

A REQUEST FOR PROPOSALS (RFP)

To Produce Videos about Transit Oriented Development in the Denver Region

March 5, 2010

**DENVER REGIONAL COUNCIL OF GOVERNMENTS
1290 Broadway, Suite 700
Denver, Colorado 80203-5606**

TABLE OF CONTENTS

I. INSTRUCTIONS FOR SUBMITTAL	3
<u>Summary</u>	3
<u>RFP Schedule</u>	3
<u>General Instructions</u>	4
<u>Required Elements in Response/Response Format</u>	4
<u>Selection Process</u>	6
<u>Evaluation Criteria</u>	6
<u>Special Conditions</u>	6
II. PROJECT DESCRIPTION	9
<u>Introduction</u>	9
<u>Project Overview</u>	9
<u>Tasks, Deliverables and Schedule</u>	10
ATTACHMENT A: PRINCIPLES FOR DETERMINING COSTS APPLICABLE TO CONTRACTS WITH THE DENVER REGIONAL COUNCIL OF GOVERNMENTS	11
ATTACHMENT B: CONTRACTOR'S PRE-CONTRACT CERTIFICATION REGARDING EMPLOYING ILLEGAL ALIENS	15

I. INSTRUCTIONS FOR SUBMITTAL OF PROPOSALS

A. Summary

The Denver Regional Council of Governments (DRCOG) is soliciting proposals from individuals and firms with demonstrable experience to support the production of a series of short videos about transit oriented development (TOD) in the Denver region, to be incorporated into an interactive Web portal. The entire scope of work includes a total of three tasks described in Section II.

B. RFP Schedule

Consideration of the responses will be governed by the following schedule:

Milestone	Details	Date
Distribution	Requests for Proposals will be forwarded to consultants and firms who have indicated an interest in participating in this project and/or who have displayed evidence of expertise in video production described herein. The RFP will also be posted on DRCOG's website at www.drcog.org .	3/5/10
Questions and Inquiries	Please use the DRCOG Q&A Web page to submit questions: http://www.drcog.org/bids/faq/dsp_addQuestion.cfm?code=CRS08 Questions can also be emailed to Jill Locantore at jlocantore@drcog.org . All questions and answers will be posted on this Web page for all interested parties to view. Questions must be submitted by this date.	3/11/10
Question Responses	DRCOG will only respond to questions and inquiries via the DRCOG Q&A web page to ensure that all candidate individuals and firms have the same information. http://www.drcog.org/bids/faq/dsp_viewfaqs.cfm?code=CRS08 Responses to the final questions and inquiries will be posted by this date.	3/15/10
Submittals due	Responses to this request must be received at the following address by 5:00 PM Mountain time: Denver Regional Council of Governments Attention: Jill Locantore 1290 Broadway, Suite 700 Denver, Colorado 80203-5606	3/19/10

	Proposals shall be submitted in bound form, with four identical copies each. Respondents may also submit digitally (in PDF format), but must contact DRCOG prior to doing so for special submission requirements.	
Interviews (optional)	Interviews, if required, will be held on or before this date. Notification of selection for an interview will be given on or before 3/23/10.	3/26/10
Contract Execution	DRCOG staff to begin contract negotiations with selected vendor(s). DRCOG may contract with one or more vendors to complete the entire scope of work.	3/31/10

C. General Instructions

- 1. Inquiries**– Inquiries regarding this RFP should be submitted by the date listed above via the DRCOG Q&A Web page:

http://www.drcog.org/bids/faq/dsp_addQuestion.cfm?code=CRS08

or directly to:

Jill Locantore
Denver Regional Council of Governments
1290 Broadway, Suite 700
Denver, Colorado 80203-5606
E-mail: jlocantore@drcog.org
Phone: 303-480-6752

- 2. Project Direction** – Jill Locantore will be responsible for providing direction to the selected vendor(s).
- 3. Signatory Requirements** – Responses must be signed by a duly authorized official of the respondent. Consortiums, joint ventures, or teams submitting responses will not be considered responsive unless it is established that all contractual responsibility rests solely with one contractor or legal entity, which shall not be a subsidiary or affiliate with limited resources. Each response should indicate the entity responsible for execution on behalf of the team.

D. Required Elements in Response/Response Format

Consulting firms, teams, or individuals responding to this RFP shall provide the following information in their proposals in the order listed herein.

