



## **STATE OF ALASKA**

Department of Natural Resources

### **Informal Request For Proposal**

**IRFP 10 190000019 - 1**

#### **TITLE:**

Boating Safety Videos for the Office of Boating Safety

#### **PURPOSE:**

The State of Alaska, Department of Natural Resources, Office of Boating Safety is soliciting competitive proposals for a qualified contractor to produce an informative video series with the intent of increasing voluntary life jacket wear while boating as specified within this Informal Request for Proposals (IRFP).

Important Notice: If you receive this solicitation from the State's Online Public Notice website or IRIS Vendor Self Service portal, you must register with the DNR Procurement Section to receive subsequent amendments. Registration must be in writing and may be made via email to [dnr.ssd.procurement@alaska.gov](mailto:dnr.ssd.procurement@alaska.gov) or fax to 907-269-8909. Failure to register with the DNR Procurement Section may result in rejection of your offer.

ADA: The State of Alaska complies with Title II of the Americans with Disabilities Act of 1990. Individuals with disabilities who may need auxiliary aids, services, and/or special modifications to submit a bid should contact the DNR Procurement Section via email to [dnr.ssd.procurement@alaska.gov](mailto:dnr.ssd.procurement@alaska.gov), fax to 907-269-8909, telephone at 907-269-8666 or 269-8687, or TDD at 907-269-8411 not later than 10 calendar days prior to the bid closing date to make necessary arrangements.

**Date of Issue: August 10, 2018**

**Deadline for Receipt of Proposals: August 28, 2018 14:00:00**

**Important Notice:** If you received this solicitation from the State of Alaska's "Vendor Self-Service" web site, you must register with the procurement officer to receive subsequent amendments. Failure to contact the procurement officer may result in the rejection of your offer.

PROCUREMENT OFFICER: James Sonnier  
TELEPHONE NUMBER: (907)269-8687  
EMAIL: jim.sonnier@alaska.gov

BID RECEIVING LOCATION:  
Support Services ANC Admin  
Attn: Procurement  
550 West 7th Avenue  
Anchorage, AK 99501-3564

### PREFERENCES

Does your business qualify for the Alaska bidder preference?

☐ Yes ☐ No

Does your business qualify for the Alaska veteran preference?

☐ Yes ☐ No

### PROPOSAL SCHEDULE

Event Date	Event Description
08/21/18	Pre-Proposal Conference; date, time, and location specified in IRFP
08/28/18	Proposal Receipt Deadline is 2:00 p.m.

### LINE ITEMS

Line No.	Description	Quantity	Unit	Unit Cost
1	Boating Safety Videos for the Office of Boating Safety			
Start Date	End Date	Delivery Date	F.O.B. Point	Extended Line Total
09/01/18	11/30/18			

**Extended Description:**

Boating Safety Videos as specified within this IRFP.

DO NOT ENTER COST ON THIS LINE. ENTER COST ONLY ON THE COST PROPOSAL ATTACHED TO THIS IRFP.

### EVALUATION CRITERIA

<i>The following criteria will be used when determining the award of this solicitation</i>			
Code	Criteria Description	Points	Vendor Response (DO NOT LIST PRICES IN THIS SECTION. UNIT PRICES AND TOTAL PRICES MUST BE FILLED IN ADJACENT TO THEIR LINE ITEMS.)
5	Understanding	5	
3	Methodology	10	
4	Management Plan	10	
2	Experience	15	
1	Cost	40	
7	AK Offeror Pref	10	
16	Sample Video	10	

### Terms and Conditions

No.	Name	Section
006	Informal Request for Proposals	

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## **Informal Request for Proposals (IRFP) 190000019**

### **A. Standard Terms and Conditions**

#### **1. Required Review**

Offerors should carefully review this solicitation for defects and questionable or objectionable material. Comments concerning defects and objectionable material must be made in writing and received by the procurement officer prior to the deadline for receipt of proposals. This will allow issuance of any necessary amendments. It will also help prevent the opening of a defective solicitation and exposure of an offeror's proposal upon which award could not be made. Protests based on any omission or error, or on the content of the solicitation, will be disallowed if these faults have not been brought to the attention of the procurement officer, in writing, prior to the deadline for receipt of proposals.

#### **2. Response Submissions Options**

Offerors must submit four signed hardcopies of their technical proposal, four CD/DVD discs or USB device containing a sample video, and one signed hardcopy of their cost proposal in a sealed envelope. Devices or discs not readable will be considered incomplete and the proposal will be considered non-responsive and will be rejected. Proposals not containing a disc or USB device but offering access to a website to review a sample video will also be considered non-responsive and will be rejected.

Email, Fax, and Oral Proposals Not Acceptable. Because of the need to submit a sample video for evaluation, email, fax, and oral proposals will not be accepted for this IRFP. Offers submitted orally or by email or fax will be considered non-responsive and will be rejected.

This provision does not apply to acknowledging receipt of any Mandatory Return amendment(s) issued for this IRFP. Offerors may acknowledge receipt of any amendment(s) issued for this IRFP by either email or fax (not orally). "Acknowledging receipt" of an amendment means acknowledging to the Procurement Officer that you received the amendment; unless changed within the amendment it does not allow for submittal of the proposal itself by email or fax.

Mail or a Delivery Service: Envelopes containing responses must be sealed, marked, and addressed as shown in the example below. **NOTE:** If you are requesting information about a solicitation do not put the solicitation number and opening date on the envelope. Envelopes with solicitation numbers annotated on the outside will be considered a response and will not be opened until the scheduled date and time.

Department of Natural Resources  
Division of Support Services  
Attention: **Jim Sonnier**  
Solicitation Number: **190000019**  
Project name: **Boating Safety Videos**  
**550 W. 7<sup>th</sup> Avenue, Suite 1330**  
**Anchorage, AK 99501**

Proposals must be received no later than 2:00 P.M., Alaska Time on the date shown as the Deadline for Responses. An offeror's failure to submit its proposal prior to the deadline will cause the proposal to be disqualified. Late proposals or amendments will not be opened or accepted for evaluation.

#### **3. Contract Type**

This contract is a Firm Fixed Price contract.

#### **4. Filing a Protest**

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A respondent shall attempt to informally resolve a dispute with the procurement officer regarding a small procurement. If the attempt is unsuccessful, the vendor may protest the solicitation or the award of a small procurement contract under AS 36.30.320. The protest must be filed in writing with the commissioner of the purchasing agency or the commissioner's designee and include the following information: (1) the name, address, and telephone number of the protester; (2) the signature of the protester or the protester's representative; (3) identification of the contracting agency and the solicitation or contract at issue; (4) a detailed statement of the legal and factual grounds of the protest, including copies of relevant documents; and (5) the form of relief requested. The protester must file a copy of the protest with the procurement officer for the purchasing agency. Protests will be treated in accordance with AS 36.30.550 and 2 AAC 12.695.

## **5. Budget**

The Department of Natural Resources, Division of Parks and Outdoor Recreation, estimates a budget of between \$15,000 and \$18,000 dollars for completion of this project. Responses priced at more than \$20,000 will be considered non-responsive and will be rejected.

