



REQUEST FOR PROPOSALS FOR

**THN MEDIA CONTENT CREATION**

ISSUE DATE: Monday, June 1, 2020

PROPOSALS DUE:  
Friday, June 12, 2020  
11:59:59 CST

SUBMIT TO:  
[hr@thn.org](mailto:hr@thn.org)

RFP POINT OF CONTACT:  
Samantha Foss  
512-861-2124  
[samantha@thn.org](mailto:samantha@thn.org)

## Table of Contents

| Section                                     | Page  |
|---|-------|
| I. Introduction – Invitation and Background | 1     |
| II. Project Scope of Work                   | 1-2   |
| III. Timeline                               | 2     |
| IV. Proposal Preparation and Submission     | 3-8   |
| V. Proposal Requirements                    | 8-11  |
| VI. Evaluation                              | 11-13 |

### APPENDICES

All applicable Appendices must be submitted with the proposal:

Appendix A: Small, Minority, and/or Labor Surplus Area Firms Disclosure For

### I. INTRODUCTION – INVITATION & BACKGROUND

The mission of the Texas Homeless Network (THN) is to provide solutions to end homelessness in Texas communities through education, resources and advocacy. THN accomplishes this mission by providing support through information, education, training, funding, and technical assistance to agencies and individuals that provide services to the homeless. We know that by working together, we will end homelessness.

This RFP is being initiated with the goal to increase awareness about homelessness and how to end it to stakeholders across our state, as well as to increase the visibility THN as a leader in these issues. By creating thoughtful, professional, and compelling media, we aim to create a stronger story of our impact and the types of ways people can engage in work with us and alongside us.

Through this RFP, the selected applicant will provide Texas Homeless Network with a selection of videos that feature our staff, our work, and our partner agencies. These videos will be evergreen media material that THN will be able to use everywhere from our website, to panel presentations, to donation solicitation materials.

Section II, “Project Scope of Work”, of this RFP describes the deliverables expected from the contractor. Sections IV and V, “Proposal Preparation and Submission” and “Proposal Requirements,” respectively, describe how THN will select the most qualified organizations.

### II. PROJECT SCOPE OF WORK

#### A. VIDEO CREATION

- a. Create each video as outlined:
  - i. What Texas Homeless Network is - a compelling storytelling tool to talk about the breadth of THN's work highlighting our team members
  - ii. Why We Work - a storytelling video that will utilize voices from THN and our partner agencies to talk about why they work to end homelessness
  - iii. What is the Texas Homeless Data Sharing Network (THDSN) - This video includes our data warehouse vendor, our CEO, a partner in the community, and a community member to speak about the implementation of the THDSN.
  - iv. Why the THDSN is important - a storytelling video that walks a viewer through someone experiencing homelessness utilizing the THDSN to become quickly and stably housed.
  - v. A "What is the Balance of State" video that highlights what the Balance of State Continuum of Care is and what it does. This will be a video with our internal staff and be used to explain to service providers and community members what the Balance of State (BoS) is. This could also be an "explainer" video that is more just a graphic telling of what it is and what it does.
  - vi. BoS storytelling videos (4) - agencies that worked with us before/after
    1. This could be a more complicated one. We would like a handful of these and told from the lens of service providers we work with across the state. This will help us again build a story about the work we do.
  - vii. THN Advocacy - This video will highlight partners from around the state to talk about us and what we do to help advocate for their communities
- b. Provide technical assistance and consulting services to THN to inform the creation of a storyboard, script, and any staging for each video.
- c. Direct, edit, caption and finalize videos that can be used on all social media platforms including Facebook, Twitter, Instagram, and LinkedIn while also existing on THN's website and embedded into newsletters.
- d. Complete any other tasks needed for a final product for each video.

