

# Request for Proposal

## High Threat Response: Suspicious Activity Reporting Training Video

### Summary

The Northern Virginia Emergency Response System (NVERS) is seeking contract support on behalf of the Northern Virginia High Threat Response Committee to design, develop, and produce a Suspicious Activity Reporting (SAR) 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 roll-call style training video, providing an overview of suspicious activity and the process of reporting in the Northern Virginia Region.

### Background/Overview

The [Nationwide SAR Initiative \(NSI\)](#) was established in 2010 as a partnership among federal, state, local, tribal, and territorial law enforcement and establishes a national capacity for gathering, documenting, processing, analyzing, and sharing SAR information.

Given the diverse environment and geographic proximity to the nation's capital, Northern Virginia has developed a robust process for reporting of suspicious activity to the Northern Virginia Regional Intelligence Center (NVRIC).

This project seeks to develop a “roll call” style training video for emergency response system partners, such as Fire/EMS and Law Enforcement agencies, to provide a basic overview of how to identify suspicious activity in the field, as well as the type of information to report and the process of reporting.

To ensure accuracy of the video’s content, NVERS’ subject matter experts will be leveraged to guide the development of the video’s script and provide overall technical assistance to the contractor.

### Scope of Work and Technical Requirements

- 1. Recurring project planning meetings.**
  - a. Meet bi-monthly with project planning team members assigned by the High Threat Response Committee 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**

- i. a roll-call style training video (approximately 15-20 minutes in length) on Suspicious Activity Reporting.

### **b. Anticipated video content will include:**

- i. An overview and introduction to SAR and the NSI.
- ii. A discussion on how to identify suspicious activity.
- iii. A discussion on what information to report (e.g., the Who, What, When, Where, Why).
- iv. Information on how to report suspicious activity, based on responder type.
- v. Subject Matter Expert(s) (SME) interviews

### **c. Technical Requirements:**

#### *Production*

- i. Up to one (1) day of dynamic B-roll shooting and/or interviews 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 References**

For purposes of preparing a well-informed proposal to NVERS, prospective offerors may refer to <https://www.dhs.gov/nationwide-sar-initiative-nsi>. Any additional questions can be directed to Thomas Li ([Thomas.li@nvers.org](mailto:Thomas.li@nvers.org)). If access to NVERS' subject matter experts is necessary, the offeror will be required to sign a non-disclosure agreement.

### **Project Timeline**

This contract will begin on or around June 30, 2023 and terminate on May 31, 2024. 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.
7. A sample storyboard displaying workmanship and prior experience working on video projects that are instructional in nature.

### **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. Additionally, the successful offeror will be required to sign a Non-disclosure Agreement (NDA) prior to beginning work on the project.

### **Proposal Submission**

An electronic copy of the proposal must be sent to Thomas Li ([Thomas.Li@nvers.org](mailto:Thomas.Li@nvers.org)), no later than Friday June 16, 2023. Offerors may direct questions to the above-listed email address during the application period.