



REQUEST FOR PROPOSALS (RFP) Produce Safety Video Series

Proposal submission deadline

February 10, 2018

Must arrive by 5 p.m.

Submit proposal in paper form to

Nevada Department of Agriculture

Plant Industry Division

Attn: Ashley Jeppson, Plant Industry

405 South 21st Street

Sparks, NV 89431

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1. Background and history

In 2011, the Food Safety Modernization Act (FSMA) Produce Safety Rule (PSR) was signed into law to require produce farms of a designated size and scope to implement food safety prevention measures to reduce food-borne illness outbreaks involving produce. The Food and Drug Administration (FDA) oversees this program and has awarded funding to state departments of agriculture to implement an education and enforcement program. Part of the Nevada Department of Agriculture's (NDA) education strategy is to include training videos in their classroom education series in addition to videos that can be used directly by farm managers as they train employees handling products.

2. Scope of work

The NDA is seeking proposals to create training videos from a reputable video production company that can capture field footage and interviews and incorporate desired graphics for training farm managers and food handlers. The selected vendor will script, film and edit a minimum of 12 training videos in collaboration with NDA that are one to three minutes long. The videos may be used by multiple states, must be easily downloaded and meet the needs of various produce growers. Videos will also need to be translated in Spanish to increase the viewer range. Anticipated video topics are outlined below but are subject to change. All videos will require b-roll or stock footage and interviews or scripted stand-ups.

2.1 Grower-specific videos (topics subject to change)

- Best practices for ensuring staff do not come to work ill, including how to communicate with staff and develop policy options that prevent ill staff from handling produce. May include farmer testimonials on what practices have proven effective.
- Dual-purpose record keeping that addresses the PSR and supports general business records, including sales data, organic certification criteria, effectiveness of pest control program, etc.
- Debunking myths of the PSR and impacts on farms (there's a considerable amount of misinformation so we would like to introduce trainings using this video). May be a series of videos.
- Best practices for effectively teaching policies to employees.
- How to sample soil amendments, send for testing and interpret results.
- How soil amendments can be effective for plant uptake, while meeting produce safety rule requirements.

2.2 Employee-specific trainings, to help growers train employees (topics subject to change)

- How animal amendments can be used effectively or pose a food safety risk if mismanaged.
- Employee hygiene practices – how poor hygiene can impact the industry and the future for employees if everyone is not practicing good hygiene.
- How to properly read a pesticide label, resources available and state/federal requirements specific to pesticide use. Health implications of not using pesticides correctly.

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- Best practices when using sanitizers and what to look for on the label for direct food contact and for food contact surfaces.
- TBD
- TBD

Contracts will be awarded on a competitive basis and will be evaluated based on the scoring rubric in section 10 of this RFA.

2.3 Eligibility criteria

- Previous experience creating high quality videos that include in-person interviews, field footage and appropriate graphics that achieve the objectives of the contract.
- Must create 12 to 15 one- to three-minute videos for less than \$71,250.
- Must provide scripting and storyboarding.
- Must provide three rounds of edits per project phase (scripting, storyboarding, editing).
- Must be able to expend all project funds by June 30, 2018.
- Must not have been or be in default with the state.
- Must have or obtain a state of Nevada Vendor License.
- Must provide full access for the NDA to own and edit the videos.
- Must provide all original files, including raw footage and design files to the NDA once work is completed.

2.4 Expenditure requirements

All costs must be necessary, reasonable and allowable for proper efficient performance and administration of the contract.

- When determining reasonableness of a given cost, the following should be considered:
 - The cost must follow federal, state and your organization's own established policies for incurring a cost or charge.
 - Consideration must be given for market prices for comparable goods or services in the geographic area.
 - Individuals responsible for the expenditure must act with due prudence in carrying out their responsibilities to state government, the public and the organization.

All expenditures must

- be authorized or not prohibited under state or local laws and regulations;
- be assigned cost-to-cost objectives and must be treated consistently for all work performed by the organization under similar circumstances, regardless of the source of funding, to avoid duplicate charges; and
- be in conformance with limitations and exclusions contained in the terms and conditions of this award.