III. TIMELINE

A. SCHEDULE OF EVENTS

THN will make every effort to adhere to the following anticipated schedule:

|    | Event   | Date   |
|----|---|--|
| 1. | Issue of RFP  | Monday,<br>June 1,<br>2020                       |
| 2. | Deadline of Proposals to hr@thn.org   | Friday<br>June, 12,<br>2020<br>at 11:59:59<br>PM |
| 3. | Conduct Interviews (if necessary)   | June 22,<br>2020                                 |
| 4. | Due Date for Proposers' Written Responses to Interviews (if necessary)      | June 26,<br>2020                                 |
| 5. | Issue Notice of Intent to Award   | June 29,<br>2020                                 |
| 6. | Complete Contract Negotiations for submission to the THN Board of Directors | July 6, 2020                                     |
| 7. | Commencement of Contract  | Monday<br>July 13,<br>2020                       |

B. POINT OF CONTACT

THN has designated a Lead who is responsible for the conduct of this procurement:

Samantha Foss  
1713 Fortview Road  
Austin, TX 78704  
Telephone: 512-569-7209  
Email: samantha@thn.org

Submit any inquiries or requests regarding this procurement to the Point of Contact in writing. Proposers may contact ONLY the Point of Contact regarding this procurement. Other employees do not have the authority to respond.

C. EXPLANATION OF EVENTS

1. ISSUE OF RFP

This RFP is being issued Texas Homeless Network

## 2. SUBMISSION OF PROPOSALS

Submit the proposal by the deadline. Submit proposals by:

Emailing the proposal as an attachment with the following subject "Respond to RFP for Media Content Creation" to [hr@thn.org](mailto:hr@thn.org).

or

Mailing the proposals to

Samantha Foss  
1713 Fortview Road  
Austin, TX 78756

or

Faxing the proposal, with a cover page, to 512-478-9077

## 3. PROPOSAL EVALUATION

An Evaluation Committee (EC) will review and evaluate the proposals and make a recommendation for an award. The EC will evaluate proposals in accordance with scoring criteria published in this RFP. Financial services staff will also review financial documents submitted with the proposals to confirm the completeness, accuracy, and the provider's ability to perform the services.

Proposers may be invited to participate in additional interviews, demonstrations, and/or presentations as required. One or more Proposers may be selected as finalist(s) to enter into negotiations with THN with an intent to award a contract.

## 4. NOTICE OF INTENT TO AWARD

THN will e-mail intent to award notices to all Proposers by the deadline referenced in Section III. A.

## 5. SUBMISSION OF CONTRACT FOR EXECUTION

The Board of Supervisors will execute the agreement(s). The contract will be a fixed price contract.

## 6. COMMENCEMENT OF AGREEMENT

Commencement of agreement is upon execution by both parties.

## IV. PROPOSAL PREPARATION AND SUBMISSION

These instructions outline the guidelines governing the format and content of the proposal and the approach to be used in its development and presentation. Only that

information which is essential to an understanding and evaluation of the proposal should be submitted. No limitation on the content of the proposal is intended in these instructions and inclusion of any pertinent data or information is permitted within the page requirements. Submissions that do not follow formatting requirements in this section and in Section V. Proposal Requirements may be penalized up to five (5) points. Submissions submitted after the due date outlined in Section III. A. will not be considered.

**A. NUMBER OF RESPONSES**

Legally established businesses (e.g. corporations, limited liability corporations, sole proprietorships, etc.) may submit proposals. The proposer is the business that will enter into an agreement with THN and will be responsible for the deliverables and terms specified in the agreement.

**B. PROPOSAL FORMAT**

THN will not accept handwritten proposals. Proposers must computer generate or type their proposals using 12-point font with 1.5 line spacing and 1 inch margins. Include the page number on each page of the proposal. Proposals must have a table of contents that corresponds to the sections and appendices. If the proposal is computer generated, submit all documents as one (1) PDF.

