

# Central Virginia Workforce Development Board



**Request for Proposals (RFP)  
Video Production Services  
For the Period November 1, 2023 - June 30, 2023**

**Release Date: September 11, 2023**

**Response Due Date: September 25, 2023 by 4:00 P.M. E.S.T.**

**Any questions on this RFP must be submitted in writing to  
[tim.saunders@vcwcentral.com](mailto:tim.saunders@vcwcentral.com)**

**All questions and responses will be posted to the Central Virginia Workforce  
Development Board website: [www.vcwcentralregion.com](http://www.vcwcentralregion.com)**

*The Central Virginia Workforce Development Board is an Equal Opportunity Employer/Program. Auxiliary aids and services are available upon request to individuals with disabilities. TDD: VA Relay Center: 711 or 1-800-828-1140. EO Officer: Traci Blido | 434-818-7612 or [traci.blido@vcwcentral.com](mailto:traci.blido@vcwcentral.com). The total cost of the Workforce Innovation and Opportunity Act (WIOA) program is \$25,000. 100% is funded through a U. S. Department of Labor - Employment and Training Administration grant (YOMD-27-07-01) made to the City of Lynchburg on behalf of the Central Virginia Workforce Development Board by the pass-through entity, the Virginia Community College System. No costs of this program are financed by nongovernmental sources.*

<b>Table of Contents</b>		<b>Page 2</b>
<b>Part 1: General Information</b>		<b>3</b>
A. About the Central Virginia Workforce Development Board		<b>3</b>
B. Purpose of Request for Proposal		<b>3</b>
C. Minimum Vendor Requirements		<b>4</b>
D. Allocation		<b>4</b>
E. Proposal Evaluation		<b>4</b>
F. Disclaimer		<b>5</b>
G. Contact Information		<b>6</b>
H. Background		<b>6</b>
<b>Part 2: Eligibility, Conditions, and Award Schedule</b>		<b>8</b>
A. Eligible Applicant Entities		<b>8</b>
B. Proposal Conditions		<b>8</b>
C. Anticipated Schedule for RFP Submission, Review, and Award		<b>10</b>
<b>Attachments</b>		
Attachment 1: Cover Sheet & Signature Sheet		<b>11</b>

## **PART 1: GENERAL INFORMATION**

### **A. About the Central Virginia Workforce Development Board**

The Central Virginia Workforce Development Board (WDB) is the designated regional convener and administrative entity that coordinates workforce training and career services through federal funding from the Workforce Innovation and Opportunity Act (WIOA). We are charged with overseeing and implementing workforce development initiatives and activities throughout Virginia's Local Workforce Development Area VII, which includes the city of Lynchburg and the counties of Amherst, Appomattox, Bedford, and Campbell.

The WDB collaborates with contracted program operators and workforce system partners to assist job seekers with career development and employment/training services. The WDB and its partners also collaborate to provide talent recruitment and professional development services to employers.

### **B. Purpose of Request for Proposal**

On June 30, 2023, the Central Virginia Workforce Development Board was selected to receive Governor's Set Aside Funds under WIOA Title I Adult, Youth and Dislocated Worker Programs in the amount of \$25,000 for the purpose of Youth Outreach Marketing and Development.

In its successful grant proposal, the CVWDB agreed to produce an Educational/Information television series focused on career exploration, which could be broadcast on a traditional television station, uploaded to the YouTube platform, and repurposed into shorter "vignette" segments that could appear on targeted social media platforms such as Instagram.

By the end of the grant period on September 30, 2024, the CVWDB will produce five 30-minute television shows with content designed to highlight high-demand occupations in the sectors of Health Care and Manufacturing in Central Virginia. In addition to providing an interactive look at roles and job functions within these industry sectors, information will be provided about the type of education needed to obtain each job and the training available for those occupations at our local community colleges and other training providers. Stories of individuals carrying out high demand roles will be highlighted in each episode. Workers will discuss a "day in the life" of their job, experiences that led them to choose their career, and the education/training they completed to land their first job in the field.

