

REQUEST FOR PROPOSALS

ON-CALL MARKETING, WEB DESIGN, VIDEOGRAPHY, AND GRAPHIC DESIGN SERVICES



300 E. 39th Street
Kansas City, Missouri 64111
(816) 531-7283
<http://www.metroenergy.org>

Name of Submitting Business:

Due August 26, 2021 at 2:00PM CST

RFP – On-Call Marketing, Web Design, Videography, and Graphic Design Services

RFP Issue Date:	8/5/2021
Pre-Proposal Meeting:	8/12/2021 10:00am CT
RFP Questions Deadline:	8/17/2021
RFP Submission Deadline:	8/26/2021 2:00pm CT
Expected Date for MEC Selection Notification:	9/2/2021
Expected Timeframe for Award Negotiations:	09/2021

Minority and Women’s Business Enterprises currently registered with the City of Kansas City, Missouri, as MBE/DBE/WBE **must lead all responses to this solicitation. MBE are preferred, pursuant to an active contract with the City.**

RFP revision 001, dated August 12,2021. Changes indicated by yellow highlight.

Contents

I.	General Information	3
	Objective	3
	Funding Allocations.....	3
	Eligible Entities	3
	Separable Service Awards.....	3
II.	Scope of Services	3
	Introduction and Overview	3
	Scope of Services	3
	Requirements.....	4
	All Inclusive Services	5
III.	Response Format & Proposal Requirements.....	5
	General Instructions.....	5
	Criteria for Evaluation	6
	Pre-Proposal Meeting and Questions	8
	Proposal Submission	8
IV.	Administrative Information.....	8
V.	Award Determination	11
VI.	For Information	11
	Attachment A: Scope of Services	12
	Design, Illustration, Infographics	12
	Videography	13
	Website Development and Maintenance:.....	13
	Portfolio and Minimum Requirements	14

I. General Information

Objective

Metropolitan Energy Center (MEC) is issuing this Request for Proposals (RFP) seeking proposals from marketing, web design, videography, and graphic design agencies (Offerors) for the performance of marketing support services for Metropolitan Energy Services (MEC).

It is expected that this proposal will secure the On Call services outlined herein for up to 3 years. Upon mutual agreement between MEC and the Offeror, services may be extended for two (2) additional, one (1) year periods for a maximum term of five (5) years in total.

Funding Allocations

The contracts are supported in part by federal grants and contracts. Funding is available to start immediately upon placement.

Eligible Entities

MEC will not make awards to individuals. Offerors must be registered as WBE or MBE with the City of Kansas City Missouri. MBE are preferred, pursuant to an active contract with the City. Proposals from a consortium of agencies led by an eligible entity will also be considered.

Separable Service Awards

Offerors may compete to provide one or more of the services required under this RFP, according to your areas of expertise and experience. Your proposal should clearly state which service(s) you are offering.

MEC reserves the right to select one, up to three, or no service offers.

II. Scope of Services

Introduction and Overview

The purpose of this Request for Proposals (RFP) is to identify an agency or agencies (Offerors) to provide Marketing Services including web design and maintenance, videography, and graphic design services to MEC. The agency(s) will work on general MEC needs, as well as support federal grant projects. These services are described in detail in Attachment A.

Scope of Services

- A. The Offeror(s) shall furnish marketing services as required by MEC for the service classifications shown on Attachment A. If during the contract period, services not listed on Attachment A are required, MEC may solicit price quotations from the Offeror(s) and add services to the contract.
- B. There is no guarantee of any minimum amount of services that may be requested during the term of the contract.
- C. Offerors may seek to provide all or only some of the services required. For instance, one firm may provide all three (in-house or in a consortium managed by a single organization); or two

to three firms each may provide 1 or 2 of the services apiece, managed independently by each contracted Offeror. No two contracted Offerors would be providing the same service.

