

## REQUEST FOR PROPOSALS

### Video Production Services

#### Section A. Introduction

##### Purpose and Background:

Creative Forces, on behalf of the National Endowment for the Arts, seeks a contracting entity/contractor who possess a full complement of video production services (to include storyboarding, collaborative input on script development, videography, content editing and formatting and digitalization/storage of videos) to develop and deliver up to ten training /tutorial videos of five to eight minutes duration. This contract is supported through the Creative Forces®: NEA Military Healing Arts Network (the Network, or “Creative Forces®”) project. Funding for Creative Forces is provided by the National Endowment for the Arts. **Americans for the Arts (AFTA)** serves as the Administrator for Creative Forces, which supports consistent delivery of high quality Creative Arts Therapies programs for service members, veterans and families in Creative Forces clinical settings via a Network of Department of Defense and Department of Veterans Affairs hospitals and clinics across the country. Creative Forces currently is expanding programmatic activities and community-engagement opportunities to involve other military treatment facilities, Veterans Health Administration medical facilities, state arts agencies and local community organizations. Creative Forces® is a registered trademark of the National Endowment for the Arts.

The mission of Creative Forces is to improve the health, wellness, and quality of life of trauma-exposed military service members and veterans, as well as their families and caregivers, by increasing knowledge of and access to clinical creative arts therapies and community arts engagement.

Furthermore, the Creative Forces Network aims to promote research collaborations among the National Endowment for the Arts and the U.S. Departments of Defense and Veterans Affairs, to advance knowledge, leverage subject-matter expertise and promote utilization of best practices to benefit targeted patient populations.

The program has three components: **1. Clinical.** Creative Forces places creative arts therapies at the core of patient-centered care in military medical facilities, and in telehealth programs for patients in rural and remote areas; **2. Community Engagement.** Creative Forces provides increased community-based arts opportunities for military and veteran family populations around clinical site locations, and; **3. Capacity.** Creative Forces invests in capacity-building efforts, including the development of videos, manuals, training, and research on the impacts and benefits of the treatment methods, as well as the development of an online National Resource Center/Enterprise Software Platform.

This contract will entail development of video tutorials in the three disciplines of: art therapy (AT), music therapy (MT) and dance/movement therapy (DMT). Additional video tutorials in the area of informatics and therapeutic/creative writing will also be required. All the focus areas are encompassed within the **Creative Forces®: NEA Military Healing Arts Network.**

The resulting video tutorials will be utilized to support the successful implementation of art, music and dance movement therapy programs within Creative Forces' Creative Arts Therapies programming. These programs provide treatment to patients with varying levels of traumatic brain injury (TBI), post-traumatic stress disorder (PTSD), and other psychological health concerns related to military service, including but not limited to depression, substance abuse, anxiety, and suicidal ideation.

As part of the Creative Forces clinical requirement to place creative arts therapies at the core of patient-centered care in military medical facilities, it is critical that all clinicians within the Creative Forces Network understand how to deploy these therapies to their patient population. These videos will support a common understanding and approach for delivery of creative arts therapies treatment programs across the Creative Forces network. Content focus for the videos could include, but would not be limited to:

- Theoretical framework associated with the intervention
- Rationale of delivering the intervention for specific clinical conditions/therapeutic goal
- Modifications or variance in the intervention based on patient condition or clinical situation
- Necessary supplies to conduct the intervention
- Setting and physical environment in which the intervention may be conducted
- Ways to introduce and execute the therapeutic intervention with patients
- Potentially untoward sequelae or unanticipated reactions exhibited by the patient after the intervention is delivered/deployed
- Documentation requirements specific to the intervention and patient encounter

An additional component of Creative Forces involves capacity-building efforts which include the development of manuals, training, and research on the impacts and benefits of the treatment methods, as well as the development of an online National Resource Center (NRC)/Enterprise Software Platform. The production of creative arts therapies video tutorials will become an integral part in the growth and expansion in this area. These videos will eventually reside on the NRC where they may be readily available to network CATs for utilization in their day to day delivery of patient care.

## **Section B: Specifications**

Creative Forces clinical "playbooks" content are in development for each of the disciplines to serve as manuals for implementation of programs within Creative Forces' Creative Arts Therapies programming, and include descriptions of intensive outpatient and long-term program models followed by discipline-specific interventions commonly used within these programs, along with clinical resources, supplies, and spatial requirements. Content within these playbooks will contribute to storyboard and/or script development for each video. (*See Appendix B for playbook sample Table of Contents*)

Content for inclusion in each video will be developed by the Creative Forces Clinical Subject Matter Expert (SME). The SMEs will work closely with the contractor to assure content delivery and accuracy of such during various phases of video development.

