

5. SECTION B - SCOPE OF SERVICES:

5.1. Background

5.1.1. The Montgomery County Office of Broadband Programs, in the Department of Technology and Enterprise Business Solutions, has been assigned the responsibility of working with organizations that engage, teach, supervise and assist Montgomery County youth (children aged 11 - 21) in the creation of video content for airing on the various media platforms of the County's Public, Education and Government (PEG) Channels.

5.1.1.1. Public - Montgomery Community Media (MCM) - 2 channels

5.1.1.2. The Montgomery Channel - Access.19

5.1.1.3. Education - Montgomery College - (MCTV)

5.1.1.4. Montgomery County Public Schools - (MCPSTV) Instructional TV - 2 channels

5.1.1.5. Government - County Cable Montgomery (CCM), Montgomery Municipal Cable (MMC) Rockville 11

5.1.1.6. Takoma Park City TV

5.1.1.7. For more information about the channels and their missions see www.connectmontgomery.com.

5.1.1.8. Note that members of the County's cable access operations are not eligible to submit a proposal in response to this solicitation.

5.2. Intent

5.2.1. The County may enter into contracts with up to three qualified offerors. All work to be performed under the resulting contract(s) will be ordered on a Task Order basis as described in section 5.3.6.1 below.

5.3. Scope of Services

5.3.1. The Contractor must provide the following services:

5.3.1.1. Recruit, train and supervise youth in the production of all media.

5.3.1.2. Work with youth to develop and execute their ideas for media.

5.3.1.3. Supervise the youth's creation of media, ensuring that the youth are the primary creators and that all media produced are of a length and quality suitable to be aired on the Montgomery County PEG Channels. The intent of this RFP is not to pay youth for the creation of content.

5.3.2. The Contractor must provide the production and post-production locations and all equipment necessary for creation of media content and must ensure that the equipment is used safely and appropriately by the youth.

5.3.3. The Contractor must obtain any necessary permits, talent releases, copyright permissions or other legal permissions to air content on cable and social platforms.

5.3.4. When a Task Order Proposal Request (TOPR) calls for it, the Contractor must provide language translation services in support of video products, such as, the creation of a video with Spanish language speakers instead of English.

5.3.5. Possible content topics include but are not limited to:

5.3.5.1. Racial equity and inclusiveness

5.3.5.2. Academic achievement gap and early childhood education

5.3.5.3. Economic development activities and job training

5.3.5.4. Pedestrian safety and safe neighborhoods

5.3.5.5. Food insecurity

5.3.5.6. Green initiatives

5.3.5.7. Youth concerns and issues

5.3.5.8. Easier commutes

5.3.6. The Contractor must organize labor categories into the following:

5.3.6.1. Senior or Executive Level Manager(s) – Provides overall management of project, staff and serves as point of contact with the County. Individuals under this labor category must have three years of experience managing video production projects that involve youth content.

5.3.6.2. Lead Video Instructors – Directly teach youth, manage production planning and execution of planned project activities. Individuals under this labor category must have a minimum of three

years of experience instructing youth in video production, managing productions or planning project activities.

5.3.6.3. Program Assistants – provide videography, editing, mentorship and other support as needed. Individuals must have at a minimum three years of experience editing videography, mentorship of youth in a media setting or other media assistance. Education requirements: Two-year degree in a related field or an additional three years equivalent experience in video/tv production.

5.3.6.4. Junior Support/Intern Support – provides additional low-level video production support, i.e. set-up/break down technical environment, basic labor, and some direct video capture and editing assistance. Individuals under this labor category will have 0-3 years of experience in supporting a video production team. Education requirements: Interns must be full-time high-school or college student.

5.3.7. The Contractor must work with and provide monthly updates to the representatives of the Montgomery County Office of Broadband Programs. All content developed as a result of the contract(s) will be the property of Montgomery County Government.

5.3.8. Method of Assigning Work- Task Order Process

5.3.8.1. All work to be performed under this Contract will be accomplished by the issuance of a County Task Order (TO). The County will issue a Task Order Proposal Request (TOPR) that includes the specifications of the work to be performed, or the labor categories required; the approximate start and completion dates; the evaluation criteria; the response deadline, and any other information pertinent to the work will be described in the TOPR for tasks.

5.3.8.2. The County will issue a TOPR to each firm awarded a contract under the RFP, and then select a firm(s) to perform the task based on the evaluation process specified in the TOPR.

