



ERIE COUNTY SHERIFF'S OFFICE

REQUEST FOR PROPOSAL (RFP)

TO PROVIDE –PROFESSIONAL SERVICES

TO PRODUCE PUBLIC SERVICE

ANNOUNCEMENTS FOR THE WDNY

HUMAN TRAFFICKING TASK FORCE

DIRECTED BY A DEPUTY OF THE ERIE

COUNTY SHERIFF'S OFFICE

RFP # 1629VF

July 14, 2016

Erie County Sheriff's Office
Timothy B. Howard
Sheriff

10 DELAWARE AVENUE
BUFFALO, NEW YORK 14202

COUNTY OF ERIE, NEW YORK

REQUEST FOR PROPOSALS (“RFP”)

RFP# 1629VF

**TO PROVIDE PROFESSIONAL PUBLIC SERVICE ANNOUNCEMENT
DEVELOPMENT**

I. INTRODUCTION

The Erie County Sheriff’s Office (ECSO) is currently seeking Proposal Statements from qualified individuals interested in providing professional public service announcement development.

It is the ECSO’s intent to select the Proposer that provides the best professional development of public service announcements for the ECSO’s needs.

The ECSO reserves the right to amend this RFP. The ECSO reserves the right to reject any or all of the proposals, or any part thereof, submitted in response to this RFP, and reserves the right to waive formalities, if such action is deemed to be in the best interest of the ECSO. The ECSO reserves the right to request additional information from any proposer. The ECSO reserves the right to award negotiated contracts to one or more proposers.

This RFP is not intended and shall not be construed to commit the ECSO to pay any costs incurred in connection with any proposal or to procure or contract with any firm.

The ECSO will only contract with firms that do not discriminate against employees or applicants for employment because of race, creed, color, national origin, sex, age, disability, marital status, sexual orientation, citizenship status or any other status protected by New York State and Federal laws.

II. PROPOSAL PROCEDURES

A. ANTICIPATED SCHEDULE OF PROPOSAL

The following schedule is for informational purpose only. The County reserves the right to amend this schedule at any time.

Issue RFP:	July 14, 2016
Proposals Due:	July 22, 2016 by 12:00pm
Selection Made:	July 27, 2016
Contract Signed:	Following all necessary County approvals

B. GENERAL REQUIREMENTS

1. Each proposal shall be prepared simply and economically avoiding the use of elaborate promotional materials beyond what is sufficient to provide a complete, accurate and reliable presentation. Proposals shall be limited to five (-5-) pages.
2. One (1) original shall be submitted. Proposals **must** be signed. Unsigned proposals will be rejected.
3. Submission of the proposals shall be directed to:

Undersheriff Mark W. Wipperman
Erie County Sheriff's Office
10 Delaware Avenue
Buffalo, NY 14202

All proposals must be delivered to the above office on or before July 22,2016 at 12:00 p.m. Proposals received after the above date and time will not be considered. The County is under no obligation to return proposals.

4. Proposers may be required to give an oral presentation to the ECSO to clarify or elaborate on the written proposal. Those proposers will be notified to arrange specific times.
6. No proposal will be accepted from nor any agreement awarded to any proposer that is in arrears upon any debt or in default of any obligation owed to the ECSO or the County of Erie. Additionally, no agreement will be awarded to any proposer that has failed to satisfactorily perform pursuant to any prior agreement with the ECSO.
7. Certified Minority Business Enterprise/Women's Business Enterprise (MBE/WBE) proposers should include the Erie County certification letter with the proposal.
8. If proposer is a Veteran Owned Business, proposer should include letter indicating company is 51% or more Veteran-owned.

III. SCOPE OF PROFESSIONAL SERVICES REQUIRED

Proposers may submit for one of the following:

- I. Contract period: Up to two years

Compensation: Not to exceed \$20,000

Background:

The Erie County Sheriff's Office provides law enforcement services to the residents of Erie County and assistance to law enforcement agencies within Erie County and contiguous jurisdictions as well as state and federal agencies.

The Project:

The ECSO is working to enhance its public safety and law enforcement services within Erie County by increasing the awareness of Human Trafficking. Human Trafficking awareness is a priority goal which will assist law enforcement and victim service providers in the identification of a human trafficking situation. Human trafficking has grown to an approximate 120 billion dollar criminal enterprise effecting 20.9 million people worldwide.

The ECSO is seeking to develop television and radio public service announcements that will be utilized on various forms of media such as; radio, television and social media in the Western New York area to increase public knowledge about the growing issues of human trafficking. This proposal for video production of human trafficking PSA's will increase identification of possible incidents providing ability to combat Human Trafficking. At a minimum two separate 30 to 45 second PSA's will be created using various individuals in our community to deliver powerful and truthful realities of human trafficking.

