

REQUEST FOR PROPOSALS

Video Production Services for the Port of Long Beach

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Available online at www.polb.com/rfp



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1. Introduction

The Port's mission, as defined in its Strategic Plan, is as follows: "The Port of Long Beach is an innovative provider of state-of-the-art seaport facilities and services that enhance economic vitality and improves quality of life and the environment."

Founded in 1911, the 100-year-old Port of Long Beach is one of the world's leading full-service seaports, a major gateway for trade between the United States and Asia, and the first stop for many of the things that we buy and use every day – everything from clothing and televisions to cars and tennis shoes. As the second busiest container port in the United States and the 18th busiest internationally, the Port and its operations provide one out of every eight jobs in the City of Long Beach, one out of every 22 jobs in Southern California and a total of 1.4 million jobs nationally.

The Port is a government entity that operates as a landlord, which develops and leases shipping terminals to its customers. Port funding is generated through the leasing of these terminals to private shipping lines and terminal operators. Thus, local taxpayers do not pay for the operation, development or maintenance of Port facilities or for the salaries of Port employees. For the 2011 fiscal year, the Port's budget is \$716 million.

In the last few years, however, the Port has faced a host of new issues and challenges.

The Port has needed to balance the economic benefits of increased trade with environmental stewardship. Trade growth – fueled by increasing consumer demands for low-cost goods from the Pacific Rim – has meant more cargo ships, trains and trucks, which have generated environmental and community concerns related to air quality, health concerns, traffic congestion and neighborhood impacts. Partly in response to these community concerns, the Port adopted a Green Port Policy in 2005, which made environmental stewardship a top priority. Today, the Port is a leader in reducing trade-related air pollution.

Although the Port is well regarded and well known in the trade community, only in recent years has the Port focused on raising its profile within the local community. Still, despite the Port's enhanced community outreach efforts, many local leaders and residents seem unaware of the Port's major role in

supporting jobs or the intense battle among seaport communities throughout North America seeking to take those jobs. At the same time that the City Council has unanimously endorsed Port development, it has frequently turned to the Port to help fund beach projects and other non-trade projects.

More information about the Port of Long Beach can be found at www.polb.com.

2. SCOPE OF WORK

Scope of Services

The Port of Long Beach produces a variety of videos for use on the City's government access channel, the Port web site, Port intranet site, Port YouTube channel (www.youtube.com/portoflongbeach) and for distribution on DVD and via e-blast. The purpose of these videos is to inform the Port's numerous audiences about Port news, issues, programs and events, and to encourage stakeholder involvement in Port decision making. Video productions include short and long form programs.

The Ports Communications Division is responsible for video production. The Division requires support in one or more of the following areas and may select multiple contractors to fulfill the scope of services. Vendors shall specify which of the services listed below they provide and which they do not provide.

Full- Service Production

Manage all aspects of a video project, including project planning, coordination, supervision of crews, project management, directing, editing and post-production.

Crews

Provide camera operator(s) to shoot on location footage of Port events, programs, activities and interviews in and around the Port of Long Beach. Set up professional lighting and audio.

Creative concept development

Develop creative concepts for supporting Port communication strategies through video production.

Graphics

Create graphics and titles, with and without animation.

Equipment

Provide video equipment for shoots, including but not limited to cameras, lighting and audio. All equipment must be HD broadcast standards.

Writing

Research, write and edit scripts. Present technical concepts in lay language.

Editing

Edit and organize footage and complete any other digital manipulation of the material necessary for project completion.

Technical services

Trouble shoot and perform preventive maintenance and basic repairs of video, audio and computer components, and cables and connectors.

3. Desired Qualifications

Submittals will be reviewed and ranked by a selection committee using the following criteria:

- **Experience:** demonstrated expertise providing video production services specified in this RFQ (See Section 2 – Scope of Work).
- **Quality of Work:** organization, creativity and production quality as demonstrated in past contracts.
- **Comprehension:** demonstrated understanding of the Port's objectives. Knowledge of the City of Long Beach, port industry and relevant Port of Long Beach experience will be strongly considered.
- **Cost:** proposed fees for services.

Firms may be asked to participate in oral interviews with proposed team members. A contract will then be negotiated with the most qualified firm(s). A copy of this complete RFQ is available online at [◆ www.polb.com/rfp](http://www.polb.com/rfp).

