



DCCCA
IMPROVING LIVES

3312 CLINTON PARKWAY
LAWRENCE, KS 66047

785.841.4138
785.841.5777 (FAX)
WWW.DCCCA.ORG

Request for Bids

Video Virtual Tour Project



RFB released:	Friday May 5, 2017
Deadline for Questions:	4:00 PM CST Friday May 12, 2017
Deadline for Letter of Intent:	4:00 PM CST Friday May 12, 2017
Deadline for Bids:	8:30 AM CST Friday May 31, 2017

Request for Bids

Video Virtual Tour Project

Table of Contents

Summary3

SECTION 1: Key information.....4

SECTION 2: Our Requirements6

SECTION 3: Our Review Criteria10

SECTION 4: Pricing information13

Attachment: DCCCA Talking Points14

Summary

What we need

DCCCA is seeking a qualified independent vendor to provide project management to capture video footage and produce several videos describing DCCCA and our individual programs.

What's important to us?

- Quality videos with clear and consistent message
- Videos of the same quality and style
- Videos that we will be able to use and edit in the future as we grow or change
- Owning rights to video to be able to edit and use as needed

Why should you bid?

At DCCCA we are about improving the lives of those we serve. DCCCA is a large non-profit with many programs. These videos will help existing and new staff understand DCCCA as a whole and more about each of our programs. In addition, these videos will be used on our website and externally to educate the community, funders, job applicants, and potential service recipients and their families about us.

A bit about us

DCCCA provides social and community services that improve the safety, health, and well-being of those we serve. We coordinate programs across Kansas, Missouri, and Oklahoma to provide behavioral health prevention and treatment services, recruitment of foster homes, foster home training and support, family services, and traffic safety education and resources. DCCCA also cooperates with local, state, and national programs and associations to provide education, research services, and resources when needed.

SECTION 1: Key information



1.1 Context

This Request for Bid (RFB) is an invitation from DCCCA to qualified vendors to submit a Bid to provide project management, consultation and the equipment, skills, and resources to complete Video Virtual Tour of our agency.



1.2 Our timeline

Here is our timeline for this RFB. All dates and times are in Central Standard Time.

Steps in RFB process:

RFB Distributed & Posted on website	May 5, 2017
Deadline for questions:	4:00 pm May 12, 2017
Deadline for Letter of Intent	4:00 pm May 12, 2017
Deadline for DCCCA to answer questions:	4:00 pm May 19, 2017

Deadline for Bids: 9:30 am May 31, 2017

Unsuccessful Respondents notified:	June 30, 2017
Respondents debriefs:	week starting June 5, 2017
Anticipated Contract start date:	July 15, 2017



1.3 How to contact us

- All inquiries **must** be directed to our Point of Contact. We will manage all external communications through this Point of Contact.
 - Our Point of Contact
 - Name:** Erick Vaughn
 - Title:** Director of Strategic Initiatives
 - Email:** evaughn@dcca.org
 - The Email subject line **MUST** include the exact phrase: "Virtual Video Tour"
-



1.4 Developing and submitting your Bid

- This is an open competitive process. The RFB sets out the process and conditions that apply.
 - Take time to read and understand the RFB. In particular:
 - Develop a strong understanding of our Requirements (Section 2).
 - In structuring your Bid consider how it will be reviewed (Section 3)
 - If anything is unclear or you have a question, ask us to explain. Please do so before the Deadline for Questions. Email our Point of Contact.
-

-
- Please submit a non-binding Letter of Intent to apply that includes at least the name, title, and email of one person. This information is important in case we make changes to the RFB and respond open and fairly to all questions received from applicants.
 - Check you have provided all information requested, and in the format and order asked for.
 - Having done the work don't be late – please ensure you get your Bid to us before the Deadline for Bids!



1.5 Address for submitting your Bid

- Bids must be submitted by email to our Point of Contact: evaughn@dcca.org
- We prefer one PDF file. However, we will accept multiple files due to email size limitations, as long as they are PDF or a Microsoft Office file format. Please number or provide information in your emails so our Point of Contact will know if we have received all of your emails and documents.
- Bids sent by mail/post, fax, or hard copy delivered to our office will not be considered.
- Our Point of Contact will reply by email within 24 hours to verify receipt of the Bid.



1.6 Our RFB Process, Terms and Conditions

- **Offer Validity Period:** In submitting a Bid the Respondent agrees that their Bid will remain open for acceptance by the Buyer for six (6) months from the Deadline for Bids, **unless otherwise noted in your Bid**. Including a statement in your Bid verifying this or a longer period of validity is much appreciated.