Content in the E/I television series will be designed for an audience of middle and early high school-aged students, who are beginning to develop career aspirations and interests. The CVWDB will work closely with K-12 educators and staff of local libraries to ensure content is appropriate and engaging for an audience of 13- to 16-year-old viewers. Recognizing that some people in this age group can better retain information from short-format videos and often seek this type of content on social media platforms, the CVWDB intends to produce content that can easily be broken up or re-formatted into

shorter video segments that can be published on appropriate social media sites. All content produced would appear in its longer format on television and YouTube, in addition to shorter segments on social media.

In issuing this RFP, the CVWDB is seeking a qualified video production vendor who can capture all of the raw/unedited video necessary for CVWDB staff to produce its final broadcast product. The approximate amount of work time needed from the vendor is 80 hours, equivalent to 10 full eight-hour production days.

**C. Minimum Vendor Requirements**

The selected vendor shall have the ability to:

- Shoot on site at various employers and public/private school campuses in the city of Lynchburg and the counties of Amherst, Appomattox, Bedford, and Campbell.
- Provide all equipment and staffing necessary for a successful shoot.
- Provide all raw video files in a format suitable for editing in Adobe Premiere.
- Provide creative and professional guidance to ensure a high-quality product is produced during each shoot.
- Work cooperatively with CVWDB staff, workforce development partners, and interview subjects.
- Provide at least 80 hours of video production services between November 1, 2023 and June 30, 2024.
- Adhere to a production schedule developed by CVWDB staff, with consideration for the vendor’s existing schedule and limitations (vendors are encouraged to detail scheduling considerations in their proposal).
- Provide all copyright, clearance, and usage rights (broadcast and digital) to all raw/unedited video captured for the contracted project to the Central Virginia Workforce Development Board for use in current and future video projects.

**D. Allocation**

<b>Video Production Services</b>
<b>\$22,000</b>

**E. Proposal Evaluation**

<b>Proposals will be reviewed and scored with the following criteria:</b>	
<b>1</b>	<b>Organizational capability and experience (0-20 Points)</b> <ul style="list-style-type: none"> <li>• Past experience capturing video for professional productions (i.e. corporate videos, commercial television productions, economic development presentations, etc.).</li> </ul>
<b>2</b>	<b>Ability to meet minimum vendor criteria (0-40 Points)</b> <ul style="list-style-type: none"> <li>• Does the proposal meet all the criteria listed under Part 1, Section C of the RFP?</li> </ul>
<b>3</b>	<b>Provision of services beyond minimum criteria (0-20 Points)</b>

	<ul style="list-style-type: none"> <li>Does the vendor have the ability to provide services, within the proposed budget, that will advance other aspects of the Youth Outreach Marketing and Development grant project? (i.e. ability to distribute and/or broadcast completed/edited productions, ability to market and promote the project, etc.).</li> </ul>
<b>5</b>	<b>Cost Effectiveness (0-20 Points)</b> <ul style="list-style-type: none"> <li>Ability to provide maximum services within the proposed \$22,000 allocation.</li> </ul>

**Submission Details:** Proposals are due **no later than 4:00 p.m. on September 25, 2023** and must be received at the following address:

**Tim Saunders, Business Engagement & Outreach Coordinator**  
**Central Virginia Workforce Development Board**  
**828 Main Street, 12th Floor**  
**Lynchburg, VA**  
**24504-1522**  
[tim.saunders@vcwcentral.com](mailto:tim.saunders@vcwcentral.com)

Proposals may be submitted by mail in hard copy or electronically in Microsoft Word or PDF format. The electronic version may be submitted by email to:  
tim.saunders@vcwcentral.com

While requiring adherence to WIOA requirements, the WDB does not dictate specific strategies so that bidders can exhibit their innovative ideas and approaches, to be combined with their experience and success, in conveying how they might provide services. However, for review purposes, proposals should be organized using the following outline: (excluding attachments):

- I. Signature Sheet (Attachment I)
- II. Organization information
- III. Description of services to be provided
- IV. Proposed line-item budget