- 1. Cover Letter** - Respondents should submit a cover letter expressing their interest in the project. The letter should contain, at a minimum, the following information:

- a. Statement of interest referencing Videos about Transit Oriented Development in the Denver Region.
 - b. Certification that the information and data submitted is true and complete to the best knowledge of the individual signing the letter.
 - c. The Firm name, Firm's address, telephone number, fax number and e-mail address of the individual to contact regarding the submittal.
 - d. An authorized principal or partner of the firm shall sign the letter.
- 2. Qualifications and Experience of the Respondent (s)** - Respondents shall describe projects and experience of the past three years relevant to the draft scope of services described in Section II below. Respondents should place particular emphasis on projects which key staff to be assigned to this project have worked. If subcontractors are to be used, the means by which these firms will participate should be specified and their experience and credentials presented in this section.
- 3. Qualifications and Experience of Key Staff** - Respondents shall identify the key individuals to be assigned to this project (by name and position) and describe the work tasks assigned to each individual. The respondent must also provide experience summaries of these key individuals, describing for each individual their previous experience on similar projects in similar roles, their educational background, and their length of tenure with the consulting firm. Resumes of these key individuals may also be included.
- 4. References** - Respondents shall submit names, addresses, and phone numbers of references familiar with the respondent's ability, experience, and reliability in the performance and management of projects of a similar nature.
- 5. Cost Information** - Respondents shall provide a listing of the hourly billing rates for each job classification and job title they would expect to deploy on this project, including any supporting personnel.

Include also a break out of general operating expenses, the costs associated with any materials or services that may be required, or any other miscellaneous costs that are anticipated in the course of performing the tasks outlined below. Overhead costs, including, without limitation, faxing, cellular phone air time, and computer processing time, must be borne exclusively by the selected vendor(s) as a cost of doing business.

Any subsequent contract with the selected respondent will be executed in accordance with Attachment A of this RFP. Any such contract is contingent on the availability of funds.

- 6. Project Management and Scheduling Expertise** - Respondents shall identify the management techniques that they are using to assure the completion of projects within schedule and budget.

E. Selection Process

DRCOG will establish a proposal review team to review the responses to this RFP that are received prior to **5:00 pm Mountain** time on March 19, 2010. After the review of responses, oral interviews of the most qualified firms may be conducted at the discretion of the review team.

F. Evaluation Criteria

- 1. Experience and Capability** - Respondents will be evaluated with respect to the experience of the firm(s) and personnel assigned to the project both in terms of past efforts in this type of work and the quality and level of commitment to this project. Of prime concern will be the capabilities and accomplishments of the individuals to be assigned to this particular project.
- 2. Management Qualifications** - Qualifications of the firm in terms of its ability, experience, and reliability in performing and managing work within a schedule and budget will be included in the evaluation process.
- 3. Cost Information** – Likely project cost, determined from the standard service fee break out provided by the respondent, will be considered in the selection; however, it will not be the only determining factor. Specific attention will be given to the commitment implied for key staff and the overall labor effort proposed, and their relationship to the estimated project cost.
- 4. References** – Information provided by respondent's references addressing the knowledge, skills and abilities of the respondent to complete the work outlined below will be included in the staff evaluation of the response.

G. Special Conditions

- 1. Rejection Rights** - All respondents are notified that the execution of a contract pursuant to this Request for Proposal is dependent upon approval by DRCOG. The Denver Regional Council of Governments reserves the right to reject all responses and re-solicit if deemed by the Denver Regional Council of Governments to be in its best interests. Selection of a vendor(s) is also dependent on the negotiation of an acceptable contract with the successful respondent.
- 2. Costs of Response Preparation and Other Charges** - No reimbursement will be made by DRCOG for any costs incurred prior to an executed contract.
- 3. Request for Proposal** - All responses to this request become the property of DRCOG upon receipt and will not be returned to the respondent. Selection or rejection will not affect this right. DRCOG shall have the right to use any or all of the ideas or adaptations of the ideas contained in any proposal received in response to this solicitation. Any proprietary information submitted in response to this request shall be clearly marked and will be handled in accordance with

applicable federal and state procurement regulations. Neither cost information nor the total response will be considered proprietary. This policy and award of bids provisions herein are solely for the fiscal responsibility and benefit of DRCOG, and confer no rights, duties or entitlements to any bidders or respondents.

4. **Equal Employment Opportunity** - In connection with this request, the selected vendor(s) shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age, marital status, being handicapped, a disadvantaged person, or being a disabled or Vietnam era veteran. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer, recruitment or recruitment advertising, layoff or termination, rates of pay or other forms of compensation and selection for training, including any apprenticeship.

The selected vendor(s) will furnish all necessary information and reports and will permit access to its books, records, and accounts by DRCOG for purposes of investigation to ascertain compliance with the nondiscrimination provisions of any resultant contract.

5. **Noncompliance** - In the event of the selected vendor(s) noncompliance with the nondiscrimination provision of any resultant contract, DRCOG shall impose such contract sanctions as it may determine to be appropriate, including, but not limited to:
 - a. Withholding of payments under the contract until the selected vendor(s) complies, and/or
 - b. Cancellation, termination, or suspension of the contract, in whole or in part.

6. **Allowable Costs** - Allowable costs under any subsequent contract will be determined in accordance with Attachment A of this RFP and applicable provisions of the Code of Federal Regulations (CFR).

7. **Insurance Requirements** - Contracts executed pursuant to this solicitation will require the selected vendor(s) to carry the following minimum amounts of insurance:
 - a. Workers' Compensation in statutory limits.
 - b. Employer's Liability Insurance: \$100,000/ each accident, \$500,000/ disease - policy limit, and \$100,000/ disease - each employee.
 - c. Comprehensive General Liability Insurance: \$1,000,000/Occurrence.
 - d. Automobile Liability or Hired & Non-Owned Vehicle Liability Insurance: \$1,000,000/each accident (if applicable).
 - e. Professional Liability Insurance: \$1,000,000/Occurrence.

DRCOG, its officers, and employees are to be named as additional insured on a certificate of insurance under both the Contractor's General Liability and

Automobile Liability policies. Said insurance will be required to be maintained in full force and effect during the term of the contract.

- 8. Suspension and Debarment** - By submitting a proposal in response to this RFP, the respondent also represents that its organization and its principals are not suspended or debarred per Federal requirements.
- 9. Prohibition Against Employing Illegal Aliens** - By submitting a proposal in response to this RFP, the respondent hereby certifies that prior to entering into any Contract for this Project and at the time of providing this certification, the respondent does not knowingly employ or contract with an illegal alien; and that the respondent will participate in the E-Verify program or the Department Program, as defined in C.R.S. §§ 8-17.5-101(3.3) and 8-17.5-101(3.7), respectively in order to verify that it does not employ any illegal aliens.

The respondent acknowledges that if this is a public contract for services, any contract shall include a prohibition against employing illegal aliens in conformance with C.R.S. § 8-17.5-101 et seq., and that respondent will comply with the requirements of C.R.S. § 8-17.5-101 et seq.

- 10. Period of Performance** – The work on all components expected under this solicitation must be completed by October 31, 2010. Work programs for specific projects will be negotiated and the period of performance for the work is not expected to exceed seven months.

II. PROJECT DESCRIPTION

Introduction

The Denver Regional Council of Governments (DRCOG) is soliciting proposals from individuals and firms with demonstrable experience to support the production of a series of short videos about transit oriented development (TOD) in the Denver region, to be incorporated into an interactive Web portal. The entire scope of work includes a total of three tasks described in Tasks, Deliverables, and Schedule.

Project Overview

The mission of DRCOG's Transit-Oriented Development program is to provide relevant and timely information that helps policy makers, business leaders, and the public make informed decisions, and to facilitate dialogue and collaboration among stakeholders. Program activities have included "planner idea exchange" meetings, best practices workshops, original research, and the development of online resources.

We recognize that the traditional methods we have relied upon are limited in their ability to effectively engage a broad audience, particularly in light of changing information consumption and social interaction patterns. Today's citizens seek information and social interaction through a variety of nontraditional channels including interactive Web sites, blogs, and online chat rooms. Recognizing this growing shift, DRCOG seeks to enhance its TOD program and public outreach efforts more generally by leveraging technology to:

- Better match engagement efforts with modern lifestyles and information consumption patterns.
- Make timely and relevant information more broadly accessible, so that stakeholders are better informed about the planning process and decisions in front of them.
- Help stakeholders better visualize regional challenges, opportunities, and policy options, particularly as they relate to the link between land use and transportation.
- Make public participation more of a continuous, ongoing, multi-faceted engagement rather than a series of discrete, momentary events.

