

Richland County Children Services Agency Focus Videos Request For Proposals (RFP)

Richland County Children Services is seeking proposals on the purchase of professional video production for focus on our agency services located at 731 Scholl Road, Mansfield, OH 44907. Deadline for submitting proposals is 4:00pm on Monday, October 1, 2018. Proposals received after this time will not be considered.

The budget for this project is up to \$8,000, which is contingent on the availability of funds.

Richland County Children Services reserves the right to reject any or all proposals, to accept or reject any or all of the items in a proposal, to waive any informality in the proposals received, and to award the contract in whole or in part, if it is deemed to be in the best interest of Richland County Children Services. Richland County Children Services reserves the right to negotiate with any vendor after proposals are reviewed, if such action is deemed to be in the best interest of Richland County Children Services.

Proposals that meet minimum requirements in accordance with the enclosed checklist will be considered complete. All complete proposals will be rated by Children Services' staff in accordance with the enclosed rating sheet. The proposal rated highest will be selected for contract negotiations.

If Richland County Children Services determines that the selected vendor is unable to successfully come to terms regarding the contract, Richland County Children Services reserves the right to terminate contract discussions with that vendor. Richland County Children Services reserves the right to select another vendor from the RFP process, cancel the RFP or reissue the RFP, if it is deemed necessary.

AGENCY FOCUS VIDEOS:

The agency is seeking proposals for professional production of five (5) videos for promotion and awareness of agency services. The finished videos should be compatible with Windows Media Player.

The requirements of the videos include one (1) fifteen to twenty (15-20) minute video of overall agency services, with the footage to be edited into smaller video story spotlights of the following:

- One (1) two to five (2-5) minute foster parent and teen foster placement video, which will spotlight current foster parent(s) and/or former foster children experiences.
- One (1) two to five (2-5) minute kinship parent(s) video, which will focus on their changing family role during their journey with RCCS' informal and formal kinship services.
- One (1) two to five (2-5) minute HOPE parent(s) video, which will focus on their journey from birth parent to mentor through RCCS' services.
- One (1) two to five (2-5) minute father video, which will focus on the importance of the father's role in RCCS' engagement of services.

The purposes of the videos will serve the agency by:

- Promoting foster parenting
- Promoting foster homes for teen placements
- Promoting kinship services
- Awareness and promotion of HOPE parents
- Promoting father's roles in the family
- Promoting community awareness (including RCCS authority, court involvement)



Richland County Children Services Agency Focus Videos

PROPOSAL REQUIREMENTS:

The proposal should explain the vendor's experience with story-boarding, staging, recording / producing, and editing videos. At least three (3) references must be included in the proposal (not Richland County Children Services), including contact information. Examples of the vendor's produced videos (on portable memory in Windows Media Player format) are required to be accompanied with the written proposal. The proposal must also provide contact information and references for any sub-contractor, if applicable.

Proposal must be all-inclusive, meaning it should include detailed costs for the entire project, including, but not limited to: story-boarding, staging, producing, editing, audio (voice-overs / music), etc. to provide a turn-key video to RCCS. The proposal must specifically state how many hours are included for each process, including story-boarding, staging, recording / producing, and editing.

Upon selection of a vendor, the vendor will meet with RCCS Staff to develop the storyboard. The storyboard must be approved in writing by RCCS, prior to any further video production. Additionally, the selected vendor will coordinate with RCCS to schedule the date, time, venue, and staging/production duration with each featured person. RCCS will be responsible for obtaining all media releases.

The cost of the proposal may not exceed the total budget. The proposal must include a detailed breakdown, at a minimum to include story-boarding, staging, recording / producing, and editing.

Proposal must include a job completion timeframe by specifying the number of weeks for each process (story-boarding, staging, recording / producing, editing) from contract execution date. RCCS would like the project completed by January 31, 2019.

By entering into a contract, the selected vendor understands that RCCS maintains exclusive access rights to the video for publishing and presenting; including, but not limited to social media, events, and speaking engagements. Upon project completion, the selected vendor will submit two labeled DVD's of each produced video.

Please limit proposals to 10 pages. Vendors may submit multiple proposals, but each proposal must be submitted separately.

All proposals and associated materials become the property of Richland County Children Services. All proposals received in response to this RFP will be considered public record.

Please address questions to Pam.Hinton@jfs.ohio.gov 419-774-1361 or 419-774-4100.

PROPOSAL SUBMISSION:

Vendors may conduct an arranged site visit prior to submitting a proposal by calling Pam Hinton-Groves at 419-774-1361 or 419-774-4100.

Please submit 3 unbound copies of your proposal, sealed in an envelope clearly marked, "**Agency Focus Videos**," and mailed or hand delivered to:

Pam Hinton-Groves
Richland County Children Services
731 Scholl Rd.
Mansfield, OH 44907



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Minimum Requirements Checklist

(Only proposals meeting all of the following will be rated)

- | | | | |
|---|------------------------------|-----------------------------|------------------------------|
| Proposal includes the vendor's experience with story-boarding, staging, recording/producing, and editing videos | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |
| Proposal includes all-inclusive detailed break-down of cost (including story-boarding, staging, recording/producing, and editing) | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |
| Proposal includes number of hours for each process (including story-boarding, staging, recording/producing, editing, and masking) | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |
| Proposal includes portable memory with examples of produced videos | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |
| Proposal includes completion timeframe | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |
| Proposal includes 3 references | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |
| If applicable, proposal includes 3 references for each sub-contractor | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> N/A |
| The proposal is less than the total budget | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |
| The proposal documents the vendor's understanding of RCCS' exclusive rights to the video | <input type="checkbox"/> Yes | <input type="checkbox"/> No | |

Vendor met minimum requirements Yes No

Vendor Rating Sheet

(Vendor whose proposal meets minimum requirements & earns most points will be offered a contract)

Video Experience (40 Points) Rate the vendor's experience relative to examples and responses of references.	
Price (30 Points) Rate the proposed price relative to the budget & other proposals.	
References (15 Points) Rate the responses of the references.	
Completion timeframe (15 Points) Rate the vendor based on the completion timeframe, while considering quality.	
TOTAL POINTS FOR THIS PROPOSAL (Out of possible 100)	

Vendor name:

