



**Request for Proposals**  
**Communications and Videographer Consultant for**  
**Infection Prevention and Control Topics**

**Proposals due April 9, 2021 by 11:59pm ET**

**Purpose**

The National Association of County and City Health Officials (NACCHO) is seeking one (1) qualified consultant to develop a video series for infection prevention and control (IPC) topics. The consultant will engage with NACCHO staff and local health departments (LHDs) to facilitate a series of interviews and develop a video series highlighting key IPC activities that LHDs have conducted with partner healthcare facilities. Ideally, the consultant will have knowledge and experience working with local public health agencies, and NACCHO will provide subject matter expertise regarding IPC. Consultants will be remunerated up to \$25,000 for this scope of work, paid at an hourly rate.

**Background**

NACCHO is the voice of the nearly 3,000 LHDs across the country. NACCHO provides resources to help LHD leaders develop public health policies and programs to ensure that communities have access to the vital programs and services people need to keep them protected from disease and disaster. Additionally, NACCHO advocates on behalf of LHDs with federal policymakers for adequate resources, appropriate public health legislation, and sensible policies to address the myriad of challenges facing communities.

NACCHO, with support from the Division of Healthcare Quality and Promotion within the Centers for Disease Control and Prevention (CDC), is working to understand and build LHD capacity in IPC. LHDs are called upon to support IPC in various settings including traditional healthcare settings such as long-term care facilities, as well as congregate living settings such as correctional and adult living facilities. LHDs often make recommendations for improving infection prevention after an outbreak occurs and, increasingly, seek out opportunities to work with facilities to proactively identify gaps in IPC practices to prevent outbreaks from occurring. LHDs support these facilities in their jurisdiction by providing resources, guidance, and education; conducting in-person or virtual IPC assessments; and expanding collaboration and coordination between LHDs, facilities, and community infection prevention partners. NACCHO is advancing this work through two initiatives: The Building Local Operational Capacity for COVID-19 (BLOC COVID-19) Demonstration Site Project and Project Firstline. Through the BLOC COVID-19 project, NACCHO has awarded 25 LHDs to enhance local capacity to prevent and respond to COVID-19. Project Firstline is an infection control collaborative designed to help prevent the spread of infectious diseases in U.S. healthcare settings and NACCHO is a partner in the initiative. Project Firstline

is committed to providing the public health workforce and frontline healthcare workers with the infection control training they need to protect the nation from infectious disease threats. The consultant will help to showcase the experiences and lessons learned of LHDs engaging in IPC work through interviews and development of a video series.

**Funding Overview and Timeline**

NACCHO will issue one award in the form of an hourly goods and services contract up to \$25,000 to complete the required activities. Proposals must be submitted by April 9, 2021 at 11:59PM ET and selections will occur on or around April 16, 2021. The project period shall begin upon both parties’ full execution of the contract and will end July 31, 2021.

Selected consultant will enter into a contract with NACCHO to complete the deliverables specified in the proposal. NACCHO will disburse funds according to completion of the assigned deliverables. NACCHO will provide a payment schedule in accordance with the assigned completion percentage. Please note: NACCHO reserves the right to make changes to the project timeline and payment schedule if necessary.

**Key Dates**

<b>Event</b>	<b>Date</b>
Release of RFP	March 22, 2021
Application period closes	April 9, 2021
Anticipated notice of award	April 16, 2021
Anticipated contract start date	April 16, 2021
Action Planning Kick-Off	April 19-23, 2021
Series of interviews	May 2021
Completion of videos, contract end date	July 31, 2021

**Description of Activities**

The Communication and Media Consultant will:

1. Project Kick-off Meeting. The Contractor shall meet with NACCHO staff via videoconference to review project tasks, direction, goal, questions, timeline, and co-plan the project. The Contractor shall prepare a memorandum summarizing the discussion and making note of decisions made.
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.
3. Project Coordination. The Contractor will communicate regularly with NACCHO staff to provide project updates through regular check-in calls or formal reports. The Contractor will also work with LHD representatives directly to collect assets, photos, and logos as well as to schedule videoconference interviews.

