

Catskill Watershed Corporation

Request for Proposal

**Twentieth Anniversary of New York City Watershed
Memorandum of Agreement Videos**

P.O. Box 569
Margaretville, NY 12455
845-586-1400 voice
845-586-1401 fax

SECTION I

ADMINISTRATIVE INFORMATION

1.0 PURPOSE

The Catskill Watershed Corporation (CWC) is seeking proposals for production of a series of six short videos for web and social media placement in 2017 in recognition of its 20th anniversary of the New York City Watershed Memorandum of Agreement and formation of CWC.

1.1 SCOPE

The information and instructions contained in this Request for Proposal (the “RFP”) are intended to provide interested individuals with the data necessary to prepare and submit proposals.

Section I	Contains administrative information.
Section II	Presents background information on the program, specifies required program components and outlines the areas that should be included in the proposal narrative.
Section III & IV	Specifies contracting provisions.

1.2 INQUIRIES

Inquiries should be addressed to:

Diane Galusha
galusha@cwconline.org
Catskill Watershed Corporation
PO Box 569
Margaretville, NY 12455
Tel (845) 586-1400 Fax (845) 586-1401

All inquiries must cite the particular RFP section in question. Answers to all questions of a substantive nature will be given to all vendors being solicited by e-mail only.

1.3 SCHEDULE OF PERTINENT DATES

RFP Release Date: November 23, 2016

Proposal Submission Date: December 9, 2016

1.4 SCHEDULE OF PROPOSALS

Interested respondents must submit two (2) copies to CWC of the proposals no later than 4 P.M., December 9, 2016.

Submit proposals by mail to the following address:

Diane Galusha
Communications Director
Catskill Watershed Corporation
PO Box 569
Margaretville, NY 12455
Tel (845) 586-1400

If by hand delivery or paid delivery service:

Catskill Watershed Corporation
905 Main Street
Margaretville, NY 12455

It is important that the proposal be submitted in a sealed envelope clearly marked in the lower left-hand corner with the following information:

SEALED PROPOSAL

For: 20th Anniversary Videos

It is the respondent's responsibility to insure timely submission of his/her proposal. Proposals received after the scheduled date and time will not be accepted. **Electronically transmitted proposals (i.e., facsimile or e-mail) will not be accepted.**

1.5 MODIFIED PROPOSALS

An offeror may submit a modified proposal to replace all or any portion of a previously submitted proposal up until the Proposal Due Date. CWC will only consider the latest version of the proposal.

Modified Proposals shall be addressed same as above.

1.6 WITHDRAWAL OF PROPOSALS

- a. A proposal may be withdrawn before the established Proposal Due Date/Time, in writing only.
- b. Any request for withdrawal shall be addressed same as above.

1.7 RFP POSTPONEMENT/CANCELLATION

The CWC reserves the right to postpone or cancel this RFP and to reject all proposals. In the event that this occurs, the CWC reserves the right to modify this RFP and re-solicit for it.

SECTION II

PROGRAM BACKGROUND AND SPECIFICATIONS

2.0 BACKGROUND

The Catskill Watershed Corporation was established in 1997 under terms of the New York City Watershed Memorandum of Agreement (MOA) to run water quality protection, economic development and education programs in the Catskill-Delaware NYC Watershed (parts of Delaware, Ulster, Greene, Sullivan and Schoharie Counties). Six NYC-operated reservoirs in this region provide 90% of the water for half of the population of New York State.

CWC's dual mission is to help protect this vital water source while assisting residents and businesses, encouraging economic health, preserving viable communities and educating the next generation of water stewards and consumers.

2017 marks the 20th anniversary of the landmark MOA and the formation of the CWC. For additional background and history, visit <http://cwconline.org/>.

2.1 SCOPE OF WORK

The CWC seeks a qualified individual or firm to produce a series of six short videos for web and social media placement in 2017 in recognition of its 20th anniversary of the Watershed MOA and formation of CWC.

- a. Following award and contract execution, vendor is required to attend and participate in initial meeting with CWC staff at CWC's Margaretville, Delaware County office to outline project elements and schedule.
- b. The first video, up to five minutes long, is envisioned as a retrospective of the CWC's work over two decades and a look ahead to future programs and initiatives.
Delivery: March 30, 2017.
- c. Five videos, each up to two minutes in length, will focus on CWC current programs and beneficiaries. **Delivery: One a month, May 1 through September 1, 2017.**
- d. Videos in the series shall contain a recognizable branding element, music, creative use of stills (scanned and digital images provided by CWC), titles and credits.
- e. Videos must be submitted for review 2-3 weeks prior to final delivery dates, to allow time for revisions/corrections before posting to CWC website. Proposal shall suggest a marketing plan for distribution (Facebook, Twitter, YouTube, etc.)
- f. Proposals shall address shoot time (interview and B-roll); drone footage; animation and graphics; interview transcriptions; editing, including color correction and audio equalization; and revisions. Vendor shall also include examples of prior similar work, either with internet web address or digital copy(ies) on a submitted cd or dvd.