The project will build on DRCOG's reputation as the resource of first resort for regional data and information by making a range of social media and related informational products – videos, networking resources, RSS feeds, interactive documents and maps, etc. – available through a centralized, easy-to-use portal.

As part of this effort, we are seeking consultant support for the production of a series of short video segments that will be incorporated into the Web portal. The quality and format of the videos should, at a minimum, be suitable for distribution via the Internet (e.g., You Tube).

1. Introduction to TOD in the Denver region – 30 seconds to 1 minute in length (includes script development and talent)
2. Approximately 15 vignettes featuring TOD subject matter experts – 30 seconds to 1 minute 30 seconds each
3. Approximately 10 vignettes featuring TOD residents – up to 2 minutes each

Tasks, Deliverables and Schedule

All videos will be shot, edited and uploaded before August 31, 2010, with the bulk of the shooting in May and June, 2010.

Task 1. Pre-Production

This is the planning phase of the project. During this phase of the project, the consultant will work with DRCOG to develop a creative approach to video story production, possible storylines, themes we're looking to capture, and a production and post-production schedule. The Intro video talent will be selected by the consultant and confirmed by DRCOG, as will the voiceover script for that segment.

Deliverables

- Project kick-off meeting (may be teleconference)
- Creative brief summary document
- Production and post-production schedule
- Selection of Intro video talent
- Voiceover script for Intro video

Task 2. Production

Production is the actual video/shooting phase of the project. During this project phase, the consultant will shoot on-camera interviews with TOD subject experts and TOD residents as selected by DRCOG. Footage will include headshot interviews for TOD subject experts and a combination of headshot interviews and on-location b-roll footage of TOD sites for resident stories.

Deliverables

- Interviews with TOD subject experts (approximately 15)
- Interviews with TOD residents (approximately 10)
- Shooting of on-location b-roll footage of TOD sites
- Shooting of Intro video footage with talent

Task 3. Post-Production

Post-production includes assembly of the raw footage into polished stories or interviews, sound mixing, addition of titles or other graphics, etc. DRCOG should have opportunities to review the videos throughout this process. The final cuts should be delivered to DRCOG in a format suitable for distribution via the Internet (e.g., YouTube).

Deliverables

- Post-production of Intro video with talent (approximately 1 minute of finished footage)
- Post-production of expert interviews (approximately 20 minutes of finished footage)
- Post-production of resident stories (approximately 20 minutes of finished footage)

**ATTACHMENT A
PRINCIPLES FOR DETERMINING
COSTS APPLICABLE TO CONTRACTS WITH
THE DENVER REGIONAL COUNCIL OF GOVERNMENTS**

A. Purpose and Scope

1. Objective. This policy procedure sets forth principles for determining the allocable costs of contracts with the Denver Regional Council of Governments.
2. Policy Guides. The application of these principles is based on the fundamental premises that:
 - a. Contractors are responsible for the efficient and effective administration of contract programs through the application of sound management practices.
 - b. The Contractor assumes the responsibility for seeing that contract funds have been expended and accounted for consistent with underlying agreements and contract objectives and provisions.
 - c. Each contractor organization, in recognition of its own unique combination of staff facilities and experience, will have the primary responsibility for employing whatever form of organization and management techniques may be necessary to assure proper and efficient administration.
3. Application. These principles will be applied to all contracts with the Denver Regional Council of Governments in determining costs and cost reimbursement type contracts including subcontracts.

B. Definitions

1. Approval or authorization of the Denver Regional Council of Governments means documentation evidencing consent prior to incurring specific costs.
2. Cost allocation plan means the documentation identifying, accumulating, and distributing allowable costs under Denver Regional Council of Governments' contracts, together with the allocation methods used.
3. Cost, as used herein, means cost as determined on a cash, accrual, or other basis acceptable to the Denver Regional Council of Governments as a discharge of the Contractor's accountability for Denver Regional Council of Governments' funds.

4. Cost objective means a pool, center, or area established for the accumulation of cost. Such areas include organizational units, functions, objects or items of expense, as well as ultimate cost objectives including specific on-site direct and indirect activities.
5. Contract program means those activities and operations of the Contractor which are necessary to carry out the purposes of the contract.
6. Services, as used herein, means goods and facilities, as well as services.
7. Supporting services, means auxiliary functions necessary to sustain the direct effort involved in administering a contract or an activity providing service to the program. These services may include procurement, payroll, personnel functions, maintenance and operation of space, data processing, accounting, budgeting, auditing, mail and messenger service, and the like.