## **6. Contract Performance Location**

The location(s) the work is to be performed, completed, and managed is at locations within the State of Alaska. The state WILL NOT provide workspace for the contractor.

The contractor should include in the cost offered for each Phase of the contract within their Cost Proposal transportation, lodging, and per diem costs sufficient to pay for the required number of people to make the required number of trips within Alaska to fulfill contract work. Travel outside of Alaska will not be required or allowed under a contract resulting from this IRFP.

By signature on their response, the respondent certifies that all services provided under this contract by the contractor and all subcontractors shall be performed in the United States. If the respondent cannot certify that all work will be performed in the United States, the respondent must contact the procurement officer in writing to request a waiver at least 10 days prior to the deadline for receipt of responses. The request must include a detailed description of the portion of work that will be performed outside the United States, where, by whom, and the reason the waiver is necessary. Failure to comply with this requirement or to obtain a waiver may cause the state to reject the response as non-responsive, or cancel the contract.

## **7. Minimum Prior Experience**

Respondents must have and must clearly demonstrate within their technical proposal experience producing informative Alaska videos within the State of Alaska, preferably involving boating or boating safety in order for their proposal to be considered responsive.

Failure to meet these minimum prior experience requirements will cause an offeror's proposal to be considered non-responsive and their proposal will be rejected.

## **8. Subcontractor(s)**

Subcontractors are not allowed.

## **9. Joint Ventures**

Joint ventures are not allowed.

## **10. Pre-Proposal Conference**

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There will be a **NON-MANDATORY** pre-response conference on **August 21, 2018**, beginning at **9:00 a.m.** in the Denali Conference Room located in Suite 1330 located on the 13<sup>th</sup> floor of the Robert B. Atwood building, 550 W. 7<sup>th</sup> Avenue, Anchorage, Alaska. Parking spaces marked for visitor parking are available at the Linny Pacillo parking garage located across the street from the Atwood building however seating is limited within the conference room so prospective respondents are asked to bring no more than 2 representatives to the conference. The conference may take several hours depending on the length of discussion of individual provisions. Participants should read the solicitation and come to the meeting prepared to discuss any concerns.

This conference will also be teleconferenced. Teleconference call in information will be provided to those who register for this IRFP with the DNR Procurement Officer. To register with DNR Procurement, send an email or fax with your name and business information on it requesting registration. Potential respondents may also attend the conference in person. Questions and answers will be sent to prospective respondents as soon as possible after the meeting. Respondents with a disability needing accommodation should contact the procurement officer prior to the date set for the pre-response conference to that reasonable accommodation can be made.

#### **11. Proposal Evaluation**

The procurement officer, or an evaluation committee made up of at least three state employees or public officials, will evaluate responses. The evaluation will be based solely on the evaluation factors set out in this solicitation.

After receipt of responses, if there is a need for any substantial clarification or material change in the solicitation, an amendment will be issued. The amendment will incorporate the clarification or change, and a new date and time established for new or amended responses. Evaluations may be adjusted as a result of receiving new or amended responses.

#### **12. Federal Requirement**

The respondent must identify all known federal requirements that apply to the response, the evaluation, or the contract.

#### **13. Disclosure of Proposal Contents**

All responses and other material submitted become the property of the State of Alaska and may be returned only at the state's option. AS 40.25.110 requires public records to be open to reasonable inspection. All response information, including detailed price and cost information, will be held in confidence during the evaluation process and prior to award of the contract. Thereafter, responses will become public information.

Trade secrets and other proprietary data contained in responses may be held confidential if the respondent requests, in writing, that the procurement officer does so, and if the procurement officer agrees, in writing, to do so. Material considered confidential by the respondent must be clearly identified and the response must include a brief statement that sets out the reasons for confidentiality.

#### **14. Conflict of Interest**

An officer or employee of the State of Alaska may not seek to acquire, be a party to, or possess a financial interest in, this contract if (1) the officer or employee is an employee of the administrative unit that supervises the award of this contract; or (2) the officer or employee has the power to take or withhold official action so as to affect the award or execution of the contract.

Each response shall include a statement indicating whether or not the firm or any individuals working on

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the contract has a possible conflict of interest (e.g. currently employed by the State of Alaska or formerly employed by the State of Alaska within the past two years) and, if so, the nature of that conflict. The commissioner of the Department of Natural Resources reserves the right to consider a response non-responsive and reject it or cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the respondent. The commissioner's determination regarding any questions of conflict of interest shall be final.

### **15. Converting Costs to Points**

The distribution of points based on cost will be determined as set out in 2 AAC 12.260(c). The lowest cost response will receive the maximum number of points allocated to cost. The point allocations for cost on the other responses will be determined through the method set out below. In the generic example below, cost is weighted as 40% of the overall total score.

#### **EXAMPLE**

Formula Used to Convert Cost to Points

Price of Lowest Cost Proposal multiplied by the Maximum Points for Cost and divided by the Cost of Each Higher Priced Proposal equals the points for cost.

### **16. Contract Negotiation**

After final evaluation, the procurement officer may negotiate with the responder of the highest-ranked proposal. Negotiations, if held, shall be within the scope of the request for proposals and limited to those items which would not have an effect on the ranking of proposals. If the highest-ranked responder fails to provide necessary information for negotiations in a timely manner, or fails to negotiate in good faith, the state may terminate negotiations and negotiate with the responder of the next highest-ranked proposal. If contract negotiations are commenced, they may be held in the Denali Conference Room located in Suite 1330 on the 13<sup>th</sup> floor of the Robert B. Atwood building, 550 W. 7<sup>th</sup> Avenue, Anchorage, Alaska.

If the contract negotiations take place in Anchorage, Alaska, the responder will be responsible for their travel and per diem expenses.

### **17. Contract Negotiation Failed**

If the selected respondent:

- fails to provide the information required to begin negotiations in a timely manner; or
  - fails to negotiate in good faith; or
  - indicates they cannot perform the contract within the budgeted funds available for the project; or
  - if the respondent and the state, after a good faith effort, simply cannot come to terms,
- the state may terminate negotiations with the respondent initially selected and commence negotiations with the next highest ranked respondent.

### **18. Nondisclosure and Confidentiality**

Contractor agrees that all confidential information shall be used only for the purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided for in this section. The contractor shall hold as confidential and will use reasonable care (including both facility physical security and electronic security) to prevent unauthorized access by, storage, disclosure, publication, dissemination to and/or use by third parties of, the confidential information. "Reasonable care" means compliance by the contractor with all applicable federal and state law, including the Social Security Act and HIPAA. The contractor must promptly notify the state in writing if it becomes aware of any storage, disclosure, loss, unauthorized access to or use of the confidential information.

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Confidential information, as used herein, means any data, files, software, information or materials (whether prepared by the state or its agents or advisors) in oral, electronic, tangible or intangible form and however stored, compiled or memorialized that is classified confidential as defined by State of Alaska Information Security Policies (i) provided by the state to the contractor or a contractor agent, or otherwise made available to the contractor or a contractor agent in connection with this contract, or (ii) acquired, obtained or learned by the contractor or a contractor agent in the performance of this contract. Examples of confidential information include, but are not limited to: technology infrastructure, architecture, financial data, trade secrets, equipment specifications, user lists, passwords, research data, and technology data (infrastructure, architecture, operating systems, security tools, IP addresses, etc.).

