



**Florida Municipal Power Agency**

**REQUEST FOR PROPOSALS  
FOR  
VIDEO/DVD PRODUCTION SERVICES**

Florida Municipal Power Agency  
8553 Commodity Circle  
Orlando, Florida 32819-9002  
(407) 355-7767 Fax (407) 355-5796

# REQUEST FOR PROPOSALS

(This is not an order)

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Florida Municipal Power Agency  
TO: 8553 Commodity Circle  
Orlando, Florida 32819  
Attn: Sharon Smeenck

RFP FMPA 2008-113

Date Issued: September 19, 2008

Telephone: (407) 355-7767

SEALED PROPOSALS MUST PHYSICALLY BE IN THE FLORIDA MUNICIPAL POWER AGENCY OFFICE PRIOR TO PROPOSAL OPENING AT 2:00 P.M. ON OCTOBER 16, 2008, WHICH WILL BE IN THE FMPA 1<sup>ST</sup> FLOOR CONFERENCE ROOM LOCATED IN THE FMPA BUILDING AT 8553 COMMODITY CIRCLE, ORLANDO, FLORIDA 32819.

- Proposals shall be submitted on the forms provided and must be manually signed.
- Proposals shall be sealed in an envelope with the proposal number, opening date, and time clearly indicated on the outside of the envelope.
- Proposals received after the opening date and time will be rejected and returned unopened.
- The attached Invitation shall become part of any purchase order resulting from this Request for Proposal.

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## DESCRIPTION

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**September 2008**

**FLORIDA MUNICIPAL POWER AGENCY  
VIDEO/DVD PRODUCTION SERVICES**

See attached Request for Proposal, General Conditions, Specifications, and Proposal Forms for detailed description.

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It is the intent and purpose of the Florida Municipal Power Agency that this Request for Proposal promotes competitive bidding. It shall be the proposer's responsibility to advise if any language, requirements, etc. or any combination thereof, inadvertently restricts or limits the requirements stated in this Request for Proposal to a single source. Such notification must be submitted in writing and must be received by not later than ten (10) days prior to the proposal opening date.

**ADVERTISEMENT**

Proposal for Video/DVD Production Services

**September 2008**

**FLORIDA MUNICIPAL POWER AGENCY  
PROPOSALS FOR VIDEO/DVD PRODUCTION SERVICES**

**REQUEST FOR PROPOSAL  
FMPA 2008-113**

Sealed proposals will be received by the Florida Municipal Power Agency (FMPA), 8553 Commodity Circle, Orlando, Florida 32819 until 2:00 p.m., October 16, 2008, when at that time Proposals will be opened publicly by a FMPA representative.

The proposal is for Video/DVD Production Services as more fully described in the RFP package.

RFP packages for this project may be obtained from FMPA at the above address, by telephone (407) 355-7767, via e-mail request to [bidinfo@fmpa.com](mailto:bidinfo@fmpa.com), or via Internet download at [www.fmpa.com](http://www.fmpa.com).

No proposal may be altered, withdrawn, or resubmitted after the scheduled closing time for receipt of proposals. Proposals received after the day and time stated above will not be considered and will be returned to the proposer unopened.

Proposals will be accepted for Video/DVD Production Services from companies who have established, through demonstrated expertise and experience that they are qualified to provide the services as specified.

The Florida Municipal Power Agency reserves the right to reject any and all proposals in total or in part and/or to waive defects in proposals.

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Nick Guariello  
General Manager  
Florida Municipal Power Agency

**FLORIDA MUNICIPAL POWER AGENCY**  
**Request for Proposals for Video/DVD Production Services**

**1. FMPA Description**

Formed by the Florida Legislature in February, 1978, the Florida Municipal Power Agency is a non-profit, joint action agency created to serve the needs of municipal electric utilities in Florida. Of the 33 municipal systems in the State, 30 are FMPA members who participate at varying levels in Agency activities.

Member utilities of the Agency serve approximately 2 million Floridians. Each member appoints one representative to the Board of Directors which governs the Agency's activities. Currently, FMPA has five power supply projects and one pooled financing project. Fifteen members currently purchase all of their power requirements from the Agency – the All-Requirements Project (ARP). The ARP serves approximately 257,000 residential electric customers.

**2. General Description of Services Sought**

The ARP members are working together to develop a comprehensive energy efficiency/conservation program that can be implemented in each member city. The ARP would like to create a DVD to support the energy efficiency program and related conservation efforts. The content of the DVD will include the elements of a home energy audit and include energy conservation tips. The intended audience for the DVD is electric utility customers interested in reducing their electric bills or increasing the energy efficiency of their homes.

The DVD will be used for the following:

- Provided to customers for home use/viewing
- Included as link(s) on member websites
- Aired on public access television
- Displayed in utility customer service areas

Ideally, FMPA and its Members desire to use an experienced production company that has experience working with electric utilities and has the expertise to provide the services desired. Firms that demonstrate this capability in their response to this RFP will be given greater consideration, all else being equal.

**3. Project Description**

The purpose of the DVD is to support the promotion of energy efficiency measures to residential electric customers. In addition, the DVD should provide customers with a similar experience to an on-site home energy audit. FMPA and the ARP members are seeking a qualified production company to develop a script and production plan, including writing, directing, editing and selection of talent, for creating a DVD, including the following:

1. The DVD should be formatted to allow for viewing on a television as well as via computer.
2. The DVD should include 10-15 short, 1-3 minute segments on the different topics listed below.

3. The resulting product should allow for the topics to also be placed on websites, with a separate link for each topic created.
4. The final product should also be broadcast quality and designed to run all the way through each topic so it can be displayed in customer service areas and aired on public access television.
5. The DVD should be developed so that each of the different utility logos can be incorporated to create a custom master DVD for each member. We are interested in identifying options for allowing members to create a utility-specific version of the DVD by including a logo, such as an overlay, a transition graphic from one topic to the next, and/or at the end of the DVD.
6. The DVD menu and/or web navigation should include a drawing of a home, similar to the “ENERGY STAR® @ home” graphic (please see [www.energystar.gov](http://www.energystar.gov)) to allow users to click on different rooms, or appliances within different rooms to go to the video links for that subject.
7. The final product should allow for customization at the beginning and end so each utility can include additional information as needed.
8. Provide options and pricing for creating a Spanish version, either via subtitles, voice over or a separate version.
9. Provide pricing options for ensuring the DVD is closed caption enabled.
10. Provide options to provide members with a copy of the master DVD to allow for additional customization.
11. The DVD must be consistent with FMPA’s brand identity, including conforming all graphics to the Agency’s signature color palette, fonts, logos, etc.
12. The DVD must include the general list of topics presented below:

**List of Suggested Topics to be Included:**

**Air Conditioning/Heating**

- Air Conditioner/Compressor
  - Overall condition, area is clear, no grass or weeds, level of shading
  - Have the HVAC system serviced annually
  - Do not block the air flow around the compressor outside or the return air vents inside
- Air Handler
  - A/C Filter, thermostat setting, room temperature
  - Clean or replace filters every 30 days
  - Caulk or tape leaks in cooling or heating ducts

- Maintain thermostat at 78° during cooling season and 68° during heating season
  - Turn A/C off when leaving for four hours or more
  - Use ceiling fans in occupied rooms and raise AC temperature
  - Programmable thermostats
  - SEER/EER Ratings
  - Items to consider when replacing HVAC
- Ceiling Fans
    - Appropriate installation, use and benefits

### **Windows & Doors**

- Check condition, caulking, air leaks, weather stripping
- Use shades and drapes effectively
- Tilt blinds down in the winter to allow heat to enter and up in the summer to block the sun.
- Heat gain – East/West windows, shading
- Add reflective door or window materials
- Add window heat gain retardants such as awnings or solar screen

### **Attic/Insulation/Ducts**

- Level of insulation, depth, R-value, duct work, ventilation

### **Appliances & Water Heater**

- Refrigerator
  - Condition, seal, settings, coils
  - Items to consider when replacing refrigerators
- Dryer
  - Lint trap
  - Exterior vent, clear – no blockages
- Water Heater
  - Leaking, temperature setting, measure water temperature at faucet
  - Turn water heater off when leaving for two days or longer
  - Items to consider when replacing water heaters
- Electronics
  - Power strips, “vampire” energy

