

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

**“UNIFIED PROGRAM ANNUAL CONFERENCE VIDEO EDITING”**

---

**DATE OF ISSUANCE:** May 30, 2018

**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](mailto: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.

**OVERVIEW**

The California CUPA Forum is a statewide alliance of Certified Unified Program Agencies (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.

**SUMMARY OF PROPOSED PROJECT**

Each year our annual Unified Program Training Conference is held to train and educate regulators and industry on a variety of topics. In an effort to provide training opportunities for those not in attendance, the CUPA Forum Board has videotaped specific classes for subsequent posting on the CUPA Forum website. During the videotaping, both the instructors and their visual aids (PowerPoint for example) are captured.

This project is to edit the recorded footage, synchronizing the presenter and visual aids. The desired approach is to start with a narrative insert (for example the name of the presentation and speaker), and to have the video transition between the presenter and visual aids throughout the course, rather than a “static” video of the presenter. In addition, specific videos may be identified by the Project Manager or his designee to be used for certification or continuing education credit. Each of these videos should have a mechanism to ensure students watch the entire video and track viewer progress. This may be in the form of video stops or other tools to ensure students don’t just turn on the video and walk away.

**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.

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

**“UNIFIED PROGRAM ANNUAL CONFERENCE VIDEO EDITING”**

---

The CFB has approved the proposal contained herein and in concurrence with the Trust Regulations has requested and obtained approval from the CUPA Forum EP Trust Fund Trustees to allocate funds for completion of this project.

**STATEMENT OF WORK**

The contractor will be provided run footage of videotaped sessions from the annual conferences in 2017 and 2018. The contractor will use appropriate software to edit and formulate a finished product that can easily be protected and watched from the CUPA Forum website. A V-Tube format is one way of capturing the presentation material but other tools can be proposed. The contractor shall do the following:

1. Create XX videos that have been appropriately edited and prepared for posting on the CUPA Forum Website.
2. Create a pilot video for review to ensure the video is prepared as desired. Once approved the same process and view can be used for all videos.
3. Videos should go back and forth between the speakers and visual tools such as PowerPoint slides with certain narrative inserted at appropriate video locations with the speakers being shown. For example, instead of showing a PowerPoint slide, the contractor may consider overlaying bullet points on the speaker video.
4. Create a single theme based introduction for each video with approved (preferably royalty free) music and highlight video or slides from the specific conference. This intro can then be used for all videos in that conference year.
5. If there is dead space or prolonged Q&A, that material may be edited out at the discretion of the project manager.
6. At the end of each video, instructional slides will be inserted to educate viewers on how to get credit for viewing the video and how to pay any applicable fees.
7. At the end of each video, slides will show the California CUPA Forum as the responsible entity and the contractor may then insert their own credit information.

**DURATION OF PROJECT**

It is anticipated that final videos will be delivered as completed and final completion will be at an eventually agreed upon date with the project manager.

**DELIVERABLES**

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

1. Prior to commencing work, the contractor will meet with the Project Manager and any other CUPA Forum Board representatives to discuss details of the project.
2. The contractor will prepare the initial pilot video and make it available for review before going further.
3. A written progress report will be presented to the Project Manager at an agreed upon frequency.
4. Draft videos will be approved by the Project Manager or designee.
5. All final videos will be either uploaded to the CUPA Forum website or made available on a portable USB.
6. All final videos will be made available in a format that can be uploaded into major social media platforms such as Youtube.

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

**“UNIFIED PROGRAM ANNUAL CONFERENCE VIDEO EDITING”**

---

**CONTRACTOR EXPERIENCE AND KNOWLEDGE**

The contractor must demonstrate knowledge and experience in video editing. The contractor must also have knowledge experience in preparing commercial videos based on presentations.

**REQUEST FOR PROPOSAL REQUIREMENTS**

1. A cover page identifying the vendor’s information including name, address, telephone 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 to complete the project.

CONF VIDEO EDITING RFP Final