4. Project Content. The Contractor will conduct up to 15 interviews with LHDs, edit interview recordings, select music and graphics, and compile content into a video series.
5. Feedback and Finalization. The Contractor will provide content for NACCHO staff to review and provide feedback, including a round for rough cuts, fine cuts, and the final products that meet the following technical requirements:
  - Videos must be webcast quality; and
  - Videos should be in a file format for use on the NACCHO website and social media platforms.

### **Deliverables**

1. Project timeline and memo outlining goals and project plan
2. Completed interviews with up to 15 LHD representatives
3. Finished product- video series

### **Eligibility and Desired Qualifications**

The consultant should have:

- Demonstrated experience in the development of creative videos;
- Ability to coordinate and communicate project updates with NACCHO;
- A portfolio that shows strong strategic and conceptual creative thinking applied across a range of deliverables in filming and editing;
- Solid experience with digital technology and editing software packages, including but not limited to Avid Media Composer, Edius, Lightworks, Premiere Pro, After Effects and Final Cut, etc.;
- Proven understanding of fundamental storytelling through the video medium, including design, sense of color, typography, and composition;
- Ability to conduct virtual interviews in May 2021 with LHDs; and
- Ability to meet the expected timeline for completing the project.

### **Instructions to Apply**

Qualified candidates should apply by email and include:

1. Cover sheet with the following information:
  - a) Contact name, email address, phone number, and website (if relevant)
  - b) Answers to the following questions, required to facilitate the contracting process:
    - Does your organization have prior experience in federal contracting?
    - Has your organization completed a Single Audit?
2. Statement of purpose that outlines:
  - a) How the candidate meets the desired qualifications of this position;
  - b) Background and experience;
  - c) Areas of expertise;
  - d) Team members and their qualifications (as applicable); and
  - e) The company's video production and revision process.

3. Two examples of relevant publications or work products.
4. Line-item budget, not to exceed \$25,000 that clearly outlines the number of hours to complete each task. The consultant will be paid according to an hourly rate.
5. Submission of supporting documentation
  - a) [Vendor Information Form](#)
  - b) [W-9](#)
  - c) [Certification of Non-Debarment](#)
  - d) Required for applications of \$25,000: [FFATA form](#) (if you are not able to complete this by the application deadline, you may submit it one week after you have been selected).
  - e) Resume/CV, and proof of hourly rate (such as sample of previous invoices)

Agreement with NACCHO standard contract terms and conditions (Appendix A) and scope of work (Appendix B) is a requirement. Applicants should review all terms and conditions to determine whether or not they are appropriate for submitting a proposal. **No modifications to the terms, contract language, or scope of work will be made. Contractors that cannot agree to NACCHO's contract language should not apply for this initiative.** If you are an applicant from Florida, please contact NACCHO immediately for a copy of the Florida standard contract.

If awarded, the organization must be registered with SAM.gov and will provide proof of completion by sharing a DUNS number.

### **Allowable Expenses**

Funds may not be used for equipment purchases. Per HHS requirements (NOA: 6 NU38OT000306-02-08), funds awarded under this RFP are prohibited from being used to pay the direct salary of an individual at a rate in excess of the current Federal Executive Schedule Level II salary cap.

The following items are not allowable expenses:

- A. Alcoholic Beverages
- B. Bad Debts
- C. Contributions and donations
- D. Entertainment Costs
- E. Fines and penalties
- F. Goods and services for personal use
- G. Lobbying
- H. Losses on other awards
- I. Equipment, including laptop
- J. Telecommunication Ban

### **NACCHO Responsibilities**

NACCHO staff will oversee the contract and serve as the contact for the consultant. Other responsibilities include:

- Provide background information and subject matter expertise, as appropriate.
- Review all materials, in draft form, and recommend revisions.
- Host pre-production planning calls on Zoom.
- Coordinate and schedule LHD interviews.

- Provide review for rough, and fine cuts within one week of submission.

**Deadline/ Contact Information**

Submissions must be electronic in PDF format. The deadline for submission is **11:59pm EST on April 9, 2021**.

Proposals should be submitted as a single pdf, via e-mail to: [infectiousdiseases@naccho.org](mailto:infectiousdiseases@naccho.org). If you do not receive a confirmation email within two business days of submission, call 202-507-4204.

Questions can also be addressed to [infectiousdiseases@naccho.org](mailto:infectiousdiseases@naccho.org).

**APPENDIX A**

**CONTRACTOR AGREEMENT**

This Contractor Agreement is entered into, effective as of the date of the later signature indicated below, by and between the **National Association of County and City Health Officials** (hereinafter referred to as “NACCHO”), with its principal place of business at 1201 (I) Eye Street NW 4th Fl., Washington, DC 20005, and *[insert name of Contractor]* (hereinafter referred to as “Contractor”), with its principal place of business at *[insert mailing address of Contractor]*.

WHEREAS, NACCHO wishes to hire Contractor to provide certain goods and/or services to NACCHO;

WHEREAS, Contractor wishes to provide such goods and/or services to NACCHO;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties, intending to be legally bound, do hereby agree as follows:

**ARTICLE I: SPECIAL PROVISIONS**

1. **PURPOSE OF AGREEMENT:** Contractor agrees to provide the goods and/or services to NACCHO to enhance the programmatic activities of \_\_\_\_ GRANT # \_\_\_\_, CFDA # \_\_\_\_, as described in Attachment I. The terms of Attachment I shall be incorporated into this Agreement as if fully set forth herein. Contractor shall act at all times in a professional manner consistent with the standards of the industry.
2. **TERM OF AGREEMENT:** The term of the Agreement shall begin on *(insert date)* and shall continue in effect until *(insert date)*, unless earlier terminated in accordance with the terms herein. Expiration of the term or termination of this Agreement shall not extinguish any rights or

obligations of the parties that have accrued prior thereto. The term of this Agreement may be extended by mutual agreement of the parties.

3. **PAYMENT FOR SERVICES:** In consideration for professional services to be performed, NACCHO agrees to pay Contractor an amount not to exceed \$ 25,000.00 *(enter amount to be paid, either as a flat rate or hourly rate. You should also insert here the time schedule on which the consultant will be paid.* All payments will be made within 30 days of receipt of invoice(s) from Contractor and following approval by NACCHO for approved services, as outlined on Attachment I. **Three** invoices must be submitted as follows:

Invoice No.	Amount	Deliverable	Due date
Invoice I			
Invoice II			
Invoice III			

*(insert time increment). (May be “monthly” or after completion of specific activities, etc. The fewer payment invoices to process the better and the more you can pay later the better!).*

NACCHO award number must be included on all invoices. Unless otherwise expressly stated in this Agreement, all amounts specified in, and all payments to be made under, this Agreement shall be in United States Dollars. The parties agree that payment method shall be made by check, via postage-paid first class mail, at the address for *the giving of notices as set forth in Section 23* of this Agreement. Any changes of payment method would require a modification signed by both parties. **The final invoice must be received by NACCHO no later than 15 days after the end date of the Agreement. Contractor will be given an opportunity to revise as needed but the final revised invoice must be received no later than 30 days after the end date of the Agreement. NACCHO will not accept any invoices past 30 days of the end date of the Agreement.**

## ARTICLE II: GENERAL PROVISIONS

1. **INDEPENDENT CONTRACTOR:** Contractor shall act as an independent contractor, and Contractor shall not be entitled to any benefits to which NACCHO employees may be entitled.
2. **PAYMENT OF TAXES AND OTHER LEVIES:** Contractor shall be exclusively responsible for reporting and payment of all income tax payments, unemployment insurance, worker's compensation insurance, social security obligations, and similar taxes and levies.
3. **LIABILITY:** All liability to third parties, loss, or damage as a result of claims, demands, costs, or judgments arising out of activities, such as direct service delivery, to be carried out by the Contractor in the performance of this agreement shall be the responsibility of the Contractor, and not the responsibility of NACCHO, if the liability, loss, or damage is caused by, or arises out of, the actions of failure to act on the part of the Contractor, any subcontractor, anyone directly or indirectly employed by the Contractor.