Additional information that the contractor shall hold as confidential during the performance of services under this contract includes information the Department of Natural Resources, Division of Parks and Outdoor Recreation, Alaska Boating Safety Office deems proprietary and confidential during the contract period.

If confidential information is requested to be disclosed by the contractor pursuant to a request received by a third party and such disclosure of the confidential information is required under applicable state or federal law, regulation, governmental or regulatory authority, the contractor may disclose the confidential information after providing the state with written notice of the requested disclosure (to the extent such notice to the state is permitted by applicable law) and giving the state opportunity to review the request. If the contractor receives no objection from the state, it may release the confidential information within 30 days. Notice of the requested disclosure of confidential information by the contractor must be provided to the state within a reasonable time after the contractor's receipt of notice of the requested disclosure and, upon request of the state, shall seek to obtain legal protection from the release of the confidential information.

The following information shall not be considered confidential information: information previously known to be public information when received from the other party; information freely available to the general public; information which now is or hereafter becomes publicly known by other than a breach of confidentiality hereof; or information which is disclosed by a party pursuant to subpoena or other legal process and which as a result becomes lawfully obtainable by the general public.

## **19. Contract Term**

The contract term will be from date of award, approximately September 1, 2018, through September 30, 2019. Contract extensions may be allowed at the sole discretion of the state subject to the provisions of the State of Alaska Procurement code.

The estimated period of performance for Phases 1 and 2 of the contract will be from date of award through October 31, 2018, and for Phase 3 is November 1, 2018 through November 30, 2018. Period of performance extensions to allow for completion of tasks may be allowed at the sole discretion of the state.

## **20. Questions**

All questions must be in writing and directed to the issuing office, addressed to the procurement officer identified in this IRFP. The interested party must confirm telephone conversations in writing.

Two types of questions generally arise. One may be answered by directing the questioner to a specific section of the IRFP. These questions may be answered over the telephone. Other questions may be more complex and may require a written amendment to the IRFP. The procurement officer will make that decision.

If an amendment is issued, it will be provided to all who were provided a copy of the IRFP and to those who have registered with the procurement officer after receiving the IRFP from the State of Alaska Online Public Notice or IRIS Vendor Self Service website.

## **21. Amendments to Proposals**



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Amendments to or withdrawals of proposals will only be allowed if acceptable requests are received prior to the deadline that is set for receipt of proposals. No amendments or withdrawals will be accepted after the deadline unless they are in response to the state's request.

## **22. Alternate Proposals**

Offerors may only submit one proposal for evaluation. In accordance with 2 AAC 12.830, alternate proposals (proposals that offer something different than what is asked for) will be rejected.

## **23. F.O.B. Point**

The F.O.B. Point for all deliverables will be the State of Alaska, Department of Natural Resources, Division of Parks and Outdoor Recreation, Office of Boating Safety located in Anchorage, Alaska, 99501. Unless specifically stated otherwise all prices offered must include the delivery costs to Anchorage, Alaska.

## **24. Contract Approval**

This IRFP does not, by itself, obligate the state. The state's obligation will commence when the contract is approved by the Commissioner of the Department of Natural Resources, or the Commissioner's designee. Upon written notice to the contractor, the state may set a different starting date for the contract. The state will not be responsible for any work done by the contractor, even work done in good faith, if it occurs prior to the contract start date set by the state.

## **25. Proposed Payment Procedures**

The state will pay the entire contract amount in three payments. The first payment will be made after completion of Phase One and approval of the invoice by the Project Manager; the second payment will be made after completion of Phase Two and approval of the invoice by the Project Manager; and the third and final payment will be made after completion of the entire contract and approval of the invoice by the Project Manager. All payments will be NET 30 days.

Under no conditions will the state be liable for the payment of any interest charges associated with the cost of the contract.

The state is not responsible for and will not pay local, state, or federal taxes. All costs associated with the contract must be stated in U.S. currency.

## **26. Contract Changes – Amendments**

During the course of this contract, the contractor may be required to perform additional work. That work will be within the general scope of the initial contract and cannot exceed the small procurement limits established under AS 36.30.320.

When additional work is required, the state will provide the contractor a description of the additional work and request the contractor to submit a firm time schedule for accomplishing the additional work and a firm price for the additional work. Cost and pricing data must be provided to justify the cost of such amendments per AS 36.30.400.

The contractor will not commence additional work until the procurement officer has secured any required state approvals necessary for the amendment and a written contract amendment has been issued.

## **27. Alaska Business and Other Licenses**

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Prior to award of a contract the offeror must hold a valid Alaska Business License. In order to receive the Alaska Bidder Preference and other related preferences, such as the Alaska Veteran and Alaska Offeror Preference, an offeror must hold a valid Alaska business license prior to the deadline for receipt of proposals. Offerors should contact the Department of Commerce, Community and Economic Development, Division of Corporations, Business, and Professional Licensing, P. O. Box 110806, Juneau, Alaska 99811-0806, for information on these licenses. Acceptable evidence that the offeror possesses a valid Alaska business license may consist of any one of the following:

- (a) copy of an Alaska business license;
- (b) certification on the proposal that the offeror has a valid Alaska business license and has included the license number in the proposal;
- (c) a canceled check for the Alaska business license fee;
- (d) a copy of the Alaska business license application with a receipt stamp from the state's occupational licensing office; or
- (e) a sworn and notarized affidavit that the offeror has applied and paid for the Alaska business license.

You are not required to hold a valid Alaska business license at the time proposals are opened if you possess one of the following licenses and are offering services or supplies under that specific line of business:

- (a) fisheries business licenses issued by Alaska Department of Revenue or Alaska Department of Fish and Game,
- (b) liquor licenses issued by Alaska Department of Revenue for alcohol sales only,
- (c) insurance licenses issued by Alaska Department of Commerce, Community and Economic Development, Division of Insurance, or
- (d) Mining licenses issued by Alaska Department of Revenue.

Prior the deadline for receipt of proposals, all offerors must hold any other necessary applicable professional licenses required by Alaska Statute.

## **28. Preferences**

The Alaska Bidder, Alaska Veteran, and Alaska Offeror preferences are the most common preferences involved in the IRFP process. Additional preferences that may apply to this procurement are listed below. Guides that contain excerpts from the relevant statutes and codes, explain when the preferences apply and provide examples of how to calculate the preferences are available at the Department of Administration, Division of General Service's web site: <http://doa.alaska.gov/dgs/policy.html>

Alaska Products Preference - AS 36.30.332  
Employment Program Preference - AS 36.30.321(b)  
Alaskans with Disabilities Preference - AS 36.30.321(d)

The Division of Vocational Rehabilitation in the Department of Labor and Workforce Development keeps a list of qualified employment programs and individuals who qualify as persons with a disability. As evidence of a business' or an individual's right to the Employment Program or Alaskans with Disabilities preferences, the Division of Vocational Rehabilitation will issue a certification letter. To take advantage of these preferences, a business or individual must be on the appropriate Division of Vocational Rehabilitation prior to the time designated for receipt of proposals. Offerors must attach a copy of their certification letter to the proposal. An offeror's failure to provide this certification letter with their proposal will cause the state to disallow the preference.