Requirements

- A. The Offeror must manage scope and budget to meet strict timelines, address issues, and track action items.
- B. Local travel will be required for videography services and may become necessary for other services provided.
- C. Any resulting contract shall not constitute an employment relationship between MEC and Offeror. Personnel providing services shall be employed by the Offeror. The Offeror shall be responsible for all payroll taxes, workers' compensation, payroll reports, applicable insurances, and other employer federal and state requirements for contract personnel.
- D. Contract services supplied by the Offeror must meet minimum specifications as specified by MEC (see Attachment A).
- E. Services should be available for the entire length of the assignment. Every attempt must be made to minimize service gaps.
- F. Service providers generally will be on call and may work flexible hours as needed to meet MEC's requirements. However, Offeror must have available work hours that overlap with MEC's work hours, including for planning and consultations. The normal working hours for MEC are 9:00a.m. to 5:00p.m., Monday through Friday. Weekend or evening work will occasionally be required, especially for offerors providing web and videography services. MEC reserves the right to adjust schedules as needed.
- G. The Offeror shall assign a single point of contact to coordinate and assist in any service requests, availability, scheduling, billing, contract compliance requirements, reports and problem solving. When requested, the Offeror must meet periodically with MEC to discuss all services.
- H. MEC will assign, and identify to the Offeror, the person(s) who are authorized to request services. A telephone call or email from MEC authorized representative, along with a job requisition, shall constitute a request for service under this contract. MEC will not pay any invoices without a corresponding signed job requisition.
- I. The Offeror will be given 24 hours to confirm availability of a service provider to fill the request.
- J. The Offeror shall supply all contract personnel with timecards or equivalent, unless payment terms are for piece work and deliverables. All hours worked must be approved on a weekly basis by the MEC supervisor. The Offeror shall supply MEC with copies of the approved time sheets upon submission of invoices to MEC.
- K. The Offeror will be paid based on invoices submitted, as verifiable by supporting documents and products delivered. Invoices shall be submitted by the Offeror to MEC on a periodic basis as specified in your proposal's price quotes and agreed to by MEC. Invoices may be presented no more frequently than 2x/month. Invoices may be based on time and materials or on piece

work and deliverables as specified in your proposal's price quotes and agreed to by MEC. The invoices should include the services provided, dates, and job percent complete if working on a long-term job assignment. If personnel time is billed, a timecard or equivalent should be presented that includes hours worked, job classification, and the hourly bill rate and pay rate. MEC shall not be liable for invoices that cannot be substantiated by the Offeror.

- L. All work under this Agreement must be performed by properly trained and competent personnel within the specific job assignment and must be in accordance with industry standards.
- M. If at any point, MEC determines the services are not being performed to MEC's standard, the Offeror, upon notice from MEC, shall reassign the job to other internal personnel at no charge to MEC.
- N. The Offeror shall be responsible at all times for the actions and work of its personnel.
- O. The Offeror shall not charge MEC or any authorized user of the contract any placement fees or agency fees if an employee of Offeror submits an application for employment with MEC, or any authorized user of the contract, and is selected for employment after ninety (90) days.

All Inclusive Services

Additional work necessary to meet the terms of service under the above scope of work should be identified and included in Proposals.

III. Response Format & Proposal Requirements

General Instructions

To be considered, each firm must submit a response to this RFP using the format provided below. Proposals should be prepared simply and economically providing a straightforward, concise description of the Offeror's ability to meet the requirements of the RFP.

Agencies should organize Proposals into the following Sections:

- A. Cover Page
- B. Professional Qualifications
- C. Past Involvement with Similar Projects
- D. Proposed Work Plan
- E. Price Proposal
- F. Authorized Negotiator
- G. Portfolio Materials

Proposals, including cover page and table of contents, if provided, will consist of 1. an electronic file responding to the narrative requirements, and 2. a separate file or files with portfolio materials. Each will be submitted on 8.5x11-inch page format with 11- or 12-point font in black text. No hard copy proposals will be accepted. Digital proposals in PDF format must be sent to Jeff Windsor at rfp@metroenergy.org.