### **Pools & Hot Tubs**

- Condition, timer settings

**Miscellaneous**

- CFLs, leaking faucets, running commodes, tips for renters
- Keep fireplace damper closed when not in use

**Meter:**

- Electricity usage and how to read an electric meter

**Water Conservation:**

- Include short segment on water conservation
- Water usage and how your water meter works

**Production Company Tasks and FMPA Support:**

The selected production company would be responsible for coordinating all aspects of the production of the video including:

- Pre-production
  - Script development;
  - Storyboarding; and
  - Identification and selection of talent, sets and props.
- Production
  - Direction of talent;
  - Direction of sound/lighting; and
  - Footage recording.
  - Note: We envision that the majority of the footage will be filmed on location at a representative home, including both indoor and outdoor settings.
- Post Production
  - Video editing;
  - Effects; and
  - Duplication.

FMPA staff and ARP member staff are available to provide support for script writing and content, identification of sets and props, as well as some production assistance.

The production company should ensure the proper legal and relevant clearances for all rights used in the production. The copyright of the video and all additional footage will rest with FMPA, and FMPA will have the unconditional, irrevocable and royalty-free right and license to use, produce, reproduce, publish, translate, adapt, record by any means, diffuse and broadcast the said work.

All work performed in accordance with this RFP shall be in accordance with any and all applicable federal, state and local codes, regulations and accepted industry standards and practices.

#### **4. Proposal Contents**

Proposers are to include with their proposal a complete description of their understanding of the services requested. This description should be as definitive as possible to allow reasonable understanding and evaluation of the proposal.

The proposal should include a description of any special qualifications of the personnel who will be providing services which are indicative of working familiarity with electric utilities or energy efficiency related projects.

Proposers should identify the specific details of how they will provide the services outlined in Section 3, above. The following information should be provided:

1. Detailed description of the production services available and recommendations for this specific project.
2. Detailed cost estimate with clearly identified limits of the cost proposal to provide enough information to reasonably allow an evaluation and comparison to other proposals (including details on assumptions made to develop the cost estimate).
3. Detailed itemized pricing for the various elements of the project to allow FMPA flexibility to choose some or all of the elements to include in the project.
4. Approximate schedule or timeline for completion of the project.
5. Options for production of a Spanish language DVD and associated pricing.
6. Description of other options that may be available to meet the intended goals of the project.

In addition to the items noted above, proposers are asked to include any additional items that may be needed to complete the production services requested that may not have been identified in this RFP. Also, where possible, proposers are encouraged to present alternative approaches to achieving the intended goals of the project.

#### **Minimum Requirements**

Each proposal must satisfy certain minimum requirements before it will receive any further evaluation. The proposer must demonstrate in its submittal that the following minimum requirements have been met:

1. The proposer must show that they have had first-hand experience in providing similar services.
2. The proposer must show that they have the resources necessary to provide the requested services and clearly define any limitations (i.e., filming locations, production restrictions.)
3. The proposer must supply a completed Proposer Information Form.
4. Pricing information sufficient to allow FMPA, using reasonable and consistent assumptions, to

calculate the expected cost of the services listed in Section 3 above must be provided.

5. The proposer must provide a sample of their work or link(s) to internet sites of such work. Samples of similar projects are preferred.
6. Proposer must identify staff who will be assigned to the project and provide information on each staff member's experience.

### **Additional Requirements**

In addition to the above minimum requirements, FMPA will consider the following additional criteria in the selection and ranking of the proposals:

1. References where the proposer provided similar services, preferably in the utility industry. This listing should include the name and address of the client, the client contact, and a general description of the services provided.
2. A demonstration of the firm's capabilities, including staffing level to manage the expected project needs within a timely manner.
3. Description of any value added services that can be provided by the firm to FMPA as a group or to the individual member utilities.

### **5. RFP Schedule**

FMPA's timetable for this Request for Proposal (RFP) process is shown below. Note that the dates shown are only estimates and may be modified at any time by FMPA.