**C. PROPOSAL PACKET SEQUENCE AND CHECKLIST**

| Tab | Document  | Format  |
|-----|---|---|
| 1   | Table of Contents   | Proposer generated  |
| 2   | Executive Summary   | Word document; Times New Roman with font size of 12 on letter size paper; 1.5 spacing and 1 inch margins. |
| 2   | Organizational Information  |   |
| 3   | Proposal Narrative  |   |
| 4   | Budget and Budget Narrative   | Excel or Word document  |
|     | Financial Stability Information   | Proposer generated per Section V. E.  |
| 5   | Letters of Reference  | Proposer generated per Section V.F.   |
| 6   | Miscellaneous Supporting Documents: (e.g., Org chart, job descriptions, other spreadsheets) | Proposer generated  |
| 7   | Appendix A  | Word document included with RFP   |

**D. INSTRUCTIONS TO PROPOSERS**

A proposal and all attachments shall be in English and complete and free of ambiguities, alterations, and erasures. The proposals must be executed by a duly authorized officer or agent of Proposer. In the event of conflict between words and numerals, the words shall prevail.

E. NON-CONFORMING SUBMISSIONS

A submission may, at the sole discretion of THN, be construed as a non-conforming proposal, ineligible for consideration, or incomplete if it does not comply with the requirement of this RFP.

V. PROPOSAL REQUIREMENTS

Submit the following items by the deadline:

A. EXECUTIVE SUMMARY

The Executive Summary provides the context in which the Evaluation Committee assesses the proposer's qualifications and proposal. The Executive Summary shall not exceed two (2) pages. The Executive Summary must concisely identify the organizations and individuals who are a part of the proposal. This section must summarize the methods the Proposer would employ to complete the project's scope of work.

B. ORGANIZATIONAL INFORMATION

The Organizational Information section provides the Evaluation Committee with basic information about the Proposer and Proposal Partners. This section must not exceed six

6. pages and must include the following:

1. Proposer. Identify the Proposer and include the business's complete name, address, including headquarters and all local offices, and telephone numbers. The name, mailing address, and telephone number of the person the County should contact regarding the proposal.
2. Proposal Partners. Identify other individuals or businesses that will play a role in developing the plan(s) per Section II. For these individuals and businesses, provide their complete name, address, including headquarters and all local offices, and telephone numbers, as well as the name, mailing address, and telephone number of the persons THN should contact regarding the proposal.
3. For the Proposer and Proposal Partners, describe the organization, including names of principals, number of employees, longevity, client base, areas of specialization, and expertise.
4. For the Proposer and Proposal Partners, identify the jurisdiction in which the business is organized and the date of such organization.
5. A complete disclosure if the Proposer or Proposal Partners have defaulted in their performance on a contract during the past five years which has led the other party to terminate the agreement, and if so, the identity of the parties involved and the circumstances of the default or the termination.
6. A list of any lawsuits filed against the Proposer, Proposal Partners, their subsidiaries, parent, other corporate affiliates, or subcontractors in the past five years and

the outcome of those lawsuits. This list is separate from and does not count toward the maximum allowable number of pages.

**C. PROPOSAL NARRATIVE**

The Proposal Narrative must not exceed ten (10) pages (Organizational charts and resumes do not count towards the 10-page limit) and must include the following:

1. A description of experience, resources, and strengths of the Proposer and Proposal Partners in providing the outlined services;
2. A description of the experience of the Proposer and Proposal Partners in assisting nonprofits or other entities in creating such video materials;
3. Describe the methods you would use to implement the scope of work identified in Section II. Please include a timeline for beginning the project;
4. Describe what other resources or programs would be leveraged by your proposal. (Are their benefits that THN could access by selecting your proposal?)
5. Identify the key personnel at the Proposer and Proposal Partners who would work on this project, including their names, qualifications, and experience. Attach resumes of key project staff. Resumes will not be counted toward the narrative page limit.

