



## American Association of Motor Vehicle Administrators

### **OUR MISSION**

*Serve North American  
motor vehicle and law  
enforcement agencies  
to accomplish their  
missions.*

### **OUR VISION**

*Safe drivers  
Safe vehicles  
Secure identities  
Saving lives!*

# REQUEST FOR PROPOSAL

No. FY22-25612

Video Services for Law Enforcement

October 2021

American Association of Motor Vehicle Administrators

## Table of Contents

1. INTRODUCTION.....	1
1.1. PURPOSE AND BACKGROUND.....	1
1.2. OBJECTIVE.....	1
1.3. MINIMUM QUALIFICATIONS .....	1
1.4. PERIOD OF PERFORMANCE.....	1
2. GENERAL INFORMATION.....	1
2.1 RFP COORDINATOR .....	1
2.2 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES .....	2
2.3 SUBMISSION OF PROPOSAL .....	2
2.4 SUBMISSION OF QUESTIONS .....	3
2.6 RESPONSIVENESS .....	3
2.7 MOST FAVORABLE TERMS .....	3
2.8 GENERAL TERMS AND CONDITIONS .....	3
2.9 COSTS TO PROPOSE .....	4
2.10 NO OBLIGATION TO CONTRACT.....	4
3. SCOPE OF SERVICES/STATEMENT OF WORK .....	4
4. EVALUATION AND CONTRACT AWARD.....	5
4.1. EVALUATION PROCEDURE.....	5
EXHIBIT A - CERTIFICATIONS AND ASSURANCES .....	6
EXHIBIT B-CERTIFICATION OF DEBAREMENT .....	7

**1. INTRODUCTION**

**1.1. PURPOSE AND BACKGROUND**

The American Association of Motor Vehicle Administrators, hereafter "AAMVA," is initiating this Request for Proposal (RFP) to solicit Proposals from qualified firms interested in participating in the bidding process.

AAMVA is a tax-exempt, nonprofit organization developing model programs in motor vehicle administration, law enforcement and highway safety. The association also serves as an information clearinghouse in these areas, and acts as the international spokesman for these interests.

Founded in 1933, AAMVA represents the state and provincial and territorial officials in the United States and Canada who administer and enforce motor vehicle laws. AAMVA's programs encourage uniformity and reciprocity among the states and provinces. The association also serves as a liaison with other levels of government and the private sector. Its development and research activities provide guidelines for more effective public service. AAMVA's membership includes associations, organizations and businesses that share an interest in the association's goals.

**1.2. OBJECTIVE**

This RFP allows AAMVA to select the most qualified vendor at the most competitive price.

**1.3. MINIMUM QUALIFICATIONS**

The vendor must have a minimum of 3 to 5 years demonstrated experience in the commodities or services listed in the RFP.

**1.4. PERIOD OF PERFORMANCE**

<b>Start</b>	<b>End</b>
Contract Award	Delivery

**2. GENERAL INFORMATION**

**2.1 RFP COORDINATOR**

The RFP Coordinator is the sole point of contact in AAMVA for this procurement. All communication between the Offeror and AAMVA upon receipt of this RFP shall be with the

RFP Coordinator, as follows:

<b>Name / Title</b>	Siedah Ross, Senior Procurement Specialist
<b>Address</b>	4401 Wilson Boulevard, Suite 700
<b>City, State, Zip Code</b>	Arlington, Virginia 22203
<b>Phone Number</b>	703-908-2861
<b>E-Mail Address</b>	procurement@aamva.org

Any other communication will be considered unofficial and non-binding on AAMVA. Communication directed to parties other than the RFP Coordinator may result in disqualification of the Proposal.

## 2.2 ESTIMATED SCHEDULE OF PROCUREMENT ACTIVITIES

<b>Issue RFP</b>	October 12, 2021
<b>Questions Due</b>	October 19, 2021
<b>Proposal Due</b>	November 2, 2021, 5:00 p.m. EST
<b>Evaluate Proposal</b>	ASAP
<b>Announce “Apparent Successful Contractor”</b>	ASAP
<b>Issue Purchase Order/Sign Contract</b>	ASAP

AAMVA reserves the right to revise the schedule above.

## 2.3 SUBMISSION OF PROPOSAL

The Proposal must be submitted in a .PDF soft copy as set forth below.

