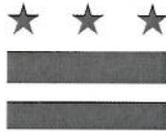


GOVERNMENT OF THE DISTRICT OF COLUMBIA  
Office of Contracting and Procurement



TO: GENERAL SERVICES ADMINISTRATION SUPPLY SCHEDULE CONTRACTORS

**REQUEST FOR TASK ORDER PROPOSALS**

**Solicitation No.:** DCTO-2009-Q-0078  
**Caption:** Four Video Production Solutions  
**Issuance Date:** December 3, 2008

The Government of the District of Columbia, Office of Contracting and Procurement (OCP) in support of the Office of the Chief Technology Officer (OCTO) has an immediate need for a complete solution for four video productions.

The task order proposal should be prepared according to the instructions listed below.

**1. Proposal Submission Requirements**

The task order proposal shall consist of two parts, sent separately: Technical and Price. If sent via e-mail, the Subject shall be: “**DCTO-2009-Q-0078 Proposal**”. If sent in hardcopy: each proposal shall be submitted in a sealed envelope conspicuously marked: “Task Order Proposal in response to **DCTO-2009-Q-0078**, Four Video Production Solutions.”

If sent hardcopy, proposals must be submitted on 8.5” x 11” paper and typewritten or machine printed. Telephonic, handwritten and telegraphic proposals will not be accepted, unless otherwise directed in writing.

- 2. Technical Proposal** must address all items listed under “Minimum Requirements” in the attached Statement of Work.
- a. Technical Proposal must contain a link to one or more website(s). Website shall display example(s) of video, produced by the Bidder, which is of similar quality and type to those of this requirement. The video must have been completed and produced entirely by the Bidder.
  - b. Text portions of the Technical Proposal shall be brief, yet succinctly address all items listed under “Minimum Requirements” in the Statement of Work.
  - c. Technical Proposal must describe how the Bidder’s resources can fulfill each Line Item.

3. **Price Proposal**

- a. The all-inclusive firm, fixed price for the complete solution. Offerors shall breakdown the cost of the complete solution by video to be delivered:  
Video #1 = \$X.XX,  
Video #2= \$X.XX,  
Video #3= \$X.XX,  
Video #4 = \$X.XX,  
Grand Total = \$X.XX
- b. Offerors are encouraged to provide further rough breakdowns of labor costs and equipment costs.
- c. Offerors shall submit pricing data and a certification that, to the best of the offeror's knowledge and belief, the pricing data submitted was accurate, complete, and current as of the date submitted with the proposal.
- d. Offerors shall also complete and return the Tax Certification Affidavit, attached.

4. **Assumptions:**

Bidders shall assume the District provides no equipment or materials.

5. **Hand delivery or E-Mailing of Proposals:**

**Hand Deliver to:**

Office of Contracting and Procurement  
Bid Room/Bid Counter  
441 4<sup>th</sup> Street, N.W., Suite 800S  
Washington, D.C. 20001

**Or E-Mail to:**

[bradley.hill@dc.gov](mailto:bradley.hill@dc.gov) in PDF format only. (File size may be limited by e-mail servers, so please, exercise good judgement in deciding what to include.)

6. **Proposal Submission Date**

The closing date for receipt of proposals is December 10, 2008 by **12:00 noon** local time.

7. **Evaluation for Award**

The contract will be awarded to the responsible offeror whose proposal best fulfills all minimum requirements of the Statement of Work. Evaluators will consider quality, efficiency of production, and cost. The District reserves the right to reject any or all proposals determined to be inadequate, incomplete or unacceptable. The District may award a contract on the basis of initial offers

received without discussions. Therefore, each initial offer should contain the offeror's best terms from a firm-fixed-price basis and technical standpoint.

8. **Questions** may be referred to Bradley Hill, Contract Specialist at (757) 869-6384 or [bradley.hill@dc.gov](mailto:bradley.hill@dc.gov).

*Annie R. Watkins*  
Annie R. Watkins  
Contracting Officer

Enclosures

OFFICE OF CONTRACTING AND PROCUREMENT  
STATEMENT OF WORK

**C.1 SCOPE**

The Office of Contracting and Procurement, on behalf of the Office of the Chief Technology Officer (OCTO) seeks a contractor to provide an Educational/Advertorial Video Series, as a complete solution, including content.

