

REQUEST FOR PROPOSALS

Camo2Commerce National Guard & Reserve Career Resource Videos Project

**Released by:
Pacific Mountain
Workforce Development Council**

Release Date: April 30, 2018

Due Date: May 29, 2018, 12:00 P.M. (Pacific Standard Time)

**Proposed Contract Period:
July 2, 2018 – October 31, 2018**



Pacific Mountain Workforce Development Council

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www.pacmtn.org

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Section I

Introduction

The Pacific Mountain Workforce Development Council (PacMtn) Camo2Commerce Program is seeking proposals to develop career transition resource videos for National Guard members.

Background Information

PacMtn is a Washington State 501 (c) (3) nonprofit corporation responsible for the administration and finances of the federal Workforce Innovation and Opportunities Act programs. PacMtn operates within Grays Harbor, Lewis, Mason, Pacific, and Thurston counties. The administrative offices are located at Thurston County WorkSource, 1570 Irving St SW, Tumwater, WA 98512. Additional information on PacMtn is available on our website at <https://pacmtn.org/about-us/>.

PacMtn has received federal funding to expand training and support opportunities to job seekers transitioning from the military. The Camo2Commerce (C2C) Program is designed to prepare and assist transitioning service members with tools, resources, and support services for civilian employment. Additional information on C2C is available on our website at <https://pacmtn.org/job-seekers/military/camo-2-commerce/>.

Purpose

The purpose of this project is to provide National Guard & Reserve service members, particularly those transitioning out of the Guard/Reserve, with video-based information that communicates the resources available to them both through the civilian WorkSource system and through National Guard/Reserve specific resources as well as providing some resume and interview tips to consider. Videos should be highly informative while maintaining interest, with an emphasis on accurate and helpful information.

Project Scope and Conditions

The major deliverable for this project is a complementary set of three (3) videos approximately five (5) minutes each in duration, for a total of about 15 minutes. Content for all three videos is very important, and connecting to the appropriate resources for content development is encouraged in order to capture accurately the needed information.

Video Requirements:

1. Video 1- Overview of WorkSource- “Why WorkSource”
 - This video should be approximately 5 minutes in length and provide an overview of Washington State’s WorkSource system, the resources available to job seeker customers, and specific services it can provide to National Guard/Reserve members and their families. This should also include an overview of where to find more information on resources and locations. The aim of this video is to answer the question “Why WorkSource?” as a place to find employment resources for Guard/Reserve members and their families.
 - This video may need to include talking points, interviews, or other collaboration with a WorkSource representative or other entity that can accurately and completely speak to the services available for National Guard/Reserve members and their families throughout Washington state.

2. Video 2- Connecting to ESGR Resources in Washington State

- This video should be approximately 5 minutes in length and provide an overview of the services Employer Support of the Guard and Reserve (ESGR) can provide in Washington State, how to find those resources, and how to navigate through the system to access resources.
- This video may need to include talking points, interviews, or other collaboration with a Washington State ESGR representative.

3. Video 3- Interview and/or Resume Tips

- This video should be approximately 5 minutes in length and provide the most important tips and tricks National Guard/Reserve members should know about resumes, interviews, and/or other aspects of conducting a job search.
- This video may need to include talking points, interviews, or other collaboration with sources well-versed in National Guard/Reserve transitions, providing workshops for transitioning service members including National Guard/Reserve members, or other relevant professional entity that can accurately speak to the experience of National Guard/Reserve members and their families.

General Content and Technical Requirements:

- Videos should be a set that can be viewed together
- Videos must be viewable on mobile devices and must be able to be uploaded to platforms such as YouTube, websites, etc.
- Videos must meet or exceed the World Wide Web Consortium's Web Content Accessibility Guidelines 2.0 (W3C WCAG2.0) AA level of conformance.
- Final video rights must be owned by PacMtn for sharing and distribution as PacMtn deems necessary
- Finished videos must be provided to PacMtn in a format that can be easily saved or downloaded from an internet source, or in hard copy on thumb drive, CD, or other external media hardware.