Tasks to be accomplished by seller:

Human Trafficking Public Service Announcement Proposal for Video Production

Task One: On camera videotaping. The video production company will provide camera(s), teleprompter(s), lighting, audio and talent direction.

Task Two: Post production edit.

Task Three: Additional graphic production.

Task Four: On location makeup products and services.

Task Five: Voice ver recordings if needed.

Task Six: Purchase generic or stock footage video.

Task Seven: Purchase or produce music/audio for production.

The ECSO is seeking an experienced, video production company with appropriate equipment and resources to develop professional public service announcements (commercials).

Preferred Qualifications:

The ECSO prefers a professional video production company with extensive experience in creating commercials of professional sound and audio quality that can be utilized across multiple media platforms.

Submitting Your Proposal:

Please submit:

1. A typed document totaling no more than 5 pages, establishing your experience and explaining the ways you will address the tasks identified above.
2. Agency information along with resume or CV of key personnel assigned to project.
3. Two references from clients that had similar project requirements and/or media documentation of previous projects for evaluation.
4. Include completed Conflict of Interest Disclosure Statement.

IV. STATEMENT OF RIGHTS

UNDERSTANDINGS

Please take notice, by submission of a proposal in response to this request for proposals, the proposer agrees to and understands:

- that any proposal, attachments, additional information, etc. submitted pursuant to this Request for Proposals constitute merely a suggestion to negotiate with the ECSO and is not a bid under Section 103 of the New York State General Municipal Law;
- submission of a proposal, attachments, and additional information shall not entitle the proposer to enter into an agreement with the ECSO for the required services;
- by submitting a proposal, the proposer agrees and understands that the ECSO is not obligated to respond to the proposal, nor is it legally bound in any manner whatsoever by submission of same;
- that any and all counter-proposals, negotiations or any communications received by a proposing entity, its officers, employees or agents from the County, its elected officials, officers, employees or agents, shall not be binding against the ECSO, its elected officials, officers, employees or agents unless and until a formal written agreement for the services sought by this RFP is duly executed by both parties and approved by the Erie County Legislature, the Erie County Fiscal Stability Authority, and the Office of the Erie County Attorney.

In addition to the foregoing, by submitting a proposal, the proposer also understands and agrees that the ECSO reserves the right, and may at its sole discretion exercise, the following rights and options with respect to this Request for Proposals:

- To reject any or all proposals;
- To issue amendments to this RFP;
- To issue additional solicitations for proposals
- To waive any irregularities in proposals received after notification to proposers affected;
- To select any proposal as the basis for negotiations of a contract, and to negotiate with one or more of the proposers for amendments or other modifications to their proposals;
- To conduct investigations with respect to the qualifications of each proposer;

- To exercise its discretion and apply its judgment with respect to any aspect of this RFP, the evaluation of proposals, and the negotiations and award of any contract;
- To enter into an agreement for only portions (or not to enter into an agreement for any) of the services contemplated by the proposals with one or more of the proposers;
- To select the proposal that best satisfies the interests of the Erie County Sheriff's Office and not necessarily on the basis of price or any other single factor;
- To interview the proposer(s);
- To request or obtain additional information the Erie County Sheriff's Office deems necessary to determine the ability of the proposer;
- To modify dates;
- All proposals prepared in response to this RFP are at the sole expense of the proposer, and with the express understanding that there will be no claim, whatsoever, for reimbursement from the Erie County Sheriff's Office for the expenses of preparation. The Erie County Sheriff's Office assumes no responsibility or liability of any kind for costs incurred in the preparation or submission of any proposal;
- While this is a RFP and not a bid, the Erie County Sheriff's Office reserves the right to apply the case law under General Municipal Law § 103 regarding bidder responsibility in determining whether a proposer is a responsible vendor for the purpose of this RFP process;
- The Erie County Sheriff's Office is not responsible for any internal or external delivery delays which may cause any proposal to arrive beyond the stated deadline. To be considered, proposals MUST arrive at the place specified herein and be time stamped prior to the deadline

EVALUATION

The following criteria, not necessarily listed in order of importance, will be used to review the proposals. The Erie County Sheriff's Office reserves the right to weigh its evaluation criteria in any manner it deems appropriate:

- Proposer's demonstrated capability to provide the services.
- Evaluation of the professional qualifications, personal background and resume(s) of individuals involved in production services.
- Proposer's experience to perform the proposed services.
- Proposer's financial ability to provide the services.
- Evaluation of the proposer's fee submission. It should be noted that while price is not the only consideration, it is an important one.

