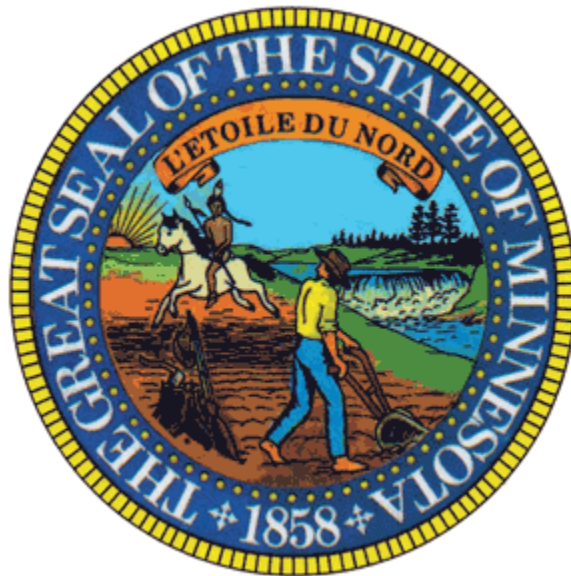


State of Minnesota

Department of Agriculture



Quick Call for Proposals (“Quick Call”)

Protecting Pollinators Educational Video Production

September 8, 2020

- **Responses must be received not later than 5:00 PM Central Time, October 6, 2020**
- **Late responses will not be considered**

SPECIAL NOTICE: This Quick Call for Proposals does not obligate the State of Minnesota or the Minnesota Department of Agriculture to award a contract or complete the proposed program, and the State reserves the right to cancel this solicitation if it is considered in its best interest.

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SECTION 1 – INSTRUCTIONS TO RESPONDERS

Steps for Completing Your Response	Follow the steps below to complete your response to this Quick Call: Step 1: Read the solicitation document and ask questions, if any Step 2: Write your response Step 3: Sign and submit your response
Incomplete Submittals	A proposal must be submitted along with any required additional documents. Incomplete proposals that materially deviate from the required format and content may be rejected.

STEP 1 – READ THE SOLICITATION DOCUMENT & ASK QUESTIONS, IF ANY

How to Ask Questions	The contact person for questions is: Theresa Cira, Research Scientist II Minnesota Department of Agriculture Pesticide and Fertilizer Management Division Theresa.Cira@state.mn.us
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Questions must be emailed to the contact by 3:00 PM Central Time, September 29, 2020. Answers to all questions received will be posted at:
www.mda.state.mn.us/questions-answers-quick-call-rfp
Other personnel are not authorized to answer questions regarding this Quick Call.

STEP 2 – WRITE YOUR RESPONSE

Quick Call for Proposals	The Quick Call starts on Section 3. Insert your response to the questions as asked or provide content as requested. By signing this response, your firm is making a legal, binding offer for a contract to provide services to the State of Minnesota.
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STEP 3 – SIGN & SUBMIT YOUR RESPONSE

Where to Send Your Response	Email your response to: Theresa Cira, Research Scientist II Theresa.Cira@state.mn.us
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Due to the COVID-19 pandemic only emailed responses will be accepted.
Proposals submitted by email will be deemed received at the time and date set forth in the authorized recipient's email inbox. The State is not responsible for proposals sent by email that do not arrive on time, regardless of the cause, and even if the failure of technology is caused by the State.

Response Submission Deadline	Submissions must be received not later than 3:00 PM Central Time, October 6, 2020, as indicated by the date and time the email is received by the authorized recipient. Late proposals will not be considered.
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SECTION 2 – QUICK CALL PROJECT INFORMATION

A. Description of Project

Produce a minimum of three 3-6-minute videos in collaboration with the Minnesota Department of Agriculture (MDA) and an advisory team of technical experts convened by the MDA. Videos would include a combination of some or all of the following: scripted content over B-roll footage, interview content, and animated graphics to illustrate concepts as needed. Shooting would occur in St. Paul and a few other locations outside of the Twin Cities but in Minnesota. At a minimum, the following three specific topics, target audiences, and goals for the videos are:

1) Using agricultural pesticides while protecting pollinators

Audience: Agricultural, restricted use pesticide applicators (Pesticide certification category C)

Goal: For audience to understand required and voluntary actions to take to reduce pesticide risks to pollinators (e.g., pesticide label directions, judicious use of pesticides, timing of application).