### **Alaska Bidder Preference**

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An Alaska Bidder Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who:

- (1) holds a current Alaska business license prior to the deadline for receipt of proposals;
- (2) submits a proposal for goods or services under the name appearing on the offeror's current Alaska business license;
- (3) has maintained a place of business within the state staffed by the offeror, or an employee of the offeror, for a period of six months immediately preceding the date of the proposal;
- (4) is incorporated or qualified to do business under the laws of the state, is a sole proprietorship and the proprietor is a resident of the state, is a limited liability company (LLC) organized under AS 10.50 and all members are residents of the state, or is a partnership under AS 32.06 or AS 32.11 and all partners are residents of the state; and
- (5) if a joint venture, is composed entirely of ventures that qualify under (1)-(4) of this subsection.

#### Alaska Veteran Preference

An Alaska Veteran Preference of five percent will be applied prior to evaluation. The preference will be given to an offeror who qualifies under AS 36.30.990(250) as an Alaska bidder and is a:

- (a) sole proprietorship owned by an Alaska veteran;
- (b) partnership under AS 32.06 or AS 32.11 if a majority of the partners are Alaska veterans;
- (c) limited liability company organized under AS 10.50 if a majority of the members are Alaska veterans;
- or
- (d) corporation that is wholly owned by individuals, and a majority of the individuals are Alaska veterans.

#### Alaska Offeror Preference

Alaska offerors will be provided a 10 percent overall evaluation point preference. Alaska bidders, as defined in AS 36.30.990(25), are eligible for this preference. Each Alaska offeror will receive 10 percent of the total available points added to their overall evaluation score as a preference.

### **29. Standard Contract Provisions**

The contractor will be required to sign and submit the attached State's Standard Contract Form generated by the IRIS system. This contract will include the provisions in the attached Appendix A. The contractor must comply with the contract provisions set out in this attachment. No alteration of these provisions will be permitted without prior written approval from the Department of Law. Objections to any of the provisions in Appendix A must be set out in the offeror's proposal.

### **30. Insurance Requirements**

The successful offeror must provide proof of workers' compensation insurance prior to contract approval.

The successful offeror must secure the insurance coverage required by the state. The coverage must be satisfactory to the Department of Administration Division of Risk Management. An offeror's failure to provide evidence of such insurance coverage is a material breach and grounds for withdrawal of the award or termination of the contract.

Offerors must review form Appendix B1, attached, for details on required coverage. No alteration of these requirements will be permitted without prior written approval from the Department of Administration, Division of Risk Management. Objections to any of the requirements in Appendix B1 must be set out in the offeror's proposal.

### **31. Right of Rejection**

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Offerors must comply with all of the terms of the IRFP, the State Procurement Code (AS 36.30), and all applicable local, state, and federal laws, codes, and regulations. The procurement officer may reject any proposal that does not comply with all of the material and substantial terms, conditions, and performance requirements of the IRFP.

Offerors may not qualify the proposal nor restrict the rights of the state. If an offeror does so, the procurement officer may determine the proposal to be a non-responsive counter-offer and the proposal may be rejected.

Minor informalities that:

- do not affect responsiveness;
- are merely a matter of form or format;
- do not change the relative standing or otherwise prejudice other offers;
- do not change the meaning or scope of the IRFP;
- are trivial, negligible, or immaterial in nature;
- do not reflect a material change in the work; or
- do not constitute a substantial reservation against a requirement or provision;

may be waived by the procurement officer.

The state reserves the right to refrain from making an award if it determines that to be in its best interest. A proposal from a debarred or suspended offeror shall be rejected.

### **32. Assistance to Offerors with a Disability**

Offerors with a disability may receive accommodation regarding the means of communicating this IRFP or participating in the procurement process. For more information, contact the procurement officer prior to the deadline for receipt of proposals.

### **33. State Not Responsible for Preparation Costs**

The state will not pay any cost associated with the preparation, submittal, presentation, or evaluation of any proposal.

### **34. Authorized Signature**

All proposals must be signed by an individual authorized to bind the offeror to the provisions of the IRFP. Proposals must remain open and valid for at least 90-days from the opening date.

### **35. Offeror's Certification**

By signature on the proposal, offerors certify that they comply with the following:

- (a) the laws of the State of Alaska;
- (b) the applicable portion of the Federal Civil Rights Act of 1964;
- (c) the Equal Employment Opportunity Act and the regulations issued thereunder by the federal government;
- (d) the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
- (e) all terms and conditions set out in this IRFP;
- (f) a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury;
- (g) that the offers will remain open and valid for at least 90 days; and
- (h) that programs, services, and activities provided to the general public under the resulting contract conform with the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the

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federal government.

If any offeror fails to comply with (a) through (h) of this section, the state reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

### **36. Assignment**

Per 2 AAC 12.480, the contractor may not transfer or assign any portion of the contract without prior written approval from the procurement officer.

### **37. Disputes**

Any dispute arising out of this agreement will be resolved under the laws of the State of Alaska. Any appeal of an administrative order or any original action to enforce any provision of this agreement or to obtain relief from or remedy in connection with this agreement may be brought only in the Superior Court for the State of Alaska.

### **38. Severability**

If any provision of the contract or agreement is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected; and, the rights and obligations of the parties will be construed and enforced as if the contract did not contain the particular provision held to be invalid.

### **39. Supplemental Terms and Conditions**

Proposals must comply with Right of Rejection section. However, if the state fails to identify or detect supplemental terms or conditions that conflict with those contained in this IRFP or that diminish the state's rights under any contract resulting from the IRFP, the term(s) or condition(s) will be considered null and void. After award of contract:

- a) if conflict arises between a supplemental term or condition included in the proposal and a term or condition of the IRFP, the term or condition of the IRFP will prevail; and
- b) if the state's rights would be diminished as a result of application of a supplemental term or condition included in the proposal, the supplemental term or condition will be considered null and void.

### **40. Clarification of Offers**

In order to determine if a proposal is reasonably susceptible for award, communications by the procurement officer or the proposal evaluation committee (PEC) are permitted with an offeror to clarify uncertainties or eliminate confusion concerning the contents of a proposal. Clarifications may not result in a material or substantive change to the proposal. The evaluation by the procurement officer or the PEC may be adjusted as a result of a clarification under this section.

## **B. Background Information**

Alaska has one of the highest non-commercial boating fatality rates in the nation. Alaska's statistics reveal that most boating fatalities in Alaska are cold water related drowning following a capsizing, swamping, ejection, or fall overboard, and the persons involved were not wearing life jackets. Of those, by far the highest demographic for loss of life are adult male power boaters, who are the least likely to wear life jackets and are highly resistant to doing so.

A video series will inform boaters on ways to be equipped with gear and skills necessary to combat cold water immersion.

