



REQUEST FOR PROPOSALS (RFP)
for
Video Production Services

Date Issued: September 3, 2019

Response Due Date: September 30, 2019 by 4:00 p.m.

Contact: Send Responses to:
Rebecca Calija
C/o Diane Nguyen, Deputy Director
Subject: Video Production Services RFP-RC
San Joaquin Council of Governments
555 E. Weber Avenue
Stockton, CA 95202

Questions: Questions may be directed to Diane Nguyen at nguyen@sjcog.org.
The RFP is available online at www.sjcog.org/rfp.

I. OVERVIEW

San Joaquin Council of Governments (SJCOG) is soliciting proposals to produce a minimum of two (up to five) short videos, 3-5 minutes in length for the agency and specific program promotion.

II. INTRODUCTION AND BACKGROUND

Located in California's fertile San Joaquin Valley, SJCOG is a joint-powers authority created to address transportation issues as well as housing, air quality, and airport land use planning issues. Its member agencies include the County of San Joaquin and the 7 incorporated cities of Stockton, Lodi, Manteca, Tracy, Ripon, Escalon, and Lathrop.

SJCOG is overseen by a fifteen-member Board vested with decision-making responsibilities for major transportation planning and programming with the county. The Board is comprised of elected officials representing the seven cities and San Joaquin County. Supplementing these voting members are advisory representatives from Caltrans District 10, the Port of Stockton, and the San Joaquin Regional Transit District.

As the federally-designated Metropolitan Planning Organization and the state-designated Regional Transportation Planning Agency for San Joaquin County, SJCOG develops and updates many transportation plans for allocating the federal, state and local funds to implement them. Although regional transportation planning is its primary role, SJCOG also functions as the state-designated Census Data Center for the region; the Local Transportation Authority (which administers the local ½ cent transportation sales tax program, better known as Measure K); the Airport Land Use Commission, which assures that surrounding land uses are compatible with airports; and SJCOG, Inc, which oversees the habitat and open space conservation plan for San Joaquin County.

More information can be found at www.sjcog.org.

III. PROJECT INFORMATION

Overview

SJCOG seeks proposals to produce at least two recruitment videos that are 3 to 5 minutes in length. Additional videos may be produced as the budget permits. Since SJCOG is a nonprofit government organization, proposals should utilize creative, cost-effective solutions.

Project Description

The following recruitment videos should be produced:

1. **SJCOG Agency Overview.** This overview video is intended to educate and inform residents and the general public about the agency and what we do. In particular, the video should highlight the roles SJCOG plays in transportation planning, which includes transit, state highways, air quality, affordable housing, and congestion management in San Joaquin County and the surrounding regions. While open for collaboration on additional ideas, the envisioned content would include video/photos of projects/local areas of interest and testimonials from staff and/or Board Members.

2. **Measure K: Past, Present, and Future video.** Through the region's Measure K transportation sales tax program, SJCOG is administering the delivery of over \$3 billion in transportation investments over the next 30 years including transit, state highways, local roadways, pedestrian/bicycle, and smart growth projects that include affordable housing. The video will highlight completed, current, and planned projects as well as interviews and testimonials from Board Members and/or community members.

3. **South County Corridor Challenges and Opportunities video.** This video will explore challenges and opportunities for congestion management on state highways, and local roadways in the southern portions of San Joaquin County.

4. **Habitat Program video (optional).** This video should inform and educate the general public on SJCOG's role to balance the need to conserve open space with the need to convert the land to non-open space uses and mitigate for impacts to plant, fish, and wildlife species listed as endangered.

Subjects and Locations

SJCOG will provide and coordinate all persons being filmed/photographed, which will be a combination of SJCOG staff, SJCOG Board Members, and/or clients. SJCOG will work with the video production team to identify, coordinate, and reserve all locations being filmed/photographed.

