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(843) 761-4400
TTY: 711

SC Works Dorchester

1325 Boonehill Road
Summerville, SC 29483
(843) 821 0695
TTY: 711

RFP WIOA2018-02

**REQUEST FOR PROPOSALS FOR
WIOA INFORMATION
VIDEO PRODUCTION**

Proposals Due by: October 26, 2018

South Coast Region (SC Works
Lowcountry & Trident Workforce
Areas), an equal opportunity
employer/program and a proud
member of the American Job Center
network. Auxiliary aids and services
are available upon request to
individuals with disabilities.

TTY 711

Supported by the
State of South Carolina

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1. Statement of Need

South Coast Region (SC Works Lowcountry & Trident Workforce Areas) is requesting proposals for a video production company to produce five short informational videos.

2. Background

South Coast Region (SC Works Lowcountry & Trident Workforce Areas) is the workforce development region for the following seven counties: Beaufort, Colleton, Hampton, Jasper, Berkeley, Charleston and Dorchester.

In an effort to help employers, educators, families, and community members better understand the in-demand sectors in the region, the South Coast Region would like to develop descriptive videos to capture the elements of the five sectors. The South Coast region is currently accepting proposals to produce a series of videos for highlighting authentic illustrations of Diversified Manufacturing, Healthcare, Construction Trades, Transportation/Distribution & Logistics and Information Technology. This is a one-time contract with an estimated start date of November 2018 and run through May 31, 2019.

3. Scope of Work Expected by South Coast Region (SC Works Lowcountry & Trident Workforce Areas)

South Coast Region (SC Works Lowcountry & Trident Workforce Areas) is seeking a production company to develop and produce (5-7 min) videos highlighting the five sectors industries to educators, guidance counselors, students, parents and the communities. We are looking for a production company to create engaging videos capturing the essence of the five industry sectors. Videos must include real people to demonstrate and tell the story of each industry sector. Main tasks of this product include:

- A. Produce three brief videos with similar look. Each video should include a separate plan that addresses the following information:
 - 1. Storyboards and scripts for each video;
 - 2. Filming locations and potential participants;
 - 3. Actor's and Plan volunteers' releases South Coast Region (SC Works Lowcountry & Trident Workforce Areas) must own all materials);
 - 4. Plan for filming all scenes;
 - 5. The inclusion of closed captioning in English.
- B. Work with a South Coast Region (SC Works Lowcountry & Trident Workforce Areas) liaison to seek and integrate feedback at multiple time points, including:
 - 1. Preproduction, including reviewing scripts and storyboards;
 - 2. During production, including reviewing footage being selected; and
 - 3. End of production, including reviewing final product before dissemination and the strategy for South Coast Region (SC Works Lowcountry & Trident Workforce Areas) branding.
- C. Prepare the videos for dissemination by ensuring that each video is produced in a

format that will work across platforms, including online (i.e. website), social media (e.g., Facebook, Twitter) and streaming during conference presentations.

4. Deliverables

At a minimum, the project should include the following:

- A. Video #1 – Diversified Manufacturing
Create a 5-7 minute video that does the following: introduces individuals to Manufacturing, gives an overview of the industry and shows individuals I a typical work environment. Proposer will work with staff to develop a script and/or storyboard to assist in production of the video. Filming may take place in a maximum of three locations.
- B. Video #2 - Healthcare
Create a 5-7 minute video that does the following: introduces individuals to Healthcare, gives an overview of the industry and shows individuals I a typical work environment. Proposer will work with staff to develop a script and/or storyboard to assist in production of the video. Filming may take place in a maximum of three locations.
- C. Video #3 Transportation Distribution & Logistics
Create a 5-7 minute video that does the following: introduces individuals to Transportation, Distribution & Logistics gives an overview of the industry and shows individuals I a typical work environment. Proposer will work with staff to develop a script and/or storyboard to assist in production of the video. Filming may take place in a maximum of three locations.
- D. Video #4 Technology
Create a 5-7 minute video that does the following: introduces individuals to Technology, gives an overview of the industry and shows individuals I a typical work environment. Proposer will work with staff to develop a script and/or storyboard to assist in production of the video. Filming may take place in a maximum of three locations.
- E. Video #5 Construction
Create a 5-7 minute video that does the following: introduces individuals to Construction, gives an overview of the industry and shows individuals I a typical work environment. Proposer will work with staff to develop a script and/or storyboard to assist in production of the video. Filming may take place in a maximum of three locations.

5. General Proposal Stipulations

- A. Sub-contractors: South Coast Region (SC Works Lowcountry & Trident Workforce Areas) must approve, in writing, a Proposer's use of any sub-contractors utilized by the Proposer prior to the commencement of work by such sub-contractors(s).
- B. Contract Award: Reserves the right to award contract(s) in a manner deemed to be in the best interest of South Coast Region (SC Works Lowcountry & Trident

Workforce Areas). This RFP does not commit South Coast Region (SC Works Lowcountry & Trident Workforce Areas) to award a contract or to contract for services. South Coast Region (SC Works Lowcountry & Trident Workforce Areas) reserves the right to accept or reject any or all proposals received as a result of this solicitation or to negotiate with all qualified sources if it is in the best interest of South Coast Region (SC Works Lowcountry & Trident Workforce Areas) to do so. South Coast Region (SC Works Lowcountry & Trident Workforce Areas) may require the proposing agency to participate in negotiations and to submit any price, technical, or other revisions of their proposals as may result from negotiations.