Eligible expenditures

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The following are examples of eligible expenditures:

This list is not all-inclusive and proposals will be evaluated independently.

- Personnel time for planning, scripting, storyboarding, interviewing, shooting, editing and revising videos.
- Specialized supplies needed for capturing field footage that is beyond what is typically used by media companies (thorough justification will be required).
- Travel costs to farms.

3. RFP deadline

All proposals must be received by **February 10, 2018 no later than 5 p.m.** The NDA will **not** accept any submission of incomplete proposals, and deadline extensions will **not** be provided to vendors that miss the posted proposal deadline.

4. Written questions and answers

All questions and/or comments will be addressed in writing and can be sent to:
ajeppson@agri.nv.gov.

5. Proposal and submission information

If interested in submitting a proposal, vendors should carefully review this RFP for award expectations and proposal requirements.

5.1 Proposal formatting instructions

- Proposal font: Times New Roman
- Proposal font size: 12 point
- Proposal spacing: single-spaced
- Proposal printing: single-sided
- Binding: binder clips only
- Proposal cannot be stapled, in three ring binders or otherwise bound

Vendors that fail to follow all the formatting requirements listed above will not be considered.

5.2 Submission instructions

Proposals must be sent to Ashley Jeppson, Nevada Department of Agriculture's Plant Industry Division, by **February 10, 2018 at 5 p.m.:**

- Three (3) signed copies hand-delivered or mailed (must be postmarked by above deadline) to:

Nevada Department of Agriculture
Plant Industry Division
ATTN: Ashley Jeppson
405 South 21st Street
Sparks, NV 89431-5557

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AND

- One (1) digital copy emailed to ajeppson@agri.nv.gov.

Hand-delivered proposals may be delivered to the front desk at the address above. Please ensure proposals, including all required documents, are delivered in a sealed and addressed envelope or box between 8 a.m. and 5 p.m. Monday through Friday.

Faxed or emailed proposals will not be accepted unless a signed hard copy is also submitted by this deadline. You may mail or deliver your proposal. Proposals that do not include all required components will not be reviewed. Proposals received after the deadline will not be reviewed.

6. Nevada state vendor number

A vendor number is required if selected for this project. This is how electronic payments will be issued. The state controller’s office issues vendor numbers and application instructions are available on their website or can be found by clicking [here](#).

7. Nevada State Business License and Active and Good Standing Requirements

The selected vendor, prior to doing business in the state of Nevada, must be appropriately licensed by the state of Nevada, Secretary of State’s office pursuant to NRS 76. Information regarding the Nevada Business License can be located at <http://sos.state.nv.us>.

A vendor who already has a Nevada Business License must provide proof of good standing with the state of Nevada.

8. Proposal timeline

Proposal events	Deadlines
Release of request for proposal	Jan. 5, 2018
Deadline for submission of questions concerning RFA via email to Ashley Jeppson	February 5, 2018 by 5 p.m.
Responses to questions will be emailed to prospective vendors.	Dec 8, 2018 by 5 p.m.
Proposal submittal deadline	February 10, 2018
Selection committee members review and score proposals	February 20, 2018 (subject to change)
Funding recommendations finalized and intent to award sent out	March 20, 2018 (subject to change)
Contract award process	March 20 1, 2018 (subject to change)
Anticipated award start date	Once contract is issued

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9. Billing

- There shall be no advance payment for services furnished by a contractor pursuant to the executed contract.
- Payment for services shall only be made after agreed upon completed deliverables are received, reviewed and accepted in writing by the NDA.
- The applicant must bill the NDA as outlined in the approved contract and/or deliverable payment schedule.

10. Proposal evaluation and award process

Proposals shall be evaluated and scored on the following scoring rubric.

