



# Request for Proposal (RFP) Animation Video Support

Issue Date: June 1, 2022

## 1. Introduction

US Ignite, Inc (US Ignite) is seeking a vendor to create animation videos to present and explain its Miami Economic Recovery Dashboard. The Miami Economic Recovery Dashboard is a tool created to help Miami City leaders gain a real-time understanding of Miami's economy and how it responds to different variables. The Miami dashboard can be accessed at [us-ignite.org/Miami-dashboard](https://us-ignite.org/Miami-dashboard).

US Ignite has two more similar projects with the scope of services like this one (Part 4 Scope of Services) for Fort Benning and Fort Carson Bases. Pursuant to the satisfactory completion of this project (Miami Economic Recovery Dashboard), US Ignite may request the vendor to start work on the other two projects.

## 2. US Ignite Overview

US Ignite is a national nonprofit, a 501(c)(3), that is accelerating the smart city movement – and creating value for an entire ecosystem – by guiding communities into the connected future, creating a path for private sector growth, and advancing technology research that's at the heart of smart city development. As a trusted partner, US Ignite brings this entire smart city ecosystem together, successfully pairing financial investment with technical and organizational expertise. Through the public-private partnership programs we run, US Ignite is a catalyst for communications network advancement, and for innovation in smart city services that are powered by a new generation of technologies. Read more about US Ignite at <https://www.us-ignite.org/>.

## 3. About the Miami Economic Recovery Dashboard

Municipal leaders can benefit from data dashboards to inform their decision-making process. A dashboard provides a succinct and easy-to-understand visualization of large troves of data. Drawing insights from the data and focusing on addressing a specific city challenge becomes much easier for non-statisticians. With a dashboard, data-driven solutions easily rise above others.

The Miami Economic Recovery Dashboard was created in partnership with the City of Miami to help leaders plan for long-term solutions as the city moved into a post-pandemic recovery. The process to create this dashboard included data curation, storage, modeling, and visualization of results in a high-quality user interface. The dashboard offers four key indexes and areas for analysis:

- a. **Economic Vulnerability Index** - The economic vulnerability index segments the zip codes in Miami-Dade into categories from low to high vulnerability. The trends in the index and attributes comprising the index are shown upon selecting a zip code, in addition to demographic information.
- b. **Unemployment rate forecast** - The unemployment rate forecast is defined as the projected value for the number of unemployed as a percentage of the labor force. It is modeled using employment figures from the Bureau of Labor Statistics, Google Trends, S&P 500 Stock Price Index and Unemployment Insurance Claims for Miami-Dade.
- c. **Industry Employment and Businesses** - The pie chart and line graph below show the number of employees (in thousand) working in each industry/industry type. The map indicates the total number of businesses operating in Miami-Dade as of 2019.
- d. **Industry Health Index** - The Industry Health Index is a composition of economic data relevant to a wide range of industries in Miami-Dade, providing a concrete indicator of how different types of industries have fared during the COVID-19 pandemic.



#### 4. Project Scope of Services

##### Animation Video

US Ignite is requesting that the vendor create an explanatory video to capture the functionality and usefulness of the Miami Economic Recovery Dashboard. Moreover, the video should highlight the meticulous process that US Ignite underwent (creation of algorithms, data sourcing, analysis, etc.) to create the dashboard and emphasize that US Ignite is available to replicate this tool for other cities and communities.

The vendor shall provide:

- I. **Pre-Production:** Provide pre-production services including a planning meeting, to help establish the style and scope of videos. It also includes interviews of US Ignite staff and other stakeholders involved with the creation and execution of the dashboard. The vendor shall then deliver a high-level storyboard for the project, followed by a script to be approved by US Ignite.
- II. **Production:** Provide personnel and equipment needed to create the video.
- III. **Post-Production:** Provide the following deliverables post-production:
  - One animated video (~1.5 minutes), including
    - a) Rough Cut Video, including video and graphic recommendations,
    - b) Final Cut Video includes up to two rounds of revision,
    - c) Custom introduction and credit sequences for video, and
    - d) All other raw video footage (if applicable).