4. Content Requirements

The specific content of each proposal will vary, but all proposals *must* include the following information:

- **Contact Information:** The legal name of the firm, street address, and telephone number; the name, address, telephone number, and e-mail address of the person to whom correspondence should be directed; and the address and phone number of the office where the work is to be undertaken.
- **Overview/Background:** A general description of the firm, including structure
 - (i.e. individual, partnership, corporation, joint venture), history (including year firm was established as currently operated), and primary business areas.
- **Resume(s):** The resume of the proposed project manager and project team members to be assigned to this engagement, including the approximate number of hours each will commit to the project per task. Include resumes for each staff member and a project team organization chart.
- **Experience/Expertise:** A representative listing and description of projects of a similar nature completed by your firm. This should include a description of your firm's experience

collaborating with other firms on similar projects as well as client references that the Port's selection committee may contact concerning your firm's performance. Please also include a list of for-profit and non-profit organizations (including government agencies) for which your firm has produced videos (including video length).

- **DVD (DVD-R):** Provide a compilation sample reel of vendor's work indicating specific staff members involvement in the productions and their roles.
- **Proposed Budget:** Estimated cost of the services to be performed, including a breakdown of the cost by task of
 - basic services as described in this RFQ,
 - additional services (if applicable), and
 - sub-consultant fees (if applicable).
 - This breakdown should include labor (hours and billing rates by position) as well as other costs, including travel.
 - The quote should include any monthly fees associated with ongoing maintenance of this account, and ongoing placement of advertisements throughout the year.
 - Hourly and day rates must be included for all staffing services.
- **Contractor Certification Form:** Firms must sign the Contractor Certification Form included in the appendix acknowledging the insurance requirements and contract terms and conditions.

5. Insurance Requirements

As a condition precedent to the effectiveness of this contract, Consultant shall procure and maintain in full force and effect during the term of this contract the types and levels of insurance described below. The required insurance and the documents provided as evidence thereof shall be in the name of Consultant. If policies are written with aggregate limits, the aggregate limit shall be at least twice the occurrence limits or as specified below:

Commercial General Liability:

Commercial General Liability insurance shall be provided on Insurance Services Office (ISO) CGL Form No. CG 00 01 or the equivalent, including provisions for defense of additional insureds and defense costs in addition to limits. Policy limits shall be no less than one million dollars (\$1,000,000) per occurrence for all coverage provided and two million dollars (\$2,000,000) general aggregate. The policy shall not limit coverage for the additional insured to "ongoing operations" or in any way exclude coverage for completed operations. Coverage shall be included on behalf of the insured for claims arising out of the actions of independent contractors. The policy shall contain no provisions or endorsements limiting coverage for contractual liability or third party over action claims, and defense costs shall be excess of limits. If Consultant is using subcontractors the policy must include work performed "by or on behalf" of the Consultant. Coverage shall apply on a primary non-contributing basis in relation to any other insurance or self-insurance, primary or excess, available to City or any employee or agent of City. Coverage shall not be limited to the vicarious liability or supervisory role of any additional insured. Coverage shall not exclude contractual liability, restrict coverage to the sole liability of Consultant or contain any other exclusion contrary to this contract.

If this coverage is written on a claims-made basis, the retroactive date shall precede the effective date of this contract with the City and continuous coverage will be maintained or an extended reporting period will be exercised for a period of at least three (3) years from termination or expiration of this contract.

The policy of insurance required above shall be endorsed as follows:

Additional Insured: The City of Long Beach, its Board of Harbor Commissioners, employees and agents shall be added as additional insured with regard to liability and defense of suits or claims arising from the operations and activities performed by or on behalf of the Named Insured using ISO Forms CG 20 10 (2004) and CG 20 37 (2004) or their equivalent. Additional Insured endorsements shall not: 1) be limited to "on-going operations", 2) exclude "Contractual Liability", 3) restrict coverage to the sole liability of the contractor, or 4) contain any other exclusion contrary to this contract.

Cancellation: The policy shall not be cancelled or the coverage reduced by endorsement until a thirty (30) day written notice of cancellation has been served upon the Executive Director of the Harbor, except ten (10) days shall be allowed for non-payment of premium.

Business Automobile Insurance:

Automobile Liability Insurance shall be written on ISO Business Auto Coverage Form CA 00 01 or the equivalent, including symbol (1) (any Auto). Limit shall be no less than one million dollars (\$1,000,000) combined single limit per accident. Coverage shall apply on a primary non-contributing basis in relation to any other insurance or self-insurance, primary or excess, available to City or any employee or agent of City. If Consultant does not own any vehicles, this requirement may be satisfied by a non-owned vehicle endorsement to the general and umbrella liability policies provided that a separate policy limit is provided for this coverage as required by this contract.