Public Notice/Distribution of RFP	September 19, 2008
Sealed Proposal(s) Due Date	October 16, 2008
Potential Interview(s) of Short List	October 30, 2008
Award to Proposer(s)	November 7, 2008

### **6. Notice to Proposers**

Sealed proposal packages will be received until 2:00 P.M. EDT on October 16, 2008 ("Proposal Due Date") at the offices of the Florida Municipal Power Agency. Each proposer is required to submit a Proposer Information Form (included in this RFP package), other forms included in this package as appropriate, and any other information necessary to allow a complete evaluation of the proposal. Registered proposers will be notified through the issue of RFP addenda of any change in the Proposal Due Date or other necessary revision to information contained in this RFP. FMPA reserves the right to reject all proposals received after the Proposal Due Date.

One original and eight (8) copies of the proposal response package should be sealed and delivered to the following address:

Ms. Sharon Smeenk  
Conservation & Renewable Specialist  
Florida Municipal Power Agency  
8553 Commodity Circle  
Orlando, Florida 32819

Clearly legible on the outside of the sealed envelope shall be "Video/DVD Production Services, FMPA RFP 2008-113".

## **7. Duration of Offer**

Proposals submitted in response to this RFP are irrevocable for one hundred twenty (120) days following the closing date. This period may be extended at FMPA's request only by written agreement of the proposer. The content of this RFP and the proposal of the successful proposer may be included by reference in any resulting contract.

## **8. Extension Option**

This proposal may be extended for two, one year periods by mutual agreement between FMPA and/or ARP Members and the successful proposer(s).

## **9. Right of Rejection**

This RFP is not an offer establishing any contractual rights. This solicitation is solely an invitation to submit proposals.

FMPA reserves the right to:

1. Reject any and all proposals received in response to this RFP;
2. Waive any requirement in this RFP;
3. Not disclose the reason for rejecting a proposal;
4. Not select the proposal with the lowest price; and
5. Seek and reflect clarifications to proposals.

## **10. Interpretations and Addenda**

All questions regarding interpretation of this RFP, technical or otherwise, must be submitted in writing to the following:

By Fax: Sharon Smeenk  
(407) 355 - 5794

By Mail or Courier: Sharon Smeenck  
Florida Municipal Power Agency  
8553 Commodity Circle  
Orlando, Florida 32819

By E Mail: [sharon.smeenck@fmpa.com](mailto:sharon.smeenck@fmpa.com)

Only written responses provided by FMPA to proposers' questions will be considered official. A verbal response by FMPA will not be considered an official response. Written responses to questions and requests for interpretations will be provided to all proposers. Copies of all addenda issued in connection with this RFP will be sent to all potential proposers.

### **11. Errors, Modifications or Withdrawal of Proposal**

Each proposer should carefully review the information provided in the RFP prior to submitting a response. The RFP contains instructions which should be followed by all proposers. Modifications to proposals already received by FMPA will only be accepted prior to the Proposal Due Date. Proposals may be withdrawn by giving written notice to FMPA prior to the Proposal Due Date.

### **12. Proprietary Confidential Business Information**

All proposals shall become property of FMPA. FMPA will not disclose to third parties any information that is clearly labeled "Proprietary Confidential Business Information" in a proposal unless such disclosures are required by law or by order of the court or government agency having appropriate jurisdiction. Each page of Proprietary Confidential Business Information must be clearly labeled "PROPRIETARY CONFIDENTIAL BUSINESS INFORMATION" at the top of the page. FMPA reserves the right to disclose information contained in proposals to its consultant(s) for the sole purpose of assisting in the proposal evaluation process. FMPA will require the consultant(s) to maintain the confidentiality of the document.

The proposals received in response to this RFP will be reviewed by a Review Team, comprised of representatives from FMPA's Executive Committee. Therefore, a Public Notice will be issued for all Review Team meetings, including the interviews of the short list candidates, and the meetings may be open to the public in accordance with applicable Florida law.

### **13. Proposer Qualifications**

FMPA will accept proposals from firms knowledgeable in providing the requested services. Proposers unfamiliar to FMPA may be required to provide proof of experience.