2.2 INTELLECTUAL PROPERTY RIGHTS

All work product shall be property of CWC and successful bidder will agree to transfer any copyright to all videos taken for this project to CWC.

2.3 INSURANCE

Vendors retained by Catskill Watershed Corporation must have liability insurance in sufficient amount and scope to protect the interests of New York City, and New York City Department of Environmental Protection, and CWC. New York City Department of Environmental Protection and CWC shall be named as additional insureds for any such consultant.

SECTION III

PROPOSAL CONTENT AND CONDITION

2.0 GENERAL INFORMATION

In preparing the proposal, vendors should follow the guidelines within this RFP.

3.1 PROPOSAL SPECIFICATIONS

Proposals should contain the following sections:

- Company Name
- Contact person and e-mail address
- Employer identification number
- Office Address and phone number
- Fee Proposal as outlined in Section 2.1, including total amount of proposal
- Prior similar work by either web address or digital copy on cd/dvd.
- Terms and conditions
- Signed statement of Non-Collusion

If the proposal is greater than \$20,000, a Statement of Integrity and Ethics must be completed before signing the contract.

3.2 CONDITIONS GOVERNING PROPOSALS

Only respondents who have supplied complete information will be considered.

CWC reserves the following prerogatives:

- * To accept or reject any or all proposals;
- * To waive or modify minor irregularities in proposals received;
- * To negotiate with the proposers, within the proposal requirements, to best serve the interests of the residents of the watershed;
- * To amend the specifications after their release, with due notice given all proposers solicited to modify their proposals to reflect the changed specifications; and

By submitting a proposal, the respondent agrees that he/she will not make any claim for or have any right to damages because of any lack of information or misinterpretation of the information provided in this RFP.

Once a contract has been fully executed and approved, CWC has the right to cancel it, for cause or convenience, on 10 days written notice, and agree to pay the individual for charges incurred in the performance of the agreement up to the time of cancellation.

3.3 SELECTION CRITERIA

The proposals will be evaluated by the Catskill Watershed Staff. The firms will be selected utilizing the following criteria:

A. Bid Proposal

Bids will be evaluated on the basis of whether the charges for services are reasonable and fair, given the services to be provided as well as previous experience of the vendor.

3.4 FREEDOM OF INFORMATION LAW

CWC has subjected itself to the Freedom of Information Law, which governs the process for the public disclosure of certain records maintained by governmental entities, (see Public Officers Law, Sections 87 and 89), except for the public notice and enforcement requirements of sections 104 and 107 of the Public Officer's Law, respectively.

Individuals who submit proposals may request that CWC except all or part of such proposal from public disclosure, pursuant to Section 87(2)(d) of the Public Officer Law, on the ground that the proposal contains trade secrets, proprietary information, or that the information, if disclosed, would cause substantial injury to the competitive position of the individual submitting the information. Such exception may extend to the information contained in the request itself, if public disclosure would defeat the purpose for which the exception is sought. The request for such exception must be in writing and state the reasons for the requested exception.

If CWC grants the individual's request for exception from disclosure, CWC shall keep such proposal in secure facilities and shall notify the individual of any request received for disclosure of the proposal.

3.5 NOTIFICATION OF AWARD

The CWC will notify the successful respondent verbally, followed by written confirmation. Each individual whose proposal is rejected will be notified in writing by the CWC.

A contract defining all terms and conditions of the parties will be drafted by CWC. The contract may incorporate specifications of this RFP, and so much of the successful individual's final proposal as may be appropriate among its provisions.

3.6 LIABILITY

CWC is not liable for any costs incurred by any respondent for work performed to prepare his/her proposal or for any work performed in connection therewith prior to the date the contract is fully executed.

SECTION IV

CONTRACTUAL INFORMATION

4.0 CONTRACT TERM

The contract term will be one year. The contract term may be extended upon approval of the parties.

4.1 SUBCONTRACTING REQUIREMENTS

The selected vendor may not subcontract any work on this project without prior approval of the CWC.

4.2 PAYMENT PROCESS

Payments for services performed to the satisfaction of CWC and based on contractual milestones shall be made within thirty (30) days receipt of duly authenticated invoices/vouchers and upon approval by the CWC.

Invoices shall be submitted no more than once a month, and include a detailed description of the services performed by the architect, civil or structural engineer for which the architect, civil or structural engineer is seeking payment with certification by the contractor that the milestone under which payment is requested has been completed.

4.3 STATEMENT OF NON-COLLUSION

**The statement of non-collusion is on the subsequent page.
Please sign and submit the statement with your bid proposal.
Bids will not be accepted without a signed statement at time of submission.**

STATEMENT OF NON-COLLUSION

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

- (1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor;
- (2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the bidder and will not knowingly be disclosed by the bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
- (3) No attempt has been made or will be made by the bidder to induce any other, person, partnership or corporation to submit a bid for the purpose of restricting competition.

I hereby agree to the best of my knowledge that the statements above are true and correct, and I am authorized to sign this form on behalf of the bidder.

Authorized Signature of Bidder

Date