Samples

The following videos exemplify ideas for the general message, however, we hope to get a more modern and contemporary style and feel:

- Southern California Association of Governments (SCAG) Year to Come: <https://vimeo.com/268881688>
- The Bay Area: A Cautionary Tale: <https://vimeo.com/242153642>

- TransNet Story Map: Promises Made, Promises Kept:
<https://www.youtube.com/watch?v=LGip94PJ33Y>

The following videos were previously produced for SJCOG and used on our various social media platforms:

- SJCOG Recruitment: <https://youtu.be/Jb9RMBu4cVU>
- Celebrating Measure K: <https://youtu.be/G0n-O7QoJVQ>
- SR – 99 Manteca Widening: <https://youtu.be/HqUd79LCLf8>
- SR – South Stockton Widening: <https://youtu.be/X5ftwWcFfc>
- State Route 4 Extension Project: https://youtu.be/8JHcM__AYfU

Timeline

Pre-Production

September 3	Publish RFP for Video Production Services
September 30	Proposals due
October 7-11	Interviews with submitted firms (if SJCOG decides to hold)
October 24	Select and approve the proposal for contracting

Production

October	Video/photo shooting and editing
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Post-Production

November	Videos completed, ready for posting
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Technical Requirements

The produced videos shall have the following technical requirements:

- Each video should be three to five minutes long
- Videos must be webcast quality
- Videos must be able to be reduced or expanded in size without diminishing quality
- Videos should be in a file format for use on the SJCOG website and social media platforms
- The finalized videos should be completed by the end of November 2019

Contractor Requirements

The video producer should have an initial creative consultation meeting with the SJCOG staff overseeing the project. The video producer is expected to be in contact with the designated SJCOG staff throughout all phases of the project by providing a weekly progress report, either verbally or by email. It is the policy of SJCOG to attempt to retain local firms, however, all proposals will be evaluated based on the quality of the proposal, experience of the firm, and overall cost for services.

The video producer is required to secure its own production facilities and equipment to produce elements of the video, including but not limited to voicing, lighting, graphics, animation, editing, and music. SJCOG understands that video production may inherently have some “stock” or “canned” elements in order to balance time and cost constraints. Therefore, SJCOG expects the video producer to use cost-effective approaches in both the production and post-production of the videos. However, the finished videos should showcase San Joaquin County and SJCOG and not leave viewers with the impression that the video could be used for any similar area or agency.

IV. PROPOSAL REQUIREMENTS

Proposals must include:

1. Introduction summarizing any relevant experience and production resources.
2. Examples/samples of past projects, preferably of similar size and scope.
3. Proposed vision for the videos (broad concepts on the final product).
4. Proposed budget, which should include a suggested work plan and breakdown of fees for professional and administrative services.
5. Proposed schedule for the project, including various stages, milestones, and payments.
6. Point of contact information, including name, title, phone, and email address.

Applicants are encouraged to provide straightforward, concise information that satisfies the requirements specified. Emphasis should be on brevity, conformity to instructions, and clarity.

Please submit three (3) hard copies and one (1) digital copy of your Proposal to the SJCOG office no later than **4:00 p.m. on September 30, 2019**. *Postmarks and emails are **not** accepted.* Statements received after the due date and time will be deemed non-responsive and will not be considered.

Sealed statements should be mailed or delivered to:

Rebecca Calija
C/o Diane Nguyen, Deputy Director
Subject: Video Production Services RFP-RC
San Joaquin Council of Governments
555 E. Weber Avenue
Stockton, CA 95202

All proposals shall remain valid for ninety (90) days following the final date for submission. All proposals become the sole property of SJCOG and part of its official records without obligation by

SJCOG.

Questions/Inquiries

Submit questions in writing or e-mail to Diane Nguyen, Deputy Director at nguyen@sjcog.org.