C. Basic Guidelines

1. Factors Affecting Allowability of Costs. To be allowable under a Denver Regional Council of Governments' contract, costs must meet the following general criteria:
 - a. Selected items of cost under this contract must meet the standards and criteria set forth by OMB Circular No. A-87 issued by the Office of Management and Budget on May 17, 1995.
 - b. Be necessary and reasonable for proper and efficient administration of the contract, be allocable thereto under these principles, and except as specifically provided herein, not be a general expense required to carry out the overall responsibilities of the Contractor.
 - c. Be authorized or not prohibited under state or local laws or regulations.
 - d. Conform to any limitations or exclusions set forth in these principles, federal laws, or other governing limitations as to types or amounts of cost items.
 - e. Be consistent with policies, regulations, and procedures that apply uniformly to all activities of the Contractor.
 - f. Be accorded consistent treatment through application of generally accepted accounting principles appropriate to the circumstances.
 - g. Not be allocable to or included as a cost of any other program in either the current or a prior period.
 - h. Be net of all applicable credits.

2. Allocable Costs. A cost is allocable to a particular cost objective to the extent of benefits received by such objective.
3. Applicable Credits. Applicable credits refer to those receipts or reduction of expenditure-type transactions that offset or reduce expense items allocable to contracts as direct or indirect costs. Examples of such transactions are: purchase discounts; rebates or allowances; recoveries or indemnities on losses; sales or publications, equipment, and scrap; income from personal or incidental services; and adjustments of overpayment or erroneous charges.

D. Composition of Cost

1. Total Cost. The total cost of a contract is comprised of the allocable direct cost incident to its performance, plus its allocable portion of authorized indirect costs, less applicable credits.
2. Classification of Costs. There is no universal rule for classifying certain costs as either direct or indirect under every accounting system. A cost may be direct with respect to some specific service or function, but indirect with respect to the contract or other ultimate cost objective. It is essential, therefore, that each item of cost be treated consistently either as a direct or an indirect cost.

E. Direct Costs

1. General. Direct costs are those that can be identified specifically with a particular cost objective. These costs may be charged directly to contracts, or to other programs against which costs are finally lodged. Direct costs may also be charged to cost objectives used for the accumulation of costs pending distribution in due course or other ultimate cost objectives.
2. Application. Typical direct costs chargeable to the Denver Regional Council of Governments' contracts are:
 - a. Compensation of employees for the time and effort devoted specifically to the execution of contract work effort.
 - b. Cost of materials acquired, consumed or expended specifically for the purpose of the contract.
 - c. Other items of expense incurred specifically to carry out the contract work statement.

F. Indirect Costs

1. General. Indirect costs are those that, because of their incurrence for common or joint objectives, are not readily subject to treatment as a direct cost.

Normal overhead and general and administrative expense as audited by the Defense Contract Audit Agency (DCAA) will normally be allowed on work performed under the Denver Regional Council of Governments' contracts.

2. Application. Typical indirect costs chargeable to the Denver Regional Council of Governments' contracts include fringe benefit cost such as vacation pay, holiday and excused time pay, disability benefits and sick leave wages, federal and state unemployment and social security taxes, insurance, including Workmen's Compensation and employer's liability, group life and medical insurance and other related types of cost; consumable office supplies, help-wanted advertising, business conferences, deferred or other compensation.

ATTACHMENT B
DENVER REGIONAL COUNCIL OF GOVERNMENTS
Contractor's Pre-Contract Certification
Regarding Employing Illegal Aliens

The proposer of public services to the Denver Regional Council of Governments identified below (hereafter "the Proposer"), hereby certifies as follows:

That at the time of providing this certification, Proposer does not knowingly employ or contract with an illegal alien; and that Proposer will participate in the E-Verify program or the Department Program, as defined in C.R.S. §§ 8-17.5-101(3.3) and 8-17.5-101(3.7), respectively, in order to confirm the employment eligibility of all employees who are newly hired for employment in the United States.

Dated this _____ day of _____, 2010.

RESPONDENT COMPANY NAME

BY

TITLE