PacMtn Support:

PacMtn will provide one or more staff to assist the selected vendor with:

- Assisting with development of a detailed project schedule identifying tasks and milestones
- Identifying entities that may be needed for content development
- Assisting development of and providing feedback on the look, feel, and scripting of the videos
- Approving final content

Other Considerations:

- Filming or content development may be subcontracted by selected bidder, but must be included in the budget and narrative of the proposal and must be approved by PacMtn.
- PacMtn is particularly interested in vendors that demonstrate the capacity to retain and communicate valuable content while being creative with the formatting or styling of the videos themselves- for example, a talk show style format with segments or "special reports" that can be shown together or separately, etc.

Section II

Eligibility

Organizations eligible to submit proposals may fall within any of the following categories:

- Governmental agencies
- Private non-profit organizations
- Private for-profit businesses
- Educational entities

Contract Dates

PacMtn is targeting this project to begin July 2, 2018, and go through the end of October 2018. A detailed project schedule identifying tasks and milestones should be developed upon contract award with PacMtn approval. The term of the contract will commence upon signature of agreed upon contract terms, scope of work and deliverables and will continue through completion of the project or October 31, 2018, whichever comes first. The project may be extended contingent on additional funding approval.

Policy of Competition

The Pacific Mountain Workforce Development Council conducts all procurement transactions in a manner providing full and open competition. The RFP identifies all evaluation factors and their relative importance. All responses will be honored to the maximum extent practical. Technical, financial and organizational evaluations will be made of all proposals received found to be responsive to the RFP.

The Pacific Mountain Workforce Development Council will carry out the procurement review responsibilities with complete impartiality and without preferential treatment to any response.

Questions and Answers

Questions regarding this RFP can be sent to the email address: contracts@pacmtn.org. Questions and the answers will be posted on our website so every Bidder can review at <https://pacmtn.org/service-provider-opportunities/>. Questions will be accepted through 12 P.M. on May 21, 2018.

Submittal Instructions

Proposals must be submitted by electronic mail to contracts@pacmtn.org, and include:

- The subject line of the email to read: **National Guard & Reserve Resource Videos RFP**
- Proposal cover page & certification (form attached)
- Response to requested information in Section III using the prescribed format.
- References – two letters of endorsement from clients for whom you have provided similar services.
- One to three sample videos totaling no more than 20 minutes in length with the details on your organizations role in developing the video and any support materials. Include details on: (1) whether your organization created any new b-roll footage, used existing footage, or procured footage from another organization; and (2) whether your organization independently did all production/editing work, or procured any services from another organization.
- Samples may be submitted as individual URL links in your email.
- No additional attachments will be reviewed or considered.

RFP Key Events and Dates

Request for Proposals Issued	April 30, 2018
Deadline for Receipt of Questions, 12:00 PM (Pacific Time)	May 21, 2018
Deadline for Receipt of Proposals, 12:00 PM (Pacific Time)	May 29, 2018
Formal Review Process of Proposals Begins	May 30, 2018
Successful Bidder Posted on Website	June 12, 2018
Contract and Budget Negotiations Begin	June 12, 2018
Contract and Budget Negotiations End	June 27, 2018
Contract Start Date	July 2, 2018

Evaluation and Selection Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated ability to complete the project as proposed
- Financial accountabilities, including cost reasonableness / value
- Organizational capabilities

Award of Contract

Submittal of a successful proposal(s) does not constitute a contract with PacMtn. The contract award will not be final until PacMtn and the successful proposer have executed a mutually satisfactory contractual agreement.

Appeal Process

Any appeal of the final vendor(s) selected must state the basis of the appeal. Appeals can be sent in writing within seven (7) calendar days after the publication of the successful vendor(s) to:

Cheryl Fambles, CEO
Pacific Mountain Workforce Development Council
1570 Irving St SW
Tumwater, WA 98512
contracts@PacMtn.org

It is the responsibility of proposers to check for the publication of successful bidders at the following website: <https://pacmtn.org/service-provider-opportunities/>.

Miscellaneous

1. PacMtn will select the proposal which is most qualified to provide the services which will achieve the overall objectives of this RFP.
2. PacMtn reserves the right to make such investigation as it deems necessary to determine the ability of proposers to furnish the required services, and proposers shall furnish all such information for this purpose as PacMtn may request.
3. PacMtn reserves the right to reject any proposals for failure to meet the requirements contained herein, to waive any technicalities, and to select the proposal which, in PacMtn's sole judgment, best meets the project requirements.