All liability to third parties, loss, or damage as result of claims, demands, costs, or judgments arising out of activities, such as the provision of policy and procedural direction, to be carried out by NACCHO in the performance of this agreement shall be the responsibility of NACCHO, and not the responsibility of the Contractor, if the liability, loss, or damage is caused by, or arises out of, the action or failure to act on the part of any NACCHO employee.

In the event that liability to third parties, loss, or damage arises as a result of activities conducted jointly by the Contractor and NACCHO in fulfillment of their responsibilities under this agreement, such liability, loss, or damage shall be borne by the Contractor and NACCHO in relation to each party's responsibilities under these joint activities.

4. REVISIONS AND AMENDMENTS: Any revisions or amendments to this Agreement must be made in writing and signed by both parties.
5. ASSIGNMENT: Without prior written consent of NACCHO, Contractor may not assign this Agreement nor delegate any duties herein.
6. CONTINGENCY CLAUSE: This Agreement is subject to the terms of any agreement between NACCHO and its Primary Funder and in particular may be terminated by NACCHO without penalty or further obligation if the Primary Funder terminates, suspends or materially reduces its funding for any reason. Additionally, the payment obligations of NACCHO under this Agreement are subject to the timely fulfillment by the Primary Funder of its funding obligations to NACCHO.
7. INTERFERING CONDITIONS: Contractor shall promptly and fully notify NACCHO of any condition that interferes with, or threatens to interfere with, the successful carrying out of Contractor's duties and responsibilities under this Agreement, or the accomplishment of the purposes thereof. Such notice shall not relieve Contractor of said duties and responsibilities under this Agreement.
8. OWNERSHIP OF MATERIALS: Contractor hereby transfers and assigns to NACCHO all right, title and interest (including copyright rights) in and to all materials created or developed by Contractor pursuant to this Agreement, including, without limitation, reports, summaries, articles, pictures and art (collectively, the "Materials") (subject to any licensed third-party rights retained therein). Contractor shall inform NACCHO in writing of any third-party rights retained within the Materials and the terms of all license agreements to use any materials owned by others. Contractor understands and agrees that Contractor shall retain no rights to the Materials and shall assist NACCHO, upon reasonable request, with respect to the protection and/or registrability of the Materials. Contractor represents and warrants that, unless otherwise stated to NACCHO in writing, the Materials shall be original works and shall not infringe or violate the rights of any third party or violate any law. The obligations of this paragraph are subject to any applicable requirements of the Federal funding agency.
9. RESOLUTION OF DISPUTES: The parties shall use their best, good faith efforts to cooperatively resolve disputes and problems that arise in connection with this Agreement. Both parties will make a good faith effort to continue without delay to carry out their respective responsibilities under the Agreement while attempting to resolve the dispute under this section. If a dispute arises between the parties that cannot be resolved by direct negotiation, the dispute shall be submitted to a dispute board for a nonbinding determination. Members of the dispute board shall be the Director or Chief Executive Officer of the Contractor, the Chief Executive Officer of NACCHO, and the Senior Staff of NACCHO responsible for this Agreement. The

costs of the dispute board shall be paid by the Contractor and NACCHO in relation to the actual costs incurred by each of the parties. The dispute board shall timely review the facts, Agreement terms and applicable law and rules, and make its determination. If such efforts fail to resolve the differences, the disputes will be submitted to arbitration in the District of Columbia before a single arbitrator in accordance with the then current rules of the American Arbitration Association. The arbitration award shall be final and binding upon the parties and judgment may be entered in any court of competent jurisdiction.

