



**GREATER
NASHVILLE
REGIONAL
COUNCIL**

Request for Proposals #2019-03 Video Production Services

- Issue Date:** **FRIDAY, SEPTEMBER 20, 2019**
- Deadline for Questions:** Written questions submitted via email will be accepted through **THURSDAY, SEPTEMBER 26, 2018**
- Submittal Deadline:** **Proposals will be accepted until 2:00 P.M. (CST) on FRIDAY, SEPTEMBER 27, 2019**
- Submittal Copies:** **Two (2)** hard copies of the submittal and **one (1)** copy in digital format must be submitted in a SEALED ENVELOPE or BOX with **RFP#2019-03 written clearly on the outside of the envelope.**
- Contact Information:** All inquiries for information should be directed in writing to:
Michelle Lacewell, Deputy Director & Chief Comm. Officer
mlacewell@gnrc.org

PROPOSALS DELIVERED BY HAND OR SHIPPED VIA USPS, UPS, FEDEX, or COURIER SERVICE:

Greater Nashville Regional Council
ATTN: RFP 2019-03 c/o Gayle Wilson, Finance Director
220 Athens Way, Suite 200 | Nashville, Tennessee 37228

Solicitation information available at GNRC.org and NashvilleMPO.org.

To register for the GNRC bidders list, please send your name, company, and email address to mkipper@gnrc.org and include "Bidders List" in the subject line.

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REQUEST FOR PROPOSALS

The Greater Nashville Regional Council (GNRC) is seeking proposals from firms and/or individuals capable of producing a short 3 to 5 minute video to be played at a public event scheduled for late October.

The mission of the Greater Nashville Regional Council is to assist local communities and state agencies in the development of plans and programs that guide growth and development in the most desirable, efficient, and cost-effective manner, while ensuring the continued long-term livability of the region.

In carrying out this mission, GNRC convenes elected leadership and local practitioners to brainstorm strategies for improving quality of life; facilitates cooperative policy-making in order to prioritize state and federal investments into area social services and public infrastructure; and provides a public forum for Middle Tennesseans to shape regional decisions.

The GNRC is designated as the lead transportation planning agency in the region. Responsible for the planning, funding, and development of a regional multi-modal transportation system; one that promotes personal and social economic prosperity while encouraging sustainable growth and development practices to protect and preserve valuable community and natural assets.

Objective of this Solicitation:

The GNRC intends to issue a purchase order or contract to a qualified vendor with demonstrated capabilities of delivering a final approved video on or before October 28, 2019.

1.0 PROJECT SCOPE

The Greater Nashville Regional Council (GNRC) is seeking is video production assistance to develop a short video to be screened at an upcoming public launch event scheduled for late October. The event will be focused on raising awareness about a planning process that will be used to engage the public and interested stakeholders in developing a new, unified transportation plan for Middle Tennessee. The event audience will be comprised of representatives from the Governor’s Office and state agencies, elected officials, city and county government agencies, area public transit providers, members of the business community, non-profit organizations, and other interested stakeholders from across a multi-county area.

The event will include a combination of keynote speakers, PowerPoint presentation materials, and the video resulting from the contract procured through this RFP. The video is expected to represent the variety of perspectives of everyday Middle Tennesseans who are anxious to find solutions to worsening traffic congestion, roadway safety conditions, and other transportation challenges. GNRC anticipated a four-part video consisting of the following using a man-on-street or an individual vignette style approach.

- Part 1. A series of questions posed about why so many transportation challenges exist throughout the region;
- Part 2. A series of statements about why it is important to find solutions;
- Part 3. An off-camera response from community leadership indicating that the message has been heard and that a plan is being developed; and
- Part 4. Call-to-action for members of the public to engage.

The video must be available to be integrated with the PowerPoint in order to flow with the event script. Video work includes:

- Taping of approximately 10-15 subjects;
- Taping sessions of 15-20 minutes each;
- Editing of videos with music and animation to match GNRC branding; and
- Must provide a location for taping and be available to travel to subject location if necessary.

GNRC expects its selected vendor to provide the following services:

- Work closely with staff to ensure content is appropriate for event and follows brand standards;
- Development and adherence to a detailed production schedule; and
- A dedicated project manager for the project.

2.0 MANAGEMENT/OWNERSHIP

Unless otherwise negotiated, all deliverables and/or other products of the contract (including but not limited to all procedures, solicitation packages, reports, records, summaries, software documentation and other matter and materials prepared or developed by the Contractor in performance of this contract) shall be the sole, absolute and exclusive property of the GNRC, free from any claim or retention of rights thereto on the part of the Contractor, its agents, subcontractors, officers, or employees.

3.0 INSTRUCTIONS TO OFFERORS

3.1 REQUIRED INFORMATION

Two (2) hard copies of the submittal and **one (1)** copy in digital format of the proposal shall be submitted. The digital copy shall be provided in common format such as Adobe Acrobat.

The following items shall be submitted with each offer/proposal. Failure to include ANY of these items may result in a proposal being rejected. There is no page limit or formatting requirements.

Part 1. Cover Letter

The Offeror must provide a cover letter signed by a principal in the firm submitting the proposal on behalf of their company or consortium. This letter shall specifically include the following certifications:

- No employee of the Greater Nashville Regional Council and no member of the its governing body or staff of any member jurisdiction, exercising any functions or responsibilities with respect to this project, shall during his or her tenure, or for one year thereafter, have any interest, direct or indirect, in any proceeds thereof.
- The offering firm is not party to an outstanding lawsuit against the GNRC or any of its member jurisdictions.