#### 5. Administrative Information

##### 5.1 Solicitation and Project Timeline

Table 1: Solicitation Timeline		
Milestone	Date	Description
RFP Release	June 1, 2022	Date RFP opens
RFP Requests for Clarification	June 8, 2022	Deadline to ask questions on RFP document (this document)
RFP Clarifications	June 15, 2022	US Ignite shall provide responses
RFP Responses Due	June 22, 2022	Deadline to submit proposals
Interview Finalists	July 5-7, 2022	If necessary, US Ignite may interview finalists via video conference
Contract Award (CA)	July 11, 2022	Sign contract

##### 5.2 Questions and Answers

All clarification questions must be submitted by **June 8, 2022, no later than 8:00 PM Eastern Daylight Time (EDT) via email to [sayed.elhamz@us-ignite.org](mailto:sayed.elhamz@us-ignite.org)**. Questions should be submitted in the following format:

- 1. Section Number



- 2. Paragraph Number
- 3. Page Number
- 4. Question

US Ignite will endeavor to respond to all parties no later than **June 15, 2022**, 8:00 PM EDT.

**5.3 Proposals**

All responses to this RFP shall be made in writing to [sayed.elhamz@us-ignite.org](mailto:sayed.elhamz@us-ignite.org). Communications made to other US Ignite personnel or attempts to ask questions by phone or in person will not be allowed or recognized as valid and may disqualify the supplier. Suppliers should only rely on written statements issued by the RFP coordinator.

- I. All proposals must be submitted by **June 22, 2022** no later than 8:00 PM EDT to [sayed.elhamz@us-ignite.org](mailto:sayed.elhamz@us-ignite.org). Any bid proposal received after this deadline will not be considered.
- II. Proposal must include:
  - a. **Proposer Information**
    - 1) Provide primary contact information, including the name of the organization, phone number, email, and the main point of contact.
    - 2) Attach sample work if available (links are acceptable).
    - 3) Include the number of personnel required and the positions required (i.e., producer, videographer, audio manager, director, production assistants, etc.).
    - 4) Share biographies of key staff that are committed to work on this initiative. Include a description of experience for each proposed staff member (half-page limit per proposed staff member).
  - b. **Scope of Services:** Indicate how your organization will meet all or select requirements noted in the Scope of Services section.
  - c. **Cost:** Please provide the cost per video for the Miami Economic Recovery Dashboard, Fort Benning, and Fort Carson projects, considering ALL the activities included in Part 4 Scope of Services.

**5.4 Proposal Evaluation Criteria**

US Ignite will select the successful bidder through a formal evaluation process. US Ignite is interested in obtaining a complete solution to the stated requirements. All proposals will be initially reviewed to ensure compliance with the RFP. If proposals are late or are not administratively compliant, they will be excluded from further consideration.

Proposals that meet the proposal instructions and requirements will be given a thorough and objective review. Administratively compliant proposals will be scored against the evaluation criteria listed below by a panel of evaluators, and the composite scores of those panelists will be used to rank proposers. Should evaluators have questions about particular proposals that may affect their scores against one or more of the criteria, US Ignite has discretion to initiate an informational interview with proposing organizations.

Table 2: Evaluation Criteria		
No.	Criteria Description	Weight



1	Experience - scores for experience will be evaluated based on the relevance and depth of experience provided and samples of work.	25%
2	Project Management - scores for project management will be evaluated based on the demonstrated understanding of the project requirements and the clarity and completeness of the project plan.	25%
3	Staff Qualifications - scores for staff qualifications will be evaluated based on the relevance and depth of experience provided.	25%
4	Cost	25%

US Ignite reserves the right not to select any organization if conditions change between the time of the RFP release and completion of the review process. No contractual obligation on behalf of US Ignite whatsoever shall arise from the RFP process. Additionally, this RFP does not commit the US Ignite to pay any cost incurred in the preparation or submission of any response to the RFP.