- A determination that the proposer has submitted a complete and responsive proposal as required by this RFP.
- An evaluation of the proposer's projected approach and plans to meet the requirements of this RFP.
- The proposer's presentation at and the overall results of any interview conducted with the proposer.
- Proposers MUST sign the Proposal Certification attached hereto as Schedule "A". Unsigned proposals will be rejected.
- Proposers may be required to give an oral presentation to the Erie County Sheriff's Office to clarify or elaborate on the written proposal.
- No proposal will be accepted from nor any agreement awarded to any proposer that is in arrears upon any debt or in default of any obligation owed to the Erie County Sheriff's Office or County. Additionally, no agreement will be awarded to any proposer that has failed to satisfactorily perform pursuant to any prior agreement with the Erie County Sheriff's Office.

CONTRACT

After selection of the successful proposer, a formal written contract will be prepared by the County of Erie and will not be binding until signed by both parties and, if necessary, approved by the Erie County Legislature, the Erie County Fiscal Stability Authority and the Office of the County Attorney. **NO RIGHTS SHALL ACCRUE TO ANY PROPOSER BY THE FACT THAT A PROPOSAL HAS BEEN SELECTED BY THE COUNTY FOR SUBMISSION TO THE ERIE COUNTY LEGISLATURE AND/OR THE ERIE COUNTY FISCAL STABILITY AUTHORITY FOR APPROVAL. THE APPROVAL OF SAID LEGISLATURE AND/OR AUTHORITY MAY BE NECESSARY BEFORE A VALID AND BINDING CONTRACT MAY BE EXECUTED BY THE COUNTY.**

The term of the contract shall be for a two (-2-) month period commencing August 1, 2016 and terminating September 30, 2016.

INDEMNIFICATION AND INSURANCE

The proposer accepts and agrees that language in substantially the following form will be included in the contract between the proposer and the Erie County Sheriff's Office:

"In addition to, and not in limitation of the insurance requirements contained herein the Consultant agrees:

- (a) that except for the amount, if any, of damage contributed to, caused by or resulting from the negligence of the Erie County Sheriff's Office, the training and acquisition entity shall indemnify and hold harmless the Erie County Sheriff's Office and the County, its officers, employees and agents from and against any and all liability, damage, claims, demands, costs, judgments, fees, attorneys' fees or

loss arising directly or indirectly out of the acts or omissions hereunder by the Consultant or third parties under the direction or control of the Consultant; and

(b) to provide defense for and defend, at its sole expense, any and all claims, demands or causes of action directly or indirectly arising out of this Agreement and to bear all other costs and expenses related thereto.

Upon execution of any contract between the proposer and the Erie County Sheriff's Office, the proposer will be required to provide proof of the insurance coverage described in Schedule "B".

Insurance coverage in amount and form shall not be deemed acceptable until approved by the County Attorney.

NON-COLLUSION

The proposer, by signing the proposal, does hereby warrant and represent that any ensuing agreement has not been solicited, secured or prepared directly or indirectly, in a manner contrary to the laws of the State of New York and the County of Erie, and that said laws have not been violated and shall not be violated as they relate to the procurement or the performance of the agreement by any conduct, including the paying or the giving of any fee, commission, compensation, gift, gratuity or consideration of any kind, directly or indirectly, to any Erie County Sheriff's Office employee, officer or official.

CONFLICT OF INTEREST

All proposers must disclose with their proposals the name of any officer, director or agent who is also an employee of the Erie County Sheriff's Office or the County of Erie. Further, all proposers must disclose the name of any County employee who owns, directly or indirectly, an interest of ten percent or more in the firm or any of its subsidiaries or affiliates.

There shall be no conflicts in existence during the term of any contract with the Erie County Sheriff's Office. The existence of a conflict shall be grounds for termination of a contract.

COMPLIANCE WITH LAWS

By submitting a proposal, the proposer represents and warrants that it is familiar with all federal, state and local laws and regulations and will conform to said laws and regulations. The preparation of proposals, selection of proposers and the award of contracts are subject to provisions of all Federal, State and County laws, rules and regulations.