Any confidential/proprietary information should be readily identified, marked and included in ONE (1) additional attached document, separate from the rest of the proposal (see Section IV.A. Proprietary/Confidential Information).

Criteria for Evaluation

All proposals will be reviewed by a Review Committee consisting of MEC staff and other members offering technical evaluations and assistance, as necessary. Offerors will be notified when and if additional information or documentation is required. All information required to complete the proposal for funding is provided in this RFP. Any additional information pertaining to submissions, including email and phone calls, will not be considered once the review process is under way.

When evaluating proposals, the Review Committee will consider the following criteria. The overall quality of the proposal, containing all required information in a clear and concise format, is a prevailing consideration throughout all categories. The potential maximum number of points is listed to the right for each category.

CATEGORY	Points
QUALIFICATIONS	10
PAST INVOLVEMENT WITH SIMILAR PROJECTS	10
PROPOSED WORK PLAN	20
PRICE PROPOSAL	20
PORTFOLIO MATERIALS	40
TOTAL	100

The following describes the elements that should be included in each of the proposal sections and the weighted point system that will be used for evaluation of the proposals.

A. Cover Page Contents

1. Full name and address of your organization and, if applicable, the branch office or other subsidiary element that will perform, or assist in performing, the work hereunder.
2. Name, email and phone number of proposal contact.
3. State MBE certifications
4. Indicate which Service Categories you are responding to.
5. State whether you are offering as a consortium of service providers, and if so, list your partners or co-proposers.

B. Qualifications – 10 points

1. Indicate whether your firm operates as an individual, partnership, or corporation. If as a corporation, include whether it is licensed to operate in the State of Missouri.

2. Include the name of executive and professional personnel by skill and qualification that will be employed in the work. Qualifications and capabilities of any subcontractors must also be included.
3. State history of the firm, in terms of length of existence, types of services provided, etc. Identify the technical details that make the firm uniquely qualified for this work.
4. Describe MBE/WBE status and certifications. If the Offeror is certified as MBE/WBE with a local municipality (KCMO preferred), give type of certification, date of certification and history. Submit evidence that the certification is current.

C. Past Involvement with Similar Projects - 10 points

The written proposal must include a summary of the Respondent's demonstrated experience **providing marketing support services to nonprofit or government agencies**. A complete list of client references must be provided for similar projects recently completed. It shall include the **reference's** name, address, telephone number, project title, and contact person.

D. Proposed Work Plan – 20 points

Provide a detailed and comprehensive description of how the Offeror intends to provide the services requested in this RFP, including process and timeline for assigning personnel, providing services in a timely manner, and plan for communicating and understanding the needs of MEC. The work plan must include a description of the Offeror's **process for ensuring final work products meet MEC's desired quality. And must indicate how two or more product versions (i.e flat comps and layered vectors) impact process.**

E. Price Proposal - 20 points

Offeror shall prepare and submit a price proposal, specifying whether it is based on time and materials or on piece work and deliverables. If the former, price quotations are to include the names, title, hourly rates, overhead factors, and any other relevant details for pricing key staff that would likely be involved with projects. Agencies shall be capable of justifying the details of the price proposal relative to personnel costs, overhead, how the overhead rate is derived, material and time.

F. Authorized Negotiator

Include the name, phone number, and e-mail address of the person(s) in your organization authorized to negotiate the agreement with MEC.

G. Separate File: Portfolio Materials – 40 points

Each Offeror must submit a portfolio of previous work for each Service category they propose. This may be in the form of attachments or web links.

Pre-Proposal Meeting and Questions

A pre-proposal meeting will be held on **August 12, 2021, at 10:00AM CST**. During the meeting, MEC staff will conduct a walk-through of the RFP document. The meeting will be conducted on-line only; on-line attendees must register in order to join this meeting.

RFP – On-Call Marketing, Web Design, Videography, and Graphic Design Services

Please register for the online meeting:

<https://register.gotowebinar.com/register/129396442688646672>

Offerors will have the opportunity to ask questions about MEC and the proposal process. A recording of the meeting will be made for prospective Offerors who cannot participate at this time.

