

CENTER FOR CREATIVE LAND RECYCLING (CCLR)

REQUEST FOR PROPOSAL: VIDEO PRODUCTION

RELEASE DATE: 3/22/17

DEADLINE FOR SUBMISSION OF PROPOSALS: 5/1/17

The Center for Creative Land Recycling (CCLR) seeks to produce video assets with contractor expertise. CCLR is hereby requesting – in accordance with 40 CFR Part 30 as appropriate for a not-for-profit organization – proposals from interested non-profit organizations, educational institutions, private firms and individual contractors to fulfill this contract. This Request for Proposals (RFP) shall be open March 22, 2017 through May 1, 2017.

SUMMARY

The mission of the Center for Creative Land Recycling (CCLR) is to transform communities by sustainably and equitably restoring underutilized properties to productive reuse. We providing direct and targeted technical assistance in the form of workshops, one-on-one technical assistance and electronic resources. We target low-income communities and communities of color where brownfields are most prevalent, and where fewer resources exist to address public health and environmental concerns. Our work drives economic investment and creates jobs, housing, parks, and services within existing communities.

CCLR needs a video to offer inspiring stories of economic revitalization and provide people access to best practices and services, while informing viewers on the field of brownfield redevelopment. Videos present the opportunity to explain the benefits of redevelopment, which could help “future-proof” communities from the impact of climate change and galvanize municipal leaders, non-profit organizations and developers to promote and undertake new projects. Videos can reach diverse stakeholders in difficult to reach areas, such as remote or tribal areas.

For more information on the Center for Creative Land Recycling, visit www.cclr.org.

OPPORTUNITY

CCLR wants to tell the story of our work, highlight benefits of land recycling, and showcase innovative solutions and topics. We captured 2 1/2 days worth of raw footage from two different angles at an EPA-hosted conference, the Western Brownfields Workshop (WBW), held in San Francisco in September 2016. This footage captures speakers at a podium (we have the powerpoint presentations they refer to, but that is not seen in the video) as well as five one-on-one 20-minute interviews in which the interviewer is off camera. Footage is of medium quality due to the room lighting. We also have footage from a CCLR conference in Syracuse in October 2016 that also captures speakers at a podium. CCLR has professionally-produced assets on its YouTube site and from EPA that could be made available if necessary. CCLR will make available sample conference footage so that respondents can see what we have to work with. CCLR staff have watched over 20 hours of footage and created detailed spreadsheets of key clips (using time stamps) to prioritize material. From this we have given preliminary consideration to 3-5 two to three minute videos and 1-2 30 second to 1 minute testimonial videos about CCLR. There may be the possibility of one longer video largely excerpting the Syracuse conference.

As appendices, find the mentioned resources:

- Detailed agenda from the Western Brownfields Conference
- CCLR staff timestamped notes.
- Powerpoint presentations for each speaker for preparation of your response to this RFP.

At the core of this RFP is splicing footage and integrating a full palate of options to enhance the visual effect, content and quality of the material to create videos that tell CCLR's story, highlight benefits of land recycling, and showcase innovative solutions and topics.

EXPECTATIONS/OUTCOMES

- Work with CCLR on the story arc for videos.
- Determine the number and length of each video based on such factors as quality of footage, what it accomplishes, budget, etc. Sample number and length include 3-5 two to three minute videos and 1-2 30 second to 1 minute testimonial videos about CCLR. There may also be the possibility of one longer video largely excerpting the Syracuse conference.
- Enhance the visual effect, content and quality of the videos including but not limited to: voice over, powerpoint and photo/stills integration, text, music, splicing multiple video segments, taping new footage, taping new voice overs, integrating CCLR's published video into the final product.
- Adhere to best practices for production quality.