**F. Disclaimer**

The Workforce Innovation and Opportunity Act (WIOA), was signed into law on July 22, 2014. Final federal regulations were drafted by the US Department of Labor in August 2016. This request for proposals, any bids submitted by proposers to this request, and any final contracts negotiated with the successful bidder(s) as a result of this proposal is subject to final laws and regulations and may be changed at any time in order to come into compliance with those laws and regulations. Bidders are strongly encouraged to follow the Department of Labor’s WIOA resource page for latest updates: <https://www.doleta.gov/wioa/> and visit the Virginia Career Works website for state regulations/guidance: <https://viriniacareerworks.com/practitioners-corner/>

Furthermore, as the Central Virginia Workforce Development Board continues to develop and refine its system, policies, procedures, or regulatory changes occur from time to time, bidding organizations may be requested to modify program design or the delivery of services. If a request for a change in the program design or services occurs, staff of the Administrative Entity will assist bidding organizations or service providers in

the redesign to ensure consistency with Board policy and regulatory requirements. Any significant changes made to this request for proposals will be posted to the following website: [www.vcwcentralregion.com](http://www.vcwcentralregion.com)

During the proposal and evaluation process, the individual identified below is the sole contact point for any inquiries or information relating to this RFP. Interested parties may only contact another staff member or board member if authorized by Central Virginia Workforce Development Board's Executive Director to provide specific information. Any violation of this procedure may be grounds for the disqualification of the Proposer. It is the responsibility of the Proposer to ensure that the proposal arrives in a timely manner. Questions concerning this RFP, the applications process, or programmatic issues, should be submitted by email. Responses will be posted on the website [www.vcwcentralregion.com](http://www.vcwcentralregion.com). Contact information is provided below; however, Central Virginia WDB staff cannot assist proposers with actual preparation of their proposal. During the period between the publication date of the RFP and the deadline to submit technical RFP questions, Central Virginia WDB staff can only respond to technical questions about the RFP submitted by email.

## **G. Contact Information**

The sole point of contact for information on this program is:

Tim Saunders, Business Engagement & Outreach Coordinator  
Central Virginia Workforce Development Board  
828 Main Street, 12th Floor  
Lynchburg, VA  
24504-1522  
[tim.saunders@vcwcentral.com](mailto:tim.saunders@vcwcentral.com)

## **H. Background**

### **1. Governing Authority**

The Central Virginia Workforce Development Board was initially formed as a result of the Workforce Investment Act of 1998 and officially became known as the Central Virginia Workforce Development Board under the Workforce Innovation and Opportunity Act (WIOA) of 2014. The Chief Elected Officials (CEOs) and the Central Virginia WDB work in partnership to set policy for the region. The Central Virginia WDB is appointed by the CEOs and has been designated as the regional workforce convener for the Area 7 (Central Virginia) Workforce Development region by the CEO. The Central Virginia WDB serves as an oversight and policy-making body for federally funded employment and training programs and workforce development services in Amherst, Appomattox, Bedford and Campbell counties as well as the City of Lynchburg in Virginia. The WDB currently has four staff who carry out the business of the Board including oversight and monitoring of the contracts awarded to outside entities.

### **2. Administrative Entity**

The Central Virginia Planning District Commission is the Central Virginia Workforce Development Board's Administrative Entity and Fiscal Agent. The City of Lynchburg is the WIOA funds grant recipient. All grants and contracts are entered into

on behalf of the Central Virginia WDB. The Central Virginia Planning District Commission currently holds the lease for Title I programs in the Central Virginia One Stop facility. Organizations submitting proposals for services are encouraged to include in-kind space or other creative options as a part of the operator proposal.

