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REQUEST FOR PROPOSAL

I. INTRODUCTION

A. General Summary

Pasco-Hernando Workforce Board, Inc. (PHWB), as administrative entity, is soliciting proposals from qualified firms to conduct Video Production services as part of a federally-funded grant program that commenced in October of 2012 and will conclude in June of 2015.

Administrative Requirements and Information:

Proposals must address all items requested for services in the specifications of the request.

Sealed proposals must be delivered to Pasco-Hernando Workforce Board, Inc. at the address below on or before the designated date and time. Proposals are encouraged from minority and women-owned businesses.

B. Conditions Applicable to All Proposals

The following conditions are applicable to all proposals:

1. PHWB reserves the right to reject any and all proposals in whole or in part, to waive any informalities or irregularities in the proposals received, and to accept any proposal that is deemed most favorable to PHWB at the time and under the conditions stipulated in the specifications of this request.
2. Should the award of a contract(s) take place, it will be made to the most responsive offeror(s) whose proposal(s) is(are) most advantageous after consideration of technical merit and other desired factors. Additionally, proposing organizations must be able to document the following (as applicable): adequate financial resources or the ability to obtain them, satisfactory record of business ethics and fiscal accountability; necessary organization, experience, accounting and operational controls, and technical skills to perform the required work.



3. Non-conforming proposals will be considered non-responsive and are subject to return without review; however, PHWB reserves the right to waive informalities and minor irregularities in proposals received.
4. PHWB reserves the right to request additional information for clarification from proposers, or to allow corrections of errors or omissions.
5. All proposals are subject to negotiation by PHWB.
6. PHWB reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether that proposal is selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in this Request for Proposals, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between PHWB and the firm selected.
7. PHWB staff will be available to answer technical questions during a bidders' conference via telephone on March 1, 2013, at 10:00 a.m. All interested parties are encouraged to attend and can access the conference by calling 352-593-2229. Questions can be submitted via email prior to the conference and should be sent to abosworth@careercentral.jobs. All questions submitted for the bidders' conference as well as any additional questions received prior to 5:00 p.m. on March 8, 2013 will be posted, with answers, on the PHWB website.
8. One electronic and five paper copies of the proposal are to be submitted, one containing original signatures, no later than **5:00 p.m. local time, March 15, 2013, to:**

**PASCO-HERNANDO WORKFORCE BOARD, INC.
Attention: Alissa Bosworth
3185 Premier Drive
Brooksville, FL 34604**

It is anticipated the selection of a firm will be completed no later than March 22, 2013.



II. SELECTION PROCESS

A. Selection of Vendor

PHWB staff will evaluate proposals using a point system based on the Evaluation Criteria Sheet attached to this request (Exhibit A). PHWB may invite prospective vendors to explain their proposals. PHWB will make the final decision for awarding a contract based on offers received, without discussion of such offers with the offerors. Each offer should, therefore, be submitted in the most favorable terms from a price and technical standpoint which the offeror can make. However, PHWB reserves the right to request additional data or oral discussion or presentation in support of written proposals at a pre-contract meeting.

Members of the PHWB or their relatives, PHWB staff, or any individual or entity that may have a real or apparent conflict of interest are ineligible to submit. All proposals shall be reviewed for a “perceived” conflict of interest, in accordance with the rules governing the PHWB.

B. Limitations

This Request for Proposal does not commit PHWB to award a contract, to pay any costs incurred in the presentation of a proposal to this request, or to procure or contract for services or supplies. PHWB reserves the right to accept or reject any or all proposals received as a result of this request; to negotiate with all qualified sources, or to cancel in part, or in its entirety, this request, if it is in the best interest of PHWB to do so. PHWB may require the offeror selected to participate in negotiations and to submit price, technical, or other revisions of their proposal in writing, which may result from negotiations.

C. All proposals will be stamped in with the date of receipt. Proposals received after the deadline will not be considered by PHWB.

D. Appeal Procedure



In accordance with Workforce Investment Act (WIA) regulations, proposers who are denied funding have the right to appeal. The following are the procedures to be followed in the event of an appeal:

1. Submit letter to the CEO of Pasco-Hernando Workforce Board, Inc. requesting further details for the refusal of proposal award.
2. In the event the response is not satisfactory to the applicant, further appeal may be made by following the procedures described on the enclosed *Protest Procedures for the Pasco-Hernando Workforce Board* form (Exhibit B).