CONTENTS OF PROPOSAL

The New York State Freedom of Information Law as set forth in Public Officers Law, Article 6, Sections 84 et seq., mandates public access to government records. However, proposals submitted in response to this RFP may contain technical, financial background or other data, public disclosure of which could cause substantial injury to the proposer's competitive position or constitute

a trade secret. Proposers who have a good faith belief that information submitted in their proposals is protected from disclosure under the New York Freedom of Information Law shall:

a) insert the following notice in the front of its proposal:

“NOTICE

The data on pages ___ of this proposal identified by an asterisk (*) contains technical or financial information constituting trade secrets or information the disclosure of which would result in substantial injury to the proposer’s competitive position.

The proposer requests that such information be used only for the evaluation of the proposal, but understands that any disclosure will be limited to the extent that the Erie County Sheriff’s Office and the County considers proper under the law. If the Erie County Sheriff’s Office enters into an agreement with this proposer, the Erie County Sheriff’s Office shall have the right to use or disclose such information as provided in the agreement, unless otherwise obligated by law.”

and

b) clearly identify the pages of the proposals containing such information by typing in bold face on the top of each page " * **THE PROPOSER BELIEVES THAT THIS INFORMATION IS PROTECTED FROM DISCLOSURE UNDER THE STATE FREEDOM OF INFORMATION LAW.** "

The Erie County Sheriff’s Office assumes no liability for disclosure of information so identified, provided that the Erie County Sheriff’s Office has made a good faith legal determination that the information is not protected from disclosure under applicable law or where disclosure is required to comply with an order or judgment of a court of competent jurisdiction.

The contents of the proposal which is accepted by the Erie County Sheriff’s Office, except portions "Protected from Disclosure", may become part of any agreement resulting from this RFP.

EFFECTIVE PERIOD OF PROPOSALS

All proposals must state the period for which the proposal shall remain in effect (i.e. how much time does the Erie County Sheriff’s Office have to accept or reject the proposal under the terms proposed). Such period shall not be less than 180 days from the proposal date.

SCHEDULE "G"

PROPOSER CERTIFICATION

The undersigned agrees and understands that this proposal and all attachments, additional information, etc. submitted herewith constitute merely an offer to negotiate with the Erie County Sheriff's Office and is NOT A BID. Submission of this proposal, attachments, and additional information shall not obligate or entitle the proposing entity to enter into a service agreement with the Erie County Sheriff's Office for the required services. The undersigned agrees and understands that the Erie County Sheriff's Office is not obligated to respond to this proposal nor is it legally bound in any manner whatsoever by the submission of same. Further, the undersigned agrees and understands that any and all proposals and negotiations shall not be binding or valid against the Erie County Sheriff's Office, its directors, officers, employees or agents unless an agreement is signed by a duly authorized officer of the Erie County Sheriff's Office and, if necessary, approved by the Erie County Legislature and Erie County Fiscal Stability Authority and the Office of the County Attorney.

It is understood and agreed that the Erie County Sheriff's Office reserves the right to reject consideration of any and all proposals including, but not limited to, proposals which are conditional or incomplete. It is further understood and agreed that the Erie County Sheriff's Office reserves all rights specified in the Request for Proposals.

It is represented and warranted by those submitting this proposal that except as disclosed in the proposal, no officer or employee of the Erie County Sheriff's Office is directly or indirectly a party to or in any other manner interested in this proposal or any subsequent service agreement that may be entered into.

Proposer Name

By: _____
Name and Title

SCHEDULE "B"

STANDARD INSURANCE PROVISIONS

County of Erie Standard Insurance Certificate



LAW-1 INS (Rev. 3/06)

This certificate does not amend, extend or alter the coverage afforded by the standard form policies listed below.

I Insured Name _____ Address _____ Zip _____ Phone No. _____	III Companies Affording Coverages A _____ B _____ C _____ D _____
II Issuing Agency Name _____ Address _____ Zip _____ Phone No. _____	

IV This is to certify that the policies listed below have been issued to the insured named above and are in force at this time.

Indicate Type of Insurance By Checking the Box	Policy Number	Effective Date & Expiration	Limits of Liability in Thousands		
			Check the Box	Occurrence	Aggregate
Company Letter - from III above 1. General Liability <input type="checkbox"/> Comprehensive Form <input type="checkbox"/> Premises and Operations <input type="checkbox"/> Products/Completed Operations <input type="checkbox"/> Independent Contractors <input type="checkbox"/> Contractual <input type="checkbox"/> Personal Injury <input type="checkbox"/> Broad Form Property Damage <input type="checkbox"/> Explosion, Collapse <input type="checkbox"/> Underground Hazard			<input type="checkbox"/> Bodily Injury <input type="checkbox"/> Property Damage OR <input type="checkbox"/> Combined Single Limit		
2. Automobile Liability <input type="checkbox"/> Comprehensive Form OR <input type="checkbox"/> Schedule Form <input type="checkbox"/> owned <input type="checkbox"/> hired <input type="checkbox"/> non-owned			<input type="checkbox"/> Bodily Injury <input type="checkbox"/> Property Damage OR <input type="checkbox"/> Combined Single Limit		
3. Excess Liability <input type="checkbox"/> Umbrella Form OR <input type="checkbox"/> other than umbrella <input type="checkbox"/> auto <input type="checkbox"/> general <input type="checkbox"/> both			Bodily Injury & Property Damage Combined \$ _____ Self Insured Retention \$ _____		
4. Worker's Compensation & Employer's Liability Disability Benefits			Statutory Statutory		
5. Other <input type="checkbox"/>					