### **3. State Considerations**

The Virginia Community College System is the fiscal agent for the Commonwealth of Virginia's WIOA funds and oversees policy for the WIOA law. The Central Virginia WDB will be responsible for implementing these policies when they are required. Visit the Virginia Career Works website for state regulations/guidance: <https://virginiacareerworks.com/practitioners-corner/>

### **4. Federal Considerations**

Federal regulations for the WIOA were finalized in August 2016 however; many state regulations and policies related to implementing the final Federal Regulations have not been fully developed in Virginia. The Central Virginia Workforce Development Board reserves the right to cancel or modify this request for proposal or the scope of funding of an approved WIOA program to any extent necessary to ensure compliance with state and/or federal guidelines. This may occur at any time prior to/or during implementation of the WIOA programs for PY2023. Therefore, all successful proposers must demonstrate the capability and agree, in advance, to modify their program design to comply with the new regulations and/or changes to available funds.

On December 26, 2014, Department of Labor announced that the OMB Circulars had been revised. A-133, A-87, and A-122 were combined into one OMB circular. All WIOA funding will be subject to the new OMB circular, 2 CFR 200. The successful bidder will need to be familiar with the new OMB circular, and should reference TEGL 15-14, "Implementation of the New Uniform Guidance Regulations," for further information.

Definition of Terms – for definitions of any terms under this RFP, reference Section 1(b)3 of the Workforce and Innovation Opportunity Act of 2014.

### **5. Veteran Priority of Service**

Enacted on November 7, 2002, the Jobs for Veterans Act of 2002 (Public Law 107-288) has the overall objective of "revising and improving employment, training, and placement services furnished to veterans." One provision of the Act requires workforce development programs funded in whole or in part by the U.S. Department of Labor to provide priority of service to veterans and, under certain circumstances, spouses of veterans. The Workforce Innovation and Opportunity Act of 2014 and Wagner-Peyser (among other program partners) are subject to this law.

## **PART 2: ELIGIBILITY, CONDITIONS, AND AWARD SCHEDULE**

### **A. Eligible Applicant Entities**

Proposals will be accepted from any private for-profit entity, private non-profit entity, government agency, or educational institution that can demonstrate the capacity to successfully provide the services identified in this RFP. Proposals from consortia, partnerships or other combinations of organizations can be submitted, provided at least one organization is designated as the lead agency and prime contractor with details on the assignment of consortium/subcontracting relationships.

In the solicitation or awarding of contracts, Central Virginia WDB shall not discriminate because of the race, religion, color, sex, national origin, age, disability or any other basis prohibited by state law relating to discrimination in employment. Central Virginia WDB welcomes and encourages the participation of small businesses and businesses owned by women and minorities in procurement transactions made by Central Virginia WDB.

### **B. Proposal Conditions**

#### **1. Contingencies**

Funding for this program is contingent on state, federal, and local funding. This RFP does not commit Central Virginia WDB to award a contract. Central Virginia WDB reserves the right to accept or reject any or all proposals if Central Virginia WDB determines it is in the best interest of the WDB to do so. Central Virginia WDB will notify all proposers, in writing, if the Central Virginia WDB rejects all proposals.

#### **2. Modifications**

Central Virginia WDB, at its discretion, may revise any part of this RFP. These revisions will become addendums to the RFP and will be posted on the WDB website.

#### **3. Proposal Submission**

To be considered, all proposals must be submitted in the manner set forth in this proposal. It is the Proposer's responsibility to ensure that its proposal arrives on or before the specified time. All proposals and materials submitted become the property of Central Virginia WDB. All proposals shall be submitted in the name of the entity with legal authority to execute the contract should it be awarded.

#### **4. Inaccuracies and Misrepresentations**

If, in the course of the RFP process or in the administration of a resulting contract, Central Virginia WDB determines that the Contractor has made a material misstatement or misrepresentation; or that materially inaccurate information has been provided to the Central Virginia WDB, the Contractor may be terminated from the RFP process; or in the event a contract has been awarded, the contract may be immediately terminated. In the event of a termination under this provision, Central Virginia is entitled to pursue any available legal remedies.

#### **5. Incurred Costs**

This RFP does not commit Central Virginia WDB to pay any costs incurred in the preparation of a response to this proposal request, and the proposer agrees that all costs incurred in developing this proposal are the proposer's responsibility.

