



---

# Request for Proposals – Videography Services

---

## SUMMARY STATEMENT

This is a procurement for a contract to provide a range of videography services to support the communications and marketing activities of the Alaska Primary Care Association (APCA) and Alaska’s Community Health Centers (CHCs). APCA is an Anchorage, Alaska-based 501(c)(3) nonprofit corporation. APCA supports the development of Alaska’s federally qualified health centers and the workforces on which they rely. To meet the strategic goals and objectives of the company, APCA seeks contracted videography services support. This contract is for one year, with options to extend two additional one-year periods.

## PROPOSAL DUE DATE

Proposals are due to APCA by Monday, July 22, 2024.  
Proposals must be submitted electronically to [communications@alaskapca.org](mailto:communications@alaskapca.org).

## PROPOSAL SPECIFICATIONS

Use standard 8 ½ by 11” page size with 1” margins, and an easy-to-read font no smaller than 11-point. The overall length of the proposal shall not exceed 15 pages.

## TERM OF CONTRACT

The awarded contract will have a beginning term of approximately Thursday, August 1, 2024, for a period through June 30, 2025. There will be two additional, optional one-year periods, which may be elected by APCA, with the concurrence of the contractor. The first task order of the contract will be issued at the time of the contract award.

## QUESTIONS

All questions must be in writing and directed to Hailey Cox at: [communications@alaskapca.org](mailto:communications@alaskapca.org). Questions must be received by 5 p.m. (AKDT) on Friday, July 12, 2024. Responses will be returned on Wednesday, July 17, 2024, to all vendors who were emailed a copy of the RFP and to those who have registered their interest.

## AMENDMENTS TO THE RFP

If an amendment is issued, it will be provided to all potential vendors who were emailed a copy of the RFP and to those who have registered their interest with Hailey Cox at [communications@alaskapca.org](mailto:communications@alaskapca.org).

## PROPOSAL SCHEDULE

Wednesday, July 3	Release of RFP
Friday, July 12	Questions Due
Wednesday, July 17	Responses Released
Monday, July 22	RFPs Due
Friday, July 26	Notice of Intent to Award

Thursday, August 1

Start of Contract and first scope of work begins (estimated)

### BACKGROUND OF APCA

The Alaska Primary Care Association (APCA) is one of 52 Primary Care Associations (PCAs) across the country. APCA is a small non-profit 501(c)(3) organization, with 40 staff members, one CEO, and a 29-member governing Board of Directors. The organization supports the development and operations of Alaska's federally qualified health centers (also known as community health centers or CHCs) and the workforces they depend on. Its mission is Advancing Alaska's Wellness, and it partners to promote, expand, and optimize access to primary care for Alaskans.

Revenues of APCA are comprised of grants, agreements and contracts totaling approximately \$12 million per fiscal year to fund program operations. Major funding sources include the Economic Development Administration's Good Jobs Challenge, US Department of Health & Human Services, Health Resources & Services Administration's Cooperative Agreement for State and Regional Primary Care Associations (PCA), and HRSA's Health Center Controlled Network (HCCN) grant. Funding is also received through State of Alaska grants, agreements and contracts focused on health workforce development, quality improvement, and population health.

### VIDEOGRAPHY CONTRACT REQUIREMENTS OVERVIEW

APCA requires a contract with an individual or business to provide indefinite delivery/indefinite quantity services (or IDIQ video services and video production services). When a videography and/or video production project need arises, APCA will draft a task order describing the deliverable, storyline, audience, timelines, etc., and send it to the vendor. The vendor will price the task order in a fixed-price format. Once the task order is executed by both parties, the vendor may commence work. Vendors must have proven success with videography and video production/content creation. Some travel within Alaska, outside of southcentral, will be involved. Transportation methods will vary depending on the location and may include travel by car, plane, or boat.

### Activities that will be required include:

#### General Requirements:

- Project Planning, Flexibility and Ability to Meet Deadlines – Must have the ability to plan video shoots and production projects and to complete them in a timely manner.
- Quality and Consistency – Maintain a high standard of quality and consistency in all deliverables.
- Timeliness – Provide all videos and other agreed-upon deliverables congruent with the deadlines outlined in each task order.

#### Videography:

- Bid, plan, and undertake videography task orders for shoots in Alaska health centers and communities based on specific task orders that will identify community, required b-roll, and other details for pricing.
- Collaborate with APCA communications staff on storytelling and video production tasks, whether it involves co-developing the story or solely shooting the video, to achieve project objectives.