V. SELECTION CRITERIA

Proposals received will be evaluated by SJCOG on the following selection criteria:

- Demonstrated experience in creative video development, production, and post-production
- Ability to coordinate resources, equipment, and required staff for video production and post-production
- Understanding of the purpose and scope of the videos
- Original and creative vision
- Ability to meet the expected timeline for completing the project
- Cost-effectiveness

VI. SOLICITATION DISCLAIMER

This request is not a commitment or contract of any kind. SJCOG reserves the right to pursue any and/or all ideas generated by this request. Costs for developing the statements are entirely the responsibility of the applicants and will not be reimbursed. SJCOG may reject any the Proposals received because of this request. Solicitation of proposals does not obligate SJCOG to contract with any company or individual. All materials submitted by respondents are subject to public inspection under the California Public Records Act (Government Code § 6250 *et seq.*), unless otherwise exempt. SOQs will remain confidential until the SJCOG Board has authorized award.

VII. DISADVANTAGED BUSINESS ENTERPRISE (DBE Policy)

- a. This Agreement is subject to Title 49, Code of Federal Regulations, Part 26 (49 CFR 26) entitled “Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs.” The regulations in their entirety are incorporated by this reference and made part of this Agreement as if attached hereto.
- b. Pursuant to 49 CFR 26.13(b), the Consultant or Subconsultant shall not discriminate on the basis of race, color, national origin, or sex in the performance

of this Agreement. The Consultant shall carry out applicable requirements of 49 CFR 26 in the award and administration of DOT-assisted Agreements. Failure by the Consultant to carry out these requirements is a material breach of this Agreement, which may result in the termination of this Agreement or such other remedy as Caltrans deems appropriate, which may include, but is not limited to:

- i. Withholding monthly progress payments;
 - ii. Assessing sanctions;
 - iii. Liquidated damages; and/or
 - iv. Disqualifying the Consultant from future competition as non-responsible.
- c. There is no specific contract goal for DBE participation in this Agreement. However, the Consultant will still be required to submit a Disadvantaged Business Enterprises Utilization Report (form ADM-3069)
- d. It is the policy of Caltrans that DBEs, as defined in 49 CFR 26, shall be encouraged to participate in the performance of Agreements financed in whole or in part with federal funds to assist the State in meeting its federally mandated overall annual DBE goal.

More information on recent policy changes to the federal DBE Program is available on Caltrans website at <http://www.dot.ca.gov/hq/bep/>

VIII. NONDISCRIMINATION

The Consultant's signature affixed herein and dated shall constitute a certification under penalty of perjury under the laws of the State of California that the Consultant has, unless exempt, complied with the nondiscrimination program requirements of Government Code Section 12990 and Title 2, California Code of Regulations, Section 8103.

SJCOG will exclude no person from participation in, deny any person the benefit of, or otherwise discriminate against anyone for the award and performance of any contract covered by 49 CFR, Part 26 on the basis of race, color, sex, or national origin. SJCOG will not, directly or through contractual or other arrangements, use criteria or methods of administration with the effect of defeating or substantially impairing the accomplishment of the objectives of the Caltrans DBE Program Plan regarding individuals of a particular race, color, sex, or national origin.

X. DEBARMENT AND SUSPENSION CERTIFICATION

- A. The Consultant's signature affixed herein shall constitute a certification under penalty of perjury under the laws of the State of California, that the Consultant or any person associated therewith in the capacity of owner, partner, director, officer or manager:

1. Is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency;
 2. Has not been suspended, debarred, voluntarily excluded, or determined ineligible by any federal agency within the past three (3) years;
 3. Does not have a proposed debarment pending; and
 4. Has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past three (3) years.
- B. Any exceptions to this certification must be disclosed to Caltrans. Exceptions will not necessarily result in denial of recommendation for the award but will be considered in determining bidder responsibility. Disclosures must indicate the party to whom the exceptions apply, the initiating agency, and the dates of agency action.

