

Requests for Proposals
for
Video Production Services



ORO GRANDE SCHOOL DISTRICT

19900 National Trails Hwy, PO Box 386, Oro Grande, Ca 92368

Request for Proposals

Oro Grande School District is seeking a qualified vendor to perform video productions services for twenty-four (24) videos; twelve (12) school site videos 2-3 minutes in length and twelve (12) school site condensed videos 30 second in length with an option for single add on videos.

Vendors can obtain an RFP packet with required proposal documents on OGSD's website at: http://www.orogrande.net/departments/business_services/purchasing/bids_proposals or by contacting Morgan Shearer, Purchasing Manager (760) 243-5884 x 458 or email at morgan_shearer@orogrande.org.

Proposals are due **10:00 a.m., on January 8th, 2021.**

Proposals may be submitted in a sealed envelope and returned to the District Office Drop Box at 19900 National Trails Hwy, Oro Grande, Ca 92368 or via mail to Oro Grande School District, Purchasing Department, PO Box 386, Oro Grande, Ca 92368. The envelope to bear the Firm's name, address, and RFP title. Proposals will also be accepted via email to morgan_shearer@orogrande.org.

Proposals received later than the designated time and date specified will be rejected.

The District reserves the right to accept or reject any or all proposals or any combination thereof and to waive any informality in the RFP process.

Morgan Shearer
Purchasing Manager
Oro Grande School District

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1. Introduction: The Oro Grande School District ("District") requests proposals from qualified vendor to perform video productions services for twenty-four (24) videos; twelve (12) school site videos 2-3 minutes in length and twelve (12) school site condensed videos 30 second in length.
 - a. **Mandatory Additive:** Vendor shall also provide additive pricing for three (3) 2-3 minute in length videos that encompass the core values/mission of Mojave River Academy as a whole. Pricing shall be listed separately at price per video and no schedule is necessary.
 - b. To be considered, proposals may be submitted in a sealed envelope and returned to the District Office Drop Box at 19900 National Trails Hwy, Oro Grande, Ca 92368 or via mail to Oro Grande School District, Purchasing Department, PO Box 386, Oro Grande, Ca 92368. The envelope to bear the Firm's name, address, and RFP title. Proposals will also be accepted via email to morgan_shearer@orogrande.org. The Oro Grande School District reserves the right to reject any or all proposals submitted.
 - c. Submission of a proposal indicates acceptance by the Vendor of the conditions contained in this Request for Proposals, unless clearly and specifically noted in the proposal submitted and confirmed within the contract between the District and the firm selected.
2. Scope of Work to be Performed: The District desires the vendor to produce twelve videos that are twenty-four (24) videos; twelve (12) school site videos 2-3 minutes in length and twelve (12) school site condensed videos 30 second in length. Since OGSD is a non-profit government organization, proposals should utilize creative, cost-effective solutions. The videos shall serve as promotional material that encompasses the connections between staff, community, and student population.
 - a. To meet the requirements of this Request for Proposals, the vendor shall travel to all twelve school sites listed below and surrounding areas
 - i. **Bakersfield**, 1601 New Stine Rd., #150, Bakersfield, CA 93309
 - ii. **Barstow**, 2151 W Main Street, Barstow, CA 92311
 - iii. **Beaumont**, 77 Beaumont Ave. Suite C, Beaumont, CA 92223
 - iv. **Colton**, 851 S. Mt. Vernon, Suite 15, Colton, CA 92324
 - v. **Desert Hot Springs**, 14020 Palm Drive, Desert Hot Springs, CA 92240
 - vi. **Fontana**, 8922 Beech Ave, Fontana CA 92335
 - vii. **Hesperia**, 14466 Main St, Suite B-100, Hesperia, CA 92345
 - viii. **Palm Springs**, 1776 N. Palm Canyon Drive, Palm Springs, CA 92262
 - ix. **Phelan**, 9723 Sierra Vista Rd, Phelan, CA 92371
 - x. **Tehachapi**, 20948 Sage Lane, Tehachapi, CA 93561
 - xi. **Victorville**, 14554 Seventh Street, Victorville, CA 92395
 - xii. **West Victorville**, 12384 Palmdale Rd., Suites 201-202, Victorville, CA 92392
 - b. OGSD will provide and coordinate all persons being filmed/photographed.
 - c. Videos shall encompass the following elements/ideas to target the general community audience
 - i. Brief history of each site
 - ii. Showcase student and staff testimonials
 - iii. Highlight student body population within connection to the community
 - iv. Goals of Mojave River Academy
 - d. **Mandatory Additive:** Vendor shall also provide additive pricing for three (3) 2-3 minute in length videos that encompass the core values/mission of Mojave River Academy as a whole. These videos shall be targeted towards political figures and develop an understanding of who independent charter schools serve and their purpose. Pricing shall be listed separately at price per video and no schedule is necessary.
3. Timeline:
 - a. Proposal Due Date 1/08/21
 - b. Interviews with submitted vendors 1/11/21-1/15/21