- Capture and edit high-quality, diverse images that document patient interactions with healthcare professionals, focusing on the quality of care and services provided at CHCs and in the community that can be used as stock videography for APCA and Alaska's CHCs.
- Videos captured will be used in a variety of web-based and print materials to support the mission of APCA.
- Provide final video output that can be used and edited by APCA staff and other contractors that is compatible with Adobe Suite products and Canva.
- Have capacity to undertake between 3-6 projects during the initial contract period.

### **Video Production:**

- Bid, plan, and undertake video production task orders based on the required final product.
- Collaborate with APCA communications staff on how to tell the story and the individual video production tasks to achieve project objectives.
- Collaborate as needed with APCA staff on video production and storytelling. Provide progress reports to APCA staff (at minimum) bi-weekly.
- Produce a range of videos that include 2–5-minute interview style, 30 second social media driven clips.
- Create hybrid video and graphic short films.
- Have capacity to undertake between 3-6 projects during the initial contract period.

### **CONTENT OF RESPONSE**

APCA will make its selection for a videographer contractor based on demonstrated competence, experience, knowledge, and qualifications, as well as the reasonableness of the proposed fees compared to other vendors. APCA seeks bids that also provide an itemized quote for the same Task Order attached to this procurement.

### **PROPOSAL EVALUATION CRITERIA**

#### **Understanding of the Scope of Work (20%)**

- 1) How well has the offeror demonstrated a thorough understanding of the purpose and scope of the project particularly in relation to ability to bid task orders, and to plan and complete projects on time.
- 2) How well has the offeror identified pertinent issues and potential problems related to the project?
- 3) To what degree has the offeror demonstrated an understanding of the deliverables APCA expects to receive?

#### **Project Plan (30%)**

- 1) To what extent does the offeror already have the expertise necessary to perform the full range of services outlined in the scope of work?
- 2) Does it appear the offeror can bid, plan, and execute a range of videography and video production services?
- 3) Does the offeror adequately explain how they will approach the range of projects outlined in the RFP?
- 4) To what degree is the proposal practical and feasible?
- 5) To what extent has the offeror identified potential problems?

#### **Organization, Past Performance, Staffing and Qualifications (30%)**

- 1) Name, Address, Email, Phone, Website

- 2) Number of years in operation.
- 3) Top clients and relevant projects with links to portfolio work.
- 4) How well do the samples of past work address the videography components identified in the requirements overview?
- 5) How well has the offeror demonstrated past performance in providing videography services?
- 8) How successful is the general history of the firm regarding timely and successful completion of projects?
- 9) Has the firm provided references from previous clients?

#### Cost (20%)

- 1) Price analysis shall outline all costs for the scope of work for a range of video and video production activities outlined in the Sample Task Order addendum:
  - Describe all costs related to the Sample Task Order
  - Is the cost reasonable?

#### INSURANCE

Statement on Insurance: Proposals shall include a statement that the vendor has and will always maintain in force during the performance of services under this contract, the following policies of insurance.

- Workers' Compensation Insurance
- Commercial General Liability Insurance
- Commercial Errors & Omissions Insurance

#### OFFERER'S CERTIFICATION

By signature on the proposal, offerors certify that they will comply with the following:

- A. the laws of the State of Alaska;
- B. the applicable portion of the Federal Civil Rights Act of 1964;
- C. the Equal Employment Opportunity Act and the regulations issued thereunder by the federal government;
- D. the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
- E. all terms and conditions set out in this RFP;
- F. a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury; and,
- G. that programs, services, and activities provided to the general public under the resulting contract conform with the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with [A] through [G] of this paragraph, APCA reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

### PROPOSED PAYMENT PROCEDURES

APCA will make payments based on a negotiated payment schedule. Each billing must consist of an invoice and an activities/deliverables report. All billings should be submitted by email to: Accounts Payable at [AP@alaskapca.org](mailto:AP@alaskapca.org).

Based on task order, APCA will pay for travel or reimbursement of travel, direct expenses and meals and incidentals.

### SUBCONTRACTORS

Generally, subcontractors may not be used to perform work under this contract. Exceptions may be considered by APCA and will require approval.

### CHANGES IN KEY PERSONNEL

Any change of the project team members named in the proposal must be approved, in advance and in writing, by the project director. Personnel changes that are not approved by APCA may be grounds for APCA to terminate the contract.

### INSPECTION OF WORK

The contractor is responsible for the completion of all work set out in the contract. All work is subject to inspection, evaluation, and approval by the project director. APCA may employ all reasonable means to ensure that the work is progressing and being performed in compliance with the contract. The project director may instruct the contractor to make corrections or modifications if needed in order to accomplish the contract's intent. The contractor will not unreasonably withhold such changes.

The substantial failure of the contractor to perform the contract may cause APCA to terminate the contract. In this event, APCA may require the contractor to reimburse monies paid (based on the identified portion of unacceptable work received) and may seek associated damages.

