



This RFP is reposted due to an insufficient pool of responses. The changes made to the original RFP are the submittal deadline from January 31, 2017 to February 14, 2017 and the project schedule.

REQUEST FOR PROPOSALS (RFP)

To

Develop Public Service Announcement Filmmaker

Requesting Party: Centralina Council of Governments (CCOG)

Digital Submittal:

To: Jessica Hill

At: jhill@centralina.org

Centralina Council of Governments (CCOG)

Submittal Deadline:

4:30 pm EST on February 14, 2017

**PUBLIC SERVICE ANNOUNCEMENT FILMMAKER RFP
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I. PURPOSE

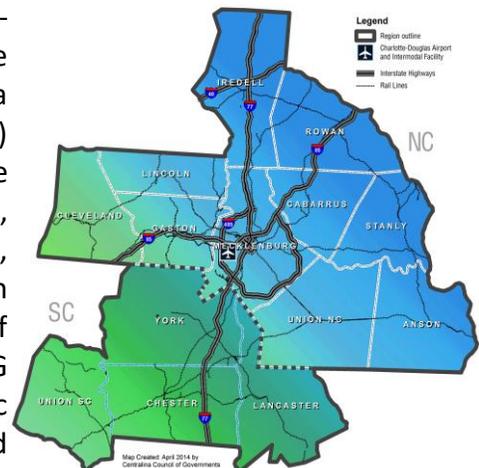
The Centralina Council of Governments (CCOG) is soliciting proposals from qualified consultants to provide professional services in the development of a Public Service Announcement (PSA) that will focus on the importance of freight (truck, rail, and air freight) mobility to the local and regional economy and inform the general public about the necessity of freight movements.

RFP responses must satisfy the minimum criteria outlined within the scope of work within this document to be responsive to this solicitation. Any modifications or enhancements proposed beyond the identified scope of work outlined within this document must be clearly and concisely identified. The successful consultant or team must demonstrate previous similar project expertise, technical capabilities of proposed staff, a solid understanding of the proposed scope of work and Greater Charlotte regional issues, and possess sufficient technical and staff availability to develop the Public Service Announcement within the expected project timeline.

Responses to this RFP must be received by the designated CCOG Project Manager by **4:30 pm EST on February 14, 2017**. Interviews with one or more proposers will be scheduled and conducted at the discretion of the CCOG and its partners in person or by phone and/or Skype. The selected consultant or team will be required to successfully complete the project no later than **June 15, 2017**.

II. BACKGROUND

Centralina Council of Governments (CCOG) is the state-designated lead regional planning organization for the nine counties of the Greater Charlotte Region and has a voluntary membership of 66 municipalities and four (4) metropolitan and rural planning organizations. The Greater Charlotte Region includes the counties of Anson, Cabarrus, Gaston, Lincoln, Iredell, Mecklenburg, Rowan, Stanly and Union and is home to approximately 1.7 million people, making it the largest of the 16 councils of governments in the State of North Carolina. CCOG provides services in Community and Economic Development, Workforce Development, Aging and Regional Planning (land use, transportation and environmental/energy).



As part of the Greater Charlotte Regional Freight Mobility Plan, the North Carolina Department of Transportation awarded the Centralina Council of Governments a grant to

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January 2017*

develop the region's first freight mobility plan, to continue coordination between project partners, and conduct education and outreach initiatives. The Greater Charlotte Region study area for this project is defined as a 14-county, bi-state region which includes Anson, Cabarrus, Cleveland, Gaston, Iredell, Lincoln, Mecklenburg, Rowan, Stanly and Union Counties in North Carolina and Chester, Lancaster, Union and York Counties in South Carolina.

III. SCOPE OF WORK

Centralina Council of Governments (CCOG) intends to hire a qualified consultant or team to develop, shoot, edit, and finalize, in an appropriate format, one PSA video based on the Freight Mobility Plan recommendations.

Films should appeal to a broad cross-section of the 14-county area, as the general public is the primary audience and private sector viewers are a secondary audience.

Films should be designed to:

1. Inform audience
2. Create attitude change
3. Inspire viewers to support policy decisions

Films will be shot in English and should be between 1-3 minutes in length.

IV. PROPOSAL STRUCTURE

The proposal must address all elements of the scope of work as outlined within the section below. Any modifications or enhancements proposed beyond the identified scope of work outlined within this document must be clearly and concisely identified, including providing separate cost detail for each.

The proposal cannot exceed 10 pages (either 10 single-sided pages or 5 double-sided pages) in length. The proposal title page is NOT counted within the 10 page limit. Please use 11 or larger point font size for readability. Any text beyond 10 pages will not be reviewed. Appendices are not allowed and will not be reviewed. Proposals should demonstrate that the responder fully understands the intent of the project, the character of the required deliverables and the plan development process. In addition, the level of technical qualifications to supply the required services must be clearly demonstrated. In order to assist in the evaluation process, please include the following requirements in the proposal document:

- **Cover Letter** (no more than one (1) page and counts within 10 page limit)

The letter must be signed in ink by an individual with authority to legally represent the proposer to the work proposed by the company or team.