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### **C. Scope of Services**

The Department of Natural Resources, Division of Parks and Outdoor Recreation, Office of Boating Safety, is soliciting proposals to produce an informative video series with the intent of increasing voluntary life jacket wear while boating, particularly among adult males and inform the public of safe boating practices. The video series will include up to five videos, three to five minutes in length on various boating safety topics. Main topics include, life jackets, recommended equipment, pre-departure planning, navigation, and cold water survival.

#### **1. Design a Template**

The Contractor will design a template for each informative video. The template will include the Alaska Office of Boating Safety logo, website address, call to action such as “Make them promise: PledgeToLive.org;” connect on social media to include Instagram, Facebook, YouTube, and Twitter; and any special thank you to our partners or agencies involved in each video. An introduction using B-roll of boating and music as well as a fade-out of same music and B-roll or something similar reflecting recreational (non-commercial) boating activities. Existing B-roll video is available for use by the selected contractor once the contract is finalized.

#### **2. In-field Work**

Coordinate field work to capture B-roll reflecting various boating scenarios including but not limited to:

1. Ocean, lake, and river boating;
2. Various crafts e.g. open v-bottom skiffs, power boats with cabins, sail boats, pontoon, rafts, various paddlecraft, river boats, etc. from both the vessel and perspective of the vessel (shot from another vessel); and
3. Involving diversity of the boaters, men, women, and children, of various ages.

Videos shall follow the National Association of State Boating Law Administrators Seal of Safe Boating guidelines, the Alaska Office of Boating Safety 2018 talking points, the United States Coast Guard media guidelines, and the National Association of State Boating Law Administrators Basic Boating Knowledge standards (see documents attached to this IRFP). The video series will be submitted for the Seal of Safe Boating endorsement to be included in each video. The Alaska Boater’s Handbook, and the “Kids Don’t Float” curriculum will be used as a guide for script content.

#### **3. Evaluation and Report**

Videos will be monitored on social media for feedback, comments, and boater engagement. Outputs will include number of impressions and social media engagement. Outcomes will include number of shares and comments as well as feedback from audience and utilization in classes and by boating safety professionals. Desired public health impact is increased life jacket wear among adults, better prepared boaters e.g. carrying emergency communication and distress signaling devices to initiate a rescue, no violation rates, and children wearing properly sized life jackets. Additionally, this video series may increase the demand for presentations, classes, and increased agency participation in program support and boating safety instructor registry growth.

#### **4. Deliverables**

##### **a. Phase One:**

- 1) Along with the Alaska Office of Boating Safety staff (Client), prepare and provide a written video series plan (e.g. topics prioritized, field trips, and draft scripts) for each video to the Client for approval.

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The draft scripts will be reviewed to ensure the Seal of Safe Boating, the 2018 Office of Boating Safety talking points, the United States Coast Guard media guidelines, and the National Association of State Boating Law Administrators Basic Boating Knowledge Education Standards are considered and included.

2) Written scripts will include three in-person meetings: first to draft scripts, review topics and logistics; second to review and revise scripts; and third to finalize scripts and produce a shot list for in-field filming. The plan will include strategy for maximizing in-field filming (shot list) for capturing efficiency of video series content in a way that targets the intended audience, optimizes use of social media (e.g. using hashtags and opportunities for engagement during peak run periods such as Safe Boating Week), and leverages media dollars spent for partnerships and additional earned media coverage.

3) The video series template will be presented and approved by the Alaska Office of Boating Safety prior to advancing to Phase 2.

#### **b. Phase Two:**

1) Shoot video in-field depicting various boat types and bodies of water for maximum content of B-roll to be used in this informative video series (see shot list produced in Phase One). Videos will be reviewed and revised by the Client.

2) Client to preview the first drafts provided by the contractor and revised by the contractor.

#### **c. Phase Three:**

1) Client to review final drafts provided by the contractor and final approval of up to five videos within the series.

2) Once video series is approved, contractor will provide Client with online links to the videos as well as a backup hardcopy delivered on a device (e.g. USB or external hard drive).

2) Debrief in-person meeting with Client reviewing communication, unintended outcomes, and recommended next steps.

#### **d. Parameters:**

The parameters of the 2018 video series are:

- Statewide reach;
- Target audience - Primary - Adult Male boat operators, Secondary - Adult female boaters as influencers;
- Target population - Adult male boaters;
- Depict diverse boating situations, types of boats, and gender/age of boaters.

#### **e. Timelines:**

Approximate Deliverable and Project Timeline Due Dates (subject to change depending on actual contract start date):

<b>Phase</b>	<b>Description</b>	<b>Deadline</b>
<b>Phase One</b>	Plan Development / Client Presentation	9/4/2018
	Client Review and Plan Approval	9/14/2018
	Scripts Finalized	9/21/2018
<b>Phase Two</b>	In-Field Work Completed	10/12/2018
	Preview First Drafts	10/26/2018
<b>Phase Three</b>	Final Product Delivery	11/5/2018
	Final Invoice Due	11/30/2018

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## **5. Other**

The Alaska of Office of Boating Safety has control and approval authority for all scripts, content, implementation, and evaluation plans developed by the Contractor.

Any creative materials (e.g. video footage, audio recordings, images, original artwork, web content) developed for the campaign are the property of, and will be provided by the Contractor to, the Department of Natural Resources, Division of Parks and Outdoor Recreation, Office of Boating Safety. The Copyright 2018 Alaska Office of Boating Safety symbol will appear on all videos produced.

If the offeror has the capacity to work within this budget to provide earned media and analytics tracking, please specify within the technical proposal.

## **D. Proposal Format and Content**

### **1. Introduction**

In order for the state to evaluate proposals fairly and completely, offerors must provide all information requested. Proposals must include the complete name and address of offeror's firm and the name, mailing address, email address, and telephone number of the person the state should contact regarding the proposal. Proposals must also confirm that the offeror will comply with all provisions in this IRFP; and, if applicable, provide notice that the firm qualifies for the Alaska bidder, Alaska veteran, or any other State of Alaska preference. Proposals must be signed by a company officer empowered to bind the company. An offeror's failure to include these items in the proposals may cause the proposal to be determined to be non-responsive and the proposal may be rejected.

### **2. Understanding the Project**

The offeror's technical proposal should include information outlining their understanding of the purpose and scope of the project, deliverables, and project timeline and identify any pertinent issues or potential problems related to the project and possible solutions.

DO NOT include cost in this section. Include cost only on the Cost Proposal submitted in response to this IRFP.

### **3. Methodology Used for the Project**

The offeror's technical proposal should include information outlining their approach to fulfilling the requirements of the IRFP; how they intend to match and achieve the objectives set out in the IRFP; and how their methodology interfaces with the timeline shown in the IRFP.

DO NOT include cost in this section. Include cost only on the Cost Proposal submitted in response to this IRFP.