Criteria	Strong (3 points)	Satisfactory (2 points)	Needs improvement (1 point)	Missing project elements (0 points)	Total
Vendor experience	Vendor has demonstrated previous reputable services. They appear to have the capability, resources and skillset to accomplish the contract objectives efficiently and effectively.	Vendor has demonstrated some previous reputable services. They appear to have the skillset; however, additional information was needed to fully identify their ability to efficiently and effectively complete the project.	Vendor details are vague. It is unclear on whether they have the needed skill level and resources to complete the contract objectives.	Insufficient information or vendor does not meet contract requirements.	
Project timeline	The full project proposal will be completed by the June 30, 2018 deadline. There is a clear and logical timeline provided including dates and activities leading up to the projects deadline.	The full project proposal will be completed by the June 30, 2018 deadline. A timeline is provided including dates and activities leading up to the project's deadline. There are some uncertainties within the timeline that may require follow-up questions.	There are some concerns of the project being completed by the June 30, 2018 deadline. A timeline is provided but is vague. There are several questions regarding the project's completion before the deadline.	Insufficient information or vendor does not meet contract requirements.	

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Project scope	The proposed project scope appears feasible, efficient and effective for this contract. The scope is logical and accounts for critical components of the contract goals.	The proposed project scope appears feasible, efficient and effective for this contract; however, more details could have been provided on the execution of the contract. The scope appears fairly logical and accounts for critical components of the contract goals.	The proposed project scope is vague and it is difficult to determine whether it is feasible, efficient and effective for this contract. More details could have been provided on the execution of the contract. It is difficult to determine whether the scope is logical and accounts for critical components of the contract goals.	Insufficient information or vendor does not meet contract requirements.	
Measurable outcomes	Means of capturing twelve polished videos are completed including: <ul style="list-style-type: none"> • Scripts • Storyboards • Raw files 	Means of capturing twelve videos is fairly well described including: <ul style="list-style-type: none"> • Scripts • Storyboards • Raw files 	Means of capturing twelve videos is unclear and does not appear to be feasible.	Insufficient information or does not meet program requirements.	
Budget narrative	Budget items clearly support the proposed scope of work and appear feasible. Adequate details are provided and expenditures are broken down. Sources providing quotes for supplies and contractual are provided.	Budget items support the proposed scope of work. Most details are provided and expenditures are broken down. The budget appears to be fairly practical and reasonable. Some questions remain.	Budget is vague and additional information is needed. The budget is not detailed or practical for the proposed project. Some details are lacking and expenditures are not broken down. Improvement is needed.	Insufficient information or does not meet program requirements.	
Total					

The evaluation committee will be composed of experts in providing outreach and education and/or in produce safety practices.

11. Vendor information

Vendor must provide a company profile in the table format below.

Question	Response
Company Name:	
Ownership (sole proprietor, partnership, etc.):	
State of incorporation:	

405 South 21st St.
Sparks, NV 89431

2300 East St. Louis Ave.
Las Vegas, NV 89104

4780 East Idaho St.
Elko, NV 89801

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Date of incorporation:	
No. of years in business:	
List of top officers:	
Location of the company headquarters:	
Location(s) from which employees will be assigned for this project:	
Staff assigned to this project:	

12. Staffing requirements

12.1 Organization experience

Please briefly describe your organization’s experience creating videos to be used as training tools. Describe your experience in developing content, scripting, shooting and editing videos per the needs of your client.

12.2 Key personnel

Please identify staff who will be assigned to this project, including the project manager, their contact information (phone numbers, email addresses and physical addresses) and their experience working in creating one to three minute videos.

12.3 Fiscal personnel

Please identify the primary fiscal contact and list their contact information (work phone, email address and physical work address). Describe how they will maintain records for project-related expenditures.

13. Business references

Vendor should provide a minimum of three (3) business references from projects performed for private, state and/or large government clients within the last three (3) years. Please include a point of contact and their contact information (phone numbers, email addresses and physical addresses) for each reference.

14. Work plan

14.1 Description of work plan

Please describe how the vendor will go about planning, scripting, capturing and editing videos Explain services that will be provided to the state that will help meet the objectives of this contract and set your entity apart from services other contractors may be able to provide.

14.2 Timeline

Include a timeline of what will be accomplished, who will be involved and the date of completion.