10. TERMINATION: Either party may terminate this Agreement upon at least fifteen (15) days prior written notice to the other party. NACCHO will pay Contractor for services rendered through the date of termination.
11. ENTIRE AGREEMENT: This Agreement contains all agreements, representations, and understandings of the parties regarding the subject matter hereof and supersedes and replaces any and all previous understandings, commitments, or agreements, whether oral or written, regarding such subject matter.
12. PARTIAL INVALIDITY: If any part, term, or provision of this Agreement shall be held void, illegal, unenforceable, or in conflict with any law, such part, term or provision shall be restated in accordance with applicable law to best reflect the intentions of the parties and the remaining portions or provisions shall remain in full force and effect and shall not be affected.
13. GOVERNING LAW: This Agreement shall be governed by and construed in accordance with the laws of the District of Columbia (without regard to its conflict of law's provisions).
14. ADDITIONAL FUNDING: Unless prior written authorization is received from NACCHO, no additional funds will be allocated to this project for work performed beyond the scope specified or time frame cited in this Agreement.
15. REMEDIES FOR MISTAKES: If work that is prepared by the Contractor contains errors or misinformation, the Contractor will correct error(s) within five business days. The Contractor will not charge NACCHO for the time it takes to rectify the situation.
16. COMPLIANCE WITH FEDERAL LAWS AND REGULATIONS: Contractor's use of funds under this Agreement is subject to the directives of and full compliance with 2 CFR Part 200 (Uniform Administrative Requirements, Costs Principles, and Audit Requirements for Federal Awards), and 45 C.F.R. Part 75 (Uniform Administrative Requirements, Cost Principles, and Audit Requirements for HHS Awards), It is the Contractor's responsibility to understand and comply with all requirements set forth therein.
17. EQUAL EMPLOYMENT OPPORTUNITY: Pursuant to 2 CFR 200 Subpart D , Contractor will comply with E.O. 11246, "Equal Employment Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and as supplemented by regulations at 41 C.F.R. part 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor."

18. DEBARRED OR SUSPENDED CONTRACTORS: Pursuant to 2 CFR 200 Subpart C, Contractor will execute no subcontract with parties listed on the General Services Administration's List of Parties Excluded from Federal Procurement or Nonprocurement Programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension."
  
19. LOBBYING RESTRICTIONS AND DISCLOSURES: Pursuant to 2 CFR 200 Subpart E, Contractor will certify to NACCHO using the required form that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Contractor will also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award.
  
20. COMPLIANCE WITH FEDERAL ENVIRONMENTAL REGULATIONS: Pursuant to 2 CFR 200 Subpart F , Contractor agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401 et seq.) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251 et seq.).
  
21. WHISTLEBLOWER PROTECTION: Pursuant to 41 U.S.C. 4712 employees of a contractor, subcontractor, or subrecipient will not be discharged, demoted, or otherwise discriminated against as reprisal for "whistleblowing."
  
22. EXECUTION AND DELIVERY: This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same Agreement. The counterparts of this Agreement and all Ancillary Documents may be executed and delivered by facsimile or electronic mail by any of the parties to any other party and the receiving party may rely on the receipt of such document so executed and delivered by facsimile or electronic mail as if the original had been received.
  
23. NOTICE: All notices, including invoices, required to be delivered to the other party pursuant to this Agreement shall be in writing and shall be sent via facsimile, with a copy sent via US mail, postage prepaid, to the parties at the addresses set forth below. Either party may send a notice to the other party, pursuant to this provision, to change the address to which notices shall be sent.

FOR NACCHO:

National Association of County and City  
 Health Officials  
 Attn: \_\_\_\_\_  
 [Name of Program Staff]  
 1201 (I) Eye Street NW 4th Fl.,  
 Washington, DC 20005  
 Tel. (202) \_\_\_\_\_

With a copy to:  
 National Association of County and City  
 Health Officials  
 Attn: Ade Hutapea, LL.M., CFCM  
 Lead Contracts Administrator  
 1201 (I) Eye Street NW 4th Fl.,  
 Washington, DC 20005  
 Tel. (202) 507-4272

Fax (202) 783-1583  
Email: \_\_\_\_\_@naccho.org

Fax (202) 783-1583  
Email: [ahutapea@naccho.org](mailto:ahutapea@naccho.org)

FOR CONTRACTOR:

*(Name and address of Contractors  
Contract Officer or Designee, including  
telephone and fax.)*

IN WITNESS WHEREOF, the persons signing below warrant that they are duly authorized to sign for and on behalf of, the respective parties.

AGREED AND ACCEPTED AS ABOVE:

**NACCHO:**

**CONTRACTOR:**

By: \_\_\_\_\_  
Name: Jerome Chester  
Title: Chief Financial Officer  
Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Date: \_\_\_\_\_  
Federal Tax ID No.: \_\_\_\_\_  
DUNS No.: \_\_\_\_\_