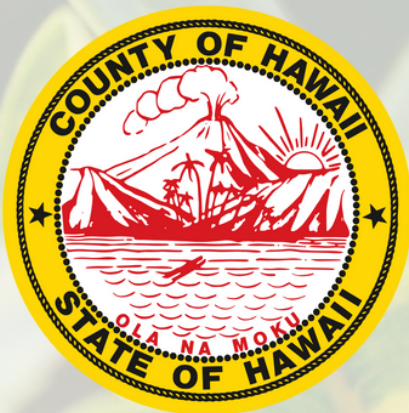


STATEMENT OF QUALIFICATIONS

NOTICE TO PROVIDERS OF
PROFESSIONAL SERVICES
FISCAL YEAR 2023-2024



PREPARED FOR:

Mr. Robert Ewbank

County of Hawai'i

Dept. of Information Technology

25 Aupuni Street

Hilo, Hawai'i 96720



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



S360

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Mr. Robert Ewbank, Director
Information Technology, 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. Ewbank,

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:

DS.3) Computer Engineering (Computer Sciences — Web Development and Administration)

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:
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JENNIFER WONG
Communications Manager, S360 Hawai'i
808.636.0134
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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

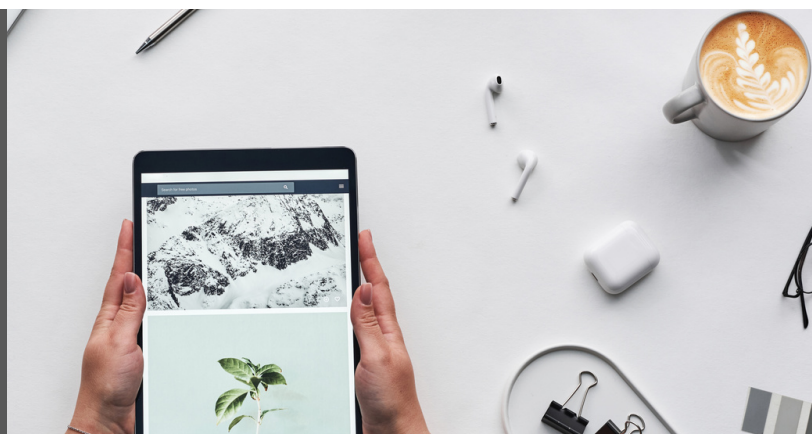
DESIGN AND COPY

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



OVERVIEW OF SERVICES



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.



MILILANI TOWN ASSOCIATION

MILILANI TOWN ASSOCIATION MOBILE APP AND WEB DESIGN & DEVELOPMENT

SCOPE OF SERVICES

- App Development
- Web Design & Development
- Web & App Training

Mililani Town Association (MTA) is the largest planned community in the state of Hawai'i with nearly 16,000 homes and 50,000 residents. In accordance with the association's strategic plan, MTA wanted to integrate more technology into its customer service experience. Strategies 360 (S360) was engaged

to revamp their website and create a native iOS and Android Mobile Application. MTA wanted the app and website to work together seamlessly and allow homeowners to conveniently and easily pay for their association fees, make reservations for venue spaces, submit documents, and sign up for events and classes.

S360 launched the newly revamped MTA website and mobile app. Both systems include an internal login server viewable by residents only. As part of our scope, S360 provided training to allow MTA's IT department to independently create content for its website and app. S360 currently hosts MTA's servers and provides IT support as needed.

Samples of work are available on Page 11.