### **14. Default and Damages Provisions**

FMPA will negotiate the conditions of default and damages with the successful proposer. The respondent is requested to include default and damages provisions in its proposal.

## **15. Evaluation Process**

The proposals will be evaluated based on information provided by each proposer by the Proposal Due Date. No additional data will be considered after the Proposal Due Date, except for clarifications requested by FMPA. FMPA will evaluate the proposals in terms of cost and other quantitative and non-quantitative factors.

Selection and rejection of proposals and notification of proposers at all stages will remain entirely with FMPA's discretion. FMPA intends to notify proposers not selected under this solicitation within a reasonable amount of time.

## **16. Public Entity Crimes Statement**

Pursuant to Section 287.133(2)(a), FLORIDA STATUTES, all proposers should be aware of the following:

"A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list."

## **17. Collusion**

By offering a submission pursuant to this Request for Proposal, the proposer certifies the proposer has not divulged, discussed, or compared his proposal with other proposers and has not colluded with any other proposer or parties to this proposal whatsoever. Also, the proposer certifies, and in the case of a joint proposal, each party thereto certifies, as to his own organization, that in connection with this proposal:

1. Any prices and/or cost data submitted have been arrived at independently, without consultation, communication, or agreement for the purpose of restricting competition, as to any matter relating to such prices and or cost data, with any other proposer or with any competitor.
2. Any prices and/or cost data quoted for this proposal have not knowingly been disclosed by the proposer and will not knowingly be disclosed by the proposer prior to the scheduled opening directly or indirectly to any other proposer or to any competitor.
3. No attempt has been made or will be made by the proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition
4. The only person or persons interested in this proposal, principal or principals is/are named

therein and that no person other than therein mentioned has any interest in this proposal or in the contract to be entered into and;

5. No person or agency has been employed or retained to solicit or secure this contract upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee excepting bona fide employees or established commercial agencies maintained by the Proposer for the purpose of doing business.

## **18. Drug Free Workplace**

A Drug-Free Workplace Statement should be completed, signed, and returned prior to award of proposal. This form will be used whenever two or more proposals that are identical with respect to price, quality, delivery, and service are received; a proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process.

## **19. Subcontracted Services**

Consultant's proposal should indicate which, if any, of the services to be provided would be subcontracted by the consultant to independent contractors.

## **20. Final Contract**

Any final contract(s) that result from the proposal evaluation and negotiation process will be submitted to the Executive Committee of FMPA for approval.

## **21. Interviews**

As soon as possible after the Proposal Due Date, FMPA will develop a short list of proposers and notify those on the short list of the interview schedule. Proposers should reserve **October 30, 2008** for interviews. As noted in Section 12, the interviews may be open to the public in accordance with applicable Florida law.

Depending on the specifics of the proposals received, FMPA reserves the right to cancel the interviews and award the RFP without the benefit of interviews.

## **22. Other FMPA Members**

FMPA member cities will be able to avail themselves to the proposals submitted. It is our intent to let FMPA members take advantage of the proposals.

# DRUG-FREE WORKPLACE COMPLIANCE FORM

## IDENTICAL TIE PROPOSALS

Preference shall be given to businesses with drug-free workplace programs. Whenever two or more proposals which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a proposal received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing the proposals will be followed if none of the ties vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that \_\_\_\_\_ does:

(Name of business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under proposal a copy of the statement specified in Subsection 1.
4. In the statement specified in Subsection 1, notify the employees that, as a condition of working on the commodities or contractual services that are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 1893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this form complies fully with the above requirements.

\_\_\_\_\_  
Vendor's Signature

\_\_\_\_\_  
Date

# PROPOSER INFORMATION FORM

\_\_\_\_\_ We DO NOT take exception to the Proposal Specifications.

\_\_\_\_\_ We TAKE exception to the Proposal Specifications as follows:

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Company Name:

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By:

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(Authorized Person's Signature)

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(Print or type name and title of signer)

Company Address

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Telephone Number:

Toll Free Number:

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Email:

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Fax Number:

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Date:

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