- Video Series Project Proposal with milestones and timelines
- Four completed videos: 4-6 minute in length.
- Deadline for completion and delivery of the first video shall be 4-6 weeks from date of award.
- Deadline for completion and delivery of each subsequent video shall be 4-6 weeks from contractor's receipt of "notice to proceed" from COTR.
- Videos shall be shared online and within other various media messages
- Target audience is "Internal DC Government Agencies"

**C.1.1 Applicable Documents**

[www.dc.gov](http://www.dc.gov)  
<http://octo.dc.gov/octo/>  
<http://xrl.us/ow5sq>  
[www.youtube.com](http://www.youtube.com)

**C.1.2 Definitions**

**B-Roll** = B roll is supplemental or alternate footage intercut with the main shot in an interview or documentary. (Wikipedia)

**IT** = Information Technology (Wikipedia)

**On-Location** = A filming on location is a place where some or all of a film or television series is produced, in addition to or instead of using sets constructed on a studio backlot or soundstage. (Wikipedia)

**Stock Market Model** = "...treat(s) every OCTO program and project like a stock, evaluating and monitoring it on the basis of cost, time, and value." (Testimony of Vivek Kundra, Chief Technology Officer, Public Oversight Hearing, on Capital Improvements Budget)

**Transparency** = implies openness, communication, and accountability. It is a metaphorical extension of the meaning a "transparent" object is one that can be seen

through. Transparent procedures include open meetings, financial disclosure statements, the freedom of information legislation, budgetary review, audits, etc. (Wikipedia)

## **C.2 BACKGROUND**

- This project shall leverage videos of 4-6 minutes in length to raise awareness, build consensus, and speed adoption of OCTO IT initiatives. The goal is to facilitate internal DC Agency understanding of the value proposition and potential business process improvements, thus enlisting strong support to maximizing benefits.
- Check out Government Technology <http://xrl.us/ow5sq> . Watch the video titled “Procurement 2.0” This youTube video is an example of the format of the final deliverables expected: a mix of reporting techniques that leverage interviews as well as B Roll, synergizing and creating a dynamic story.

**C.2.1** Brief description of the relationship between the purchasing agency/department’s mission or objectives and the goods or services to be procured including:

1. The CTO’s theme for 2009 is “Launching a Technology Revolution in the Public Sector”
2. These final deliverables (4 videos) shall highlight 4 key change areas.
  - a. Video 1: Subject is “Transparency” in government, shall be the first theme and shall highlight 3 examples of this transparency including:
    1. Apps for Democracy, [www.appsfordemocracy.com](http://www.appsfordemocracy.com)
    2. Live Data Feeds via the Data Catalog re: citywide information, and [www.data.octo.dc.gov](http://www.data.octo.dc.gov)
    3. The Stock Market Model: currently a prototype developed to manage citywide IT projects.
  - b. Video 2: Subject TBD
  - c. Video 3: Subject TBD
  - d. Video 4: Subject TBD

**C.2.2** Historical information:

1. IT support and services are being conducted in a new and innovative way. These videos shall highlight the benefits and facilitate getting information out quickly and effectively to those that need it. The goal of this purchase is to share information and change behavior by getting the information out to internal agencies, achieving acceptance and cooperation, toward technology adaptation.
2. Lack of awareness, improper training and non-acceptance by end-users costs money. The consequences can be very serious. Proper training and a true understanding on the part of the end-users is a critical success factor for OCTO.

3. Video is a low cost, high impact way to share the preferred message, while raising awareness and providing training on a specific subject. It also saves time and energy of OCTO management because it reduces the need to have to chase down partner agencies and convince them to get on board.

### C.2.3 Objectives:

Why do a video series?

1. Often, people don't adopt new processes unless they understand why things are being changed. Proper change management is of crucial importance. Video is a dynamic tool that can convey the critical messages needed to ensure success in minutes, saving employee time across the agencies. Video can facilitate adoption of enterprise policies and approaches.
2. Video can introduce high level messages from OCTO and raise awareness. Video can help to align DC Government personnel on enterprise IT solutions to facilitate adoption.
3. Video can facilitate sharing of best practices and successful utilization of IT products and services.
4. Video can demonstrate to agencies what is available to them and how they too can save time, money and resources by using available technologies. The results can maximize savings across agencies. Video can "get the word out" to all levels and maximizing IT/cost savings and transparency benefits.

## C.3 MINIMUM REQUIREMENTS

1. Project Management: Vendor shall assign a dedicated project manager to oversee the step by step program development and timelines, coordinate all logistics and ensure video project runs smoothly and on schedule. The initial kick-off meeting for each video shall be the first step of each project. The project manager shall provide a project schedule and timeline and coordinate and communicate the key milestones for all ongoing inputs and approvals to make sure the overall message is articulated to the given expectations
  - a. Vendor Deliverables: Project Schedule (Plan) with Timeline and Milestones. Due date: Five work days from date of award. Plan shall contain milestones and deliverables. Contractor shall coordinate and execute approved Plan.
  - b. OCTO Deliverables: Provide point of contact within OCTO to coordinate internal resources, as well as supporting materials to educate vendor.
2. Scriptwriting Process and Services: Vendor shall craft compelling messages and oversee all interviewing, writing and content research to ensure the most persuasive succinct message and appeal. The output shall be an engaging script that supports the smooth production flow and articulates the sincerity of the message to the target audience (internal agencies).

- a. Vendor Deliverables: Video Script. Due date in accordance with milestones and deliverables.
  - b. OCTO Deliverables: Video Script Approval
3. Creative Services/Pre-Production: Establish themes and visual enhancements that illustrate the messaging objectives. Vendor shall prepare and educate interviewees so that optimal presentation and appearance is achieved prior to video production.
  - a. Vendor Deliverables: Provide creative services for translating script and storyboards into video, prep and educate interviewees for optimal presentation and appearance for next stage – video production.
4. Video Production/Technical Editing: Vendor shall bring the message to life with supporting content, animation, graphics, photography, and music to give a vibrant portrayal of the script. Vendor shall conduct on location video shoots, interviews and B Roll (extra footage) video recording. After on-location production, the videos shall undergo technical editing, audio enhancements and sophisticated graphic imagery.
  - a. Vendor Deliverables: On-location shoots, interviewer, B roll video and other related materials and provide a final edited cut of video. Vendor may be required to post the final edited cut of video to a website. Due date in accordance with milestones and deliverables.
  - b. OCTO Deliverables: Facilitate scheduling interviewers for video shoots, availability and accessibility for on-location shoots.

***Suggested Order of Events/Milestones for Each Video***

Key scriptwriting milestones:

- Kick-off meeting with key stakeholders to gather mission, vision, insight, team develops a draft outline. This outline applies to phone interviews
- Writer performs phone interview(s) with client expert(s)
- Vendor conducts additional research as necessary
- Writer creates outline for script
- OCTO reviews outline, gives feedback
- Writer creates script
- OCTO reviews script, gives feedback
- Writer revises script creates final version
- OCTO reviews final version

Key production milestones:

- Vendor schedules time with interviewers for on-location video shoot
- On-location shoot
- Vendor responsible for technical review of shot material, interview and B Roll, dubbing raw footage and flow of footage to manage a clear and concise message and to create a dynamic synergy between B Roll video clips, interviews and all other elements. Vendor coordinates and records

voice-over talent as needed, provide all audio/video enhancements as needed to provide story support

- OCTO to review and provide feedback as necessary

Provide Final Deliverable:

- Produced, completed 4-6 minute Video. Vendor may be required to post the video to a website. 4-6 weeks after vendor's receipt of COTR's "notice to proceed".

#### **C.4. Recommended Labor Categories.**

The District seeks a complete, creative solution. However, the Labor Categories listed here may help provide insight to the Bidders as to the sorts of individuals the District anticipates might be capable of performing the Statement of Work. These are not minimum requirements:

Internet Visual Designer  
Documentation Specialist  
Technical Editor  
Project Task Manager