V. County of Erie is included as an additional insured under the following Policy numbers:

VI. Description of Operations: It is understood that this coverage on behalf of the insured is for all locations in the County of Erie, NY.

VII. Cancellation/Non-Renewal: Should any of the policies noted above be cancelled before expiration thereof or not renewed by the insured, the issuing company will endeavor to mail _____ days advance written notice to the Certificate Holder, but failure to mail such notice shall impose no obligation or liability of any kind upon the company, its agents or representatives.

VIII. Name and Address of Certificate Holder & Recipient of Notice: County of Erie c/o Department of Law 89 Delaware Avenue Suite # 300 Buffalo, NY 14202 716-858-2200	Date Issued _____ Auth. Representative _____ Firm name & address _____ _____ _____
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FOR COUNTY USE ONLY:

Name of County Dept. Requesting Certificate	_____
Purchase Order or Contact Number	_____
Vendor Insurance Classification	_____

COUNTY OF ERIE
CONFLICT OF INTEREST DISCLOSURE STATEMENT

The purpose of this conflict of interest disclosure statement (hereinafter "Disclosure") is to protect the interests of the County of Erie (hereinafter "County") when conducting evaluations regarding potential County projects, funding and/or contractual arrangements. The process whereby outside applicants are evaluated for County projects and/or funding must be conducted in a manner that insures against any bias or even the perception of a conflict of interest. Therefore, prior to taking part in the selection process, those serving as evaluators must complete the attached Disclosure.

Attached to each Disclosure will be a list of the organizations, as well as their subcontractors, subject to evaluation. The chair of the selection committee will prepare the list and attach same to the Disclosure prior to distribution. Once the Disclosure has been completed, each evaluator is asked to return the form to the chair of the selection committee. Evaluations shall not commence until all Disclosures have been returned.

COUNTY OF ERIE

CONFLICT OF INTEREST DISCLOSURE STATEMENT

NAME: _____
TITLE: _____
<u>DEPARTMENT OR</u> <u>AGENCY:</u> _____
<u>PROJECT TO BE</u> <u>EVALUATED:</u> _____

1. **Current Employment:** Do you, your spouse or dependent children currently hold a position with, or are actively seeking employment from, any of the organizations listed on **Attachment A** that are subject to evaluation? *[If none, please write "None."]*

Name	Relationship	Employer

2. **Past Employment:** Have you, your spouse or dependent children held a position in the past five (5) years, either directly or indirectly, with any of the organizations listed on **Attachment A** that are subject to evaluation? *[If none, please write "None."]*

Name	Relationship	Employer

3. **Financial Interest:** Describe any financial interest, affiliation and/or connection that you, your spouse or your dependent children may have, either directly or indirectly, with any of the organizations listed on **Attachment A** that are subject to evaluation. *[If none, please write "None."]*

4. **Conflicts of Interest:** Are there any other issues, factors and/or affiliations that pertain to you, your spouse or dependent children that may pose a conflict of interest or the appearance of a conflict of interest in the event that you participate in the evaluation process for the underlying project? *[If none, please write "None."]*

I _____ certify that the above statements are true and correct to the best of my knowledge. I promise to update this disclosure form promptly in the event there is a change in relevant circumstances. If I should gain access to proprietary information belonging to other agencies, organizations or companies, I agree to protect their information from unauthorized use or disclosure and refrain from using such information for any purpose other than that for which it was furnished.

Signature

Date: _____

ATTACHMENT A

PROJECT TO BE EVALUATED:

CHAIR OF SELECTION COMMITTEE:

COUNTY DEPARTMENT OR AGENCY:

The following organizations, including subcontractors, are subject to evaluation in relation to the underlying project:

1.

a) **Subcontractors**

(1)

(2)

(3)

2.

a) **Subcontractors**

(1)

(2)

(3)

3.

a) **Subcontractors**

(1)

(2)

(3)