Offerors are also encouraged to submit questions in writing to Jeff Windsor at Metropolitan Energy Center at rfp@metroenergy.org by **August 17, 2021**. MEC will try to respond to all questions publicly via an FAQ on its website, www.metroenergy.org, by **August 19, 2021**. Emails should use the subject line: “Query for Marketing Services RFP”.

Proposal Submission

Proposals must be received by **August 26, 2021**. MEC is not responsible for technical or transmittal issues when submitting a proposal. All proposals with a MEC inbox timestamp of **2:00 PM CST** or after will automatically be disqualified from the current selection round with no exceptions.

Only electronic proposals will be accepted. Hard copy proposals will not be accepted. Please e-mail your proposal to rfp@metroenergy.org subject: **“On-Call Marketing, Web Design, Videography, and Graphic Design Services–<Organization/Company Name>”**. Proposals, including cover page and table of contents, will consist of 1. an electronic file responding to the narrative requirements, and 2. a separate file or files with portfolio materials. Again, Confidential/Proprietary information must be readily identified, marked and separated/packaged from the rest of the proposal. MEC requests that all materials be included as attachments to one email. Offerors will receive an e-mail response notification of the receipt of their proposal within two business days upon submission.

IV. Administrative Information

A. Proprietary/Confidential Information

Any restrictions of the use of or inspection of material contained within the proposal shall be clearly stated in the proposal itself. Written requests by the Offeror for confidentiality shall be submitted to MEC in advance of the proposal submission deadline, along with the proposal material. The Offeror must state specifically what elements of the proposal are to be considered confidential/proprietary.

Confidential/Proprietary information must be readily identified, marked and separated/ packaged from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable. Neither a proposal in its entirety, nor proposal price information will be considered confidential and proprietary. Any information that will be included in any resulting Agreement cannot be considered confidential.

B. Organizational Conflict of Interest - Requirements of this Proposal and Subsequent Agreement

Any business entity or person is prohibited from being awarded an Agreement, if the business entity or person has an “Organizational Conflict of Interest”—as described below—with regard to this solicitation and the resulting Agreement. Offerors should provide a brief written statement noting any conflict of interest within the “Organizational Conflict of Interest” section of the Proposal.

No person or business entity engaged by MEC to prepare the original proposal, or who has access prior to the solicitation to sensitive information related to this procurement process, including, but not limited to requirements, statements of work, or evaluation criteria, will be eligible to directly or indirectly submit or participate in the submission of a Proposal for this solicitation. MEC considers such engagement or access to be an Organizational Conflict of Interest, which would cause such business entity or person to have an unfair competitive advantage.

If MEC determines that an Organizational Conflict of Interest exists, MEC has discretionary power to cancel the Agreement award. In the event the Awarded Offeror was aware of an Organizational Conflict of Interest prior to the award of the Agreement and did not disclose the conflict to the procuring Offeror, MEC may terminate the Agreement for default.

C. RFP Response Material Ownership

MEC has the right to retain Offerors’ original RFP Submission and other RFP response materials for its files. As such, MEC may retain or dispose of all copies as is lawfully deemed appropriate. MEC has the right to use any or all information/material presented in reply to the RFP, subject to limitations outlined in the section, Proprietary/Confidential Information. Offeror expressly agrees that MEC may use the materials for all lawful purposes, including the right to reproduce copies of the material submitted for purposes of evaluation, and to make the information available as required by law or regulation.

D. Binding Offer

A Proposal submitted in response to this RFP shall constitute a binding offer. Acknowledgment of this condition shall be indicated by the signature of an officer of the Offeror legally authorized to execute contractual obligations and shall bind the Offeror to the proposal. By submitting a proposal, the Offeror affirms its acceptance of the terms and requirements of this RFP, including its attachments and appendices, without exception, deletion, or qualification - and does so without making its offer contingent. The Offeror further agrees to cooperate with MEC and expedite the contracting process upon notice of award.