Please limit your proposal to the following format and page limit:

- Cover Letter and Corporate Info (1 Page)
- Sample Video Examples (1 Page)
- Video Approach and timeline (1 Page)
- Cost Breakdown and assumptions (1 Page)
- Proposed Staff Executive Summary (One paragraph each) (2 Pages)
- Past Performance References (1 Page)

The Proposal is to be sent to the RFP Coordinator at the **email address** noted in Section 2.1. The email should be clearly marked with the RFP Number to the attention of the RFP Coordinator: Siedah Ross.

**Example: Acme Proposal for RFP No. XYZ [date].pdf**

The Proposal must be complete and must stand on its own merits. Failure to respond to any portion of the RFP document may result in rejection of the Proposal as non-responsive. All Proposal and any accompanying documentation become the property of AAMVA and will not be returned.

#### 2.4 SUBMISSION OF QUESTIONS

AAMVA will only accept written questions regarding the RFP. All questions must be emailed to [procurement@aamva.org](mailto:procurement@aamva.org) no later than the date provided in **Section 2.2**. AAMVA plans to provide all questions and responses under this RFP to vendors.

#### 2.5 ACCEPTANCE PERIOD

Proposal shall remain valid for 120 calendar days from the date specified for receipt of offers, unless another time period is specified in an addendum to the RFP.

#### 2.6 RESPONSIVENESS

The RFP Coordinator will review all proposals to determine compliance with administrative requirements and instructions specified in this RFP. The vendor is specifically notified that failure to comply with any part of the RFP may result in rejection of the Proposal as non-responsive. Procurement will notify the vendor if their proposal is determined to be non-responsive.

AAMVA also reserves the right, however, at its sole discretion to waive minor administrative irregularities.

#### 2.7 MOST FAVORABLE TERMS

AAMVA reserves the right to make an award without further discussion of the Proposal submitted. Therefore, the Proposal should be submitted initially with the most favorable terms which the contractor can propose. AAMVA does reserve the right to contact a contractor for clarification of its Proposal and request a face-to-face meeting.

The contractor should be prepared to accept this RFP for incorporation into a contract resulting from this RFP. It is understood that the Proposal will become a part of the procurement file on this matter without obligation to AAMVA.

#### 2.8 GENERAL TERMS AND CONDITIONS

The apparent successful contractor is expected to enter into a contract or purchase order with mutually acceptable terms and conditions. In no event can a contractor submit its own standard contract terms and conditions in response to this solicitation.

The contractor may submit exceptions as allowed in [Exhibit A - Certifications and Assurances](#). AAMVA will review requested exceptions and accept or reject the same at its sole discretion.

## 2.9 COSTS TO PROPOSE

AAMVA will not be liable for any costs incurred by the Offeror in preparing a Proposal submitted in response to this RFP, or in performing any other activities related to responding to this RFP.

## 2.10 NO OBLIGATION TO CONTRACT

This RFP does not obligate AAMVA to contract for the commodities specified herein. AAMVA reserves the right at its sole discretion, and without penalty, to reject all proposals received and not to issue a contract as a result of this RFP.

## 3. SCOPE OF SERVICES/STATEMENT OF WORK

AAMVA is seeking a production company to create a video for our members to use in their community outreach activities illustrating what drivers should do when stopped by law enforcement at the roadside (traffic stop scenarios).

The target audience for this video is the general public – drivers and their passengers. Being stopped roadside by a law enforcement officer can be a stressful experience, so preparing a driver and their passengers with what to do during the stop will help ensure everyone's safety.

The final deliverable will be a 12 – 15 minute video. Individuals needed are:

- A narrator for voiceover
- Minimum of 3 law enforcement officers (AAMVA will supply)
- Minimum of 3 individuals to play violators (AAMVA will supply)

Total talent needed are:

1. Narrator to provide voiceover

There will be three locations for shooting the live action. These locations are yet to be determined but could be anywhere in the contiguous United States and will likely be in three different regions to represent geographic diversity.

Some motion graphics will be needed. No animation will be needed.

A script will be drafted by AAMVA staff and provided to the vendor. Please include a list of the activities required to meet the deliverable and cost estimates for each activity. Please also include a timeline for the project.

The video needs to be completed and delivered to AAMVA by August 2022. Work on the project will take place in late 2021 and early 2022.

