news producer with Hawai'i's number one news station, "Hawai'i News Now," Jennifer is the recipient of three Emmy Awards as well as honors from the Associated Press. With her journalism background, she provides S360 clients with expertise in news and media relations, storytelling, multi-media production and video editing.

Jennifer earned her bachelor degrees in journalism and English from the University of Hawai'i at Mānoa.





Allicia Thompson
PUBLIC AFFAIRS MANAGER, HAWAI'I

Allicia brings passion about politics and advocacy and expertise in public policy and government relations to the S360 Hawai'i team. In her role as Public Affairs Manager, she is responsible for creating and executing outreach to key influencers, elected leaders, and other government officials to advance clients' policy priorities. Allicia manages grasstops and grassroots outreach and connects the power of advocacy to those that influence policy changes.

Prior to joining S360, Allicia spent years advocating for workers' rights and high-quality public education as a state and national delegate for the largest single statewide public teacher's union in the country, Hawai'i State Teachers Association. In addition, she worked to advance STEAM and other arts-based curriculum as an instructor and mentor at a prominent performing arts studio in Waipio, Hawai'i.

Allicia earned her bachelor's degree in Elementary Education, with an emphasis in Performing Arts from the University of Hawai'i at Mānoa, and a master's degree in Educational Technology and Leadership from Lamar University in Beaumont, Texas.



Karen Dang
OFFICE MANAGER, HAWAI'I

As Strategies 360 Hawai'i's Office Manager, Karen brings decades of experience in providing administrative support across a spectrum of areas, and ensuring project outcomes and key deadlines are met.

With over 20 years in government service, Karen brings a unique set of skills beyond office management. She spent years working in both the Hawai'i State House of Representatives and Hawai'i State Senate, working with several senators and legislators. Most recently, she was the Committee Clerk for the Senate Committee on Energy, Economic Development and Tourism. This legislative work has made Karen a valuable resource when navigating through complicated legislative processes and procedures. Additionally, she was the Executive Assistant for the Director of the State Department of Labor and Industrial Relations.

Karen graduated with a Bachelor of Arts in Communications from Chaminade University in Honolulu, Hawai'i.

S360



LOCATION

850 RICHARDS STREET, SUITE 300
HONOLULU, HI 96813



WEBSITE

WWW.STRATEGIES360.COM