



**2017 REQUEST FOR QUALIFICATIONS (RFQ)**  
*for*  
**American Job Center System Video Production**

**RELEASE DATE:** **Wednesday, September 20, 2017**

**SUBMISSION DEADLINE:** **12:00 p.m. EST**  
**Friday, October 20, 2017**

Equal Opportunity/Affirmative Action Employer/Program  
Auxiliary aids and services are available upon request to individuals with disabilities.

*This document was supported by funds from the Connecticut Department of Labor  
and the Connecticut Department of Children and Families.*

## **SECTION I – INTRODUCTION**

Under the provisions of the Workforce Innovation and Opportunity Act (WIOA), P.L. 113-128, the Governor of the State of Connecticut has designated The WorkPlace to serve as Southwestern Connecticut’s Workforce Development Board (WDB) responsible for coordinating job training, employment, and educational services in the Southwestern Connecticut region which is composed of 20 municipalities<sup>1</sup>.

The WorkPlace and its partners provide a comprehensive, integrated workforce development system that utilizes local American Job Centers (AJCs) as the primary vehicles for delivering workforce services to the public. Funding for these services is available under WIOA, which was signed into law by President Barack Obama on July 22, 2014 and replaced the Workforce Investment Act of 1988. The AJC system is a partnership of organizations, working as a team, to promote a universal approach to providing effective workforce assistance to job seekers and businesses. This collaboration of state, regional and local organization is designed to provide a seamless delivery system of programs and services.

Comprehensive and Affiliate AJC’s are located throughout the state and offer walk-in and other job seeker resources ranging from employment workshops and résumé assistance for job seekers to recruitment services and tax credit programs for employers. Centers also provide Labor Market Information, an electronic job bank and specialized veterans’ services. Whether a person is unemployed, looking for a different job, or interested in getting back into the labor market, American Job Center services are available to anyone, regardless of employment status.

## **SECTION II – GENERAL INFORMATION**

### **A. Purpose**

The WorkPlace is requesting quotes to produce short videos (3-5 minutes) that will introduce services of the AJC system to employers throughout Connecticut. In an effort to increase the dissemination of workforce information, to be innovative in the delivery of service and be responsive to our customer base, it becomes imperative to deliver services in a new format to engage business. The proposed short, targeted videos would allow businesses to get information about AJC services online and on demand.

This project will require production of approximately 6 to 8 videos addressing the following topics:

- Enrolling individuals into CTHires, Connecticut’s online job seeker/workforce services system
- Completing the Connecticut Department of Labor’s Eligible Training Providers Application

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<sup>1</sup> Ansonia, Beacon Falls, Bridgeport, Darien, Derby, Easton, Fairfield, Greenwich, Monroe, New Canaan, Norwalk, Oxford, Seymour, Shelton, Stamford, Stratford, Trumbull, Westport, Weston and Wilton.

- Services available to employers through the AJC and how employers can benefit from using the AJC system
- Workforce recruitment through the AJC
- Skills upgrading for employees
- Developing “Employer Toolkits” to address regulatory and compliance needs
- The Hidden Candidate Pool: Job Seeker with Disabilities
- How employers can diversify their workforce

Videos will appear on websites of Connecticut’s WDBs and AJCs as well as Connecticut Department of Labor and other partner agencies. The videos will be used on social media and in presentations. Filming will take place in the greater Bridgeport area and The WorkPlace will be responsible for securing all on-camera talent participating in the projects.

**B. Period of Performance**

Upon selection of a bidder, The WorkPlace will enter into contract with the selected bidder to begin work. The contract shall commence on January 1, 2018 and conclude on June 30, 2018. The selected bidder must complete the agreed upon services no later than June 30, 2018.

**C. Eligible Bidders**

All public or private not-for-profit corporations, local education agencies, governmental units, public agencies, or private-for-profit corporations properly organized in accordance with State and Federal law and in business for at least 1 year may submit a proposal for funding. Minority and women-owned and operated businesses are encouraged to submit a proposal.

Each bidder is advised that The WorkPlace shall hold the selected bidder accountable for effectively and efficiently managing and delivering the project described in this RFQ.

**D. Ineligible Bidders**

A vendor not be considered if it:

- It is currently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation by an action of any governmental agency;
- It owes delinquent Federal and/or State taxes;
- It owes delinquent Unemployment Insurance taxes;
- It has existing contracts with any governmental entity that are suspended or otherwise not in good standing;
- It had previous contracts with any governmental entity terminated for cause;
- It has not complied with an official order of any government agency to repay disallowed costs incurred during its conduct of projects or services.