- **Project Approach/Work Plan**
This section should include a detailed description of the proposer's understanding of the intent of the project and its objectives, the character of the required deliverables, and overall approach to the project. The proposer should identify the level of assistance required from the CCOG and/or Project Partners.
- **A schedule (in Gantt chart form) showing all milestones and critical deliverables to maintain project progress by the project end date.**
- **Introduction to the Proposer(s)**
Firms shall provide the following information. (The same information must be provided for each sub-consultant or each member of a joint venture):
 - Firm name and business address, including telephone number and email contact.
 - History of the firm.
 - Identify the state in which the firm was organized or incorporated.
 - a. Type of ownership, and name and location of parent company and subsidiaries, if any.
 - b. Number of full-time employees. Part-time employees or consultants routinely engaged by the Consultant may be included, if clearly identified as such.
- **Qualifications and Experience of the Consultant Firm(s)**
Please describe recent experience relevant to this project. Include brief project profiles with total project cost, media samples or reel (total content should not exceed fifteen minutes), as well as a key project reference with address, phone and email contact information for each profile. Emphasis should be placed on projects managed by the key personnel proposed for this project and projects with a similar purpose, scope, and/or audience.

If the respondent anticipates the use of sub-consultants, the respondent shall identify:

- The role and extent to which these parties will participate in the project.
 - The means by which the Consultant will oversee the work of these parties.
 - The experience and credentials of these parties relevant to this project.
 - References: Please submit names, addresses, and phone numbers of at least two references familiar with the sub-consultant's ability, experience, and reliability in the performance and management of projects of a similar nature.
- **Qualifications and Experience of Key Staff**
Identify key individuals to be assigned to this project and include the function

and/or responsibility of each of the identified individuals. Experience summaries of these key individuals shall be provided, with emphasis on previous experience on similar projects in similar roles. Resumes of these key individuals may be included within the 10 page limit if desired.

If any of the above requirements are not met, the responder's proposal may not be considered.

Submittal Instructions

Submit one (1) digital copy as Adobe PDF file (reduced size) with links to 1-3 media samples and/or reel **and e-mail to Jessica Hill at jhill@centralina.org by the proposal deadline date and time.** Number all pages consecutively. Clearly indicate the following on each proposal submittal package:

- Project name (Greater Charlotte Regional Freight PSA);
- Name, address, phone number and email address of the primary consultant.

Submissions must be received by **4:30 pm EST on February 14, 2017**

V. PROJECT SCHEDULE

A copy of the CCOG current draft schedule (subject to change) is included below for planning purposes.

Task	Timeline/Deadline
Request for Proposals Advertised	January 3, 2017
RFP (Written Only) Questions Accepted	January 13, 2017 by 4:30 pm EST
RFP Answers Posted on CCOG website	January 20, 2017 by 4:30 pm EST
Proposal Submittal	February 14, 2017 by 4:30 pm EST
Review Team Evaluation	Week of February 13, 2017
Consultant Interviews <i>(In-person, conference call, Skype, etc.)</i>	Week of February 20, 2017
Consultant Selection and Notification	Week of February 27, 2017
Post Selection Meeting with Consultant	Week of February 27, 2017
CCOG/Consultant Contract Negotiations	By March 6, 2017
Award of Contract or Letter of Intent	By March 13, 2017
Anticipated Services Begin	March 20, 2017
Delivery of Final PSA	Week of June 15, 2017

Post Selection Meeting

It is anticipated that the submitted qualifications may not clearly establish all related tasks and respective responsible parties. Therefore, closely following proposer selection, CCOG staff will meet with the selected proposer to revise or amend as necessary the final scope of work, and more precisely define work tasks, responsibilities of parties, deliverable dates, project schedule requirements and final project cost.

VI. CONSULTANT SELECTION PROCESS

The CCOG evaluation process will involve review of each submitted proposal by deadline date and time by the project selection committee based on the criteria outlined below. A list of responders will be developed in order of preference based on proposal content and, if desired by the selection committee, a check of references may be performed. The proposal evaluation criteria, with corresponding weight factors, consist of the following:

- Demonstrated experience in developing, shooting, editing, and finalizing public service announcement films (35 percent)
- Qualifications of the firm and personnel (including any subcontractors) to be assigned to this project demonstrating the Consultant's capacity to complete requested services, their experience completing similar projects related to the scope of work elements. (35 percent)
- Demonstration of overall project understanding and clarity of the proposal and creativity/thoroughness in addressing the project objectives and deliverables outlined in the RFP. (15 percent)
- References and examples of previous similar work, including work performed such as public service announcements. (10 percent)
- Completeness of submitted Proposal and Cost Estimate documents with all elements required by the RFP and Demonstrated effort to solicit/include Disadvantaged Business Enterprise (DBEs), Minority Business (5 percent)

The CCOG reserves the right to seek clarification of any submitted proposal, reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel in part or in its entirety this RFP if it is in the best interests of the CCOG. This solicitation of qualifications in no way obligates the CCOG to award a contract. A short list of qualified consultants will be selected from the submitted proposals for follow-up interviews the week of February 20, 2017 at the Centralina Council of Governments (CCOG) offices. Skype or an equivalent platform for interviews may be considered depending upon circumstances.

VII. ADDITIONAL INFORMATION

The CCOG reserves the right to award the contract to any qualified responder. This solicitation in no way obligates the CCOG to award a contract. Ten percent (10%) of total contract cost will be withheld as retainage pending successful project completion. All submittals become the property of the CCOG upon submission. The cost of preparing, submitting and presenting qualifications lies solely with the responder.

All data, databases, reports, designs and materials in digital and hard copy format created under this project shall be transferred to the CCOG upon completion of the project and become the property of the CCOG.

Questions regarding this RFP should be directed to Jessica Hill, Centralina Council of Governments (CCOG) at (704) 348-2731 or jhill@centralina.org. The CCOG will maintain a list of questions and answers on its website (<http://www.centralina.org>). **Questions will be accepted until 4:30 pm EST on January 13, 2017 and answers will be posted by 4:30 pm EST on January 20, 2015.**