The policy of insurance required above shall be endorsed as follows:

Additional Insured: The City of Long Beach, its Board of Harbor Commissioners, employees and agents shall be added as additional insured with regard to liability and defense of suits or claims arising from the operations and activities performed by or on behalf of the Named Insured. Additional Insured endorsements shall not: 1) be limited to "on-going operations", 2) exclude "Contractual Liability", 3) restrict coverage to the sole liability of the contractor, or 4) contain any other exclusion contrary to this contract.

Cancellation: The policy shall not be cancelled or the coverage reduced by endorsement until a thirty (30) day written notice of cancellation has been served upon the Executive Director of the Harbor, except ten (10) days shall be allowed for non-payment of premium.

Workers' Compensation:

Workers' Compensation Insurance, as required by the State of California, and Employer's Liability Insurance with a limit of not less than one million dollars (\$1,000,000) per accident for bodily injury and disease. The policy of insurance required above shall be endorsed, as follows:

Waiver of Subrogation: A waiver of subrogation stating that the insurer waives all rights of subrogation against the City, its Board of Harbor Commissioners, employees and agents.

Cancellation: The policy shall not be cancelled or the coverage reduced until a thirty (30) day written notice of cancellation has been served upon the Executive Director of the Harbor, except ten (10) days shall be allowed for non-payment of premium.

Deductible/Self-Insured Retention:

Any deductible or self-insured retention must be approved in writing by the Executive Director

and shall protect the City, its Board of Harbor Commissioners, agents and employees in the same manner and to the same extent as they would have been protected had the policy or policies not contained a deductible or self-insured retention. Any deductible or self-insured retention must be approved in writing in accordance with City insurance guidelines.

Evidence of Insurance:

The Consultant, concurrently with the execution of this contract, and as a condition precedent to the effectiveness of this contract, shall deliver each required certificate of insurance, additional insured endorsement, notice of cancellation and waiver of subrogation containing the terms and conditions required by this contract to the Executive Director for approval as to sufficiency and to the City Attorney or approval as to form.

At least fifteen (15) days prior to the expiration of any such policy, evidence of insurance showing that such insurance has been renewed or extended shall be filed with the Executive Director. If such coverage is cancelled or reduced, Consultant shall, within ten (10) days after receipt of written notice of such cancellation or reduction of coverage, file with the Executive Director evidence of insurance showing that the required insurance has been reinstated or has been provided through another insurance company or companies.

Failure to Maintain Coverage:

Consultant agrees to suspend and cease all operations hereunder during such period of time as the required insurance coverage is not in effect and evidence of insurance has not been approved by the City. The City shall have the right to withhold any payment due Consultant until Consultant has fully complied with the insurance provisions of this contract.

Acceptability of Insurers:

Each such policy shall be from a company or companies with a current A.M. Best's rating of no less than A:VII, and authorized to do business in the State of California or otherwise allowed to place insurance through surplus line brokers under applicable provisions of the California Insurance Code or any federal law. Any other rating must be approved in writing in accordance with the City insurance guidelines.

Contractual Liability:

The coverage provided shall apply to the obligations assumed by the Consultant under the indemnity provisions of this contract but this insurance provision in no way limits the indemnity provisions and the indemnity provisions in no way limit this insurance provision.

Please note that failure, for whatever reason, to provide the required documentation of insurance coverage within two weeks of selection could result in the contract being awarded to another firm.

6. Small Business Enterprises (SBE)/Very Small Business Enterprises (VSBE) Program

The Port has established a Small Business Enterprises (SBE)/Very Small Business Enterprises (VSBE) Program to encourage small business participation on **Professional Services** contracts.

The combined SBE/VSBE participation goal established for this project is ten percent (10%), with no minimum VSBE component.

SBE and VSBE Eligibility

1. SBE eligibility is determined utilizing federal U.S. Small Business Administration (SBA) size standards, based on North American Industrial Classification System (NAICS) codes. To access the current table of small business size standards, log on to the NAICS website at www.naics.com and click the "Small Business Size Standards" link at the top of the page. Examples of maximum gross annual revenue averaged over the past three years to qualify as an SBE: architects/engineers \$4.5 million; landscape architects \$7.0 million; environmental consultants \$7.0 million; computer programming/design consultants \$25 million.
2. VSBE eligibility is determined utilizing criteria with the State of California's Department of General Services' "micro-business" designation: contractors, consultants, and vendors with gross annual receipts, averaged over the past three tax years, of \$3.5 million or less, or small business manufacturers with 25 or fewer employees.

