

SAN DIEGO
WORKFORCE
PARTNERSHIP®

Date: Thursday, June 08, 2017

Subject: Request for Quotes (RFQ) — Reimagine Retail Video Production Services

The San Diego Workforce Partnership (SDWP) seeks a contractor that can develop, create and produce short videos to showcase career pathways and opportunities within the retail industry. The contractor will work with retail employers, both SDWP's connections and otherwise, to create promotional videos for retail careers.

Further details are discussed in the "Scope of Work" of this RFQ. The budget for this project may not exceed \$17,000.

Email your quote to MelanieHitchcock@workforce.org by Friday, June 23, 2017 at 3 p.m. (PDT) with the subject of the email titled, "Quote for Reimagine Retail Videos."

ORGANIZATIONAL OVERVIEW

SDWP is a 501(c)(3) chartered by the County and City of San Diego to fund and deliver employment and training programs in the San Diego region.

For additional information, please visit workforce.org.

BACKGROUND

SDWP is seeking a contractor who can develop, create and produce multiple short videos as part of the Reimagine Retail initiative, an effort to increase the economic mobility of workers in retail and adjacent sectors in San Diego County and around the U.S. The contractor will collaborate with local retail employers to create short videos showcasing current retail opportunities and career pathways within the industry sector. Retail is not going away, but it is changing, and the winning respondent (contractor) will work on exploring and promoting the modern retail industry.

SCOPE OF WORK AND DELIVERABLES

The contractor is responsible for delivering as many short (45-second to one-minute) videos as they can produce under the budget constraints. They will coordinate meetings with Reimagine Retail companies and produce a video with each companies' staff to showcase their retail career opportunities. The contractor will be responsible for the entire production process. SDWP will provide the contractor with contact information for some retail companies, however, SDWP is looking for a contractor that has contacts to other retailers interested in producing videos as well. Quotes that have creative ways to

spend the funding to produce more videos (e.g., using the funds at a 50% match with employers who also want to invest in the video) are highly encouraged.

PROJECT TIMELINE

The term of service will be from July 6, 2017 to December 29, 2017, with an option to extend depending on resources and approval by SDWP.

SUBMITTAL SCHEDULE

Thursday, June 8, 2017	RFQ released
Friday, June 23, 2017	Quotes due at 3 p.m. (PDT)
Friday, June 30, 2017	Respondents notified of the RFQ selection
Monday, July 6, 2017	Contract start date

QUOTE FORMAT

Respondents must submit the following information:

1. Cover page (one page)
 - Name and contact information (email, phone number) of the respondent
 - SSN or tax ID
 - Authorized signature and job title
2. Short description of the approach to this project
 - How many videos will be created with the budget?
 - Do you have contacts within the retail industry who may be interested in producing videos about their internal career ladders and opportunities?
 - Do you have any creative ideas on how to generate more videos despite budget constraints?
3. Budget
 - What is the cost per video?
4. At least one sample of related work (link or attachment)
5. Conflict of Interest Disclosure Form – Attachment A

SDWP prefers quotes with the following formatting:

- Font size: 12 point
- Spacing: 1.5
- Margins: 1 inch
- Pages: Single-sided
- Page numbering: Bottom right of page
- Language: English

EX-PARTE COMMUNICATION

All inquiries must be emailed to MelanieHitchcock@workforce.org. No phone calls will be accepted. No other individuals related to the SDWP (e.g., staff, board) are to be contacted regarding this matter. No other sources of responses or clarifications are considered valid.

SELECTION

Award will be based upon an assessment of overall value. For example, a respondent may propose an hourly rate that is more expensive than competitors, but require less time to complete the same project or offer better overall quality, thus making the overall “bottom-line price” for this service a better value.

The proposal will be scored based upon the following components, with 100 total points possible:

- Short description of the approach to this project (40 points)
- Cost per video (30 points)
- Quality of work sample(s) (30 points)

LIMITATIONS

Right to Cancel

SDWP reserves the right to cancel, delay, amend or reissue all or part of this RFQ at any time without prior notice. This RFQ does not commit SDWP to award a contract or to pay any cost incurred in the preparation of a response to the solicitation. SDWP reserves the right to reject any and all quotes, to accept or reject any or all items in the quotes, and to award the contract in whole or in part as deemed to be in the best interest of SDWP. SDWP reserves the right to negotiate with any respondent after the quote(s) are reviewed, if such action is deemed to be in the best interest of SDWP. Such negotiation should not be viewed by any respondent as an indication of contract award.

Cooling Off Period

SDWP shall not contract with any respondent whose quote was submitted by an individual or entity who, within the preceding twelve months, was themselves or employs anyone who is a current, dismissed, separated or formerly employed person of SDWP, and:

- Was employed in any position(s) of substantial responsibility in the area of service to be performed by the contract; or
- Participated in any way in the negotiations, transactions, planning, arrangements or any part of the decision-making process relevant to the proposed contract/service agreement, or was or is employed in a role of substantial responsibility in the same general subject area as the proposed contract; or
- Is an owner, officer, principal, partner or major shareholder of the proposed Contractor.

This prohibition will apply to any qualified person(s) leaving the employ of SDWP, and will apply at all times during the twelve-month period beginning on the date the person left the employment of SDWP. This policy will apply to any procurements issued or contracts executed for program-related services and not to internal SDWP operational support executed within that twelve-month period.

Protest/Appeals Process

An appeal will only be considered valid if there has been a violation of the one of the following criteria:

- The procurement process as outlined by the RFQ/RFP was violated in some manner
- Federal, State and/or SDWP procurement guidelines, as described in SDWP Contract General Provisions, have been violated

An appeal would not be allowed:

- To contest individual scores, the rating system or dissatisfaction with the evaluation results unless there is a violation of the process as outlined above
- By those other than RFQ/RFP respondents

The appeals process shall consist of the following steps:

- A written letter of appeal must be delivered to the RFQ/RFP contact
- The written appeal must specify evidence for valid appeal and the specific relief requested
- The written appeal must be received by SDWP within five (5) business days from the date the winning respondent for the RFQ/RFP is selected. For RFP's, SDWP's recommendation is publicly posted on SDWP's website. Pursuant to the Ralph M. Brown Act (Cal. Gov't Code §54950 et al.), the agenda for a publicly noticed meeting shall be posted no later than 72 hours prior to the meeting being held
- A designated third-party appeals review panel comprised of non-SDWP staff shall have ten (10) business days to determine if the criteria for a valid appeal have been met. The decision of the review panel shall be final with no provision for reconsideration