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- c. Selection and approval of vendor no later than 1/22/21
 - d. Video draft submission 3/29/21
 - e. Final video submission 4/30/21
4. Technical Requirements: The production videos shall have the following technical requirements
 - a. Each of the twelve sites shall have a 2-3 minute and 30 second video each
 - b. Videos must be webcast quality
 - c. Videos must be able to be reduced or expanded in size without diminishing quality
 - d. Videos should be in a file format for use on the OGSD website and social media platforms
 - e. All raw footage shall be submitted to OGSD upon final completion of the project
5. Vendor Requirements: The video producer should have an initial creative consultation meeting with the OGSD staff overseeing the project. The video producer is expected to be in contact with the designated staff throughout all phases of the project by providing a weekly progress report, either verbally or by email. It is the policy of OGSD to attempt to retain local firms, however, all proposals will be evaluated based on the quality of the proposal, experience of the firm, and overall cost for services. The video producer is required to secure its own production facilities and equipment to produce elements of the video, including but not limited to voicing, lighting, graphics, animation, editing, and music. It is understood that video production may inherently have some "stock" or "canned" elements in order to balance time and cost constraints. Therefore, the District expects the video producer to use cost-effective approaches in both the production and post-production of the videos. However, the finished videos should showcase the twelve sites and not leave viewers with the impression that the video could be used for any similar area or agency.
 - a. Vendor must make themselves available for a District interview/presentation at the Oro Grande District Office location between the dates of 1/11/21-1/15/21
6. Proposal Requirements:
 - a. **To be submitted hard copy on 1/8/21-**
 - i. **Introduction summarizing any relevant experience and production resources**
 - ii. **Proposed budget, which should include a suggested work plan and breakdown of fees for professional and administrative services**
 - iii. **Proposed schedule for the project, including various stages, milestones and payments separated by MRA site location**
 - iv. **Point of contact information, including name, title, phone and email address**
 - v. **Proposed staff assigned to the project**
 - vi. **Proposed unit price for each additive video**
 - vii. **Proposed increase in schedule days (if any) for each additive video**
 - b. To be submitted/presented during interview (usb connection to presentation screen available)-
 - i. Examples/samples of past projects, preferably of similar size and scope
 - ii. Proposed vision for the videos
7. Background Information: The Oro Grande School District is a school district that hosts a public elementary school and two public charter schools K-12th grade (Mojave River Academy and Riverside Preparatory). This RFP will focus on the twelve campuses of Mojave River Academy (MRA). MRA is an independent study structured teaching setting catering to the needs of the different locations.
8. Questions: To be submitted via email to Morgan Shearer at morgan.shearer@orogrande.org 5 days prior to the proposal due date.
9. Selection Criteria: proposals received will be evaluated based on the following criteria
 - a. Demonstrated experience in creative video development, production and post-production
 - b. Ability to coordinate resources, equipment, and required staff for video production and post-production
 - c. Understanding of the purpose and scope of the videos
 - d. Original and creative vision
 - e. Ability to meet the expected timeline for completing the project
 - f. Cost-effectiveness