MEC reserves the right to make partial awards or no awards.

E. Debarment and Suspension

By submitting a proposal in response to this RFP the Offeror certifies that it, its principals, and proposed sub-contractors (if any):

- Are not presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal debarment or agency;
- Have not within a three-Year period preceding the Due Date of this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or Agreement under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements or receiving stolen property;
- Are not presently under investigation for, indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in Paragraph IV.K.2 of the Code of Federal Regulations (CFR); and
- Have not within a three-Year period preceding the Due Date of this proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

If the Offeror is unable to certify to any of the statements in this certification, an explanation must be provided as an attachment to the proposal. The inability of the Offeror to provide the certification will not necessarily result in disqualification of the Offeror. The explanation will be considered in connection with MEC's determination whether to select an Offeror.

F. Disclaimer

All statistical and fiscal information contained within this RFP, and any amendments and modifications thereto, reflect the best and most accurate information available to MEC at the time of RFP preparation. No inaccuracies in such data shall constitute a basis for legal recovery of damages or protests, either real or punitive, except to the extent that any such inaccuracy was a result of intentional misrepresentation by MEC.

G. IRS Form W-9

Offeror will be required to provide MEC an IRS Form W-9.

H. DUNS Number

Offeror is required to provide their DUNS in their proposal, or a pledge to obtain one prior to beginning work. Additionally, successful Offerors are required to submit their DUNS prior to the Agreement, or purchase order issuance, or payment from MEC.

I. Incurred Costs

MEC is not liable for any cost incurred by the Offeror prior to issuance of a legally executed Agreement, purchase order or other authorized acquisition document.

J. Compliance with all Federal, State and Municipal Laws and Regulations

Successful Offerors shall comply with applicable Federal, State and local laws and regulations in the performance of all work under resulting Agreement. Offeror shall obtain all Federal, State and local permits, authorizations, and approvals of all work performed under the Agreement.

V. Award Determination

Additional information may be requested from Offerors by MEC prior to final award determination. MEC is under no obligation to fund any proposal and reserve the right to deny proposals for any reason. Proposals meeting all the program's general policy guidelines may not necessarily receive an award. MEC reserves the right to delay any decision due to budgetary constraints.

MEC reserves the right to vary from the evaluation criteria listed within this document during the bid solicitation period as necessary or appropriate. Any modifications to evaluation criteria will be posted to MEC's website. It is the responsibility of the Offeror to check for these changes.

The selection notices are anticipated to be made in early September, 2021, and Offerors will be notified of the Review Committee's determinations via email. Awardees are expected to sign and return the Agreement to MEC within 4 weeks of receiving the document unless otherwise noted in writing by the MEC Contract Specialist.

VI. For Information

Jeff Windsor, Contract Specialist
Metropolitan Energy Center
300 East 39th Street
Kansas City, MO 64111

jeff@metroenergy.org

Attachment A: Scope of Services

Offerors should provide proposals based on one or more of the three Service Categories as described below. They are:

- Design, Illustration, and Infographics
- Videography
- Web Design and Maintenance

Design, Illustration, Infographics

MEC has occasional need of document templates, graphic illustration, or infographic design.

General requirements

- Look and feel based on MEC brands and themes, with audiences ranging from business to local government to general public.
- All products are considered work for hire and copyright will rest with MEC. Offeror may reproduce work in portfolios for other clients.

