



**REQUEST FOR PROPOSAL
Video Production Services**

The Mid-Ohio Regional Planning Commission is requesting a proposal for video production services for approximately seven videos per year with the potential of additional videos produced on an as-needed basis. MORPC is seeking to engage with the firm for a three-year contract to begin January 2016 and last through December 2018.

Video production in 2016 is needed for the following:

- Annual State of the Region Luncheon - Three award videos and one video featuring MORPC's outgoing chairman, with each being 1-2 minutes in length. These videos would need to be completed by mid-April 2016.
- Annual Summit on Sustainability - Three award videos, with each being 1-2 minutes in length. These videos would need to be completed by mid-September.
- Additional videos as needed.

Three copies of proposals from firms and individuals to provide professional services for visual production services must be received by **MORPC by 5 p.m. (EDT) on Friday, January 29, 2016.**

Submit proposals to:

Joe Garrity, Public Affairs Coordinator
Mid-Ohio Regional Planning Commission
111 Liberty Street, Suite 100, Columbus 43215
jgarrity@morpc.org

Questions about the proposal should be submitted via email to Joe Garrity at jgarrity@morpc.org. E-mail submissions will be accepted. Paper submissions must also include an electronic version of the proposal on a USB drive or via e-mail.

MORPC, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office



of the Secretary, Part 21, Nondiscrimination in Federally Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

MORPC shall not be liable for any costs incurred by the consultant in response to this RFP, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this RFP shall become the property of MORPC and may be returned only at MORPC's option.

All materials received shall be considered public information and shall be open to public inspection.

Organization:

The Mid-Ohio Regional Planning Commission (MORPC) is a voluntary association of local governments and regional agencies serving a 15-county area in Central Ohio. A catalyst for regional change, evidence of MORPC's work is seen every day through planning, programming and brokerage services in the areas of data and regional mapping, energy and air quality, planning and environment, transportation, and public policy. We assist our members by providing innovative solutions for the many challenges facing our growing region. MORPC is considered both a governmental entity and a non-profit organization.

Scope of Services:

The service provider will support MORPC staff by creating and producing short videos to be utilized during key special events and in presentations for the Central Ohio regional community, policymakers, and other audiences. The successful service provider will work with MORPC's Public and Government Affairs department to produce videos that incorporate the MORPC brand and critical services.

Design Requirements:

The service provider will also be responsible for incorporating the positive culture and established branding standard, style guide, and color palette for MORPC.

General Statement of Work:

The service provider will also provide ample time for the initial production drafts to be viewed by MORPC staff for editorial comments and feedback, which would then be incorporated into the final production.

Selection Criteria and Process:

An evaluation committee of MORPC staff members will review and evaluate all properly submitted proposals that are received on or before the deadline of January 29, 2016.

Proposals will be evaluated based on the following factors:

FACTOR	WEIGHT GIVEN
Capacity Requirements of the service provider for turnaround timelines for recurring and planned products. The capacity of the service provider to work with MORPC staff to meet tight turnaround deadlines for communication; and the ability to handle multiple and complex projects.	20%
FACTOR	
Capability The capability of the service provider to work with and transfer PageMaker, Microsoft Word, InDesign, Publisher, HTML and other files. The ability of the service provider to exercise creativity within the parameters of MORPC standards. The ability of the service provider to enhance MORPC's branding efforts.	20%
Experience Past performance providing services that are identical or similar to the work identified in the scope of services. Familiarity and experience working with government and/or non-profit organizations.	20%

Samples of past videos similar to those described in the scope of services.

References that can speak to past performance.

Expertise 20%

Assignment of individuals with specific knowledge, education, training, and experience to carry out the work identified in the scope of services.

Professional association memberships and other affiliations that reflect the service provider's commitment to best practices for communications and video production.

Fees and Product Pricing & the Ability to Adhere to Budgetary Guidelines 20%

The capability to summarize, present, and adhere to fees and product pricing that is approved by MORPC.

The selected service provider will work within MORPC budgetary guidelines for any and all productions and publications.

Terms and Conditions:

MORPC reserves the right to reject any and all proposals and to waive minor irregularities in any proposal.

MORPC reserves the right to request clarification of information submitted and to request additional information from any proposer.

MORPC reserves the right to award any contract to the next most qualified contractor if the successful contractor does not execute a contract within thirty (30) days after the award of the proposal.

The contract resulting from acceptance of a proposal by MORPC shall be in a form supplied or approved by MORPC and shall reflect the specifications in this RFP. MORPC reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFP or that is not approved by MORPC's legal counsel.

MORPC shall not be responsible for any costs incurred by the firm in preparing, submitting, or presenting its response to the RFP.

MORPC will evaluate the performance of the contract services after six months and reserves the right to terminate the contract at this time if performance by the contractor is not acceptable at meeting the scope of services.

This RFP is designed to build a long-term relationship with the service provider that is based on performance, creativity, and the ability to work within budgetary guidelines.

Budget

The proposed budget for the State of the Region Videos (4) is \$10,000.

The proposed budget for the Summit on Sustainability Videos (3) is \$4,500.

Budget for additional video requests will be negotiated on an as needed basis.

Compensation:

Please present detailed information on the service provider's proposed fee schedule for the specifications proposed and for any variation for non-routine services, and any other applicable visual communication. Please provide specifics as to definitions of routine versus non-routine tasks, what is fixed as opposed to variable, and how costs are adjusted according to that classification.

MORPC reserves the right to negotiate an agreement to include any portion or portions of the services covered by this document. MORPC reserves the right to reject any and all responses in total or by components.

Payment by MORPC for the services will only be made after the services have been performed and an itemized billing statement is submitted in the form specified by MORPC and approved by the appropriate MORPC representative, which shall specifically set forth the services performed, the name of the person performing such services, and the hourly labor charge rate for such person. Payment shall be made after receipt of final productions for each signature event and a properly supported billing statement.

RFP Requirements:

The proposal should be prepared simply and provide a straightforward, concise description of provider capabilities to satisfy the requirements of the request. Emphasis should be on completeness and clarity of content. Proposal should also provide at least three examples of videos provided via web links or on a USB port.

The selected firm will be notified by February 5, 2016.

Responses should include the following:

1. A response detailing approach to the scope of work.
2. Description and at least three examples of related project work, videos, and references (minimum of three references).
3. Identify the personnel (account manager, productions manager, etc.) who will be assigned to the MORPC project and include a resume, or comparable information, for each person indicating his or her qualifications and expertise.
4. Estimated project costs (already noted above).

*Questions may be submitted to the public affairs coordinator via email (jgarrity@morpc.org).