Part 2. Qualifications & Experience

The proposal must include information describing the background and experience of each firm and key individuals that will perform all or parts of the proposed services. The inclusion of a portfolio of project examples is strongly encouraged.

Part 3. Proposed Services

A. Project Understanding

The proposal must demonstrate an understanding of the project objectives, providing a clear indication of the ability to perform within the required schedule.

B. Proposed Approach

The proposal must describe the approach that will be taken to storyboard, produce, edit, and deliver a final video for use at the public launch event.

Part 4. Cost Proposal

GNRC has budgeted up to \$12,000 for the production. Proposers must provide an estimate of labor hours and other direct costs that would be necessary to fulfill the requirements of this RFP. Hourly rates for key personnel must be identified.

Part 5. References

Provide a minimum of three (3) references, complete with email address and telephone number, of the clients for which the contractor has performed similar work.

Part 6. Corrections, Amendments, and Clarifications

Include signed copies of all corrections, amendments, and clarifications to this RFP. Such corrections, amendments, and clarifications will be posted to the MPO and GNRC website at NashvilleMPO.org and GNRC.org.

Part 7. Participation by Minority and/or Woman-Owned Businesses

The use of minority-owned and/or woman-owned business enterprises (MWBE) is not only encouraged, it is rewarded during the proposal evaluation process. In the event an offeror proposes to use a certified MWBE, a letter of intent signed by both parties must be submitted to GNRC as Part 7 of the proposal submission.

3.2 INQUIRIES

All inquiries must be submitted in writing to the email address noted on the cover page of this solicitation by the date shown on the cover page. Questions will be answered formally via addendum to the solicitation soon after the deadline for submitting questions. Any correspondence related to the RFP should refer to the appropriate RFP number, page, and paragraph number.

3.3 ACCURATE INFORMATION

Failure to provide complete and accurate information in an offer to this solicitation may result in your proposal being deemed nonresponsive. GNRC may institute debarment proceedings against the Offeror and/or terminate any contract or purchase order that has been awarded based on inaccurate information.

3.4 PROPOSAL OPENING

Proposals shall be opened on the date and time and at the place designated on the cover page of this document, unless provided otherwise by an amendment to the RFP. The name of each Offeror shall be publicly read and recorded in the presence of witnesses at this time. All proposals and any modifications and other information received in response to the RFP shall be shown only to authorized personnel having a legitimate interest in them or persons assisting in the evaluation. After contract award, the successful proposal and evaluation document shall be open for public inspection in accordance with Offeror's Rights.

Late proposals will not be considered. Any Offeror submitting a late proposal shall be so notified.

3.5 VALIDITY OF PROPOSALS

All proposals shall be valid for a period of one-hundred and twenty (120) days from the closing date of the solicitation unless another timeframe is agreed to by all parties. Submission of proposals does not afford rights to the Offeror nor obligate GNRC in any manner.

3.6 PROPOSAL AND PRESENTATION COSTS

GNRC will not be liable for any costs incurred by an Offeror in the preparation of its response to a solicitation, nor for the presentation of its proposal and/or participation in any clarifications, discussions, negotiations, or protests.

3.7 AMBIGUITY, CONFLICT, OR IRREGULARITIES IN SOLICITATION OR PROPOSAL

Offeror is responsible for clarifying any ambiguity, conflict, discrepancy, omission, or other error in this solicitation prior to submitting their offer, or it shall be waived. Claims of ambiguity after submission of the offer shall not serve as grounds for a protest.

If an Offeror discovers any ambiguity, conflict, discrepancy, omission, or other error in the solicitation, they shall immediately request modification or clarification in writing via email to the address of the person identified on the cover page. Required modifications or clarifications will be issued by solicitation amendment.

GNRC reserves the right to waive minor irregularities in proposals, provided that such action is in the best interest of GNRC. Any such waiver shall not modify any remaining solicitation requirements or excuse the Offeror from full compliance with the solicitation specifications and other contract requirements if the Offeror is awarded a contract.

3.8 SOLICITATION ACCEPTANCE AND ACCEPTANCE PERIOD

Offeror must indicate acceptance of the final version of this solicitation as amended. A response to a Request for Proposal is an offer to contract GNRC based upon the terms, conditions, scope of services and specifications contained in this Request for Proposal. Proposals are an irrevocable offer for ninety (90) days after the proposal opening time and date.

3.9 OFFEROR'S RIGHTS

All materials submitted in response to this RFP become the property of GNRC upon delivery and are to be appended to any formal documentation, which would further define or expand the contractual relationship between the GNRC and the Offeror.

4.0 EVALUATION OF PROPOSALS

4.1 CRITERIA FOR PROPOSAL EVALUATION

Proposals shall be evaluated on three separate criteria. The maximum score is 100 points.

WEIGHT	CRITERION
50 points	Ability to Meet Schedule Requirements
40 points	Qualifications and Experience
10 points	MWBE Participation

4.2 PROPOSAL INTERVIEWS

Based upon the evaluation of the written proposals, the GNRC may request the highest-ranking teams to participate in an in-person or telephone interview in order to answer questions or to provide a demonstration the proposed software.

4.3 AWARD OF CONTRACT

Notwithstanding any other provision of this RFP, the GNRC, expressly reserves the right to:

1. Waive any immaterial defect or informality, or
2. Reject any or all proposals, or portions thereof, or
3. Select a vendor already under contract for similar services, or
4. Cancel or reissue the solicitation.