### **4. Concept Management Plan for the Project**

The offeror's technical proposal should specify how their concept management plan supports the project requirements and leads to the deliverables required in the IRFP; defines the project manager, project team, and accountability for each phase of the project; outlines the extent the offeror has the software, hardware, equipment, licenses (if any), and staffing necessary to support the project; outlines whether or not the offeror can meet the projected timeline; outlines any potential problems or issues that may affect the project and how the offeror proposes to overcome or mitigate these issues; outlines whether or not the offeror has the capacity to work within this budget to provide earned media and analytics tracking; and



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outlines any additional outreach and paid media opportunities.

DO NOT include cost in this section. Include cost only on the Cost Proposal submitted in response to this IRFP.

### **5. Experience and Qualifications**

The offeror's proposal should specify the experience individuals who may be working on the project have working on similar projects and outline the firm's experience in completing similar projects within Alaska on time and under or within budget. A brief resume of key staff is desired. Offeror is to provide a list of at least two references, including the company name and current contact name, phone number, and email address, for similar projects completed within the State of Alaska. The state may contact references during the evaluation process at its sole discretion.

DO NOT include cost in this section. Include cost only on the Cost Proposal submitted in response to this IRFP.

### **6. Sample Video**

Offeror is to provide within their proposal a sample 3 to 5 minute video on a CD/DVD or USB device of a product produced by the offeror for evaluation by the State. Four copies of the CD/DVD/USB device are required within the proposal package (reference paragraph 2 of this IRFP). Video can be any subject chosen by the offeror however it is desired the video be shot outdoors preferably in a boating or remote setting. Video will be evaluated as part of the evaluation process on the image and audio quality, creativity, setting, content organization, and call to action.

DO NOT include cost in this section. Include cost only on the Cost Proposal submitted in response to this IRFP.

### **7. Cost Proposal**

Offeror is to submit one signed copy of the Cost Proposal attached to this IRFP in a separately sealed envelope within their proposal package. Cost proposal must be legible; easy to read and understand; and signed by a company representative empowered to bind the company. Costs offered on the proposal are to include all direct and indirect costs associated with the performance of the contract, including but not limited to, direct expenses, payroll, supplies, equipment, supervision, labor, overhead, travel, and profit.

### **8. Evaluation Criteria and Contractor Selection**

All responses will be reviewed to determine if they are responsive. They will then be evaluated using the following criterion: Understanding the Project (5%); Methodology Used for the Project (10%); Concept Management Plan for the Project (10%); Experience and Qualifications (15%); Sample Video (10%); Contract Cost (40%); and Alaska Offerors Preference (10%). Proposals will be evaluated against the questions set out in the Proposal Evaluation Worksheet attached to this solicitation.

After receipt of proposals, if there is a need for any substantial clarification or material change in the IRFP, an amendment will be issued. The amendment will incorporate the clarification or change, and a new date and time established for new or amended proposals. Evaluations may be adjusted as a result of receiving new or amended proposals.

An evaluation may not be based on discrimination due to the race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, disability, or political affiliation of the respondent.

A proposal shall be evaluated to determine whether the respondent responds to the provisions, including

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goals and financial incentives, established in the solicitation in order to eliminate and prevent discrimination in state contracting because of race, religion, color, national origin, sex, age, marital status, pregnancy, parenthood, or disability.

## **E. Attachments**

1. Office of Boating Safety Media Talking Points 2018
2. NASBLA-SOSBP Guidelines
3. USCG RBS Grants Media Guidelines 2017

## **F. Offeror's Checklist**

This checklist is provided as a courtesy to prospective offerors. While every effort has been made to ensure this checklist is complete, it is still the offeror's responsibility to make sure they comply with all requirements of this IRFP.

The following documents must be received by the DNR Procurement Office prior to the deadline set for receipt of proposals for your proposal to be considered responsive.

\_\_\_\_\_ 1. Technical Proposal. One original and three signed copies of the technical proposal package as required by paragraph A.2 of this IRFP.

\_\_\_\_\_ 2. Cost Proposal. One signed Cost Proposal submitted separately within the proposal package as required by paragraph A.02 of this IRFP.

\_\_\_\_\_ 3. Sample Video. A sample video submitted on four CD/DVD discs or USB devices within the proposal package as required by paragraph A.02 of this IRFP.

\_\_\_\_\_ 4. MANDATORY RETURN Amendment(s). Written acknowledgement of MANDATORY RETURN amendment(s) either within the proposal package or submitted separately in an email or fax to DNR Procurement. Must be received prior to the Deadline for Receipt of Proposals.

\_\_\_\_\_ 5. Certification Documents. A copy of your DD214 or equivalent document with Privacy Act information redacted out if claiming the Alaska Veteran preference. A copy of the Division of Vocational Rehabilitation certification letter if claiming the Alaska Employment Program or Alaskans with Disabilities preference.

### **Reminders:**

1. It is the offeror's responsibility to make sure they comply with all requirements of this IRFP and submit all required documents.
2. Cost proposal and technical proposals are to be submitted in separate packages within the proposal package. Sample video device is considered a part of the technical proposal.
3. Proposals must be received in their entirety prior to the Deadline for Receipt of Proposals. Late proposals will be considered non-responsive and will be rejected.

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## APPENDIX A GENERAL CONDITIONS

### 1. Inspections and Reports:

The department may inspect, in the manner and at reasonable times it considers appropriate, all of the contractor's facilities and activities under this contract. The contractor shall make progress and other reports in the manner and at the times the department reasonably requires.

### 2. Suitable Materials, Etc.:

Unless otherwise specified, all materials, supplies or equipment offered by the contractor shall be new, unused, and of the latest edition, version, model or crop and of recent manufacture.

### 3. Disputes:

If the contractor has a claim arising in connection with the contract that it cannot resolve with the State by mutual agreement, it shall pursue the claim, if at all, in accordance with the provisions of AS 36.30.620-AS 36.30.632

### 4. Default:

In case of default by the contractor, for any reason whatsoever, the State of Alaska may procure the goods or services from another source and hold the contractor responsible for any resulting excess cost and may seek other remedies under law or equity.

### 5. No Assignment or Delegation:

The contractor may not assign or delegate this contract, or any part of it, or any right to any of the money to be paid under it, except with the written consent of the Procurement Officer.

### 6. No Additional Work or Material:

No claim for additional supplies or services, not specifically provided in this contract, performed or furnished by the contractor, will be allowed, nor may the contractor do any work or furnish any material not covered by the contract unless the work or material is ordered in writing by the Procurement Officer.

### 7. Independent Contractor:

The contractor and any agents and employees of the contractor act in an independent capacity and are not officers or employees or agents of the State in the performance of this contract.

### 8. Payment of Taxes:

As a condition of performance of this contract, the contractor shall pay all federal, State, and local taxes incurred by the contractor and shall require their payment by any subcontractor or any other persons in the performance of this contract. Satisfactory performance of this paragraph is a condition precedent to payment by the State under this contract.

### 9. Compliance:

In the performance of this contract, the contractor must comply with all applicable federal, state, and borough regulations, codes, and laws, and be liable for all required insurance, licenses, permits and bonds.