**D. BUDGET and BUDGET NARRATIVE**

THN has budgeted \$25,00 for this work. Please submit a Budget using Microsoft Excel and a Budget Narrative. The Budget specifies your funding request and details how and when you would use the funding. The Budget and Budget Narrative should detail the total expense, rate, and basis for each expense. Please include description and quantity for each line item.

**E. FINANCIAL STABILITY INFORMATION**

1. Proposer shall provide documentation that the organization has sufficient reserves to complete the proposed plan(s). Documentation may include cash and/or credit reserves. In addition, the Proposer shall provide the following information for the last two (2) fiscal years:
  - a. Audited financial statements with the applicable notes and management letter;
  - b. Independent Auditor's Report on Compliance and Internal Control over Financial Reporting based on an Audit of the Financial Statements in Accordance with Government Accounting Standards; and
  - c. Independent Auditor's Statement of Findings and Questioned costs.
2. Proposer shall submit documentation that it meets solvency standards and shall state its intention to meet those standards throughout the contract period.

**F. LETTERS OF REFERENCE (Threshold)**

Please submit three (3) letters of reference from agencies or businesses for whom the Proposer has performed similar services of similar scope



within the past five years. The letters should include the name and address of the organization, the name, email and telephone number of a contact person, and a description of the services performed.

VI. EVALUATION

A. FACTOR

The Evaluation Committee will utilize the Evaluation Criteria listed below in the evaluation of the Proposer’s written proposals and/or demonstration/presentation accordingly. The expectation is that those proposals in the competitive range may be considered for contract award. The proposal should give clear, concise information in sufficient detail to allow an evaluation based on the criteria below. A Proposer must be acceptable in all criteria for a contract to be awarded to that Proposer whose proposal provides the best value to the County.

PROPOSAL NARRATIVE

Each item in each section of the Proposal will be scored according to the following scale:

| <b>Point Value</b> | <b>Criteria</b>   |
|--------------------|---|
| 5 points           | The Proposal fully meets the objectives of this RFP. No compromise is required.   |
| 4 points           | The Proposal meets the objectives of this RFP with minor gaps. No compromise is required.                               |
| 3 points           | The Proposal meets the objectives of this RFP with moderate gaps. Some compromise is required.                          |
| 2 points           | The Proposal partially meets the objectives with significant gaps between the proposal and RFP. Compromise is required. |
| 1 point            | The Proposal does not meet the objectives of this RFP. Significant compromise is required.                              |

PROPOSED BUDGET AND BUDGET NARRATIVE

The proposed budget and budget narrative will be scored according to whether the budget line items are fair and reasonable, neither inflated nor underestimated, given the scope of the project and the budget.

The budget will be scored with the following scale:

| <b>Point Value</b> | <b>Criteria</b>                            |
|--------------------|--|
| 5 points           | The budget is fair and reasonable.         |
| 4 points           |  |
| 3 points           |  |
| 2 points           |  |
| 1 point            | The budget is neither fair nor reasonable. |

## FINANCIAL STABILITY INFORMATION

### B. OTHER FACTORS

The proposal(s) with the highest score(s) will not automatically be awarded a contract. In making the final selection, the Director will consider the Evaluation Committee's recommendation and the Agency's overall needs. The funding level for the selected proposal(s) will be determined in the overall needs of THN. The final selection and contract award(s) will be within the sole judgment and discretion of THN.

### C. CONTRACTING WITH SMALL AND MINORITY BUSINESSES, WOMEN'S BUSINESS ENTERPRISE, AND LABOR SURPLUS AREA FIRMS

In accordance with 2 CFR 200.321, THN must take all necessary affirmative steps to assure that minority businesses, women's business enterprises, and labor surplus area firms are used when possible. Therefore, THN shall give responsible and responsible small and minority businesses, women's business enterprise, and labor surplus area firms the preference described below.