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10. Evaluation Process: All RFP Responses will be given thorough review. All Vendors must attend a District interview. All evaluation material will be considered confidential and not released by the District. The District reserves the right to make the award that is most advantageous to the District.
11. Award of Contract: DISTRICT reserves the right to reject any or all proposals, or to waive any irregularities or informalities in any Bid or in the bidding.
12. Workers' Compensation: In accordance with the provisions of Section 3700 of the Labor Code, Vendor shall secure the payment of compensation to all employees. Vendor shall sign and file with DISTRICT together with the executed Agreement the following certificate prior to performing the work or providing the equipment and/or supplies under the Contract: "I am aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that Code, and I will comply with such provisions prior to the execution of the Agreement." The form of such certificate is included as a part of the Contract Documents.
13. Anti-Discrimination: It is the policy of DISTRICT that in connection with all work performed under contracts, there be no discrimination against any prospective or active employee engaged in the work because of race, color, ancestry, national origin, religious creed, sex, age, physical disability, mental disability, medical condition, or marital status. Vendor agrees to comply with applicable federal and California laws including, but not limited to, the California Fair Employment and Housing Act, beginning with Government Code section 12900, and Labor Code section 1735.
14. Hold Harmless: Vendor shall indemnify and hold harmless DISTRICT, its officers, agents, and employees from every claim or demand made, and every liability, loss, damage, or expense, of any nature whatsoever, which may be incurred by reason of
 - a. Liability for damages for (1) death or bodily injury to persons; (2) injury to, loss or theft of property; or (3) any other loss, damage or expense arising under either (1) or (2) above, sustained by Vendor or any person, firm or corporation employed by Vendor upon or in connection with the work and/or delivery of equipment and/or supplies called for in the Agreement, except for liability resulting from the sole negligence, or willful misconduct of DISTRICT, its officers, employees, agents or independent Contractors who are directly employed by DISTRICT.
 - b. Any injury to or death of persons or damage to property caused by any act, neglect, default or omission of Contractor, or any person, firm, or corporation employed by Contractor, either directly or by independent contract, including all damages due to loss or theft, sustained by any person, firm or corporation, including DISTRICT, arising out of, or in any way connected with the work and/or delivery of equipment and/or supplies covered by the Agreement, whether said injury or damage occurs either on or off DISTRICT property, if the liability arose from the negligence or willful misconduct of anyone employed by Contractor, either directly or by independent contract, and not by the active negligence of DISTRICT.
 - c. Any failure or alleged failure to comply with any provision of law or the Contract Documents.
 - d. Any dispute between Vendor and its subContractors/ suppliers/ sureties.
 - e. Contractor, at Contractor's own expense, cost and risk shall defend any and all actions, suits, or other proceedings that may be brought or instituted against DISTRICT, its officers, agents or employees, or any such claim or liability, and shall pay or satisfy any judgment that may be rendered against DISTRICT, its officers, agents or employees in any action, suit or other proceedings as a result thereof.
15. Prohibited Interests: No DISTRICT official who is authorized in such capacity and on behalf of

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DISTRICT to negotiate, make, accept, or approve, or to take part in negotiating, making, accepting or approving the Contract, shall become directly or indirectly interested financially in the Contract or in any part thereof. Vendor shall receive no compensation and shall repay DISTRICT for any compensation received by Vendor hereunder, should Vendor aid, abet or knowingly participate in violation of this section.

16. District's Right to Terminate Contract:

a. Termination for Cause

- i. If Vendor refuses or fails to deliver the services with such diligence as will insure its complete delivery within the time specified or any extension thereof, or if Vendor should be adjudged bankrupt, or if Vendor should make a general assignment for the benefit of its creditors, or if a receiver should be appointed on account of its insolvency, or if it should persistently or repeatedly refuse or should fail, except in cases for which extension of time is provided, to perform work or deliver equipment and/or supplies as to ensure complete delivery within the time specified, or if Vendor persistently disregards laws, ordinances or instructions of DISTRICT, or if Vendor should otherwise be guilty of a substantial violation of any provision of the Agreement, then Vendor shall be deemed to be in default of the Agreement and DISTRICT may, without prejudice to any other right or remedy, serve written notice upon Vendor of DISTRICT's intention to terminate the Agreement. The notice shall contain the reasons for such intention to terminate, and unless within ten (10) days after the service of such notice such condition shall cease or such violation shall cease and arrangements satisfactory to DISTRICT for the correction thereof be made, the Agreement shall upon the expiration of one hundred twenty (120) days, cease and terminate. In such a case, Vendor shall not be entitled to receive any further payment until performance is completed.

b. Termination for Convenience.