1.7 Later changes to the RFB or RFB process

If, after publishing the RFB, we need to change anything about the RFB, or RFB process, or want to provide applicants with additional information we will email applicants using information provided in the Letter of Intent.

SECTION 2: Our Requirements

2.1 Background

This RFB requests Bids for a qualified independent vendor to provide project management to capture video footage and produce several videos describing DCCCA and our individual programs.

2.2 What we are buying and why

The selected vendor will provide Project Management in coordination with designated DCCCA employees to create the necessary story boards, scripts, and other tools needed to capture the necessary video footage and to produce the edited videos and other deliverables requested. The bid should include logistics such as coordinating and scheduling with staff at each of our 13 locations, coordination with DCCCA staff to ensure drinks/snacks/meals are provided when appropriate (DCCCA will purchase the drinks/snacks/meals do not include these costs in your bid), preparing and coaching staff on dress, what to expect, etc.

Include in your bid:

- Description of your experience with project management of a project this size, coordination of producing videos for an organization of our size.
- A link or describe how to access your portfolio with similar video/project(s)
- Two prices, one for “doing it all,” meaning everything described in the RFB and another bid that includes doing the minimum (see deliverables section).
- Evidence of insurability – or a statement that you are not insured so we can include the cost of adding you to our insurance for the year when we review bids.

Locations include:

Oklahoma

- Lawton Office
1116 SW C Avenue, Suite A
Lawton, OK 73501
- Tulsa Office
616 South Boston Ave, Suite 202
Tulsa, OK 74119
- Oklahoma City Office
2915 N. Classen Blvd., Suite 410
Oklahoma City, OK 73106

Kansas

- Lawrence Office
3312 Clinton Parkway
Lawrence, KS 66047
- First Step at Lake View
3015 W. 31st Street
Lawrence, KS 66047
- Lawrence Outpatient Services
1739 East 23rd St.
Lawrence, KS 66046

- Lenexa Office
12351 W. 96th Terrace, Suite 108
Lenexa, KS 66215
- Pittsburg Office
1102 South Rouse
Pittsburg, KS 66762
- Pratt Office
501 South Ninnescah
Pratt, KS 67124
- Topeka Office
2930 SW Wanamaker Dr., Ste. 100
Topeka, KS 66614
- Women’s Recovery Center
1319 W. May Street
Wichita, KS 67213
- Options Adult Services
122 North Millwood
Wichita, KS 67203
- Winfield Office
104 1/2 W. 9th Street
Winfield, KS 67156
- * If locations change between now and time of recording, a substitute location in the same area will be identified.

2.3 What we require: Capacity & Capability

We are seeking vendors that are able to demonstrate the capacity and capability of completing the work as described. Your Bid should include information that describes the staff, experience, qualifications, and requested resources to complete the work proposed. Please provide references to past work.

2.4 Contract term

We anticipate that the work will commence as soon as possible, after selection of a vendor and a contract is in place. We anticipate a contract of 12 months or less. However, the Bid should include a timeline with expected/anticipated time frames, keeping in mind it would be ideal to have exterior footage of our building during warmer weather months.

2.5 Key deliverables

DCCCA requests the following deliverables, which should be included in the Bid’s timeline

The deliverables with an ‘*’ in the “minimum column” are those items that should be included in your bid for doing what’s needed (the minimum), the second bid should include doing all items listed below, unless otherwise specified by you. If you exclude an item please explain why. If you propose additional items please note that in your bid and provide an explanation, we fully admit that we are not videography experts.

Deliverables	Minimum
<ul style="list-style-type: none"> • Monthly status reports: <ul style="list-style-type: none"> ○ Brief description of work completed and work planned over the following month. Due by the 5th of the month. 	*
<ul style="list-style-type: none"> • B-roll at each of the 13 locations: <ul style="list-style-type: none"> ○ Exterior shots of buildings, grounds, entrances ○ Interior shots of offices/building ○ Staff doing their jobs ○ When possible client/service provision. When not possible plan for stand-in/mock client/service provision. 	
<ul style="list-style-type: none"> • Video footage of staff interviews <ul style="list-style-type: none"> ○ Average of three (3) staff from each of the 13 locations 	*
Final Edited Videos:	
<ul style="list-style-type: none"> • Videos for internal use 	
<ul style="list-style-type: none"> ○ Video (2:00 – 2:30 minute) detailing “DCCCA Talking Points” (see attachment): <ul style="list-style-type: none"> ▪ Video would incorporate staff and client interviews ▪ Video would ideally incorporate interior and exterior shots of buildings. ▪ Video would include a visual representation of our locations 	*
<ul style="list-style-type: none"> ○ Videos on each service (3:00 – 5:00 minute) <ul style="list-style-type: none"> ▪ substance use treatment and mental health treatment (aka Behavioral Health Services) ▪ support community prevention coalitions (aka Prevention) ▪ foster family recruitment, training, AND support & case management for families in crisis (aka Child Placing Agency and Community & Family Services) <ul style="list-style-type: none"> *Based on recommendation from vendor in consultation with DCCCA employees this could result in two (2) separate videos. ▪ traffic safety education and resources (aka Traffic Safety) ▪ program research and data analysis (aka Research and Analysis) 	*