XI. BID PROTEST

Any bid protest must be in writing and received by SJCOG at 555 East Weber Avenue, Stockton, CA 95202 before 5:00 p.m. no later than five (5) business days following the date the SJCOG Board awards the Contract (the “Bid Protest Deadline”) and must comply with these requirements:

1.1. **General.** Only a bidder who has actually submitted a Bid Proposal is eligible to submit a bid protest against another bidder. Subcontractors are not eligible to submit bid protests. A bidder may not rely on the bid protest submitted by another bidder, but must timely pursue its own protest. The protesting bidder must submit a non-refundable fee for five hundred dollars (\$500.00). This fee must be submitted to SJCOG by the Bid Protest Deadline. For purposes of this Section, a “business day” means a day that SJCOG is open for normal business, and excludes weekends and holidays observed by SJCOG.

1.2. **Protest Contents.** The bid protest must contain a complete statement of the basis for the protest and all supporting documentation. Material submitted after the Bid Protest Deadline will not be considered. The protest must refer to the specific portion or portions of the Contract Documents upon which the protest is based. The protest must include the name, address, email address, and telephone number of the person representing the protesting bidder if different from the protesting bidder.

1.3. **Copy to Protested Bidder.** A copy of the protest and all supporting documents must be concurrently transmitted by fax or by email, by or before the Bid Protest Deadline, to

the protested bidder and any other bidder who has a reasonable prospect of receiving an award depending upon the outcome of the protest.

1.4. Response to Protest. The protested bidder may submit a written response to the protest provided the response is received by SJCOG before 5:00 p.m., within seven (7) business days after the Bid Protest Deadline or after actual receipt of the bid protest, whichever is sooner (the “Response Deadline”). The response must include all supporting documentation. Material submitted after the Response Deadline will not be considered. The response must include the name, address, email address, and telephone number of the person representing the protested bidder if different from the protested bidder.

1.5. Copy to Protesting Bidder. A copy of the response and all supporting documents must be concurrently transmitted by fax or by email, by or before the Response Deadline, to the protesting bidder and any other bidder who has a reasonable prospect of receiving an award depending on the outcome of the protest.

1.6. Public Records. All materials submitted relative to this RFP/RFQ will be kept confidential until such time as an award of Contract is made. At such time, all materials submitted must be made available to the public. All information contained in the Bid Proposal may be subject to the California Public Records Act (Government Code sections 6250 et seq.), and the information’s use and disclosure are governed by this Act. Any information deemed confidential or proprietary should be clearly identified by the bidder as such. Such information may then be protected and treated with confidentiality to the extent permitted by state law.

1.7. SJCOG Action. The Executive Director will designate staff to investigate disputed factual allegations, if any, contained in the protest.

1.7.1. The designated staff will prepare a Proposed Decision with assistance from SJCOG General Counsel as soon as possible. The Proposed Decision should contain a summary of the protest and any responses received an evaluation of the protest and a recommendation as to whether the protest should be allowed or denied. The Proposed Decision will only address the issues raised in the protest. The Proposed Decision shall be submitted to the Executive Director for approval.

1.7.2. If the Proposed Decision is approved by the Executive Director, the Proposed Decision is then transmitted to the SJCOG Board Members.

1.7.3. If a Member of the Board does not request full Board consideration of the protest within ten (10) days of receiving the Proposed Decision, the Proposed Decision becomes the Final decision of SJCOG and is mailed to the protestor and the protested bidder to whom award was authorized.

1.8. Exclusive Remedy. The procedure and time limits set forth in this Section are mandatory and are the bidder’s sole and exclusive remedy in the event of the bid protest. A bidder’s failure to comply with these procedures will constitute a waiver of any right to

further pursue a bid protest, including filing a Government Code Claim or initiation of legal proceedings.

1.9. Right to Reject all Bids. The bidder's filing of a protest shall not preclude SJCOG from rejecting all bids or proposals and re-advertising a contract. Rejecting all bids or proposals shall render a protest moot and terminate all protest proceedings.

1.10. Right to an Award. The SJCOG Board of Directors reserves the right to award the contract to the bidder it has determined to be the responsive responsible bidder and to issue a notice to proceed with the services notwithstanding any pending or continuing challenge to its determination.