Vendor Registration and SBE Certification

1. All participating SBEs and VSBEs are required to register with the Port's online vendor database and e-procurement system, *The Network*. Vendor registration is relatively simple and quick, and is at no cost to the vendor. Vendors can access the link to *The Network* registration site from the Port's website at www.polb.com/sbe, or log on directly to www.thenetworkbidsystem.com.
2. All small businesses are required to apply for SBE certification through the online database. SBE certifications are generally valid for three (3) years. However, the Port may ask an SBE/VSBE to update its SBE qualifying information at any time. The Port does not issue separate VSBE certifications.

Pre-Contract Award Compliance with SBE/VSBE Program Requirements:

1. Consultants responding to this Request for Proposals (RFP) are required to submit an SBE/VSBE Commitment Plan for Professional Services Contracts (using POLB Form SBE-2P) with their proposal. The Commitment Plan shall identify the proposed SBE/VSBE firms (prime consultant, subconsultants, vendors and suppliers), their contact information, SBE/VSBE status, a description of services to be provided, and their proposed level of participation. The completed Commitment Plan shall demonstrate the consultant's ability and intent to meet the combined SBE/VSBE participation goal.
2. Firms listed on the Commitment Plan must be SBE certified on *The Network* by the required submittal due date. VSBE eligibility will be determined at the time of submittal of the Commitment Plan.
3. The Port's SBE Administrator will review the Commitment Plans. If a proposer's Commitment Plan does not demonstrate ability or intent to meet the combined SBE/VSBE participation goal, the firm may be asked to submit its Good Faith Effort (GFE) documentation to be eligible for further consideration.
4. The Port's SBE Administrator will evaluate the proposer's GFE. If the firm achieves 70 or greater of the possible 100 points, the firm will be deemed to have demonstrated intent to meet the SBE/VSBE

goals and will be eligible for further consideration. To access the Port's GFE criteria, log on to www.polb.com/sbe and click on "SBE/VSBE Forms" in the Navigation Menu.

5. The approved SBE/VSBE commitment goal for the awarded contract will be determined during contract negotiations. The negotiated consultant contract will specify the type and amount of work to be performed by specific SBE/VSBE firms. If additional SBE/VSBE subconsultants, vendors, or suppliers are added to the selected consultant's team during negotiations, they must also be certified in the Port's online database for their participation to be credited. If the Port and the selected firm are unable to negotiate the established level of SBE/VSBE participation, the Port reserves the right to end negotiations and enter into negotiations with the next highest-ranked consultant.

Post-Contract Award Compliance with SBE/VSBE Program Requirements:

The selected consultant shall submit an SBE/VSBE Monthly Utilization Report - MUR (POLB Form SBE-3P) with every invoice and at project close-out. Any SBE/VSBE substitutions will need to be pre-approved by the Port. To access MUR and SBE/VSBE substitution form templates, log on to www.polb.com/sbe and click on "SBE/VSBE Forms" in the Navigation Menu.

Additional information regarding the Port's SBE/VSBE Program, including an Online Entrepreneurial Resource Guide and Frequently Asked Questions (FAQs), can be found on the Port's SBE website at www.polb.com/sbe.

7. Submission

Please submit three (3) hardcopies and one digital copy of your proposal no later than 3 p.m. on October 5, 2011. Proposals should be no more than 25 pages. Please submit proposals to the following address:

**Port of Long Beach
Communications and Community Relations Division
Attn: Gina Krueger
925 Harbor Plaza, 2nd Floor
Long Beach, CA 90802**

Questions related to any part of this RFP should be submitted via e-mail to gina.krueger@polb.com. Emailed questions must be submitted no later than 3 p.m. on September 23, 2011. Answers to all emailed questions will be posted on the Port web site (www.polb.com/rfp) no later than September 28, 2011.

Any attempt to contact the Board of Harbor Commissioners, City of Long Beach or Port of Long Beach staff prior to contract award may result in disqualification from the bidding process. Any information submitted as part of this Request for Proposals is subject to public records requests.

It is expected that a consultant will be selected and a final contract negotiated and approved by the end of October. Professional services will begin shortly thereafter.