<ul style="list-style-type: none"> • Videos for external use (on websites, community presentations, etc.) 	
<ul style="list-style-type: none"> ○ General DCCCA video (target would be recruitment of new employees) Why work at DCCCA? 	*
<ul style="list-style-type: none"> ○ DCCCA’s overall impact on consumers and community (target audiences would be communities, public, funders, service recipients and their family/friends). 	
<ul style="list-style-type: none"> ○ Five (5) – 30 second agency promos: <ul style="list-style-type: none"> ▪ General DCCCA promo ▪ Behavioral Health promo ▪ Traffic Safety promo ▪ Prevention promo ▪ CPA/Family Services promo 	
<ul style="list-style-type: none"> • Copy of all video files, edited and unedited, provided on an external storage device for DCCCA to keep. 	*
<ul style="list-style-type: none"> • All rights and privileges to use video without restrictions (DCCCA will of course do whatever possible to give credit to the vendor for their work) 	*

2.6 Other information

- Final payment will be made on successful delivery of deliverables. Your Bid should propose any necessary and desired payment terms.
- New Intellectual Property arising as a result of the Contract will be the property of DCCCA.
- A new vendor packet including W-4 and payment information will be required prior to DCCCA making the first payment.

2.7 Other documents & resources

In addition to this RFB we refer to the following documents and resources.

- DCCCA’s Website: <http://www.dccca.org/>
- Video: DCCCA employees talk about being a team: <https://www.youtube.com/watch?v=hu5wYE5rb2g>

This is a video that was created for DCCCA by a Eudora High School group for a class project. In general we like the content, style, and length of the video (for an external video).

SECTION 3: Our Review Criteria

This section sets out the criteria used to review Bids.

3.1 Bid Review

Bids will be reviewed using a simple weighted score. This means that all Bids that are capable of full delivery on time will be shortlisted. The Bid that scores the highest will likely be selected as the Successful Respondent.

3.2 Evaluation criteria

Bids will be evaluated on their merits according to the following evaluation criteria and weightings.

Criterion

1. Proposed activities	50%
<ul style="list-style-type: none">• Bid meets the needs and purpose(s) identified in the RFB• Bid is clear• Bid demonstrates the Respondent's understanding of the RFB is clear• If alternate or modified activities are proposed from what was requested in the RFB, the reasoning is clear and understandable	
2. Capability of the Respondent to deliver	15%
<ul style="list-style-type: none">• Capability of completing the work as proposed• Staff experience and qualifications are at least sufficient to complete the work as proposed• Provide relevant and good references to past work• Provide relevant and good examples of past work	
3. Capacity of the Respondent to deliver	15%
<ul style="list-style-type: none">• Resources to complete the proposed activities are sufficiently described• Explanation and description demonstrate capacity to complete the work as proposed• Timeline to complete to proposed work is clear and matches description of resources	
4. Budget & Budget Narrative	20%
<ul style="list-style-type: none">• Bid includes two costs, one for minimum work requested, and a second that includes all work requested• Costs are clearly described• Description and narrative of costs can easily be used to calculate the total bids provided	
<hr/>	
Total weightings	100%

3.3 Scoring

In scoring Bids the panel will use the following scoring scale.