### 10. Conflicting Provisions:

Unless specifically amended and approved by the Department of Law, the terms of this contract supersede any provisions the contractor may seek to add. The contractor may not add additional or different terms to this contract; AS 45.02.207(b)(1). The contractor specifically acknowledges and agrees that, among other things, provisions in any documents it sees to append hereto that purport to (1) waive the State of Alaska's sovereign immunity, (2) impose indemnification obligations on the State of Alaska, or (3) seek to limit liability of the

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contractor for acts of contractor negligence, are expressly superseded by this contract and are void.

#### **11. Officials Not to Benefit:**

Contractor must comply with all applicable federal or State laws regulating ethical conduct of public officers and employees.

#### **12. Contract Prices:**

Contract prices for commodities must be in U.S. funds and include applicable federal duty, brokerage fees, packaging, and transportation cost to the FOB point so that upon transfer of title the commodity can be utilized without further cost. Prices for services must be in U.S. funds and include applicable federal duty, brokerage fee, packaging, and transportation cost so that the services can be provided without further cost.

#### **13. Contract Funding:**

Contractors are advised that funds are available for the initial purchase and/or the first term of the contract. Payment and performance obligations for succeeding purchases and/or additional terms of the contract are subject to the availability and appropriation of funds.

#### **14. Force Majeure:**

The parties to this contract are not liable for the consequences of any failure to perform, or default in performing, any of their obligations under this Agreement, if that failure or default is caused by any unforeseeable Force Majeure, beyond the control of, and without the fault or negligence of, the respective party. For the purposes of this Agreement, Force Majeure will mean war (whether declared or not); revolution; invasion; insurrection; riot; civil commotion; sabotage; military or usurped power; lightning; explosion; fire; storm; drought; flood; earthquake; epidemic; quarantine; strikes; acts or restraints of governmental authorities affecting the project or directly or indirectly prohibiting or restricting the furnishing or use of materials or labor required; inability to secure materials, machinery, equipment or labor because of priority, allocation or other regulations of any governmental authorities.

#### **15. Contract Extension:**

Unless otherwise provided, the State and the contractor agree: (1) that any holding over of the contract excluding any exercised renewal options, will be considered as a month-to-month extension, and all other terms and conditions shall remain in full force and effect, and (2) to provide written notice to the other party of the intent to cancel such month-to-month extension at least thirty (30) days before the desired date of cancellation.

#### **16. Severability:**

If any provision of the contract is declared by a court to be illegal or in conflict with any law, the validity of the remaining terms and provisions will not be affected; and, the rights and obligations of the parties will be construed and enforced as if the contract did not contain the particular provision held to be invalid.

#### **17. Continuing Obligation of Contractor:**

Notwithstanding the expiration date of this contract, the contractor is obligated to fulfill its responsibilities until warranty, guarantee, maintenance and parts availability requirements have completely expired.

#### **18. Governing Law; Forum Selection**

This contract is governed by the laws of the State of Alaska. To the extent not otherwise governed by Article 3 of this Appendix, any claim concerning this contract shall be brought only in the Superior Court of the State of Alaska and not elsewhere.

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## APPENDIX B<sub>1</sub> INDEMNITY AND INSURANCE

### Article 1. Indemnification

The Contractor shall indemnify, hold harmless, and defend the contracting agency from and against any claim of, or liability for error, omission or negligent act of the Contractor under this agreement. The Contractor shall not be required to indemnify the contracting agency for a claim of, or liability for, the independent negligence of the contracting agency. If there is a claim of, or liability for, the joint negligent error or omission of the Contractor and the independent negligence of the Contracting agency, the indemnification and hold harmless obligation shall be apportioned on a comparative fault basis. “Contractor” and “Contracting agency”, as used within this and the following article, include the employees, agents and other contractors who are directly responsible, respectively, to each. The term “independent negligence” is negligence other than in the Contracting agency’s selection, administration, monitoring, or controlling of the Contractor and in approving or accepting the Contractor’s work.

### Article 2. Insurance

Without limiting contractor's indemnification, it is agreed that contractor shall purchase at its own expense and maintain in force at all times during the performance of services under this agreement the following policies of insurance. Where specific limits are shown, it is understood that they shall be the minimum acceptable limits. If the contractor's policy contains higher limits, the state shall be entitled to coverage to the extent of such higher limits. Certificates of Insurance must be furnished to the contracting officer prior to beginning work and must provide for a notice of cancellation, non-renewal, or material change of conditions in accordance with policy provisions. Failure to furnish satisfactory evidence of insurance or lapse of the policy is a material breach of this contract and shall be grounds for termination of the contractor's services. All insurance policies shall comply with and be issued by insurers licensed to transact the business of insurance under AS 21.

- 2.1 Workers' Compensation Insurance:** The Contractor shall provide and maintain, for all employees engaged in work under this contract, coverage as required by AS 23.30.045, and; where applicable, any other statutory obligations including but not limited to Federal U.S.L. & H. and Jones Act requirements. The policy must waive subrogation against the State.
- 2.2 Commercial General Liability Insurance:** covering all business premises and operations used by the Contractor in the performance of services under this agreement with minimum coverage limits of \$300,000 combined single limit per claim.
- 2.3 Commercial Automobile Liability Insurance:** covering all vehicles used by the Contractor in the performance of services under this agreement with minimum coverage limits of \$300,000. combined single limit per claim.

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## **Informal Request for Proposals (IRFP) 190000019**

### **Proposal Evaluation Form**

All proposals will be reviewed for responsiveness and then evaluated using the criteria set out herein.

Person or Firm Name: \_\_\_\_\_

Name of Proposal Evaluation (PEC) Member: \_\_\_\_\_

Date of Review: \_\_\_\_\_

IRFP Number: 190000019, Boating Safety Videos

### **EVALUATION CRITERIA AND SCORING**

**THE TOTAL NUMBER OF POINTS USED TO SCORE THIS PROPOSAL IS 100**

#### **1. UNDERSTANDING THE PROJECT: 5 Percent**

Maximum Point Value for this Section - 5 Points

100 Points x 5 Percent = 5 Points

Proposals will be evaluated against the questions set out below.

a. Has the offeror demonstrated a thorough understanding of the purpose and scope of the project?

Evaluator Notes:

b. How well has the offeror identified any pertinent issues and potential problems related to the project?

Evaluator Notes:

c. Has the offeror demonstrated an understanding of the deliverables the State expects it to provide?

Evaluator Notes:

d. Has the offeror demonstrated an understanding of the State's time schedule and can meet it?

Evaluator Notes:

**Evaluator Point Total for Understanding: \_\_\_\_\_**

#### **2. METHODOLOGY USED FOR PROJECT: 10 Percent**

Maximum Point Value for this Section - 10 Points

100 Points x 10 Percent = 10 Points

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Proposals will be evaluated against the questions set out below.

- a. Does the methodology depict a logical approach to fulfilling the requirements of the IRFP?

Evaluator Notes:

- b. Does the methodology match and achieve the objectives set out in the proposal?

Evaluator Notes:

- c. Does the methodology interface with the time schedule in the proposal?

Evaluator Notes:

**Evaluator Point Total for Methodology:** \_\_\_\_\_

### **3. CONCEPT MANAGEMENT PLAN FOR THE PROJECT: 10 Percent**

Maximum Point Value for this Section - 10 Points

100 Points x 10 Percent = 10 Points

Proposals will be evaluated against the questions set out below.