2) Using turf and ornamental pesticides while protecting pollinators

Audience: Turf and ornamental, restricted use pesticide applicators (Pesticide certification category E)

Goal: For audience to understand required and voluntary actions to take to reduce pesticide risks to pollinators (e.g., pesticide label directions, judicious use of pesticides, timing of application).

3) Assessing your land for pollinator habitat

Audience: Rural/agricultural landowners

Goal: For audience to be able to identify and protect existing pollinator habitat and identify where habitat could be improved or added.

4) Optional: Additional educational videos about pollinators, pesticides, or integrated pest management.

B. Sample Tasks

- Providing feedback to MDA on scripts and storyboards
- Filming interviews
- Filming B-roll footage
- Creating animated graphics
- Postproduction of videos
- Responding to edits and suggestions in the postproduction phase
- Adding closed captioning to videos and an audio description option

Applicants can propose additional tasks or activities if they will improve the results of the project. These items should be separated from the required items on the Cost Proposal but should not increase the budget above the stated amount in Section 4.

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C. Proposed Timeline Summary

September 8, 2020	Quick Call Request for Proposals (RFP) opens
September 29, 2020	Period for questions closes
October 6, 2020	RFP Closes
Mid November 2020	Vendor selected
Mid December 2020 or date contract is fully executed	Vendor begins project
December 31, 2021	Contract end date

No extension beyond the contract end date will be allowed.

D. General Requirements

The contractor will work closely with the MDA and an advisory team that will be managed by the MDA. This project requires the ability to work collaboratively, convey scientific and regulatory information to non-experts in a clear and concise fashion, and produce scientifically accurate, engaging, and educational videos. The contractor would be responsible for:

- Consulting on storyboards and script created by the MDA and the advisory team
- Recording all sound and video
- Coordinating with the MDA, interviewees, and landowners about shooting locations and times
- Producing animated graphics for illustration of concepts as needed
- All postproduction
- Responding in a timely manner to postproduction edits from the MDA and advisory team
- Providing the MDA with high-quality (e.g., Full HD) digital video products

All videos must include closed captioning per Minn. Stat. Sec. 325I.05 Subd. 3 and have an audio description option. For more information about multimedia accessibility see here:

<https://mn.gov/mnit/about-mnit/accessibility/multimedia.jsp>

Any changes in personal from what is outlined in the application need approval from the MDA.

The State of Minnesota will retain all rights, title, ownership and intellectual property interest in the videos produced and all footage used to produce the videos.

The contractor must comply with Federal regulations at [2 CFR 200.216](#), *Prohibition on certain telecommunication and video surveillance services or equipment*, implementing section 889 of [Public Law 115-232](#). The regulation prohibits the use of Federal funds to procure (enter into, extend, or renew contracts) or obtain equipment, systems, or services that use “covered telecommunications equipment or services” identified in the regulation as a substantial or essential component of any system, or as critical technology as part of any system. Prohibitions extend to the use of Federal funds by recipients and subrecipients to enter into a contract with an entity that “uses any equipment, system, or service that uses covered telecommunications equipment or services” as a substantial or essential component of any system, or as critical technology as part of any system. Certain equipment, systems, or services,

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including equipment, systems, or services produced or provided by entities subject to the prohibition are recorded in the [System for Award Management](#) exclusion list.

E. Required Qualifications

- Demonstrated ability to create accurate, clear, engaging educational videos. This will be assessed through the 2-5 linked examples of educational videos you have previously completed.
- Experience communicating complex topics through videos (e.g., scientific communication). This will be assessed through links to example videos you have previously completed.
- Strong commitment to work collaboratively on video production. This will be assessed based on what is written in the “Approach to Project” section of the application.

F. Desired (Preferred) Qualifications

- Demonstrated ability to produce animated graphics. This will be assessed through links to examples of animated graphics you have previously completed.
- Prior experience creating videos for the listed target audiences. This will be assessed based on what is written in the “Qualifications” section of the application.

G. Response Evaluation

Responses will first be reviewed to confirm compliance with the minimum qualifications identified above. Responses that meet all the minimum qualifications will be further evaluated in accordance with the following:

Factors	Percentage
Qualifications, experience, and demonstrated performance on similar projects and tasks	35%
Ability to describe a general approach to the project, project timeline, and means to accomplish requirements	35%
Cost	30%
Total	100%

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SECTION 3 – VENDOR RESPONSE

INSTRUCTIONS: Fill in the information requested below.