4. PacMtn reserves the right to reject, or to seek modifications of any proposal offered if in PacMtn's sole discretion the proposal does not meet the overall RFP objectives.
5. PacMtn reserves the right to offer an award to the next highest rated proposal if a contract cannot be successfully negotiated, or to renegotiate or reissue an RFP should an appeal for non-award be upheld.
6. This Request for Proposals is not in itself an offer of work, it does not commit the Pacific Mountain Workforce Development Council to fund any proposals submitted, nor is it liable for any costs incurred in the preparation or research of proposals.
7. The RFP creates no obligation on the part of PacMtn to award a contract or to compensate the proposer for any costs incurred. PacMtn reserves the right to award a contract based upon proposals received without further discussion or negotiation. Proposers should not rely upon the opportunity to alter their qualifications during discussions.
8. Any funding awarded will be subject to the availability of federal funding granted to the Pacific Mountain Workforce Development Council through the State of Washington Employment Security Department and the U.S. Department of Labor. Should the availability of such funding decrease before or following any award to a sub-recipient, the award will be revised accordingly. In addition, if awarded, the contractor must be willing to alter program design based on subsequent direction provided by the state, U.S. Department of Labor or PacMtn.
9. Proposals that are not funded will not be returned.

Qualifications Cover Page

A. Application Cover Sheet

On behalf of

Proposer Organization

Street Address

Mailing Address

City State Zip Code

B. Certification

CERTIFICATION

The information contained in this proposal fairly represents the proposer's agency, organization, or business and its proposed operating plans. I acknowledge that I have read and understand the requirements of the RFP and am prepared to implement services as specified in this proposal. I certify that the proposed program services have been designed in compliance with the RFP requirements and WIOA regulations. I also certify that I am authorized to sign this proposal. This proposal is firm for a period of at least ninety (90) days from the deadline for RFP submission.

I affirm that no employee and/or PacMtn Council Member or officer of any governmental agency has any financial or other interest in this organization.

Name _____ Title _____

Address _____ City _____ State _____ Zip _____

Phone _____

E-Mail _____

Signature _____

Typed Name _____

Address _____ City _____ State _____ Zip _____

Section III

PROPOSAL NARRATIVE AND SUPPLEMENTAL QUESTIONS

Your responses to the inquiries below should be submitted electronically with the following format restrictions:

- 8 1/2" X 11" page size with 1" margins
- 12 point Arial or Calibri font
- Double spaced (itemized bid information may be single spaced)
- Total submission should be no longer than ten (10) pages, including the cover page and certification.

Each inquiry below includes a response length limit. Failure to respond with the length and format restrictions may result in information not being considered.

PROPOSAL

1. Provide a brief narrative describing the following (recommended length no more than five pages):
 - Your proposal for developing videos as detailed in Section I.
 - How you plan to ensure content is accurate and applicable to meet the needs outlined in Section I.
 - How you will address PacMtn's desire and need to: (1) maintain ownership of the final content (not including 'B-roll' footage) following completion of the contract; and (2) make content available to federal and other funding sources who may make demands to use content in other venues and platforms.
 - Should multiple organizations form a consortium to submit one proposal, a lead agency must be identified. Lead organizations submitting proposals that incorporate a collaborative relationship with other entities must clearly identify the collaborating organizations, the services they will provide, and the funding source to support those services.

FISCAL

2. Provide a bid that includes:
 - A total bid amount.
 - A brief description of how your services are priced.
 - If you are also subcontracting a portion of the project out (either content or filming), include the breakdown of those services within the budget.
3. Briefly describe the following:
 - Whether your organization is bonded or carries liability insurance. If so, describe.
 - Whether your organization has filed for bankruptcy in the past three years.
 - Whether your organization is currently involved in or has pending legal action relating to organization operations or financial transactions? If so, describe.

ORGANIZATIONAL CAPACITY

4. Provide a brief narrative describing the following (recommended length no more than three pages):

- A brief history of your organization, including how long you have been in business, the type of work you do, who are your customers, are and how many you served last year.
- Why your organization is pursuing this work, how it uniquely qualified to perform it, and why it should be chosen as the successful bidder.
- Who are the key personnel that will provide these services, including a summary of their training and experience.
- How you will provide administrative oversight and quality control.
- If any services will be performed by another organization via subcontract, describe why this is needed and summarize the coordination of these activities with PacMtn.