Required services may include

- Consultation and assistance to integrate multiple brands across communication platforms.
- Document design and template creation
 - Microsoft document themes that can be installed by users to generate MEC-themed content
 - 2 or 3 document themes
 - Microsoft-based page templates, designing around content provided by staff
 - PowerPoint-based masters for MEC and program/project themes
 - Word-based templates
 - Project Fact Sheets
 - Reports, white papers and other publications
 - Others to be determined
 - Others to be determined
 - Fillable pdf forms
- Illustration, Infographics
 - Creative illustrations (we anticipate limited need for this skillset)
 - Logo refresh or redesign for 1-2 projects or programs
 - Infographics for use in publications and/or web pages
 - MEC will provide content and data needed to generate graphics
 - Accurate representation of data will sometimes be required
 - All graphic products will be provided in digital formats
 - flat composites, low-res
 - layered illustration files, hi-res
 - graphic file format may change based on product type and use case

Videography

MEC currently makes little or poor use of videography in our communications. This Service will start out with limited Job Requisitions based on our known needs. However, there is ample opportunity for this work to greatly increase during our initial engagement.

General Services

- On-site videography on several occasions per year.
- Editing and finishing of videos taken by staff

Consultation regarding existing video content and future needs. Job Example (first Job Requisition for this contract)

- Planning, development, videography and editing of one, 2–5-minute video to be shot on a third-party site with MEC staff.
 - Consult with MEC regarding storyboard or video elements that must be set up to capture the editorial elements required of the video.
 - An MEC staff member may have to shoot the raw videos, with guidance from the Offeror, depending on site access permissions from the third-party. This is not our preferred path.
- Work with MEC staff to review raw footage and determine where voice-over elements are needed to meet editorial requirements.
- Work with MEC staff to determine what graphic elements (such as titling and branding) and audio are needed to meet editorial requirements.
- Source graphic and audio elements that are approved by MEC and meet MEC's budget restrictions
 - Limit source material research to low-cost elements. MEC does not have a budget for reproduction of copyrighted songs or other source material.
- Edit and finish video using approved elements.
- Finished video will be shared on MEC's and project subrecipients' existing social media assets (e.g., Facebook, YouTube, Twitter, LinkedIn), as well as project web pages. Videos may also be used by national Clean Cities network.

Website Development and Maintenance:

- Generate page and post templates based on the installed theme that may be used throughout the site.
 - Templates must be based in design tools available to MEC staff through our existing Wordpress theme implementation.
 - Generally, design, implementations, and page updates must not rely on code customizations to run properly and must be accessible to MEC staff for ongoing site maintenance.
 - Define requirements for web-based tools and work with MEC staff to oversee content development and maintenance

- Document new and improved processes
- Implement new pages based on MEC-staff produced outline and rough design / mockups. These will include but will not be limited to:
 - Updated Energy Solutions Hub landing page with multiple graphics that will lead to new landing pages on various ESH programs and services.
 - Vision for this in scope is 4 main headings/links to four main audiences/ groups.
 - Residents
 - Businesses
 - Benchmarking Ordinance
 - Programs
 - Then also interlinked with 6 pages that organize Hub by main services.
 - Training
 - Financing/ Incentives
 - Networking/ Events (Calendar Format)
 - Information
 - Contractors
 - Benchmarking
 - Pages will need to be maintained once launched with partnership program links and other type of informative links kept up to date. MEC will work with Offerors on any updates that will need to happen on a monthly basis.
- Up front training so MEC can do simple tasks like add events to calendar and post blogs to MEC press page without relying on Offeror to do simple updates.
- Work must be based in design tools available to MEC staff through our existing Wordpress theme implementation. Pages must not rely on code customizations to run properly.

Portfolio and Minimum Requirements

Each Offeror must submit a portfolio of previous work for each Service category they propose. This may be in the form of attachments or web links.

Minimum Requirements

Please address minimum qualifications in the Professional Qualifications section of your proposal.

- The Offeror must have minimum three (3) years of successful operations as a firm, serving government or grant-funded businesses (familiarity with provision of documentation)
- Excellent customer service reputation (professional references will be checked)

- Strong management and organizational skills (demonstrated through quick response times, attention to detail, follow through, negotiating common goals, and respect for others).
- Ability to work with diverse constituencies, from corporate to blue collar to general public (particularly for the videography service provider)
- A background in or understanding of buildings / energy efficiency programs and alternative vehicular fuels and/or electric vehicle technologies is desirable.