- C. Term: The term of the contract resulting from this proposal will be November 2018 through May 31, 2019.
- D. Amendment or Cancellation of the RFP: South Coast Region (SC Works Lowcountry & Trident Workforce Areas) reserves the right to cancel, amend, modify or otherwise change this RFP at any time, if deemed in the best interest of South Coast Region (SC Works Lowcountry & Trident Workforce Areas) to do so. Further, South Coast Region (SC Works Lowcountry & Trident Workforce Areas), at its option, may seek the retraction and/or clarification of any discrepancy or contradiction that may be discovered during the proposal review process.
- E. Erroneous Awards: South Coast Region (SC Works Lowcountry & Trident Workforce Areas reserve the right to correct inaccurate awards). This may include, in extreme circumstances, revoking the awarding of a contract, and subsequently awarding said contract to another Proposer. Such action on the part of South Coast Region (SC Works Lowcountry & Trident Workforce Areas) shall not constitute a breach of contract.
- F. Indemnification: Organizations or agencies submitting a proposal must be willing to sign a contract which will provide a full indemnification and hold South Coast Region (SC Works Lowcountry & Trident Workforce Areas) or its governing bodies harmless of any liability of, or for any services conducted by, the contract agency. The contract will include a full statement of responsibility for reimbursing South Coast Region (SC Works Lowcountry & Trident Workforce Areas) for any costs or expenditures which are disallowed in an audit, or for any other claims which might be made against South Coast Region (SC Works Lowcountry & Trident Workforce Areas) by a customer or other interested party.
- G. Termination for Convenience (TFC): South Coast Region (SC Works Lowcountry & Trident Workforce Areas) may terminate any contract(s) awarded pursuant to this RFP for convenience (TFC), which is an express termination right, in whole or in part, if South Coast Region (SC Works Lowcountry & Trident Workforce Areas) determines that cancellation is in South Coast Region (SC Works Lowcountry & Trident Workforce Areas)'s best interest. South Coast Region (SC Works Lowcountry & Trident Workforce Areas) will not be liable for any anticipatory profit in the event of a TFC. Reasons for termination will be left to the sole discretion of South Coast Region (SC Works Lowcountry & Trident Workforce Areas).
- H. Proposal Expenses: Proposers are responsible for all costs and expenses incurred in

the preparation and/or presentation of proposals.

- I. Ownership of Proposals: All proposals shall become the sole property of South Coast Region (SC Works Lowcountry & Trident Workforce Areas) and will not be returned. All of the information contained in a proposal submitted in response to this RFP is subject to the provisions of the Freedom of Information Act (FOIA), Section 15.231 et seq. of the South Carolina Compiled Laws. In accordance with FOIA, proposals maintained or kept on file by South Coast Region (SC Works Lowcountry & Trident Workforce Areas) are public records and, after the deadline for submission of proposals, every person has a right to inspect such records and receive a copy of such records, except as exempted under other applicable federal or state laws.
- J. Final Decision: Any decision made by South Coast Region (SC Works Lowcountry & Trident Workforce Areas), including the selection of a proposal, shall be final.
- K. Insurance: The Proposer must have in effect, or agree to purchase, prior to the commencement of services, and maintain for the duration of any agreement that South Coast Region (SC Works Lowcountry & Trident Workforce Areas) and the Proposer may enter into:
 1. Commercial General Liability Insurance: On an "Occurrence Basis" with limits of liability not less than \$1,000,000 each occurrence, \$2,000,000 aggregate, combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: A) Contractual Liability, B) Products and Completed operations.
 2. Workers' Compensation including Employer's Liability Coverage: \$100,000 each accident, \$500,000 annual aggregate, in accordance with applicable South Carolina law.
 3. Errors and Omissions/Professional Liability: with limits no less than One Million Dollars (\$1,000,000) per claim and One Million Dollars (\$1,000,000) in the annual aggregate.
 4. Cyber Liability: With limits no less than One Million Dollars (\$1,000,000) per occurrence.
 5. In addition, Proposer shall include the following as Additional Insured: The Area Community Services Employment and Training Council, including its elected and appointed officials, employees and volunteers.

6. Proposal Submission Communication

The contractor will have one (1) main contact. Those submitting a proposal shall be capable of receiving communication by fax, web, email, or via phone call/message.

A. Cover Letter

1. Provide a rationale for selecting your company and a brief synopsis of the proposal.
2. Explain how your production company is equipped with the technical tools to meet the scope of work.