## Past Performance and References

Please provide a few examples of past videos with live action your company has produced by providing the links to the videos in your response. Please also provide three (3) references that can discuss video services.

## 4. EVALUATION AND CONTRACT AWARD

All Proposal will be reviewed by the RFP Coordinator to determine compliance with administrative requirements and instructions specified in this RFP. Only responsive proposals which meet the minimum requirements will be forwarded to the evaluation team for further review.

### 4.1. EVALUATION PROCEDURE

Responsive Proposal will be evaluated in accordance with the specifications stated in this solicitation and any addendum issued. Award will be made to the vendor that provides the best overall value to AAMVA.

Eval No.	Description	Possible Points	Score
<b>Corporation Qualification Evaluation</b>			
1.1	Financial history and capability	5	
	<b>Total Possible Corporate Qualification Points</b>	<b>5</b>	
<b>Technical Proposal Evaluation</b>			
2.1	Overall experience with producing live action videos	25	
2.2	Ability to meet our deadlines	25	
2.3	Past Performance and references	15	
	<b>Total Possible Technical Points</b>	<b>65</b>	
<b>Cost Proposal Evaluation</b>			
3.1	Overall Price	25	
3.2	Favorable terms and conditions	5	
	<b>Total Possible Price Points</b>	<b>30</b>	
	<b>Grand Total Possible Points</b>	<b>100</b>	

## EXHIBIT A - CERTIFICATIONS AND ASSURANCES

I/we make the following certifications and assurances as a required element of the proposal to which this Exhibit A is attached, understanding that the truthfulness of the facts affirmed herein and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contract(s):

1. I/we declare that all answers and statements made in the proposal are true and correct.
2. The prices and/or cost data have been determined independently, without consultation, communication, or agreement with others for the purpose of restricting competition. However, I/we may freely join with other persons or organizations for the purpose of presenting a single proposal.
3. The attached proposal is a firm offer for a period of 90 days following the due date for receipt of proposals, and it may be accepted by AAMVA without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the 60-day period.
4. In preparing this proposal, I/we have not been assisted by any current or former employee of AAMVA whose duties relate (or did relate) to this proposal or prospective contract, and who was assisting in other than his or her official capacity. Any exceptions to these assurances are described in full detail on a separate page and attached to this document.
5. I/we understand that AAMVA will not reimburse any costs incurred in the preparation of this proposal. All proposals become the property of AAMVA and I/we claim no proprietary right to the ideas, writings, items, or samples presented in the proposal, unless so stated in the proposal.
6. Unless otherwise required by law, the prices and/or cost data which have been submitted have not been knowingly disclosed by the consultant and will not knowingly be disclosed by him/her prior to opening, directly or indirectly, to any other consultant or to any competitor.
7. I/we agree that submission of the attached proposal constitutes acceptance of the solicitation contents and the attached general terms and conditions. If there are any exceptions to these terms, I/we have described those exceptions in detail on a page attached to this document.
8. No attempt has been made or will be made by the consultant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition. Further, you hereby certify you have no organizational or personal conflicts of interest with AAMVA on the purposed project after reviewing all organizational, personal, and third parties whom may be conducting business on the potential contract.

---

Signature of Offeror

---

Printed Name, Title and Date



## EXHIBIT B-CERTIFICATION OF DEBARMENT

The prospective vendor certifies to the best of its knowledge and belief that it and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency;
2. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any department or agency of the Commonwealth of Virginia or any of the jurisdictions comprising the membership of the American Association of Motor Vehicle Administrators (AAMVA);
3. Have not within a three year period preceding this date been convicted of or had a civil judgment rendered against them for commission of fraud or criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract 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;
4. Are not presently indicted for or otherwise criminally or civilly charged by a government entity (Federal, State or local) with commission of any of the offenses enumerated above of this certification; and
5. Have not within a three-year period preceding this date had one or more public transactions (Federal, State or local) terminated for cause or default.

Vendor understands that a false statement on this certification may be grounds for rejection of any submitted proposal or quotation or termination of any award. In addition, under 18 USC Sec. 1001, a false statement may result in a fine of up to \$10,000 or imprisonment for up to 5 years, or both if federal funds are being used to support the procurement.

---

Printed Name of Vendor

---

Printed Name and Title of Authorized Representative

---

Signature of Authorized Representative