15. Cost proposals

The vendor must submit a cost proposal for implementing the project scope. The vendor must identify the hours and the billing rate for each task to be performed as part of the cost proposal.

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16. Billing

- There shall be no advance payment for services furnished by a contractor pursuant to the executed contract.
- Payment for services shall only be made after agreed upon completed deliverables are received, reviewed and accepted in writing by the state.
- The vendor must bill the state as outlined in the approved contract and/or deliverable payment schedule.

INSURANCE REQUIREMENTS:

Contractor and subcontractors shall procure and maintain until all of their obligations have been discharged, including any warranty periods under this Contract are satisfied, insurance against claims for injury to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Contractor, his agents, representatives, employees or subcontractors.

The insurance requirements herein are minimum requirements for this Contract and in no way limit the indemnity covenants contained in this Contract. The State in no way warrants that the minimum limits contained herein are sufficient to protect the Contractor from liabilities that might arise out of the performance of the work under this contract by the Contractor, his agents, representatives, employees or subcontractors and Contractor is free to purchase additional insurance as may be determined necessary.

A. **MINIMUM SCOPE AND LIMITS OF INSURANCE:** Contractor shall provide coverage with limits of liability not less than those stated below. An excess liability policy or umbrella liability policy may be used to meet the minimum liability requirements provided that the coverage is written on a “following form” basis.

1. **Commercial General Liability – Occurrence Form**

Policy shall include bodily injury, property damage and broad form contractual liability coverage.

- General Aggregate
\$2,000,000
- Products – Completed Operations Aggregate
\$1,000,000
- Personal and Advertising Injury
\$1,000,000
- Each Occurrence
\$1,000,000

a. The policy shall be endorsed to include the following additional insured language:
"The State of Nevada shall be named as an additional insured with respect to liability arising out of the activities performed by, or on behalf of the Contractor".

2. **Automobile Liability**

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Bodily Injury and Property Damage for any owned, hired, and non-owned vehicles used in the performance of this Contract.

Combined Single Limit (CSL)

\$1,000,000

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- a. The policy shall be endorsed to include the following additional insured language:
"The State of Nevada shall be named as an additional insured with respect to liability arising out of the activities performed by, or on behalf of the Contractor, including automobiles owned, leased, hired or borrowed by the Contractor".

3. Worker's Compensation and Employers' Liability

Workers' Compensation	Statutory
Employers' Liability	
Each Accident	\$100,000
Disease – Each Employee	\$100,000
Disease – Policy Limit	\$500,000

- a. Policy shall contain a waiver of subrogation against the State of Nevada.
- b. This requirement shall not apply when a contractor or subcontractor is exempt under N.R.S., **AND** when such contractor or subcontractor executes the appropriate sole proprietor waiver form.

4. Professional Liability (Errors and Omissions Liability)

The policy shall cover professional misconduct or lack of ordinary skill for those positions defined in the Scope of Services of this contract.

Each Claim	\$1,000,000
Annual Aggregate	
\$2,000,000	

- a. In the event that the professional liability insurance required by this Contract is written on a claims-made basis, Contractor warrants that any retroactive date under the policy shall precede the effective date of this Contract; and that either continuous coverage will be maintained or an extended discovery period will be exercised for a period of two (2) years beginning at the time work under this Contract is completed.

B. ADDITIONAL INSURANCE REQUIREMENTS: The policies shall include, or be endorsed to include, the following provisions:

- 1. On insurance policies where the State of Nevada, Department (Division) of _____ is named as an additional insured, the State of Nevada shall be an additional insured to the full limits of liability purchased by the Contractor even if those limits of liability are in excess of those required by this Contract.
- 2. The Contractor's insurance coverage shall be primary insurance and non-contributory with respect to all other available sources.

C. NOTICE OF CANCELLATION: Contractor shall for each insurance policy required by the insurance provisions of this Contract shall not be suspended, voided or canceled except

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after providing thirty (30) days prior written notice been given to the State, except when cancellation is for non-payment of premium, then ten (10) days prior notice may be given. Such notice shall be sent directly to **(State of Nevada Representative's Name & Address)**. Should contractor fail to provide State timely notice, contractor will be considered in breach and subject to cure provisions set forth within this contract.