Content for the videos may be filmed at clinical sites aboard either Department of Defense military installations or Veterans Affairs medical treatment facilities. It may also be necessary to film some videos in a studio or simulated environment. Participants in the videos will include Creative Forces

Creative Arts Therapists and/or other personnel identified to portray a patient or family member in the video. Scheduling of filming will be coordinated with the Creative Forces Senior Military Medical Advisor.

Additionally, the Contractor will work with Taoti Creative, a website design agency, to supply videos in compatible format to meet requirements for hosting such on the NRC. The final products will be made available through the Creative Forces online platform, the National Resource Center (NRC).

The Contractor shall perform the following tasks:

B.1 Project Kick-off Meeting. The Contractor shall meet with the project oversight team to review project tasks, timeline and co-plan the project. The Contractor shall prepare a memorandum summarizing the discussion and making note of decisions made. This meeting may take place on-site or via videoconference or teleconference.

B.2 Timeline/Work Plan. The Contractor shall prepare a detailed timeline and work plan for accomplishing the remaining tasks of the contract, incorporating input from the kick-off meeting. The Contractor shall first submit a draft timeline and work plan for review by the project director following the kick-off meeting.

B.3 Project Coordination.

- Communicate regularly with AFTA Creative Forces Project Administrator and the Creative Forces Military Medical Advisor including submission of monthly reports to include status of video production in each of the (up to) ten training videos. The report should also denote any identified challenges and mitigation recommendations.
- Assign a project lead to serve as the primary point of contact for coordination of the project and execution of deliverables; provide contact information and bios for all personnel assigned to project.

B.4 Facilitation of Video Production Services. The Contractor shall implement the approved work plan to guide and facilitate the development of up to ten training /tutorial videos of five to eight minutes duration.

Storyboarding and script development for each video tutorial, in collaboration with designated SMEs and NRC editorial support, and should include:

- Identification of the therapeutic intervention that will be employed.
- Patient conditions/diagnoses that are best suited for this intervention.
- Therapeutic goals that are expected to be achieved following patient exposure/participation in the intervention.
- Explanation of theory and/or treatment guidelines that support why this treatment/intervention is utilized with patients.
- Explanation if any modifications or variances that have been applied to the intervention and if so, why were such done.
- Description of the necessary supplies required for the intervention.

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- Demonstration of how the intervention is introduced to the patient.
- Alerts to clinicians for the following (sequelae, reactions, untoward events) when deploying this intervention with patients (special consideration with certain diagnosis).
- Documentation of the intervention following the patient encounter using standardized/templated notes as available.

Filming for each video tutorial should include:

- Rehearsals with Lead CATs, other CATs identified to participate in the video and/or other personnel identified to portray a patient or family member in the video.
- Filming at DoD military healthcare facilities in either Maryland or Virginia.
- Filming of videos at studio sites owned or leased by the contractor.

Video Editing for content and quality should include:

- Editing to ensure content accurately reflects key elements needed to support training; one round of editing/feedback for each training video.
- Editing to produce content that is visually and audibly accurate and of high quality; one round of editing/feedback for each training video.
- Editing to ensure compatibility with hosting environment requirements. Requirements to be defined by National Resource Center Director at initiation of project.

### Section C: Delivery Schedule

Project Phase/Task	Deliverable	Due Date (after award)
1. Project Kick Off Meeting	Planning meeting with AFTA Creative Forces Project Administrator, Creative Forces Military Medical Advisor, SMEs, National Resource Center Director, and additional Creative Forces personnel as identified. Memo summarizing discussion & decisions submitted by contractor to AFTA CF Project Administrator	Within the first week after contract is awarded
2. Timeline/work plan	a. Draft of timeline & work plan b. Finalized timeline & work plan	1 week 2 weeks
3. Communications	Monthly Reports Comms via phone or audio teleconferencing as needed with Lead CATs during video content development.	Monthly throughout contact. Submitted NLT 5th day of month
4. Product Review	Up to ten videos delivered to Project Team for review and editing (two weeks review time allowed)	April 1, 2020
5. Final Product Delivery	Up to ten videos delivered with edits addressed and fully compatible with NRC.	April 30, 2020

### Section E: Contract Period and Amount

The work contained under this contract shall begin on or about February 1, 2020 and conclude on or about April 30, 2020. All work must be completed by April 30, 2020.

The cost for support services and deliverables of this RFP shall not exceed \$60,000.00

Continuation of funding for this contract beyond April 30th, 2020 is contingent upon the National Endowment for the Arts authorizing and allocating funds to Americans to the Arts for the Creative Forces Initiative.