<u>Rating Definition</u>	<u>Score</u>
EXCELLENT: Significantly exceeds the criterion - Exceeds the criterion. Exceptional demonstration by the Respondent of the relevant ability, understanding, experience, skills, resources and quality measures required to meet the criterion. Bid identifies factors that will offer potential added value, with supporting evidence.	9-10
GOOD: Exceeds the criterion in some aspects - Satisfies the criterion with minor additional benefits. Above average demonstration by the Respondent of the relevant ability, understanding, experience, skills, resource and quality measures required to meet the criterion. Bid identifies factors that will offer potential added value, with supporting evidence.	7-8
ACCEPTABLE: Meets the criterion at a minimal level - Satisfies the criterion. Demonstration by the Respondent of the relevant ability, understanding, experience, skills, resource, and quality measures required to meet the criterion, with supporting evidence.	5-6
MINOR RESERVATIONS: Marginally deficient - Satisfies the criterion with minor reservations. Some minor reservations of the Respondent's relevant ability, understanding, experience, skills, resources and quality measures required to meet the criterion, with little or no supporting evidence.	3-4
SERIOUS RESERVATIONS: Significant issues that need to be addressed - Satisfies the criterion with major reservations. Considerable reservations of the respondent's relevant ability, understanding, experience, skills, resource, and quality measures required to meet the criterion, with little or no supporting evidence.	1-2
UNACCEPTABLE: Significant issues not capable of being resolved - Does not meet the criterion. Does not comply and/or insufficient information provided to demonstrate that the Respondent has the ability, understanding, experience, skills, resource and quality measures required to meet the criterion, with little or no supporting evidence.	0

3.4 Price

We wish to obtain the best value-for-money over the course of the Contract. This means achieving the right combination of fit for purpose, quality, on time delivery, quantity and price.

If a Respondent offers a price that is substantially lower than other Bids (an abnormally low bid), the Buyer may seek to verify with the Respondent that the Respondent is capable of fully delivering all of the Requirements and meeting all of the conditions of the Proposed Contract for the price Bid.

DCCCA is a 501(c)3 and donations are tax deductible. Although not a requirement for this RFB, provision of a portion of the requested bid as a donation or at a discount would be greatly appreciated, and would be tax deductible, as well give a higher score for the price/budget section in the review of bids.

3.5 Evaluation process and due diligence

In addition to the above, we will undertake the following process and due diligence in relation to shortlisted Respondents. The findings will be taken into account in the evaluation process.

- review past projects/work
- reference check the Respondent organization and named personnel
- interview Respondents

We may undertake the following processes and due diligence as the process dictates. The findings will be taken into account in the evaluation processes.

- request Respondents make a presentation
- arrange site-visits
- request a copy of audited financial statements and/or most recent tax return and/or internal financial statements
- undertake a credit check and/or background check for all named personnel

SECTION 4: Pricing information

4.1 In submitting the Price the Respondent must meet the following:

- The pricing is to show a breakdown of all costs, fees, expenses and charges associated with the full delivery of the Requirements over the course of the Contract. It must also clearly state the total Contract price.
- Where the price, or part of the price, is based on fee rates, all rates are to be specified, either hourly or daily or both.
- In preparing their Bid Respondents are to consider all risks, contingencies and other circumstances relating to the delivery of the Requirements and include adequate provision in the Bid and pricing information to manage such risks and contingencies.
- Respondents are to document in their Bid all assumptions and qualifications made about the delivery of the Requirements, including in the financial pricing information. Any assumption that the Buyer or a third party will incur any cost related to the delivery of the Requirements is to be stated, and the cost estimated if possible.
- Prices should be tendered in US Dollars. Unless otherwise agreed, the Buyer will arrange contractual payments in US Dollars.
- Where two or more Respondents intend to lodge a joint or consortium Bid the pricing schedule is to include all costs, fees, expenses and charges chargeable by all Respondents.
- The successful respondent will be required to provide DCCCA a certificate of insurability or certificate of insurance, including workers compensation and general liability insurance, prior to entering into contract.

Attachment: DCCCA Talking Points



DCCCA Talking Points

These talking points are intended to be a *tool to help all DCCCA employees* have a consistent and clear message when we talk about DCCCA. The intention is to *empower and support staff* in talking with others about what DCCCA does, whether that's a client, friend, family, or person in the community. The intent is not to memorize anything word-for-word and regurgitate it. Just try to cover all of these points as best as you can. Take some time to practice with a co-worker. If you find it difficult or don't know what a specific service is, make it a goal to get on the website and find out.

DCCCA Talking Points:

- Non-profit
- Provides social and community services
 - substance use treatment and mental health treatment (aka behavioral health treatment)
 - support community prevention coalitions (aka prevention)
 - foster family recruitment, training, and support
 - case management for families in crisis (aka family services)
 - traffic safety education and resources
 - program research and data analysis
- That improve
 - safety
 - health
 - well-being
- We coordinate programs across Kansas, Missouri, and Oklahoma