CONTACT

Dave O'Neal
General Manager, Mililani Town Association
doneal@mililanitown.org

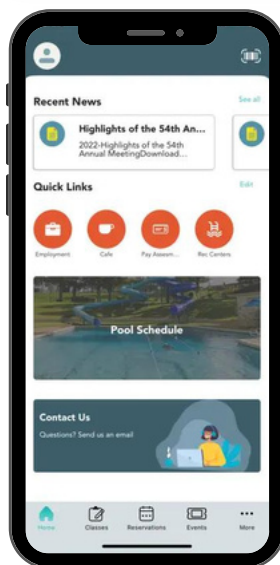
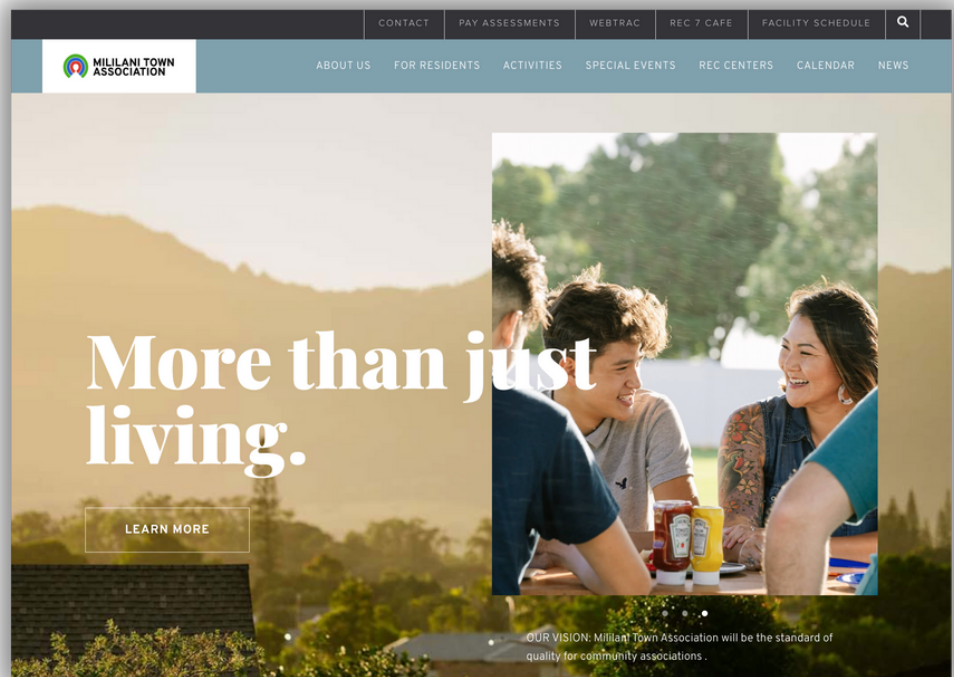
PROJECTS AND REFERENCES



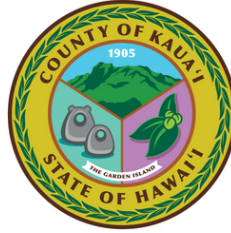
MILILANI TOWN ASSOCIATION

MILILANI TOWN ASSOCIATION
MOBILE APP AND WEB DESIGN & DEVELOPMENT

User Friendly Website
MililaniTown.org



Fully Integrated Mobile App
on iOS & Android Systems



COUNTY OF KAUA'I VOTER REGISTRATION & CHARTER AMENDMENT AWARENESS CAMPAIGN

SCOPE OF SERVICES

- Web Development
- Creative Services
- Digital Marketing

The County of Kaua'i sought to inform voters about the 2022 general election, encourage new voters to register to vote; and to educate Kauai residents about proposed changes to the County Charter. The county retained Strategies 360 (S360) after the primary election due to a low voter turnout of 38.6%. The overall goal of this effort was to increase voter turnout. S360 designed and built two websites, as well as executed and developed strategic copy for targeted digital ads.

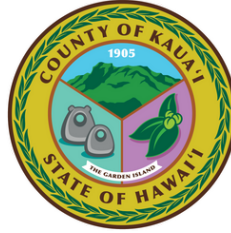
The County of Kaua'i was the only county statewide to surpass a 50% voter-turnout in the general election, despite having no competitive races; and, all but one of its proposed Charter Amendments were accepted by voters. The county promoted voter information internally as well as on its various external communications platforms, and through paid digital marketing campaigns.

Digital analytics demonstrated a successful campaign with over one million total impressions for a "Get out the Vote" campaign and a "Charter Awareness" campaign. Digital ads on all targeted platforms (Facebook, Instagram, Google Search, Display) met or exceeded benchmark standards, indicating that the number of individuals who clicked on an ad was equal to or greater than the average number of clicks for digital ads industry-wide.

Samples of work are available on Page 13.

CONTACT

Ellen Ching
County of Kaua'i Office of Boards & Commissions Administrator
(808) 241-4917
eching@kauai.gov



COUNTY OF KAUAI VOTER REGISTRATION & CHARTER AMENDMENT AWARENESS CAMPAIGN

Informational and
Easy to Navigate
KauaiVotes.com



General Election Calendar
*Voter Registration information and deadlines can be found [here](#).

October 19-24 Look for your General Election ballot packet in the mail. Contact the County Elections Division if you don't receive your ballot by October 24.

October 25 **Voter Service Centers** open through Election Day for voter registration and accessible in-person voting.



ELECTION 2022 **REGISTER TO VOTE**

Learn What's On Your Ballot!
In the 2022 General Election, Kauai County voters will be asked to decide on four ballot questions.
The ballot questions were approved to be placed on the ballot by the Kauai County Charter Commission. Below, you will find a brief description of each ballot question as well as a summary of why the measure was proposed and what action it would enable.

About the Kauai County 2022 Ballot Questions

Question 1: Relating to Prosecutor Vacancy

Question 2: Relating to an Electric Power Authority

Simple Design
KauaiBallotInfo.com



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.



LOCATION

850 RICHARDS STREET, SUITE 300
HONOLULU, HI 96813



WEBSITE

WWW.STRATEGIES360.COM