5.3.8.3. Each proposal received in response to a TOPR will be evaluated and rated according to the evaluation criteria as specified in that TOPR.

5.3.8.3.1. Each Contractor who wishes to compete must submit a written Task Order Proposal (TOP) to include:

5.3.8.3.1.1. The Scope of Services, describing in detail the work to be performed, personnel assigned, and schedule of deliverables (if applicable);

5.3.8.3.1.2. pricing;

5.3.8.3.1.3. Resumes of proposed personnel;

5.3.8.3.1.4. Schedule for completion or delivery date (if applicable);

5.3.8.3.2. A TOP must not contain any additional terms or conditions as defined by the County, all Task Orders will be in accordance with the Contract terms, conditions, specifications, and pricing.

5.3.8.3.3. The highest rated Contractor(s) will be awarded the task order per the TOPR. If the highest rated offeror is unable to perform all of the work associated with the task, then the County will proceed to the next highest rated Contractor to complete the task that the highest rated offeror is unable to complete, and the succession continues until all work for the task is assigned.

5.3.8.3.4. The Contractor must not commence work on a Task Order without a valid Purchase Order executed by the County's Office of Procurement. The County will not pay for overtime.

5.3.8.3.5. The County may terminate a TO at any time for any reason by issuing a written notice to the Contractor with the pre-approval of the Director, Office of Procurement. The approval of the Director, Office of Procurement will be indicated by the issuance of a change order to the Contractor canceling the Task Order.

5.3.8.3.6. Task Orders may be modified within the scope of the Task Order, with the concurrence of both the County and the Contractor, with the approval of the Director, Office of Procurement, who will indicate such approval by the issuance of a written change to the TO.

5.3.8.3.7. The County makes no guarantee that the Contractor will receive any minimum or maximum number of Task Orders, or any Task Order, under the resulting contract(s).

5.3.8.3.8. The awarding of task orders are also subject to annual fiscal appropriation

5.4. Contractor's Qualifications

- 5.4.1. The Contractor must have at a minimum 3 year of experience or three completed project that demonstrates their ability to working with and training youth ages (children aged 11 - 21) in video production in a community similar to the County.
- 5.4.2. The Contractor must have at a minimum 1 year of experience in video production and that meet all requested services as stated in the Scope of Services.
- 5.4.3. The Contractor must conduct criminal background checks and any other pertinent background checks for the determination of an employee's or volunteer's suitability to provide services to youth under a resulting contract and any subsequent task orders.
- 5.4.4. The Contractor must ensure that no individual who refuses to submit to a criminal background check provides services to clients. Any employee who has a criminal conviction for abuse, neglect, or exploitation of children or adults may not provide services to youth under any resulting contract from this solicitation.
- 5.4.5. If the Contractor hires a person who has a criminal conviction, the reasons for hiring must be clearly documented in the personnel record and the County must be notified and provide approval before the employee provides any services to clients. All criminal background checks must be made available to the County upon request.
- 5.4.6. The Contractor must have excellent interpersonal skills, and the ability to meet deadlines.
- 5.4.7. The Contractor must be qualified and willing to fulfill the requirements set forth in the Scope of Services listed above.

5.5. Contractor's Responsibility

- 5.5.1. The Contractor must produce content that is acceptable in quality as described in the Scope of Services. The Contractor must ensure that Montgomery County youth are the primary creator of the media. The Contractor must provide the video content in an agreed upon format.

5.6. County's Responsibility

- 5.6.1. In order to support the production of this content, the County will provide expertise and guidance to the contractor as needed.
- 5.6.2. The County will review the content, and provided it is of suitable quality, will air the content on one or more of the PEG channels. In addition, the County PEG Channels might use this content in social media applications.

5.7. Reports/Deliverables

- 5.1.1. The Contractor must provide with the invoice a monthly report detailing the video pieces worked on, the number of youths involved in each media production/project, the hours worked on each video piece in the previous month, and the current estimated completion date for each video piece.

6. SECTION C - PERFORMANCE PERIOD

6.1. TERM

- 6.1.1. The effective date of this Contract begins upon signature by the Director, Office of Procurement. The period in which the County must order all work under the Contract begins on the Contract's effective date and ends after a one-year period. Contractor must also perform all work in accordance with time periods stated in the Scope of Services. Before this term for performance ends, the Director at his/her sole option may (but is not required to) renew the term. The Contractor's satisfactory performance does not guarantee a renewal of the term. The Director may exercise this option to renew this term two (2) times for one (1) year each.