In the procurement of goods or services using an Invitation to Bid or another solicitation method in which price is the determining factor for award of the contract, five percent (5%) shall be subtracted from a bid submitted by a responsive and responsible Local Business in determining the lowest responsive responsible bidder. If application of the 5% results in a small and minority business, women's business enterprise, or labor surplus area firm bid being lower than the non-local business bid, the contract award shall be made to the Local Business at the Local Business' original bid price. If after applying the 5% discount, two or more competing vendors have bid the same price, small and minority business, women's business enterprise, or labor surplus area firm shall be given preference.

In the procurement of goods or services in which best value is the determining basis for award of the contract - for example, a Request for Proposals - five percent (5%) of the total points awardable will be added to the small and minority business, women's business enterprise, or labor surplus area firm score.

When a contract for goods or services, as defined in this policy, is presented to the Board for approval, the accompanying transmittal document shall include a statement as to whether the proposed vendor is a small and minority business, women's business enterprise, or labor surplus area firm, and whether the application of the local preference policy was a decisive factor in the award of the proposed contract. The local preference policy may only be applied based on the entity submitting a bid or proposal and not a subcontractor or business partner.

In order to be considered for Local Preference, Proposer must complete and submit Declaration of small and minority business, women's business enterprise, or labor surplus area firm with its RFP response.

## **Appendix A: Small, Minority, and/or Labor Surplus Area Firms Disclosure Form**

### **About**

THN must take all necessary affirmative steps to assure the organization uses minority businesses, including woman owned businesses, small business, and firms from labor surprised areas when possible.

### **Instructions**

Complete these forms, as applicable, and submit them with your proposal. Incomplete or unsigned forms will be invalid.

Name of Firm:

Date of Incorporation:

State of Incorporation:

Owner's Name:

Business Address:

Telephone:

Fax:

Email Address:

Type of Business:

Owner Signature:

## Minority Business Enterprise Eligibility Criteria

The Texas Administrative Code Section 2306.6734 defines “minority-owned business” and “minority group” as:

- 1) “Minority-owned business” means a business entity at least 51 percent of which is owned by members of a minority group or, in the case of a corporation, at least 51 percent of the shares of which are owned by members of a minority group, and that is managed and controlled by members of a minority group in its daily operations.
- 2) “Minority group” includes:
  - a) Women;
  - b) African Americans;
  - c) American Indians;
  - d) Asian Americans; and
  - e) Mexican Americans and other Americans of Hispanic origin.

We qualify as a “Minority-owned business” as per the above definition and declaration:

- Yes
- No

This/these minority group(s) own at least 51 percent of this business entity:

Women

- Yes
- No

African Americans

- Yes
- No

American Indians

- Yes
- No

Asian Americans

- Yes
- No

Mexican Americans or other Americans of Hispanic origin

- Yes
- No

## Small Business Enterprise Eligibility Criteria

According to the Texas Administrative Code, Section 2006.001 Definitions, “Small business” means a legal entity, including a corporation, partnership, or sole proprietorship, that:

- (A) Is formed for the purpose of making a profit;
- (B) Is independently owned and operated; and
- (C) Has fewer than 100 employees or less than \$6 million in annual gross receipts.

We qualify as a small business enterprise as per the above definition and declaration:

- Yes
- No

Our business structure is:

- Sole proprietor
- Partnership
- Limited Liability Company
- Corporation
- Other:

This form must be returned with a copy of the partnership agreement, articles of the organizations, or articles of incorporation.

### **Labor Area Surplus Firm Eligibility Criteria**

A [Labor Surplus Area \(LSA\)](#) is a civil jurisdiction that has a civilian average annual unemployment rate during the previous two calendar years of 20 percent or more above the average annual civilian unemployment rate for all states during the same 24-month reference period.

THN will verify the LSA using the most recently Labor Surplus List provided by the Department of Labor: <https://www.dol.gov/agencies/eta/lssa>.

We qualify as a firm in a Labor Surplus Area as per the above definition and declaration:

- Yes
- No

We are from the following Labor Surplus Area: \_\_\_\_\_