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## ***Request for Proposal***

# **A Short Film**

*For*

***California School Nutrition Association***

Issue Date: December 8, 2021

Submit by: January 6, 2022

Contact:

Vivien Watts, M.S. SNS

[Watts\\_vivien@ausd.us](mailto:Watts_vivien@ausd.us)

## **NOTICE OF REQUEST FOR PROPOSAL**

Notice is hereby given that the California School Nutrition Association (CSNA) will receive proposals for the production of a short 5-7 minutes film that highlights real child nutrition work in school districts.

Proposals must be emailed to Vivien Watts at [watts\\_vivien@ausd.us](mailto:watts_vivien@ausd.us) no later than **10:00 a.m. on January 6, 2022.**

It is the vendor's responsibility to ensure that their proposal is delivered by the deadline. Each proposal must conform and be responsive to the RFP documents. No proposal may be withdrawn for ninety (90) days.

The Association reserves the right to reject any or all proposals, to waive any discrepancy or technicality, and to award the contract for goods or services to other than the lowest price proposal.

To obtain Request for Proposal package, visit the California School Nutrition Association web site at: [www.calsna.org](http://www.calsna.org) or contact Vivien Watts at [Watts\\_vivien@ausd.us](mailto:Watts_vivien@ausd.us).

Vivien Watts, M. S. SNS  
Executive Director of Food & Nutrition  
Services, Alhambra USD

**PROJECT SCHEDULE**

All events are held at Alhambra Unified School District located at  
1515 W. Mission Road, Alhambra, CA 91803

RFP Issue Date:	December 8, 2021
Proposal Due/Opening:	January 6, 2022 at 10:00 a.m.
Vendor Interview:	TBD
Intent to Award:	January 10, 2022
Production Period	January 11, 2022 – May 13, 2022
Project Delivery Date:	May 15, 2022

## **PURPOSE OF THIS RFP**

The California School Nutrition Association, hereinafter referred to as CSNA of Association, is seeking proposals from a qualified vendor to produce and deliver a short film. This film should serve as a continuation of the first film by CSNA – Behind the Serving Line - in order to increase awareness of the school meal programs in California. **The RFP will be awarded to one (1) winning vendor.**

## **SCOPE OF SERVICES**

The selected vendor will work with the CSNA Marketing Chair, Vivien Watts, and her committee member(s) in the development and delivering of a short video for 5-7 minutes and a short clip for 20-40 seconds. The content of the film should include live actions of behind the scene work performed by school nutrition professionals in school districts, as well as any animation to enrich the content. The filming of the video will take place at real school kitchens including a variety of production size and methods, such as centralized and/or site-based kitchens.

## **GENERAL INSTRUCTIONS AND CONDITIONS:**

- I. Proposals are requested for the period of **January 11, 2022** through **May 13, 2022**.
- II. The final product is scheduled to premiere during the **CSNA Industry Summit** on **May 15 – May 17, 2022**.
- III. Proposals are to be verified before submission, as they cannot be corrected or withdrawn after proposals are received. The signatures of all persons shall be in longhand in ink. Proposers shall fully inform themselves as to all existing conditions and limitations. No allowance will be made because of lack of such examination, inquiry, or knowledge. All proposals shall be submitted via email, with a subject line **RFP Submission for CSNA Film**, to Vivien Watts at [watts\\_vivien@ausd.us](mailto:watts_vivien@ausd.us) by **10:00 a.m. on January 6, 2022**. It is the sole responsibility of the vendor to see that their proposal is received in proper time. Any proposals received after the scheduled closing time for receipt of proposals will not be accepted. No modification of any proposal submitted will be considered.

## **LIMITATIONS**

CSNA shall not be obligated to accept the lowest priced proposal (price will be the primary factor for evaluating and scoring), but will be evaluating proposals with the intent of awarding to one responsible vendor. CSNA reserves the right in its absolute discretion to accept proposals, or any part of proposals, as deemed necessary for the best interest of the Association. CSNA may take into account the performance of the vendor with respect to any recent project(s) with other school districts and/or agency. CSNA, however, reserves the right to reject any one or all proposals, to waive any informality in the proposals, to judge the merit and qualification of the materials, equipment, and services offered, and to accept whatever proposal is deemed to be the lowest responsible proposal meeting all the criteria specified in the proposal **and** is in the best interest of the Association. This RFP is not an offer

by the Association to contract with any party responding to this RFP. CSNA makes no guarantee that participation in the RFP process will lead to an award of contract, or any consideration whatsoever. CSNA shall, in no event, be responsible for the cost of preparing any proposal in response to this RFP. The awarding of the services contract, if at all, is at the sole discretion of the Association.

### **RESTRICTIONS ON LOBBYING AND CONTACT**

From the period beginning with the date of the issuance of this RFP and ending on the date of the award of the contract, no person, or entity submitting a response to this RFP, nor any officer, employee, representative, agent, or consultant representing such a person or entity shall contact, through any means, or engage in any discussion regarding this RFP, the evaluation or selection process and/or the award of the contract with any member of CSNA, Board of Directors, selection members, other than the named contact herein. Any such contact shall be grounds for disqualification of the entity submitting a response.

### **INSTRUCTIONS AND CONDITIONS**

- 1. Proposal Format and Required Information.** Vendors responding to this RFP must follow the format in the section of Required Bid Documents. Distributor must submit **one (1) digital copy via email** of their proposal. Proposals should be properly and legibly filled out in ink or typewritten, include responses to all questions, and are to be verified before submission, as they cannot be corrected after proposals are opened. Vendors shall fully inform themselves as to all existing conditions and limitations. No allowance will be made because of lack of such examination, inquiry, or knowledge. It is the sole responsibility of the Vendor to see that their proposal is received in proper time.
  
- 2. Withdrawal of Proposals.** A Provisioner may withdraw a proposal by letter or in person prior to submission deadline. Proposals may not be withdrawn after January 6, 2022 at 10:00 a.m.
  
- 3. Award.** The right is reserved to reject any or all proposals.
  - a. After the reviewing of proposals, a RFP review designee or committee representing CSNA will score the proposals based on the evaluation criteria found on Page 5 of this document. Top scoring proposers may be invited for an interview;
  - b. The designee or committee may investigate the qualifications of any bidder/proposer under consideration, require confirmation of information furnished by a bidder/proposer, and require additional information and/or evidence of qualifications to perform the services described in the RFP.
  - c. The designee or Committee will make a recommendation to the CSNA Executive Committee. The award will be formally made by the CSNA Executive in a timely manner.

4. **Execution of Contract.** The signed RFP forms submitted by the proposing Provisioner become fully executable after the award of the RFP.
  
5. **Failure to Fulfill Contract.** When vendor shall fail to deliver any article or service or shall deliver any article or service which does not conform to the specifications, CSNA may, at its sole discretion, annul and set aside the contract entered into with said vendor or contractor, either in whole or in part, and make and enter into a new contract for the same items in such manner as seems to be to the best advantage of the Association. Any failure for furnishing such articles or services by reason of the failure of the vendor or contractor, as above stated, shall be a liability against such vendor. CSNA reserves the right to cancel any articles or services which the successful bidder may be unable to furnish because of economic conditions, governmental regulations or other similar causes beyond the control of the bidder provided satisfactory proof is furnished to CSNA, if requested. Failure to fulfill contract may result in bidder disqualification in subsequent year(s) due to non-responsible practices.

#### **PROPOSAL EVALUATION CRITERIA**

Proposals found to satisfy the minimum qualification requirements will be evaluated against the evaluation criteria shown below by a RFP review designee or committee of the Association. Each proposal will be scored on a scale of 1 to 100 points.

1. Cost (40 points)

Bidders should complete the bid form thoroughly and in a manner to ensure transparency of the elements of the fixed price cost structure so that it can be easily understood, explained, and audited. The bidder proposing lowest cost will be assigned 40 points. A rubric will be developed based on number of submissions. Example: If 4 proposals are received, the lowest total bid will be ranked 1<sup>st</sup> and will be assigned total possible points of 40. The second lowest bidder will be assigned 30 points. The 3<sup>rd</sup> and 4<sup>th</sup> bidders will be assigned 20 points and 10 point, respectively.

2. Experience and Competence (30 points)

Bidder should be able to provide state-of-the-art technology in order to provide services including animation and live action. Bidder should demonstrate substantial and recent experience in providing the products to similar agencies.

3. Deliverable (30 points)

The short film is to be an explainer video for the general public. Bidder should provide a description of production including animation and live actions by means of a plan of actions for the short film.

The format of the film should be easy to share, reuse, and repurpose via a variety of distribution channels such as live event, email, website, social media posting, broadcast, etc.

## **REQUIRED BID DOCUMENTS**

**Submit all of the following documents with your proposal.**

### **1. Bid Form**

The Bid Form is where the proposed prices are entered.

### **2. Project Proposal (three page maximum)**

Provide your plan of actions for this project.

### **3. Reference List (one page maximum)**

Please supply the contact information for five (5) prior similar projects within the past 8 years. List must include the following information for each contact:

- a. Agency/Company name
- b. Address
- c. Contact name and telephone number

**Provide a link of prior project if possible.**

### **4. General Liability and Property Insurance**

Distributor shall maintain during the life of this contract General Liability and Property Damage Insurance to protect themselves and the Association and participating school district(s) from all claims for personal injury, including accidental death, as well as from all claims for Property Damage arising from the operations under this contract. The minimum amounts of such insurance shall be as hereinafter set forth. Distributors are required to furnish certificates of insurance prior to start of work.

- Amounts of Insurance: Bodily Injury and Accidental Death Liability Insurance including auto (both owned and non-owned): Not Less Than \$1,000,000/\$2,000,000 Aggregate.
- Property Damage Liability Insurance including auto (both owned and non-owned): Not Less Than \$2,000,000 Aggregate.
- Insurance certificate must name the District(s) as additional insured.
- Certificate to be submitted by vendor must be submitted prior to award.

# Bid Form

CSNA - A Short Film

CONTRACTOR  
NAME:

ADDRESS:

TELEPHONE:

(       )

FAX:

(       )

EMAIL

PROPOSED PRICE: Total Price \$\_\_\_\_\_

PROPOSAL MADE BY

\_\_\_\_\_  
Signature of Contractor Representative

\_\_\_\_\_  
Date



**PROJECT PROPOSAL  
(three page maximum)**

**California School Nutrition Association  
Request for Proposal - A Short Film**

Please provide a description of your proposal. Your description should include how you would work with CSNA in the development of the film. Include a plan of actions, such as number of onsite filming, equipment, team members, the final format of the video, length of the video(s), and any other relevant information. You may use additional pages.

Company: \_\_\_\_\_ Signature: \_\_\_\_\_

Phone#: \_\_\_\_\_ Name (Printed): \_\_\_\_\_

Fax #: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

**REFERENCE LIST**  
**(one page maximum)**

Please supply the contact information for five (5) prior similar projects within the past 8 years. List must include the following information for each contact. **Provide a link of a prior project if possible.**

<b>Agency/company Name</b>	<b>Address</b>	<b>Contact name and number</b>