This contract is eligible for two renewals (up to 10 videos each renewal) prior to a contract recompetes provided that there is a 1) a determination of need for the continued work 2) No material change in the scope of work; and 3) approval of funding to support the work in future.

## **Section F: Evaluation Factor for Award**

### **Evaluation Criteria**

- 1. Understanding of the Project (40 points)*
- 2. Technical Approach (20 points)*
- 3. Personnel Qualifications and Experience (30 points)*
- 4. Price (10 points)*

### ***Artistic Excellence and Understanding of the Project (40 points)***

The contractor demonstrates a thorough understanding of the project, as shown through discussion of the rationale and purpose for the project. The contractor provides evidence and work samples artistic quality and video production capacities of similar projects to include storyboarding, script development, video filming, audio and video editing which culminated in professionally developed video tutorials.

### ***Technical Approach (20 points)***

The contractor's approach is succinct and logical in format, consistent with the tasks to be accomplished, and fully addresses the purposes described in the statement of work. The proposed technical approach clearly specifies and describes the intended work under each task and presents a work schedule by task that includes a timetable for deliverables. The proposal discusses the contractor's proposed approach to all deliverables, including each of the phases inherent in tutorial video production. The contractor identifies potential challenges to the project's success and presents strategies for addressing them.

### ***Personnel Qualifications and Experience (Past Performance) (30 points)***

The contractor demonstrates that the proposed personnel, including subcontractors (if applicable), possess experience in high quality video production services for the purpose of educating/ training professionals employed in healthcare settings. The contractor provides evidence of having conducted tasks like the work outlined in the RFP (with examples cited, and links to relevant work products).

### ***Price (10 points)***

The proposed budget is appropriate to the administration of the project. Americans for the Arts will evaluate the Contractor's proposed prices to decide that the costs are fair and reasonable in relation to the services provided. The Contractor shall provide a reasonable breakdown of their costs to allow Americans for the Arts to assess the various components of the overall price. The breakdown shall clearly identify and provide costs by key personnel and task as well as the breakdown between labor costs and other direct costs.

### **Section G: Submission Requirement**

#### **Submit:**

- Proposal
- Resumes
- Work Product Samples (videos produced by your company)

#### **Submit Proposals To:**

- By email: [creativeforces@artsusa.org](mailto:creativeforces@artsusa.org).
- By mail: Attn: Creative Forces Project Administrator, 1000 Vermont Avenue, NW, 6th Floor, Washington DC 20005

#### **Deadline for Submission:**

- By email: Received no later than 5:00 pm EDT, January 17, 2020
- By mail: Postmarked no later than January 17, 2020

#### **Submitting Questions:**

All questions pertaining to this solicitation may be directed to [creativeforces@artsusa.org](mailto:creativeforces@artsusa.org). All responses to applicant questions will be posted to the RFP public site at [www.AmericansfortheArts.org/creativeforces](http://www.AmericansfortheArts.org/creativeforces).

All questions must be submitted no later than 4pm EDT on January 13, 2020 in order to guarantee posting to the public site. All responses will be publicly posted to the website on an ongoing basis.

This Independent Contracted position is supported through the Creative Forces: The NEA Military Healing Arts Network (the Network, or "Creative Forces") project. Americans for the Arts serves as the Cooperator for the Creative Forces project, which includes the administration, planning and implementation of the nationwide expansion of programmatic activities and community engagement work to additional military treatment facilities, Veterans Health Administration medical facilities, and community settings, as well as the implementation of standardized Creative Arts Therapies programs for service members, veterans and families in 11 clinical settings across the country. In its role as Cooperator for the Creative Forces project, Americans for the Arts is serving as the contracting agency.

Funding for Creative Forces is provided by the National Endowment for the Arts (NEA) to Americans for the Arts as a Cooperative Agreement.

The National Endowment for the Arts provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process,

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please notify the servicing civilian personnel unit. Requests for reasonable accommodation are made on a case-by-case basis.

Failure to provide all the required information as stated in Request for Proposal may result in an ineligible rating or may affect the overall rating.

This contract runs from a/o February 1st, 2020 through April 30, 2020. Continuation of funding for this contract beyond April 30th, 2020 is contingent upon the National Endowment for the Arts authorizing and allocating funds to Americans to the Arts for the Creative Forces Initiative.

This contract is eligible for two renewals (up to 10 videos each renewal) prior to a contract recompetete provided that there is a 1) a determination of need for the continued work 2) No material change in the scope of work; and 3) approval of funding to support the work in future.

All contracts are subject to the terms of the contracting agency (Americans for the Arts) and all contracts can be terminated at any time by the contracting agency.