The WorkPlace, in its discretion, may determine there is good and just cause not to consider the proposal.

## **SECTION III – SCOPE OF SERVICES**

The selected bidder must perform the following services:

### **A. Pre-production**

1. Collaborate with The WorkPlace to develop scripts. The selected bidder must receive final approval from The WorkPlace to proceed with the script. The tone of the production should be entertaining and informative.
2. Identify filming locations and create production schedules. The goal will be to schedule full days of interviews and background footage to minimize the time allocated to filming
3. Obtain permits and/or approvals as required.

### **B. Production**

1. Supply all equipment for filming, including but not limited to, cameras, audio and lighting equipment.
2. Ensure appropriate audio and lighting is captured during filming.
3. Secure professional voice-over talent as needed.

### **C. Post-production**

1. Edit film, organize and place into a timeline as well as mix with graphics provided by The WorkPlace.
2. Incorporate music and other features as needed to enhance the video and help communicate the desired message of the video.
3. Submit drafts of the project The WorkPlace for review and ultimate approval by The WorkPlace. A collaborative editing process is preferred.
4. Provide The WorkPlace with a 30 to 60 second “cut down” of video projects. This may not be needed for each video.
5. Provide The WorkPlace final versions of each video in file formats which are presentable for posting on websites and social media.

All videos and files created through this project will become property of The WorkPlace. The selected bidder must obtain express written consent to use the videos and files.

## **SECTION IV – SUBMISSION AND REVIEW PROCESS**

### **A. Submission Requirements**

Interested vendors must submit the information listed below to be considered. All information must be provided and complete to receive consideration. In place of a cover letter, complete the enclosed Cover Sheet and to be submitted with the response to this RFQ.

Submissions must include:

1. Summary of the bidder's background and description of relevant experience
2. Biographies of key individuals involved in the project
3. Proposed concept and approach to videos
4. Samples of previous projects made accessible to The WorkPlace electronically
5. Three references, including the name of the reference, contact information and date of the completed project
6. Budget reflecting anticipated costs for services outlined in this RFQ

The WorkPlace reserves the right to reject nonconforming submissions without review.

## B. Timeline

All submissions must be **sent as a PDF file via email** to Alisha Hawkins, Support Services, at [ahawkins@workplace.org](mailto:ahawkins@workplace.org), with the following subject line:

### RFQ – AJC System Video Production

The deadline for all submissions is **Friday, October 20, 2017 at 12:00 Noon (EST)**. **Late submissions will NOT be accepted.**

## C. Selection Criteria

Selection will be based upon:

1. **Quality of Submission:** the quality of the response, as evidenced, for example, by the completeness and responsiveness to the requested information, clarity, readability and thoroughness of the statement. There must be a demonstrated understanding of the project's objectives and goals.
2. **Project Design:** extent to which submission meets the needs of The WorkPlace and demonstrates the ability to successfully complete the objectives of this RFQ.
3. **Cost Effectiveness:** the demonstrated ability to complete the entirety of the project scope at a reasonable and competitive cost.
4. **Record of Past Performance:** evidence of prior experience with similar projects.

Criteria	Points
Quality of Submission	20
Project Design	35
Cost Effectiveness	25
Record of Past Performance	20
TOTAL	100

## **D. Contract Award**

A contract may be awarded based on submissions received, without discussion of such submissions with the bidders. Each offer should, therefore, be submitted in the most favorable terms, from a price and technical standpoint. The WorkPlace reserves the right to request additional data, oral discussion or presentation in support of original submission. Final award of a contract shall be contingent upon:

- Successful negotiation of a contract;
- Acceptance by the bidder of the contract terms and conditions;
- Satisfactory verification of past performance and systems (e.g., financial), where applicable; and
- Availability of funding.

## **E. Contract Negotiation**

The amount approved by The WorkPlace will be a maximum funding level. The WorkPlace staff will meet with the selected bidder to finalize funding and project design. Staff will notify the selected bidder of any modifications that are required to their original submission to ensure that it meets the required contract format. The selected bidder are expected to comply with all requested revisions in a timely manner so that the contract may be executed without delay. Only after authorized representatives of the selected bidder and The WorkPlace have signed the contract may any payments be made.

## **F. Inquiries**

Questions regarding, this RFQ may be directed to:

Tom Long  
VP Marketing & Communications  
The WorkPlace  
350 Fairfield Avenue  
Bridgeport, CT 06604  
(203) 610-8528  
Email: [tlong@workplace.org](mailto:tlong@workplace.org)

## **SECTION V – TERMS AND CONDITIONS**

### **A. Conditions of this RFQ**

- This RFQ does not commit or obligate The WorkPlace to award a contract, to commit any funds identified in this RFQ document, to pay any costs incurred in the preparation or presentation of a response to this RFQ, to pay for any costs incurred in advance of the execution of a contract, or to procure or contract for services or supplies.