## **6. Proposal Confidentiality**

Proposers should be aware that proposals are subject to the Freedom of Information Act (FOIA). If any proposal contains trade secrets or other information, which is proprietary by law, the proposer must notify Central Virginia WDB of its request to keep that information confidential. The request to keep proprietary information confidential must be made in writing and attached to the envelope or other medium used to submit the proposal. The confidential or proprietary information shall be readily separable from the response in order to facilitate eventual public inspection of the non-confidential portion of the response. Central Virginia WDB will review the request and notify the Proposer in writing of its decision as to whether confidentiality can be maintained under law. If confidentiality cannot be maintained under law, the Proposer has the option of withdrawing the proposal or advising Central Virginia WDB of its understanding that this information will become public record. The price of products offered, or the cost of services proposed shall not be designated as proprietary or confidential information.

In the event a public records request is made for information designated by the Proposer as confidential or proprietary and if Central Virginia WDB has decided as to the confidential or proprietary nature of the information, Central Virginia WDB will notify the Proposer of the request. The Proposer will have an opportunity, at its own expense, to seek a determination from the appropriate court as to the disclosure or non-disclosure of the information.

## **7. Negotiations**

Central Virginia WDB may require the proposer(s) selected to participate in negotiations and to submit revisions to pricing, technical information and/or other items from their proposal as may result from these negotiations.

## **8. Acceptance or Rejection of Proposals**

Central Virginia WDB reserves the right to reject any or all proposals. Central Virginia WDB realizes that conditions other than price are important and will award contract(s) based on the proposal that best meets the needs of the LWDA. While cost may not be the primary factor in the evaluation process, it is an important factor. Central Virginia reserves the right to reject any and all proposals and to waive any formalities. Upon award, a contract will consist of the contract award cover sheet with signatures, the selected respondent's proposal and the Terms and Conditions in Attachment II.

The Successful Bidder shall, within fifteen (15) calendar days after prescribed documents are presented for signature, execute and deliver to Central Virginia WDB the contract forms and any other forms required by the Request for Proposal. Any contract resulting from this Request for Proposal is not assignable.

## **9. Formal Agreement**

The Contractor will be required to enter into a formal agreement with the Central Virginia WDB. In submitting a response to this RFP, the Proposer will be deemed to

have agreed to each term and condition mentioned in this RFP unless the proposal identifies an objection and Central Virginia WDB agrees, in writing, to change the language that raised the objection. All objections to any provisions of the final contract should be listed as an attachment called “Exceptions to RFP.” The Central Virginia WDB is under no obligation to agree to any such proposed change(s).

#### **11. Final Authority**

The final authority to award contracts as a result of this RFP rests solely with the Central Virginia WDB.

#### **C. Anticipated Schedule for RFP Submission, Review, and Award**

- RFP Released: September 11, 2023 - Available on WDB’s website.
- Proposals Due: September 25, 2023 - Must be received by the Central Virginia WDB no later than 4:00 p.m. Eastern Standard Time
- Evaluation Committee Review: Between September 26 and October 9, 2023
- WDB Meeting and Recommendation: October 10, 2023
- Intent to Award Posted: By October 13, 2023
- Contract Begins: November 1, 2023

*The Central Virginia WDB reserves the right to make changes to the above timeline.*

Attachment 1

2023 Request for Proposals Cover Sheet  
**Central Virginia Workforce Development Board**  
Workforce Innovation and Opportunity Act Program

Please include as the cover to the proposal submission

By my signature below, I attest that I have read the Request For Proposal (RFP) for the program above, and that to the best of my knowledge and belief, all information in this application is true and correct, that the applicant understands and accepts all requirements and procedures stated therein, that the document has been duly authorized by the governing body of the applicant, and that the applicant will comply with all program guidelines terms, conditions and regulations if funding is awarded.

<b>Organization:</b> (Legal Name and Address):	<b>Authorized Signatory:</b>
Name	Name
Address	Title
Email:	Signature
Phone	Date