B. Development Plan

1. Describe how your production team will address the scope of work.
2. Identify key personnel and describe their previous video experience and knowledge in Positive Behavior Support.
3. Describe your plan to video using real individuals (not actors).
4. Provide a plan to address asset and image licensing as well as securing releases for anyone featured in the video (note that South Coast Region (SC Works Lowcountry & Trident Workforce Areas) should own all material developed).

C. Examples and References

1. Provide work samples (e.g., links to sample videos).
2. If you plan to use existing footage, please share a link to the footage.
3. List at least two professional references.
4. Outline a plan to address asset and Image licensing as well as securing releases for anyone featured in the video (note that South Coast Region (SC Works Lowcountry & Trident Workforce Areas) should own all material developed).

7. Proposal Schedule

To be considered for this project, **proposals must be received by South Coast Region (SC Works Lowcountry & Trident Workforce Areas) no later than 3:00 p.m. on Friday, October 26, 2018.** Proposals must be sent by U.S. mail, FedEx, UPS or hand-delivered to:

Jason McGarry
Procurement/Contracts Administrator
1362 McMillan Ave. Suite 100
North Charleston, SC 29405

The Proposer must submit one (1) original, one (1) digital, and three (3) copies of the proposal and the proposal must bear the original signature of the Principal Officer of the organization submitting the proposal.

Proposals will not be accepted by South Coast Region (SC Works Lowcountry & Trident Workforce Areas) after the time specified above. **Faxed and emailed proposals will not be accepted.** Proposals sent through the mail and received by South Coast Region (SC Works Lowcountry & Trident Workforce Areas) after the deadline, regardless of the postmark, will not be accepted.

Any questions regarding this proposal may be directed to Jason McGarry, Procurement/Contract Administrator, via e-mail at jasonm@bcdcog.com

All addenda and answers to any questions to this proposal will be emailed and posted on www.tridentcscworks.org and www.bcdcog.com. Be sure to check the website before sending your proposal for any additional information that may have been posted.

- A. The appeal must be received by South Coast Region (SC Works Lowcountry & Trident Workforce Areas) by the 2-business day deadline. An appeal must state a factual and/or legal basis for the appeal and not merely subjective opinions. An appeal that includes information not contained in the appealing party's original proposal will not

be considered; provided that, an appeal may allege that a successful Proposer has made a false certification regarding debarment, suspension, ineligibility, voluntary exclusion, or has had a grant or contract terminated by, or been sanctioned by, a public funding agency.

8. Appeal Process

A. Notification of award will be communicated in writing to all organizations and businesses submitting proposals.

B. Timeline: (estimated)

1. Questions re: Proposal – 3 p.m. on Friday, October 17, 2018
2. Proposal Due Date – 3 p.m., Friday, October 26, 2018
3. Proposal Approval Date – TBD
4. Contract commencement Date – TBD

C. Additional Services

The South Coast region may require additional items of similar nature, but not specifically listed in this contract. The vendor agrees to provide such items, and shall provide the South Coast Region Prices on such additional items based upon the formula or method which is the same or similar to that used in establishing the prices in this proposal. If acceptable to the South Coast Region, the South Coast Region shall authorize the vendor to provide such additional goods and services, and vendor shall timely provide such additional goods and services.

Notwithstanding the forgoing, the South Coast Region reserves the right to procure any such additional services from other producers, contractors, or to utilize the South Coast Region employees.

9. Selection Criteria/Selection Process

The following criteria will be used in evaluating the proposals:

1. **Scope/Approach (30%)** – How the firm responds to the items in the RFP. Does the project proposal demonstrate a clear understanding of the project and the needs? Will the firm be able to provide all the services described? Does the approach to the project demonstrate an excellent technical understanding of the project?
2. **Experience (30%)** – Has the firm been involved in any other projects similar to this project? Are the firm's previous clients satisfied with the quality of the work product on similar projects?
3. **Professional Staff (20%)** – Does the staff assigned to the project have the necessary skills to carry out the tasks? Is there a sufficient number of staff available to get the work finished in a timely manner? Who will be key staff dedicated to the project?
4. **Cost (20%)** – The overall cost of the project.

ATTACHMENT A

PROPOSAL COVER SHEET

PROPOSAL TO PROVIDE SERVICES
TO SOUTH COAST REGION (SC WORKS
LOWCOUNTRY & TRIDENT WORKFORCE
AREAS) COVER SHEET

Agency Name: _____

Agency Address: _____

Contact Person: _____

Phone: _____ Fax: _____

Email Address: _____

Web Address: _____

LEGAL STATUS OF ORGANIZATION:

____ Government

____ Private, Non-Profit

____ Educational

____ Private, For Profit

ATTACHMENT B

VIDEO PRODUCTION PROPOSAL TABULATION FORM

PART ONE: PRICE

SERVICE	PRICE PER HOUR/VIDEO
Strategy Meeting(s) with client	
Pre-Production	
Script Writing	
Video Taping	
Editing	
Post Production	
Re-Producing of Videos	

PART TWO: EQUIPMENT LIST

Submit a complete list of equipment.