SUBMITTAL FORMAT AND CONTENT

To be considered complete, all proposals must include:

1. A cover letter. The cover letter that accompanies your proposal must be signed by an official with the authority to commit your organization to the project and should be written on your organization's official letterhead. (1 page limit)
2. Statement of Qualification (SOQ). Describe in 100 words or less your (individual or firm) qualifications and your relevant and direct experience in multi-faceted film editing. Please include your direct experience in piecing together disparate footage and integrating voice overs, powerpoint and photo/stills integration, text, music, splicing multiple video segments, taping new footage, taping new voice overs, and/or integrating CCLR's published video to create a quality end product.
3. Please include links to websites or produced videos as appropriate that may exemplify the type of integrated work we are requesting.

The SOQ should include staff profiles and qualifications: The applicant must include short profiles of all principal staff that will have a major role in the project. These staff profiles must specifically address each individual's experience with the tasks described in the RFP. Please specify potential videographers among staff.

You may alternatively attach a pre-existing SOQ if it is 5 pages or less.

4. A schedule of costs, including:
 - Hourly rates for different types of work that could include:
 - a. reviewing footage;
 - b. creating the story arc;
 - c. piecing together disparate footage;
 - d. integrating voice overs, powerpoint and photo/stills integration, text, music,
 - e. sound enhancement/correction;
 - f. taping new footage;
 - g. taping new voice overs
 - h. or other activity to produce high quality videos
 - Any other fixed or lump sum costs

All costs shall be fixed and fully burdened, meaning inclusive of all of the following: average wage rate, overhead rate, fringe rate, general and administrative (G&A) rate, profit, escalation factor, transportation, or other reimbursement, and any additional burden.

SUBMISSION DATES AND TIMES

All responses to this Request for Proposal must be submitted by 8pm PT on May 1, 2017 to Erica Rippe at erica.rippe@cclr.org. All proposals should be in a PDF document format.

Selection of the contractor will be completed in accordance with the applicable grant regulations detailed in [2 CFR 200](#).

CCLR RFP REVIEW PROCESS

CCLR has developed the following review process in conformance with the attached CCLR procurement policy:

1. CCLR staff shall review each submittal for completeness. Only complete submittals shall advance to the next step.
2. A submittal review committee shall review each submittal per the criteria listed below.
3. CCLR will determine which submittals meet its requirements and offer one firm whose submittal meets CCLR requirements the contract. CCLR reserves the right to reject any or all submittals as not meeting its requirements.
4. Successful firms will be notified no later than May 10, 2017.

RFP REVIEW CRITERIA

1. Specialized experience and technical competence of the firm
2. Qualifications of key personnel.
3. Competitive price and rates.

TERMS AND CONDITIONS

1. Issuance of this RFP does not commit CCLR to award a contract/subaward or to pay any costs incurred in the preparation of a response to this request. All respondents should note that the execution of any contract/sub-award pursuant to this RFP is dependent upon the approval of CCLR.
2. CCLR retains the right to reject any and all submittals and to waive informalities and minor irregularities in any proposal reviewed. Furthermore, CCLR may reject any RFP which does not conform to the instructions

herewith. Additionally, CCLR reserves the right to negotiate all final terms and conditions of any agreement entered into.

3. The selected firm(s) shall comply with all applicable terms and conditions.
4. The selected firm is prohibited from marketing their firm or services while carrying out duties pursuant to a contract/subaward with CCLR.
5. CCLR reserves the right to amend this RFP prior to the due date. All amendments and additional information will be posted on CCLR's website.

PRE-PROPOSAL/APPLICATION ASSISTANCE AND COMMUNICATION

Any communication regarding this RFP shall be in writing to Sarah Sieloff, Executive Director at sarah.sieloff@cclr.org. CCLR requests that applicants not contact other CCLR staff with questions.

