Request for Proposal

Provision of Video Production Services

Issue Date: February 4, 2022

Submission Date: February 28, 2022

Work completion date: July 31, 2022
Provision of Video Production and Editing

The Community Transportation Association of America (CTAA) is soliciting proposals from qualified video production individuals or organizations to record and edit footage and interviews for selected video case studies, demonstrating inclusion of seniors and persons with disabilities in the planning, development, initiation and operation of transit services. This activity supports CTAA’s work with the Transit Planning for All (TP4A) program, sponsored by the Administration for Community Living (ACL).

Background

CTAA is a national nonprofit organization that manages a technical assistance center, Transit Planning 4 All, a transportation-planning project that seeks to explore and promote the practice of inclusive transit planning. Begun in 2013 through funding from the U.S. Department of Health and Human Services’ Administration for Community Living, the project promotes the development and dissemination of best practices in transportation planning inclusive of people with disabilities and older adults. The project is developing, testing and demonstrating ways to empower people with disabilities and older adults to be actively involved in designing and implementing coordinated transportation systems. Over the past eight years, TP4A has funded a series of pilot projects that have demonstrated the impacts and benefits of inclusive planning practices at the local and regional levels. Whether by having older adults and people with disabilities play a leading role in developing a new bus route in their community or training individuals to be community transit advocates, our project teams make it so historically underrepresented groups “have a seat at the table”.

With the growing portfolio of successful projects, there are practices, strategies and lessons learned from these projects that can serve as models for other communities that are seeking to enhance the level and quality of transportation services for seniors and persons with disabilities. Although reports and documents can provide details and in-depth analyses of inclusion, videos of accomplishments can offer more engaging portraits of TP4A projects and activities. They can be an integral part of TP4A’s information dissemination process, and encourage other communities and organizations to pursue inclusive mobility planning. To that end, CTAA seeks to contract with an individual or organization to produce, record, edit and provide four to six videos, each three to five minutes in length, that demonstrate elements of the most successful TP4A projects. Projects will be selected by TP4A staff.

Requirements

CTAA will work with the selected vendor to determine video content to be generated. The vendor has two options for video footage: 1) Travel to project locations and build the cost of travel into proposal, or 2) Subcontract with local videographers to record in up to six locations. Vendors can propose combinations of the two options. Vendors should indicate in their proposals how this work will be divided, including a plan for obtaining on-site video. CTAA acknowledges the challenges presented by the evolving COVID pandemic and will work with
the selected vendor to accommodate any travel restrictions or limitations. The TP4A program is national in scope, and selected project locations may be anywhere within the lower 48 States.

The vendor will perform the following tasks:

1. Collect raw footage of interviews.
2. Advise on B-roll.
3. Provide lead-in music to the series of videos.
4. Produce draft versions of the short (approx. 3- to 5-minute), edited videos.
5. Produce final versions of the short (approx. 3- to 5-minute), edited videos.

**CTAA Responsibilities**

With regard to this project, CTAA will provide any relevant background information and ongoing discussions and collaboration for the project, including information gathered during any preliminary collaboration or meetings with recipients. Consultant’s contact for the duration of this project is Charles Rutkowski, 202.299.6593, rutkowski@ctaa.org.

CTAA will provide the following:

1. Identification of project locations.
2. Background information on the project, as needed.
3. Contact information for relevant team members to coordinate recording space.
4. Introductory scripts for each video.
5. Facilitation of interviews.
6. Indications of segments to include in final videos
7. Timely feedback on the draft videos

**All work will be for hire.**

**Proposal Requirements**

1) Vendor’s proposed approach to video editing and production, including key activities, milestones and an overall timeline for production. If the execution of work to be performed by vendor requires the hiring of subcontractors, vendor should clearly state this in the proposal. Subcontractors must be identified and the work they will perform must be defined.

2) Vendor’s proposed timeline for individual videos.

3) Resume or Curriculum Vitae that describes the experience of vendor’s project lead/main point of contact.

4) Vendor qualifications, including a brief summary of company’s work.

5) Descriptions of 2-3 similar projects on which the company has worked.

6) Three company references with contact information of key referral must be included.
7) Brief bios, resumes, or Curriculum Vitae’s of key staff proposed for this project, including responsibilities pertaining to the project, a summary of their relevant experience, and contact information.

8) Vendor’s proposed price: provide a complete, itemized price for the development and publication of each video. The number of project sites will be determined by the resources available to the overall project. If any travel is conducted by consultant, all eligible travel expenses will be reimbursed. Please include any applicable discount for nonprofit organizations, if possible.

9) Vendor’s DUNS number and confirmation that the vendor already is or is willing to become registered in the SAMS federal database within two weeks of award.

10) A statement regarding consultant’s time and capacity to undertake the project from an anticipated start date of March 9, 2022 to project completion by July 31, 2022.

CTAA will not award any contracts under this solicitation to entities that are debarred or suspended from doing business with any entity of the U.S. Government. Contracts awarded under this solicitation will be developed and executed in accordance with CTAA’s policies and procedures, and will comply with applicable regulations and policies of Administration for Community Living of the Department of Health and Human Services.

Any questions regarding this RFP must be submitted to Charles A. Rutkowski rutkowski@ctaa.org no later than 12:00 noon on February 10, 2022.

Selection Criteria

1. Vendor’s qualifications and experience.
2. Vendor’s proposed approach.
3. Vendor’s timeline.
4. Vendor’s price.
5. Vendor’s references.

Submittal Instructions

Please submit an electronic response to this RFP by email to Charles A. Rutkowski, rutkowski@ctaa.org no later than 5:00 p.m., EST, on February 28, 2022.