- By submission of a response, the bidder certifies as to its legally constituted status, and that in connection with this proposal:
  - The costs in the proposal have been arrived at independently, without consultation, communication or agreement, for the purpose of restricting competition as to any matter relating to such costs with any other bidder or with any competition;
  - Unless otherwise required by law, the costs which have been quoted in the proposal have not been knowingly disclosed by the bidder, and shall not be disclosed by the bidder, prior to award directly or indirectly to any other bidder or to any competition; and
  - No attempt has been made by the bidder to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
- Selection of a bidder shall be conducted in accordance with The WorkPlace, federal and state procurement provisions. The WorkPlace may choose not to fund a bidder who has the proposal with either the lowest cost or the highest score.
- All contract awards are subject to the availability of federal and/or state funds and the execution of a contract acceptable to The WorkPlace and the selected bidder. If awarded a contract under this RFQ, the selected bidder must abide by funding restrictions found in Section 2005 (a) (other than paragraph (6)) of the Social Security Act (42 U.S.C. § 1397d(a)).
- **Drug Free and Smoke Free Workplace:** Bidders should note that if awarded a contract under this RFQ, a drug free and smoke free workplace for both employees and customers must be maintained.
- **Non-Discrimination:** No individual shall be excluded from participation in, denied the benefits of, subjected to discrimination under, or denied employment in the administration of or in connection with this solicitation on the basis of race, sex, sexual orientation, national origin, religion, age, disability and/or any other rights protected under Title VII of the Civil Rights Act. Each individual shall have such rights as are available under any applicable Federal, State, or local law prohibiting discrimination. Moreover, programs must comply with the Americans with Disabilities Act (ADA), which requires, among other things, that all programs be fully accessible to persons with disabilities.
- **Certification Regarding Lobbying:** If awarded a contract under this RFQ, the selected bidder must certify as to compliance with Title 45 CFR Part 93.
- **Assurances:** If awarded a contract under this RFQ, the selected bidder must complete Standard Form 424B, Assurances – Non-Construction Programs, prescribed by OMB Circular A-102.
- The WorkPlace shall perform contract compliance, programmatic and financial monitoring in connection with all provisions of this RFQ.
- Selected bidder must be in compliance with Connecticut State Ethics Reform provisions.

## **B. Proprietary Information**

Submissions in response to this RFW shall be received and maintained consistent with applicable Connecticut Open Records laws. Due regard will be given to the protection of proprietary information contained in all proposals received. However, bidders should be aware that all materials associated with this procurement are subject to the terms of the Freedom of Information Act, the Privacy Act and all rules, regulations and interpretations resulting therefrom. It will not be sufficient for bidders merely to state generally that a proposal is proprietary in nature and therefore not subject to release to third parties. Those particular pages which a bidder believes to be proprietary must be specifically identified as such. Convincing explanation and rationale to justify exception from release consistent with § 1-210 of the Connecticut General Statutes must accompany the proposal. The rationale and explanation must be stated in terms of: (1) the prospective harm to the competitive position of the bidder that would result if the identified material were to be released, and (2) the reasons why the materials are legally exempt from release pursuant to the above-cited statute. Rationale and explanation of the proprietary nature of all such pages or portions thereof, as described above, should be included as an attachment.

## **C. Debarment, Suspension, Ineligibility, and Voluntary Exclusion**

Federal regulations require workforce boards to determine if a bidder is debarred, suspended, ineligible or voluntarily excluded from applying for federal funds. This will be done at the same time the "Notice of Approval" is sent to the selected bidder. The selected bidder will be asked to sign a form certifying they are NOT currently debarred, suspended, ineligible or voluntarily excluded from applying for federal funds. **Contract negotiations will not begin until this certification form is signed and returned to The WorkPlace.**

## RFQ COVER PAGE

Vendor Information		
<b>Name</b>		
<b>Address</b>		
<b>Federal EIN #</b>		
<b>U.I. #</b>		
<b>CEO/ Owner Name</b>		
<b>Contact Person</b>	<b>Name</b>	
	<b>Title</b>	
	<b>Telephone #</b>	
	<b>Fax #</b>	
	<b>Email</b>	
<p><i>Please provide a brief description of your organization.</i></p>		

Project Quote
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*Signature of Authorized Representative*

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*Date*

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*Name and Title of Authorized Representative*