1. Vendor Contact Information

Company's Full Legal Name:	
Business Address:	
Contact Person's Name:	
Telephone Number:	
Fax Number:	
E-Mail Address:	

2. Qualifications

Describe the company background. List all personnel who will work on the project. Detail the experience and qualifications of all personnel proposed to work on the project. Provide examples of previous work.

Please limit the qualifications to two pages and make sure to include links to 2-5 examples of educational videos you have previously completed.

3. Approach to Project

Describe your overall approach to the work. How will you accomplish the goals of the project? How will work be divided between personnel? What are the timelines and final deliverables?

Please limit the description of your approach to three pages. Make sure to include a description of how you will approach conveying scientific and regulatory information in a clear, concise, accurate, and engaging fashion and your approach to working collaboratively with clients on video production. Include descriptions of how previous collaborations occurred if applicable.

4. Alterations or Additions to the State's Quick Call Terms & Conditions

If you wish to take an exception to [the State's Quick Call Terms and Conditions](#) (see Section 5), please indicate that below and attach any appropriate documentation.

None

See attached document detailing proposed alterations and/or additions to the State's Quick Call terms and conditions.

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SECTION 4 – COST PROPOSAL

Follow the instructions below when completing your cost proposal. Budget should not exceed \$10,000.

Deliverables Based

Responder must submit a cost proposal that details a list of all deliverables and a corresponding cost for the performance of each deliverable. Detail the number of hours estimated to complete each deliverable and all hourly rates utilized and calculate the total of each deliverable.

	Deliverables	Hours	Rate	Total
1	Video 1			
2	Video 2			
3	Video 3			
4	(Optional) Additional videos			
	TOTALS			

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SECTION 5 – RESPONDER CERTIFICATIONS

Responder must check each box to certify to the conditions required under this Quick Call. Please note that some certifications may require the submission of additional information. Sign below to finalize response.

A. Required

- I have read and am aware of the **State’s Quick Call terms and conditions**, which is available at www.mmd.admin.state.mn.us/pdf/Quick%20Call%20T&C.pdf.
- I have read and am aware of the **State’s contract terms and conditions**, which can be found in the sample contract at www.mmd.admin.state.mn.us/pdf/samplecontract.pdf.

- Noncollusion Affirmation.** I certify
 - That I am the Responder (if the Responder is an individual), a partner in the company (if the Responder is a partnership), or an officer or employee of the responding corporation having authority to sign on its behalf (if the Responder is a corporation).
 - That the proposal submitted in response to the Quick Call has been arrived at by the Responder independently and has been submitted without collusion with and without any agreement, understanding or planned common course of action with, any other Responder of materials, supplies, equipment, or services described in the Quick Call, designed to limit fair and open competition.
 - That the contents of the proposal have not been communicated by the Responder or its employees or agents to any person not an employee or agent of the Responder and will not be communicated to any such persons prior to the official opening of the proposals.

- That I am fully informed regarding the accuracy of the statements made in the proposal.

If Applicable

- I am a **certified veteran-owned business**, in accordance with Minn. Stat. § 16C.16, subd. 6a and § 16C.19 (d). The eligibility criteria are available at www.mmd.admin.state.mn.us/pdf/Quick%20Call%20T&C.pdf.
- I am a **certified Targeted Group Business or Individual**, in accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by email at mmdhelp.line@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.
- I am a **certified Economically Disadvantaged Business or Individual**, in accordance with Minnesota Rules, part 1230.1810, subpart B and Minnesota Rules, part 1230.1830. For information regarding certification, contact the Materials Management Helpline at 651.296.2600, or you may reach the Helpline by email at mmdhelp.line@state.mn.us. For TTY/TDD communications, contact the Helpline through the Minnesota Relay Services at 1.800.627.3529.
- I am a **resident vendor**, in accordance with 2013 Minn. Laws, Chapter 142, Article 3, Sec. 16. The eligibility criteria are available at www.mmd.admin.state.mn.us/pdf/Quick%20Call%20T&C.pdf.

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By signing here, I warrant that the information provided in this proposal is true, correct, and reliable for purposes of evaluation for potential contract award. The submission of inaccurate or misleading information may be grounds for disqualification from contract award and may subject me/my company to suspension or debarment proceedings, as well as other remedies available to the State, by law.

Signature

Title

Date