III. BACKGROUND INFORMATION

A. Pasco-Hernando Workforce Board

The mission of the Pasco-Hernando Workforce Board is to enhance the economic development efforts of our region by providing a well-trained, high quality workforce which supports the success of local business and improves the quality of life. The Pasco-Hernando Workforce Board is a volunteer Board consisting of twenty-seven (27) individuals representing business, education, social service agencies, municipal/community-based organizations, and state agencies.

PHWB serves as the local grant recipient and administrative entity for federal Workforce Investment Act of 1998, as well as the Florida Workforce Innovation Act of 2000 program(s) (including welfare reform) for Pasco and Hernando counties. Individuals served may include those who have barriers to employment, persons unemployed due to layoffs or company closings, as well as universal customers—that is, those individuals that may be currently employed who may wish to upgrade their skills and/or change vocations. Various employment, training, and related educational programs and services are provided for residents and employers, either directly by the PHWB or in collaboration with the many local institutions that offer vocational and related training. PHWB fiscal and program years begins on 1 July and end on 30 June.



Workforce Innovation Grant Program

Video Production RFP

B. Workforce Innovation Fund Grant (WIF)

In June 2012, the Pasco-Hernando Workforce Board, Inc. (PHWB) was awarded \$1,430,998 from the United States Department of Labor, Employment and Training Administration (ETA) through the Workforce Innovation Fund Grant Program. These funds support innovative approaches to the design and delivery of employment and training services that generate long-term improvements in the performance of the public workforce system, both in terms of outcomes for job seekers and employer customers and cost-effectiveness.

Through changes to the method of service delivery via new technology, the PHWB intends to allow customers to access services when and where they are able at times that are convenient to them, without the expense of traveling to the physical One-Stop location. It is expected that these changes will lead to increased customer knowledge about the services available through the One-Stop as well as increased participation and achievement. As customers are able to more easily access these services, they will be more likely to utilize them, resulting in a reduction in the length of unemployment, reduction in program attrition and an increase in the number of positive outcomes for job seekers.

IV. PROPOSAL SPECIFICATIONS FOR SOLICITATION

A. Scope of Work

As part of the above mentioned WIF grant program, the PHWB is seeking a qualified video production firm to create public outreach, informational and training videos.

The PHWB anticipates creating approximately 20-25 instructional and/or outreach videos as part of this program. These videos are expected to be from 5-40 minutes in length, depending on topic, comprising a combined total of 375-400 minutes of completed media.



The vendor selected will be required to have the personnel and resources necessary to complete the project on time and within budget available and will be responsible for all pre- and post- production activities including:

1. Project Management Assistance

- Provide consulting services in the development stages of a video production project.
- Work with PHWB staff to coordinate roles, responsibilities and expectations for each project.
- Coordinate quality control of all development work and deliverables.
- Ensure that project(s) stay on schedule and within scope and budget.

2. Production and Direction

- Assist as needed with development of timelines, storyboards and/or scripts.
- Scout locations and schedule video shoots either in studio or on location.
- Coordinate required personnel, including directors, actors and technicians.
- Conduct video shoots, providing all necessary equipment and qualified operators.

3. Post-Production

- Provide post-production services to edit raw footage into the finished product, including rough cut and final editing, sound mixing and visual effects.
- Provide supplemental graphics and audio as needed.
- Deliver finished product in desired format(s) including, but not limited to HD - H.264/MPEG-4 with HD Standards, with DVD copies and/or other Web-compatible formats.



PHWB reserves the right to modify the scope of work as deemed necessary with proper advance notice.

V. TECHNICAL PROPOSAL

The technical proposal should demonstrate the qualifications, competence and capacity of the firms seeking to undertake the video production activities. The Technical Proposal shall be no more than 20 total pages [not counting required attachments] - 12pt type - Only Arial, Calibri, or Century Gothic fonts will be acceptable. The firm should address the following as part of the technical proposal:

A. General Qualifications. In order, address the following:

1. Experience in video production specifically addressing the production of informative, public outreach, education or training videos. Include the number of other similar projects you have completed.
2. Describe the qualifications of the firm and its approach to satisfy the proposal requirements.
3. Identify the principal supervisory and management staff, including partners, managers, other supervisors and specialists, who would be assigned to the contract.
4. List and describe the firm's professional relationships involving PHWB, if applicable, together with a statement explaining why such a relationship does not constitute a real or perceived conflict of interest relative to performing the required services.
5. Provide written notice of professional relationships with PHWB board members, staff, service providers, other organizations or individuals which may constitute a real or perceived conflict of



interest during the period of agreement.

