



**Request for Proposals
Small Business Disaster Recovery Audiovisual Services**

Proposals Due by 4:00 PM, August 26, 2019

The Tampa Bay Regional Planning Council (TBRPC) is seeking qualified firms to conduct a small business disaster recovery tabletop exercise.

Background

The Tampa Bay Regional Planning Council is an association of local governments and gubernatorial representatives whose mission is to serve the citizens and member governments of the Tampa Bay Area, consisting of Citrus, Hernando, Hillsborough, Manatee, Pasco and Pinellas Counties, by providing a forum to foster communication, coordination, and collaboration in identifying and addressing issues and needs regionally.

About 40 percent of small businesses that close during an emergency never reopen, and more businesses eventually fail. The Tampa Bay Regional Planning Council is conducting a tabletop exercise to improve communications between emergency managers and small businesses before, during and after a major storm event. The tabletop exercise will be a single day event bringing several dozen participants in emergency management and small business community members together to work through a simulation of what happens when a major hurricane strikes the Tampa Bay area, as seen in the operation of a simulated Emergency Operations Center, and what happens after the storm passes and reconstruction begins. Participants will work through a series of problems focused on the overlapping issues faced by both small business and emergency managers.

As such, the overall project will combine professional services in audiovisual production, meteorological forecasting, and storm damage assessment and modeling to support the work of a steering committee of emergency management professionals and a half-day tabletop exercise. That exercise will be set in a simulated Emergency Operations Center with selected participants roleplaying the events of a major hurricane striking the Tampa Bay Area with particular emphasis on small business recovery from hurricane impacts.

The **selected consultant** will prepare audiovisual support materials, including maps, visualizations

and short news segments to be shown during the tabletop exercise/emergency operations center simulation. Finally, the consultant will provide all audiovisual products to TBRPC to integrate into educational materials..

This RFP is offered to consultants who will provide audiovisual materials to support the tabletop exercise. There is a simultaneously issued RFP for tabletop exercise services; RFP respondents may elect to submit a combined proposal for both the tabletop exercise and audiovisual services. Other tasks will be fulfilled by TBRPC and its regional partners.

The Tampa Bay Regional Planning Council's Goal:

The Tampa Bay region wishes to strengthen the resiliency of small businesses to major hurricanes by:

1. Increasing the understanding of small business and business organizations of how local governments respond to hurricanes and how recovery proceeds; and
2. Increasing the understanding of emergency managers of the problems facing small businesses in a major hurricane, leading to improvements in communication between local governments and the business community.

The following Scope of Services provides a framework for proposing firms to use in addressing the RFP.

Scope of Services:

The successful proposal shall include a description of:

1. Steps Consultant will take to prepare a series of realistic news segments, integrating news segments from Project Phoenix, with consultant provided material for simulated storm events, including: the storm impacting the Tampa Bay area, six hours after the storm has passed, twelve hours after the storm has passed, one week and two weeks after the storm has passed.
2. Consultant shall use the following in preparing the news segments:
 - Stock footage (interviews, wind and rain, evacuation, damage) storm with 18+ inches rain
 - Animation of Satellite view of Earth with hurricane passing over Florida
 - Supporting graphics (statistics of comparisons to other storms, total damage & loss of life)
 - Simulation of satellite view of Tampa Bay Area under major flooding to four specific neighborhoods

- Four simulations of a “helicopter eye view” of damage to four specific neighborhoods
 - Six photo-simulations of damage to transportation facilities (airport, port, bridges, interstates)
3. Consultant will provided an itemized list of charges for each service.

Deliverables

Proposals should include proposed deliverables and itemized costs for the activities listed in the scope of services.

Proposals

The scope, timeline, and deliverables will be finalized after consultant selection. Proposals should include a draft scope that includes activities, timeframes and deliverables in a manner that can be included, as negotiated, in the subsequent contract. Proposing firms may submit a combined proposal covering tabletop exercise facilitation services and the audiovisual RFP being made available simultaneously with this RFP, with total costs **not to exceed** the combined sum allocated under both RFPs (\$110,000).

Proposals will be evaluated by TBRPC using the following rubric:

Category	Category Percent of Total Evaluation
Proposer’s Understanding of the project need	20%
Proposer’s Approach to providing the services, including procedures/techniques	20%
Proposer’s Probability of Success, detailed and logical work plan and project management approach	20%
Qualifications of Key Personnel	20%
Cost Effectiveness/Value for Money	20%
Total	100%

Timeline

TBRPC may elect to interview the top ranked firms, in which case interviews will take place in early September, 2019, or select the firm offering the best value for money. TBRPC would like to select a consultant at its September 9, 2019 Council meeting with a commencement date of September 13, 2019. Proposers are encouraged to propose a project timeline incorporating an April target date for the tabletop exercise with a target completion date of October 1, 2020 or before.

Anticipated Budget

TBRPC anticipates the budget for this portion of the overall project under this RFP to be **no more than \$70,000**. TBRPC will provide staff assistance to the project. Examples of staff involvement are meetings with stakeholders, direction on audiovisual products. Proposals should be cognizant of the budget constraints and indicate how they will leverage the use of staff resources to augment the study.

Documentation

1. Firm's experience in audiovisual production, in particular of news features, and/or support for emergency planning exercises.
2. Credentials of principals and key staff;
3. References; and
4. Contract will be fixed fee; however, general information related to cost structure in the form of wages, multipliers and other expenses should be included.

Submittal

Provide a signed (scanned and emailed is acceptable) cover letter that indicates the proposing entity's authorized representative. If the proposal is a team approach, please provide a commitment letter from any sub-consultants.

Proposals (not including cover letter(s)) should not exceed 30 pages. Selected firms will be required to provide proof of insurance and other usual and customary documentation upon contract execution.

Parties intending to submit a Proposal should register their contact information with Ms. Wren Krahl, via email at wren@tbrpc.org. You will be contacted with any updates. All questions to Ms. Krahl must be received via email by 4 p.m. August 7, 2019. TBRPC reserves the right to reject any and all proposals at its sole discretion.

Proposals should be submitted in PDF format via electronic mail by **4:00 p.m. August 26, 2019**, to Wren Krahl (wren@tbrpc.org), Deputy Executive Director, 4000 Gateway Centre Blvd., Suite 100, Pinellas Park, FL 33782.