CCLR Procurement Policy and Procedures

It is the policy of Center for Creative Land Recycling that:

1. No employee, officer, or agent of CCLR shall participate in the selection, award, or administration of a contract supported by Federal funds if a real or apparent conflict of interest would be involved.
2. All CCLR procurement transactions shall be conducted in a manner to provide, to the maximum extent practical, open and free competition.
3. CCLR procurements shall provide for, at a minimum, that paragraphs (1), (2) and (3) of this section apply.
 - (1) CCLR shall avoid purchasing unnecessary items and/or services.
 - (2) Where appropriate, CCLR will make an analysis of lease and purchase alternatives to determine which would be the most economical and practical procurement for the Federal Government.
 - (3) Solicitations by CCLR for goods and services provide for all of the following.
 - (i) A clear and accurate description of the technical requirements for the material, product or service to be procured. In competitive procurements, such a description shall not contain features that unduly restrict competition.
 - (ii) Requirements that the bidder/offeror must fulfill and all other factors to be used in evaluating bids or proposals.
 - (iii) A description, whenever practicable, of technical requirements in terms of functions to be performed or performance required, including the range of acceptable characteristics or minimum acceptable standards.
 - (iv) The specific features of "brand name or equal" descriptions that bidders are required to meet when such items are included in the solicitation.
 - (v) The acceptance, to the extent practicable and economically feasible, of

products and services dimensioned in the metric system of measurement.

- (vi) Preference, to the extent practicable and economically feasible, for products and services that conserve natural resources and protect the environment and are energy efficient.
4. CCLR shall determine the type of procuring instruments used (e.g., fixed price contracts, cost reimbursable contracts, purchase orders, and incentive contracts). The type of procuring instrument shall be appropriate for the particular procurement and for promoting the best interest of the program or project involved. The “cost-plus-a-percentage-of-cost” or “percentage of construction cost” methods of contracting shall not be used.
5. CCLR shall only make contracts with responsible contractors who possess the potential ability to perform successfully under the terms and conditions of the proposed procurement. Consideration shall be given to such matters as contractor integrity, record of past performance, financial and technical resources or accessibility to other necessary resources. In certain circumstances, contracts with certain parties are restricted by funding agencies' implementation of Executive Orders 12549 and 12689, “Debarment and Suspension.”
6. CCLR shall, on request, make available for funding entities, pre-award review and procurement documents, such as request for proposals or invitations for bids, independent cost estimates, etc.
7. Some form of cost or price analysis shall be made and documented in the procurement files in connection with every procurement action. Price analysis may be accomplished in various ways, including the comparison of price and/or hourly rate quotations submitted, market prices and similar indicia, together with discounts. Cost analysis is the review and evaluation of each element of cost to determine reasonableness, allocability and allowability.
8. CCLR procurement records and files for purchases in excess of the small purchase threshold (currently \$100,000) shall include the following at a minimum: Basis for contractor selection; justification for lack of competition when competitive bids or offers are not obtained; and basis for award cost or price.
9. CCLR shall include, in addition to provisions to define a sound and complete agreement, the following provisions in all contracts. The following provisions shall also be applied to subcontracts.
 - (a) Contracts in excess of the small purchase threshold shall contain contractual provisions or conditions that allow for administrative, contractual, or legal remedies in instances in which a contractor violates or breaches the contract terms, and provide for such remedial actions as may be appropriate.
 - (b) All contracts in excess of the small purchase threshold shall contain suitable provisions for termination by the recipient, including the manner by which termination shall be effected and the basis for settlement. In addition, such contracts shall describe conditions under which the contract may be terminated for default as well as conditions where the contract may be

- terminated because of circumstances beyond the control of the contractor.
- (c) Except as otherwise required by statute, an award that requires the contracting (or subcontracting) for construction or facility improvements shall provide for requirements relating to bid guarantees, performance bonds, and payment bonds unless the construction contract or subcontract exceeds \$100,000.
10. All negotiated contracts (except those for less than the small purchase threshold) awarded by recipients shall include a provision to the effect that the recipient, EPA, the Comptroller General of the United States, or any of their duly authorized representatives, shall have access to any books, documents, papers and records of the contractor which are directly pertinent to a specific program for the purpose of making audits, examinations, excerpts and transcriptions.
11. All contracts, including small purchases, awarded by CCLR and CCLR contractors shall contain the procurement provisions of the appendix to Circular A-110, as applicable.
12. CCLR will make all reasonable efforts to provide small and disadvantaged businesses with opportunities to compete.