- i. DISTRICT may, at any time, terminate the Contract for DISTRICT's convenience and without cause as of the end of the current school year, upon not less than sixty (60) days of prior written notice to the other party.
- ii. In case of such termination for DISTRICT's convenience, Vendor shall be entitled to receive payment from DISTRICT for work executed and for proven loss with respect to materials, equipment, tools, and construction equipment and machinery, including overhead and profit for that portion of the work completed, and reasonable proven damages.

c. The foregoing provisions are in addition to and not in limitation of any other rights or remedies available to DISTRICT.

17. Drug-Free Workplace Certification: Pursuant to Government Code sections 8350 et seq., Vendor will be required to execute a Drug-Free Workplace Certificate upon execution of the Agreement. Vendor will be required to take positive measures outlined in the certificate in order to ensure the presence of a drug-free workplace. Failure to abide with the conditions set forth in the Drug-Free Workplace Act could result in penalties including termination of the Agreement or suspension of payment thereunder.

18. Patents, Royalties, and Indemnities: Vendor shall hold and save DISTRICT and its officers, agents, and employees harmless from liability of any nature or kind, including cost and expense, for or on account of any patented or unpatented invention, process, article, or appliance manufactured or used in the performance of the Contract, including its use by DISTRICT, unless otherwise specifically

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provided in the Contract Documents, and unless such liability arises from the sole negligence, or active negligence, or willful misconduct of DISTRICT or its officers, agents, or employees.

19. Vendor shall provide evidence of insurance with the following minimum limit of liability:
- a. General Liability limits of not less than \$1,000,000 each occurrence and aggregate bodily injury and property damage
 - b. Personal Injury limits of not less than \$1,000,000 each occurrence and aggregate
 - c. Automobile Liability limits of not less than \$1,000,000 combined single limit for bodily injury and damage to property for all owned, hired and non-owned autos
 - d. Workers' Compensation as required by the State of California

Vendor shall name DISTRICT as an additional insured in all policies, all of which shall be open to inspection by all parties in interest. A minimum 30-day notice of cancellation is required. The Insurance Certificate/Additional Insured section shall be project specific. Vendor shall not commence the performance of the Contract without such proof of insurance. Vendor shall provide proof of insurance coverage to DISTRICT within 72 hours subsequent to the Notice of Award or shall be deemed non responsive.

20. Subcontracting: No agreements will be made by the Vendor with any party to furnish any of the services herein contained without the prior written approval of the District. This provision will not require the approval of agreements of employment between the Vendor and personnel assigned for services hereunder.
21. Arbitration: Any disagreement regarding the interpretation, meaning or effect of any provision of the Contract shall be settled by arbitration if so requested by both parties in writing. In case of such a joint written request, the parties agree that within sixty (60) days, binding arbitration will be entered into, with each party having selected an arbitrator, and the two having selected a third. The decision of the majority of the arbitrators shall be binding up on each of the parties hereto. The cost of such arbitration shall be shared equally between the parties.

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Evaluation Criteria	Points Available
Thorough and complete response to the requirements of this RFP <ul style="list-style-type: none"> • Clear, demonstrated understanding of the scope of work • Appropriateness of proposed staff for entirety of the project • Originality and creativeness • Timeliness of expected completion (Proposed Schedule) • Nature and quality of projects recently completed - specifically as it relates to school districts, charters and independent study charters 	35
Technical Experience <ul style="list-style-type: none"> • Similar projects completed • Past experience with school districts, charter and/or independent study charters 	10
Qualifications of Staff <ul style="list-style-type: none"> • Position in the organization and years/type of experience • Specialties provided (if any) 	10
Cost Proposal	40
Additional Considerations-deemed relevant <ul style="list-style-type: none"> • Size and structure of the firm 	5