

Request for Proposal

High Threat Cadre: Emergency Communications Center Training Video

Summary

The Northern Virginia Emergency Response System (NVERS) is seeking contract support on behalf of the Northern Virginia High Threat Cadre and High Threat Response Emergency Communications Center Working Group to design, develop, and produce an Emergency Communications Center Training Video. The purpose of this request for proposal is to enter into a firm fix-priced contract with a qualified organization or individual to produce a modular, roll-call style training video on the *Critical Information for Emergency Communication Centers During Active Violence Incidents (2021)* guidance document, as well as incident command and unified command principles.

Background/Overview

The Northern Virginia High Threat Cadre is a collection of subject matter experts, representing the entirety of the Northern Virginia emergency response community, designed to advance the development of high threat response capabilities. The Northern Virginia High Threat Cadre is charged with enhancing the region's planning, training, and operational response strategies to atypical¹ and/or complex events. The Emergency Communications Working Group of the Northern Virginia High Threat Response Committee seeks to provide best practice guidance for regional call centers to address the unique response needs of high threat events.

The *Critical Information for Emergency Communication Centers During Active Violence Incidents (2021)* outlines the critical elements of information needed by public safety officials, from emergency communication centers, during the initial phases of an active violence incident. The information offered in the document is critical towards ensuring an effective and efficient response, with the goal of minimizing the loss of life. The document offers best practice and/or the ideal approaches for critical information sharing during active violence incidents.

The intent of the video is to provide emergency communications center personnel with a roll call style training to support the operationalization of the *Critical Information*

¹ High threat events require an integrated (multi-jurisdictional and multi-disciplinary) response to ensure and/or maximize effectiveness and efficiency. These atypical and/or non-traditional attacks are defined as active shooter; hostile actor; fire as a weapon; intentional use of chemical, biological, radiology, nuclear [agents] and explosives (CBRNE); and civil disturbance.

for *Emergency Communication Centers During Active Violence Incidents (2021)* document, as well as highlight incident command and unified command principles.

Scope of Work and Technical Requirements

The contractor will leverage the Northern Virginia High Threat Cadre and High Threat Response Emergency Communications Center Working Group's expertise and guidance in the planning and development of all phases of the project. The minimum tasks to be performed by the contractor will include:

1. Recurring project planning meetings.

- a. Meet with project planning team members assigned by the Northern Virginia High Threat Cadre and High Threat Response Emergency Communications Center Working Group to discuss format and content of the training video.
- b. In coordination with the project planning team, validate draft video content prior to development.
- c. Ensure tracking and timely follow up of action items for NVERS or planning team members arising from project planning meetings.

2. Design, development, and production of the training video.

- a. Design, develop, and produce a modular Emergency Communications Center roll-call style training video (approximately 15-20 minutes in length) on the *Critical Information for Emergency Communication Centers During Active Violence Incidents (2021)*, as well as incident command and unified command principles.

b. Anticipated video modules include:

- i. Critical Information for Active Violence Incidents (AVI)
- ii. Incident Command & Unified Command Principles

c. Technical Requirements:

Production

- i. Up to one (1) day of dynamic B-roll shooting in Northern Virginia.

Custom Graphics

- i. Moderate 2D/3D animation graphics;
- ii. Animated video opening, plus opening title for any embedded modules;
- iii. Animated on-screen callouts;

- iv. Animated art cards; and
- v. Animated lower-thirds.

Custom Audio

- i. Audio design;
- ii. Sound mixing; and
- iii. Voice-over.

Post-Production Editing

- i. Transcriptions of all video content;
- ii. Up to three (3) revisions of the video; and
- iii. Provide NVERS with finalized, high quality file of the training video.

Access to Reference Documents

For purposes of preparing a well-informed proposal to NVERS, prospective offerors may request a copy of the *Critical Information for Emergency Communication Centers During Active Violence Incidents (2021)* by contacting Julie Gall (Julie.Gall@nvers.org). NVERS will require a signed non-disclosure agreement prior to providing access to the document.

Project Timeline

This contract will begin on or around April 15, 2022 and terminate on November 1, 2022. Grant funding from the United States Department of Homeland Security (DHS) and Federal Emergency Management Agency (FEMA) will be used to support this effort.

Minimum Proposal Elements

1. Offeror's name, address, contact information, and subcontractor companies (if applicable).
2. A detailed timeline to complete the project, and any observed obstacles to completing the work.
3. A preliminary work plan that describes the phases or segments into which the proposed project can logically be divided and performed.
 - a. This section should also contain a discussion of any changes proposed by the offeror that substantially differs from the project scope.
 - b. This section should include detailed descriptions of activities that are to occur, significant milestones, and anticipated deliverables.
4. A statement of qualifications (i.e., organizational and staff experience, references, and personnel assigned to work on this project – including subcontractors).

5. A firm fixed-price cost proposal to complete all milestones and deliverables.
6. A work sample of similar quality as that proposed for this project.

Proposal Evaluation

Responsive proposals will be scored and competitively evaluated to the maximum extent practical. The contract for this project will be awarded to the responsible offeror whose proposal is most advantageous to the project, in alignment with the weighted evaluation criteria listed below.

1. Cost – 10%
2. Demonstrated understanding of the project goals and deliverables – 20%
3. Offeror qualifications and experience with similar projects – 30%
4. Proposed methodology – 20%
5. Proposed key personnel – 10%
6. Work sample – 10%

Billing Requirements and Product Ownership

The successful offeror will be required to furnish all necessary data elements that compose their periodic invoices in accordance with federal reimbursement guidelines. All created products associated with this project will be the property of NVERS and the contractor may not use any deliverables in the future without the expressed written consent of NVERS.

Proposal Submission

An electronic copy of the proposal must be sent to Julie Gall (Julie.Gall@nvers.org) by April 8, 2022. Offerors may direct questions to the above-listed email address during the application period.