- D. **ACCEPTABILITY OF INSURERS:** Insurance is to be placed with insurers duly licensed or authorized to do business in the state of Nevada and with an “A.M. Best” rating of not less than A-VII. The State in no way warrants that the above-required minimum insurer rating is sufficient to protect the Contractor from potential insurer insolvency.
- E. **VERIFICATION OF COVERAGE:** Contractor shall furnish the State with certificates of insurance (ACORD form or equivalent approved by the State) as required by this Contract. The certificates for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf.

All certificates and any required endorsements are to be received and approved by the State before work commences. Each insurance policy required by this Contract must be in effect at or prior to commencement of work under this Contract and remain in effect for the duration of the project. Failure to maintain the insurance policies as required by this Contract or to provide evidence of renewal is a material breach of contract.

All certificates required by this Contract shall be sent directly to **(State Agency Representative's Name and Address)**. The State project/contract number and project description shall be noted on the certificate of insurance. The State reserves the right to require complete, certified copies of all insurance policies required by this Contract at any time.

- F. **SUBCONTRACTORS:** Contractors’ certificate(s) shall include all subcontractors as additional insureds under its policies **or** Contractor shall furnish to the State separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to the minimum requirements identified above.
- G. **APPROVAL:** Any modification or variation from the insurance requirements in this Contract shall be made by the Risk Management Division or the Attorney General’s Office, whose decision shall be final. Such action will not require a formal Contract amendment, but may be made by administrative action.

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Please indicate if the vendor can meet the state of Nevada’s minimum insurance requirements for general service contracts.

17. Proposal evaluation and award process

18.1 Notice of intent

A notice of intent to award shall be issued in accordance with Nevada Administrative Code (NAC) chapter 333.170. Any award is contingent upon the successful negotiation of final contract terms and upon approval of the Board of Examiners (BOE), when required. Negotiations shall be confidential and not subject to disclosure to competing vendors unless and until an agreement is reached. If contract negotiations cannot be concluded successfully, the state, upon written notice to all vendors, may negotiate a contract with the next highest scoring vendor or withdraw the RFP.

18.2 Contract administration

General

Within the limit of funds available, the awarding official of the NDA shall issue awards to eligible applicants whose proposals are judged most meritorious under the procedures set forth in this RFP. All funds awarded by the NDA under this RFP must be expended solely for the purpose for which the funds are awarded in accordance with the approved application and budget, regulations, the terms and conditions of the award and applicable cost principles.

Contract document and notice of contract

Sub-contracts will be issued by the NDA. The program manager, Ashley Jeppson, will notify selected applicants upon completion of the review process. Recipients will be required to apply for a vendor number with the state of Nevada Controller’s Office.

Initial planning will determine the amount of funding to be released at a given time, based on estimates and backup documentation provided by awardees.

Awardees will have 30 days to provide proof of purchase after funding advances are received.

The final portion of funding will be released based on the result of annual reports or a site visit from NDA staff to ensure funds have been used appropriately.

18. Project management

The expenditure of funds must occur within the authorized period. All project managers will be required to submit a final report but may be subject to additional reporting if deemed necessary by the NDA. Failure to fulfill reporting requirements may be cause for withholding funding, withdrawal of funding or rejection of future proposals.

19.1 Accounting system requirements

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- Financial records, statistical records, supporting documents and other records pertinent to this award shall be retained for a period of three years from submission of the final project report.
- Records that relate to audits, appeals, litigation or settlement of claims arising out of the performance of the project shall be retained until such audits, appeals, litigation or claims have been disposed of, but not earlier than three years from submission of the final project report.
- NDA staff, or an authorized representative, shall have access to any pertinent documents, books, papers and records of the recipient organization to make audits, examinations, excerpts, and transcripts.

Submission of project reports must include the following information:

- Strategy for implementing videos
- Problems, delays, challenges
- Lessons learned