### CONFIDENTIALITY

Contractor agrees that all confidential information shall be used only for purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided for in this section. The contractor shall hold as confidential and will use reasonable care (including both facility physical security and electronic security) to prevent unauthorized access by, storage, disclosure, publication, dissemination to and/or use by third parties of, the confidential information. "Reasonable care" means compliance by the contractor with all applicable federal and state law, including the Social Security Act and HIPAA.

### STANDARD CLAUSES AND PROVISIONS

*Additional Requirements.* In connection with the provision of services pursuant to this Contract, APCA and Contractor agree to comply with the following federal requirements, to the extent that such requirements are applicable. Contractor shall notify the PCA immediately if it has reason to believe that there may have been a violation of any of the following provisions:

1. *Equal Employment Opportunity* – E.O. 11246, "Equal Employment Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and as supplemented by regulations at 41 CFR part 60, "Office of Federal Contract Compliance

Programs, Equal Employment Opportunity, Department of Labor.” The Civil Rights Act of 1964 and all other federal, state, or local laws, rules and orders prohibiting discrimination.

2. *Rights to Inventions Made Under a Contract or Agreement* – Contracts or agreements for the performance of experimental, developmental, or research work shall provide for the rights of the Federal Government and the recipient in any resulting invention in accordance with 37 CFR part 401, “Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts, and Cooperative Agreements,” and any further implementing regulations issued by HHS.
3. *Byrd Anti-Lobbying Amendment (31 U.S.C. 1352, see also 45 C.F.R. part 82 and part 93)* – If Contract is for amount in excess of \$100,000, Contractor agrees to file the required certification with the PCA. Each tier certifies to the tier above that it will not and has not used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any federal agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant, or any other award covered by 31 U.S.C. 1352. Each tier shall also disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up to the recipient.
4. *Debarment and Suspension (7 C.F.R. 3017)* – If contract award is equal or exceeds \$25,000 (see 7 C.F.R. 3017.220 (b) (1)), contracts shall not be made to parties listed on the government-wide Excluded Parties List System. The Excluded Parties List System contains the names of parties debarred, suspended, or otherwise excluded by agencies, and contractors declared ineligible under statutory authority. Contractor hereby certifies that it has not been debarred or suspended from participation in federal programs including grants and contracts and certifies that the party has reviewed <https://www.sam.gov/portal/public/SAM/> and <http://exclusions.oig.hhs.gov/> to determine whether any subcontractors are on the list.

## **SAMPLE** – Videography and Video Production Task Order #1

### Sample Alaska Community Health Center Video Shoot

#### **FOCUS:**

Undertake videography at one health center and produce 3 videos - :30, :60, :120

#### **DELIVERABLES:**

- Complete a full day of video shoots on location at an Alaska Health Center
- In post-production, create 3 videos with footage collected from the day's video shoot (*scripts will be created in collaboration with APCA*), as follows:
  - One 30 second clip
  - One 60 second clip
  - One 2-minute clip ([Example of APCA video](#))
- Provide APCA with all RAW video files and the rights to video footage

The following shots are ones that APCA desires. APCA recognizes that certain shots may not be feasible, and the contractor will strive to capture the required footage along with any supplementary shots they deem necessary. APCA staff will collaborate with the contractor to modify the shot list for each situation.

### Timeline

- Requested work commences (Date X)
- Requested draft completion (Date X)
- Requested final delivery (Date X)

#### **SUBJECTS FOR INTERVIEWS FROM HEALTH CENTER STAFF:**

- CEO
- Provider (Clinician)
- Nurse
- Community Health Worker (CHW)
- Patient (minimum of 2)

#### **B-ROLL SHOT LIST (IDEAL):**

- Exterior building
- Front desk staff with patient
- Provider with patient
- Nurse with patient
- Staff positions to shoot with patient, if available:

- Certified Medical Administrative Assistant
- Certified Medical Assistant
- Electronic Health Records Specialist
- Pharmacy Technician
- Direct Support Professional
- Community Health Worker
- Certified Billing & Coding Specialist
- Dental Assistant
  
- Provider & patient by visit type:
  - Wellness exam
    - Chronic disease care
    - Immunization
    - Wound care
    - Pediatric care
  - Women's Health
    - Health screenings
    - Pre-natal care
  - Men's Health
    - Health screenings
  - Urgent care services
  - Mobile mammogram
  - Telemedicine visit
  - Lab work
  - Preventative care
  - Radiology
  - Behavioral health appointment
  - Dental appointment

**VENDOR TASK ORDER PRICING:**

*To be completed by vendor*

Travel:

Expenses:

Dates and Timeline:

Video Shoot and/or Production Cost (may be hourly or project cost):

[Other Expenses Not Outlined Above: