

**REQUEST FOR PROPOSAL (RFP)
CALIFORNIA CUPA FORUM BOARD**

“PRODUCTION OF INSTRUCTIONAL VIDEOS ON CUPA PROGRAMS”

DATE OF ISSUANCE: December 2, 2016

RESPONSE DUE DATE: OPEN.

One original of the response to this RFP, either by mail or by email with the response attached, clearly identified and addressed to:

Bill Jones, M.S., Chief
Health Hazardous Materials Division
LA County Fire Department
CUPA Forum Board Project Manager
5825 Rickenbacker Rd.
Commerce, CA 90040

Bill.jones@fire.lacounty.gov

TARGET PROJECT START DATE: When accepted.

TARGET PROJECT COMPLETION DATE: Six months from Start Date or as agreed by Parties.

SUMMARY OF PROPOSED PROJECT

This project will research, develop and produce short instructional videos on the various programs implemented by Certified Unified Program Agencies (CUPA) in California such as the Hazardous Materials Business Plan, Hazardous Waste Generator Program, Tiered Permitting, California Accidental Release Prevention Program, Aboveground Petroleum Storage Tank Program and the Underground Storage Tank Program. The CUPA Forum Board (CFB) and the Regional Training Committee (RTC) will be directly involved in selecting the topics for the (six) videos to be produced and to develop the corresponding scripts for each video. These videos will be used as quick introduction to various CUPA programs as a way to help new staff in understanding their role as inspectors but also for the public to appreciate the various roles and responsibilities that the CUPA inspectors are engaged in to protect public health and safety including the environment.

OVERVIEW

The California CUPA Forum is a statewide alliance of CUPAs and Participating Agencies (collectively known as *Unified Program Agencies-UPAs*) that implement the Unified Program under California Health and Safety Code Division 20, Chapter 6.11. The organization works to update and continuously improve the Unified Program for the agencies, businesses and communities served. The CUPA Forum is organized into four regions and is governed by the CUPA Forum Board (CFB) that provides a single, strong, consistent voice statewide. The CUPA Forum works cooperatively with the various State agencies including the California Environmental Protection Agency (Cal EPA) and its boards, departments, and offices.

The Regional Training Committee (RTC) is composed of representatives of the various CUPAs operating in the State of California and is overseen by the CFB. Its task is not only to address training issues but also other operational concerns that impact the Unified Program so that there will be more coordination, consolidation and cohesiveness in its implementation. The RTC Coordinator reports to the CFB.

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CUPA FORUM TRAINING

The CFB has long identified training as a core function of the organization with an annual unified program training conference the hallmark event. In addition, through a Training Issue Coordinator, training events, opportunities, and planning activities are facilitated through regional training coordinators (RTCs) in each of the four CUPA Forum regions. In the last several years, through a shared partnership with various State agencies, the CFB has been involved with the development of a “*Training Matrix*” that lays out specific training and core topics required of CUPA inspection and enforcement staff. This matrix has gone through three phases of development through a grant administered by the California Environmental Protection Agency (Cal EPA) and is now in the process of making the document more user-friendly and to include specific training resources for UPA staff to meet the expressed minimum training recommendations.

CUPA FORUM TRUST FUND

The CFB established the CUPA Forum Environmental Protection Trust (Trust) Fund in 2009. This Trust was established to manage and disburse monies from enforcement case settlements to enhance the investigation, inspection and enforcement of Unified Programs throughout the State of California. These monies are disbursed either through an annual Grant process or at the discretion of the CFB with concurrence from the Trustees.

STATEMENT OF WORK

The Contractor shall conduct the production and editing of instructional videos upon instructions of the CFB. Topics for the six videos with their corresponding scripts will be discussed and developed by the Training Steering Committee (TSC) composed of members of the CFB and members of the RTC group. The general work plan for this project will be developed by the TSC and implemented by a designated Project manager. Bidding for the contractors to produce these videos will be received and accepted by the CFB.

The Contractor shall do the following in the production of instructional videos:

1. Produce (six) instructional videos over a period of one year covering the CUPA programs and other areas as developed by the TSC
2. Meet with the TSC initially to discuss and develop training topics and how to develop scripts.
3. Review and follow the recommendation of the TSC on the topics and scripts for each video to be produced.
4. Coordinate with the Project Manager or designee on the production schedule, location, and other matters that would involve contents of the video.
5. Once each video is completed, a draft video will be submitted to the TSC and Project Manager for review and comments before the video is finalized and accepted.

The proposal to produce short instructional videos is being submitted to the CFB for funding to accomplish this project.

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DURATION OF PROJECT

It is anticipated that the (six) instructional videos shall be completed within one year of award to the successful Contractor. This completion date, however, is flexible and can be negotiated with the project manager.

PROGRESS DELIVERABLES

1. Prior to commencing work, the Contractor shall meet with the Project Manager to discuss timeframes and objectives of the project.
2. The Contractor shall utilize the CUPA resource training materials, the internet, CFB members as suggested by the Project Manager and other open information resources to obtain the necessary information.
3. A progress report shall be presented to the Project Manager no later than 90 days and 180 days from commencement of the work.
4. Completed videos shall be presented for approval to the CFB.

DELIVERABLES

Deliverables must include, but not be limited to the following:

1. Video topic and scripts developed by TSC will be provided by the Project manager to the Contractor at the commencement of the project.
2. The Contractor shall produce high quality videos that can be uploaded to any website.
3. Each video shall last no longer than 5 to 8 minutes.
4. Six videos are to be completed by the Contractor at the end of one year after contract is awarded.

CONTRACTOR EXPERIENCE AND KNOWLEDGE

The Contractor must demonstrate broad knowledge and experience in the video making industry especially in developing instructional or educational videos. Previous work experience on this kind of project is desired for securing this contract. Although knowledge of the Unified Program (UP) is not a requirement, a background on the UP structure and programs is highly recommended.

REQUEST FOR PROPOSAL REQUIREMENTS

1. A cover page identifying the vendor's information including names, address, telephone number, fax number and email address.
2. A Work Plan that presents the bidder's detailed approach or method to complete the project. The Work Plan should include sufficient detail to determine if the bidder has a good understanding of the project and deliverables.
3. A schedule of projected costs (negotiable) including proposed hourly rates, total number of hours, and maximum total costs.
4. Examples of previous work products.
5. A tabulation of other anticipated ancillary costs.
6. A timetable or dates on a chart to complete the project.