6. Identify and describe any anticipated potential problems and the firm's approach to resolving these problems and any special assistance that will be requested from PHWB.

B. Time Line for Standard Production (maximum 1 page)

Provide a standard production timeline starting with the submittal of an approved script to your firm and concluding with the delivery of a finished DVD. Include all Management, pre- and post-production activities.

VI. COST PROPOSAL

The Cost Proposal should contain all pricing information relative to performing the services as described in this Request for Proposals. The total all-inclusive maximum price is to contain all direct and indirect costs including all out-of-pocket expenses, in accordance with the format as provided in the attached Budget Form.

Should PHWB request additional services from the firm to either supplement the services requested in this request or to perform additional work as a result of specific recommendations included in any report issued during the contract period, then such work shall be performed only if set forth in an addendum to the contract between PHWB and the firm. The additional work shall be performed at the same rates as set forth in the schedule of fees and expenses included in the proposal.

VII. PROPOSAL PREPARATION INSTRUCTIONS

It is generally preferred that written material be single-spaced, except where there is a reason for double spacing. An outline form using major headings is preferred. Pages are to be numbered at the bottom. Legibility, clarity, and completeness are essential.



A. Terms of Engagement

The initial contract period is anticipated to be April 1, 2013 to June 30, 2015, and is subject to the review and recommendations of PHWB staff and the CEO of PHWB, Executive Committee and Board.

B. Signature

A duly authorized official of the firm shall sign the proposal cover page. The proposal cover page shall also provide the following information: name, title, address, and telephone number of individual(s) with authority to negotiate and contractually bind the offeror and also the name of the person who may be contacted during the period of proposal evaluation, if different from the signatory official.

C. Format for Preparing the Proposal

Outline: All proposals must be assembled according to the following outline with all pages numbered in sequential order:

1. Letter of Transmittal/Cover Page
2. Table of Contents
3. Profile of the Proposing Firm
4. Technical Proposal
5. Cost Proposal/Budget
6. Attachments

D. **MANDATORY ATTACHMENTS TO ALL PROPOSALS**

1. Original signed Certification Regarding Debarment and Suspension
2. Original signed Assurance of Non-Discrimination and Equal Opportunity
3. Original signed Conflict of Interest Statement/Certification
4. Original Signed Cost Proposal of Professional Fees and Expenses
5. 1 DVD containing at least 3 examples of similar video production



work. The total run time of the DVD may not exceed 15 minutes.

VIII. EVALUATION CRITERIA/EVALUATION

PHWB staff will review proposals for consideration and make recommendations to the CEO for final approval. Proposals received will be evaluated based upon two criteria, which will include the cost for services and the qualifications for performing the services required of this request for proposal. The evaluation of the proposal will be based upon a 100-point rating system. A copy of the evaluation/criteria form is included in this request for proposal (Exhibit A).



EXHIBIT A

Rating Sheet for _____

Rater's Name _____ Date: _____

1. Experience in conducting similar video production projects – 25pts.

No Experience	1-4 similar projects	5-9 similar projects	10-15 similar projects	15+ similar projects
0	10	15	20	25

2. Quality of examples provided – 40pts.

_____ pts.

3. Summary of Key Staff Experience – 5pts.

Key Staff have neither similar experience nor longevity	Key Staff have longevity but not similar experience.	Key Staff have similar experience but not longevity	Key Staff have both similar experience and longevity
0	2	3	4

4. Timeline is comprehensive and realistic – 20pts.

Timeline is not comprehensive or realistic	Timeline is comprehensive or realistic but not both	Timeline is comprehensive and realistic
0	10	20

5. Budget Narrative -10pts

Budget is unclear, cost items undefined and beyond available funds	Budget is unclear, cost items are defined but beyond available funds	Budget understandable, cost items defined but beyond available funds	Budget understandable, cost items defined and within available funds	Budget understandable, cost items defined and within available funds & Lowest Cost proposed
0	3	5	7	10

Comments: _____

Raters Signature _____



EXHIBIT B

***Pasco Hernando
Workforce Board, Inc.***

Protest Procedures:

In the event that a dispute arises as a result of Pasco-Hernando Workforce Board, Inc.'s (PHWB) selection (decision) of a proposal(s) or non-selection thereof, as well as any other item procured competitively, non-competitively (sole source), or by other means including, small purchase, Request for Proposal (RFP), etc. as described in the Procurement section of the PHWB Administrative Plan, any party disputing such decision has the right to appeal. The following is the process for handling such disputes:

- 1) Within 10 days of PHWB's selection, the disputing party may appeal in writing to the PHWB Executive Committee. This appeal must be addressed to PHWB's CEO and should request the opportunity to present the disputing party's position as it relates to PHWB's selection or non-selection of protesting entity.
- 2) Within 10 days of receipt of an appeal, the Executive Committee will notify the disputing party in writing, of the date, time and place at which the Executive Committee will hear the appeal.
- 3) The Executive Committee will render a decision and notify the disputing party of its decision within 10 days of hearing the appeal.
- 4) The Executive Committee will either let the original selection decision stand, or may recommend to the full PHWB reconsideration of the selection/proposal/procurement and call for a vote to enter into negotiations for funding, purchasing, procuring services, etc. as decided by the board.

The disputing party shall exhaust all administrative remedies with the sub-recipient before pursuing a protest at a higher level. Should the disputing party desire to pursue an unacceptable decision to a higher level of authority, it may do so by contacting:



Director, Department of Economic Opportunity
107 East Madison Street, Caldwell Building
Tallahassee, FL 32399-4120

A dispute or complaint that alleges criminal wrongdoing in the procurement process should be brought to the attention of:

Regional Administrator
U.S. Department of Labor/ETA
1371 Peachtree Street, Northeast, Room 400
Atlanta, GA 30307

and simultaneously, copies should be mailed to:

Inspector General
Department of Economic
Opportunity
107 East Madison Street
Tallahassee, FL 32399-4120

Director
Department of Economic
Opportunity
107 East Madison Street
Caldwell Building
Tallahassee, FL 32399-4120

CERTIFICATION REGARDING DEBARMENT, SUSPENSION, AND OTHER MATTERS

1. The prospective primary participant certifies to the best of its knowledge and belief, that it, and its principals:
 - a. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transaction by any federal department or agency;
 - b. Have not within a three (3) year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction; violation of federal or state antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - c. Are not presently indicated for or otherwise criminally or civilly charged by a government entity (federal, state, or local) with commission of any of the offenses enumerated in 1b. above, of this certification; and
 - d. Have not, with a three (3) year period preceding this application/proposal had one or more public transactions (federal, state, or local) terminated for cause or default.
2. That if the prospective primary participant is unable to certify to any statements in this certification, such prospective primary participant shall attach an explanation to the proposal.

Name & Title of Authorized Representative

Signature

Date

CERTIFICATION REGARDING NONDISCRIMINATION AND EQUAL OPPORTUNITY

As a condition to the award of financial assistance from the Department of Labor under Title I of WIA, the grant applicant assures that it will comply fully with the nondiscrimination and equal opportunity provisions of the following laws:

1. Section 188 of the Workforce Investment Act of 1998 (WIA) which prohibits discrimination against all individuals in the United States on the basis of race, color, religion, sex, national origin, age, disability, political affiliation, or belief, and against beneficiaries on the basis of either citizenship/status as a lawfully admitted immigrant authorized to work in the United States or participation in any WIA Title I – financially assisted program or activity.
2. Title VI of the Civil Rights Act of 1964, as amended, which prohibits discrimination on the basis of race, color, and national origin;
3. Section 504 of the Rehabilitation Act of 1973, as amended, which prohibits discrimination against qualified individuals with disabilities;
4. The Age Discrimination Act of 1975, as amended, which prohibits discrimination on the basis of age; and
5. Title IX of the Education Amendments of 1972, as amended, which prohibits discrimination on the basis of sex in educational programs.

The grant applicant also assures that it will comply with 29 CFR Part 37 and all other regulations implementing the laws listed above. This assurance applies to the grant applicant's operation of the WIA Title I – financially assisted program or activity, and to all agreements the grant applicant makes to carry out the WIA Title I – financially assisted program or activity. The grant applicant understands that the United States has the right to seek judicial enforcement of this assurance.

Contractor: _____

Certifying Official: _____

Title: _____

Date: _____

Name

Title or Position

Date of Filing

_____	_____	_____
_____	_____	_____
_____	_____	_____

Signature

Company Name

_____	_____
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Name of Certifying Official

Business Address

City, State, Zip Code