- a. How well does the concept management plan support all of the project requirements and logically lead to the deliverables required in the IRFP?

Evaluator Notes:

- b. To what degree is accountability completely and clearly defined?

Evaluator Notes:

- c. To what degree is the organization of the project team clear?

Evaluator Notes:

- e. To what extent does the offeror already have the hardware, software, equipment and licenses necessary to perform the contract?

Evaluator Notes:

- f. Does it appear that the offeror can meet the schedule set out in the RFP?

Evaluator Notes:

- g. To what extent has the Contractor gone beyond the minimum tasks necessary to meet the objectives of the IRFP?

Evaluator Notes:

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h. Is the proposal practical and feasible?

Evaluator Notes:

i. How feasible is the estimated number of videos the offeror can produce within the designated timeframe with regards to the project timelines?

Evaluator Notes:

j. To what extent has the offeror identified any potential problems or issues and how they will deal with them?

Evaluator Notes:

k. To what extent is the submitted proposal responsive to all the material requirements in the I RFP?

Evaluator Notes:

l. To what extent has the offeror identified any additional outreach opportunities for paid and earned media?

Evaluator Notes:

**Evaluator Point Total for Concept Management: \_\_\_\_\_**

#### **4. EXPERIENCE AND QUALIFICATIONS: 15 Percent**

Maximum Point Value for this Section - 15 Points

100 Points x 15 Percent = 15 Points

Proposals will be evaluated against the questions set out below.

a. Do the individuals assigned to the project have experience on similar projects?

Evaluator Notes:

b. How extensive is the applicable experience of the personnel designated to work on the project?

Evaluator Notes:

c. Does the proposal outline the firm's demonstrated experience in completing similar projects within the State of Alaska on time and within or under budget?

Evaluator Notes:

d. How successful is the general history of the firm regarding timely and successful completion of projects?



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Evaluator Notes:

e. Has the firm provided a list of references from previous Clients?

Evaluator Notes:

**Evaluator Point Total for Experience and Qualifications:** \_\_\_\_\_

## **5. SAMPLE VIDEO: 10 Percent**

Maximum Point Value for this Section - 10 Points

100 Points x 10 Percent = 10 Points

Proposals will be evaluated against the question set out below.

a. How well is the sample video submitted by the offeror with regards to image and audio quality, creativity, setting, content organization, and call to action?

Evaluator Notes:

**Evaluator Point Total for Sample Video:** \_\_\_\_\_

**Evaluator Point Total for Items 1 through 5:** \_\_\_\_\_

## **6. CONTRACT COST: 40 Percent**

Maximum Point Value for this Section - 40 Points

100 Points x 40 Percent = 40 Points

**To avoid the appearance of cost influencing scoring by the evaluation committee members, this section will be independently evaluated by the DNR Procurement Officer.**

Overall, a minimum of 40 percent of the total evaluation points will be assigned to cost. The cost amount used for evaluation may be affected by one or more of the preferences referenced as shown below.

Converting Cost to Points

(Cost of Lowest Cost Proposal) multiplied by (Maximum Points for Cost) divided by (Cost of Each Higher Priced Proposal) = Points

The lowest cost proposal will receive the maximum number of points allocated to cost. The point allocations for cost on the other proposals will be determined through the method set out in the IRFP.

**Procurement Officer's Evaluated Total for Cost:** \_\_\_\_\_

## **7. ALASKAN PREFERENCE: 10 Percent**

Alaska bidders receive a 10 percent overall evaluation point preference.

<b>Solicitation Assemble</b> <b>190000019</b>	<b>Document Phase</b> <b>Final</b>	<b>Document Description</b> Boating Safety Videos for the Office of Boating Safety	<b>Page 26 of 27</b>
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Point value for Alaska bidders in this section -- 10 Points  
100 Points x 10 Percent = 10 Points

If an offeror qualifies for the Alaska Bidder Preference, the offeror will receive an Alaska Offeror Preference. The preference will be 10 percent of the total available points.

This amount will be added to the overall evaluation score of each Alaskan offeror.

**Procurement Officer's Evaluated Total for the Alaska Offeror's Preference (either a 0 or 10):**

\_\_\_\_\_

**8. Total Points for this Proposal:**

a. Evaluator's Total for Sections 1 through 5: \_\_\_\_\_

b. Procurement Officer's Total for Cost: \_\_\_\_\_

c. Procurement Officer's Total for Alaska Offeror Preference: \_\_\_\_\_

**d. Total Evaluated Points for this Proposal:** \_\_\_\_\_

**Procurement Officer's Initials:** \_\_\_\_\_ **Date Completed:** \_\_\_\_\_

\*\*\*\*\*

<b>Solicitation Assemble</b> <b>190000019</b>	<b>Document Phase</b> <b>Final</b>	<b>Document Description</b> Boating Safety Videos for the Office of Boating Safety	<b>Page 27 of 27</b>
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## Informal Request for Proposals (IRFP) 190000019

### Cost Proposal

#### 1. Requirement.

Offeror is to submit one signed copy of this Cost Proposal form in a separately sealed envelope within their proposal package. Information in this Cost Proposal must be legible; easy to read and understand; and signed by a company representative empowered to bind the company. Costs offered on the proposal are to include all direct and indirect costs associated with the performance of the contract, including but not limited to, direct expenses, payroll, supplies, equipment, supervision, labor, overhead, travel, and profit.

The Department of Natural Resources, Division of Parks and Outdoor Recreation, estimates a budget of between \$15,000 and \$18,000 dollars for completion of this project. Responses priced at more than \$20,000 will be considered non-responsive and will be rejected.

#### 2. Offered Cost.

Item	Description	Cost Offered
1.	Cost to complete Phase 1 of the project	\$
2.	Cost to complete Phase 2 of the project	\$
3.	Cost to complete Phase 3 of the project	\$
4.	<b>Total Contract Cost</b>	<b>\$</b>

#### 3. Preference Certification.

Item	Preference	Yes	No
1.	Does your company qualify for the Alaska Bidder's preference?		
2.	Does your company qualify for the Alaska Veteran's preference? If yes, include a copy of your DD214 or equivalent document within your proposal package.		
3.	Does your company qualify for an Alaska Products preference? If yes, circle one: Class I – 3% Class II – 5% Class III – 7%		
4.	Does your company qualify for the Alaska Employment Program Preference? If yes, include a copy of your Division of Vocational Rehabilitation certification letter within your proposal package.		
5.	Does your company qualify for the Alaskans with Disabilities preference? If yes, include a copy of your Division of Vocational Rehabilitation certification letter within your proposal package.		

**4. Amendment Acknowledgment.** Offeror acknowledges receipt of the following amendment(s) issued for this IRFP (if none, write "None"): \_\_\_\_\_.

#### 5. Offeror Information and Signature.

a. Company Name:
b. Printed Name of Authorized Representative:
c. Signature of Authorized Representative:
d. Date Signed:

\*\*\*\*\*

## ALASKA BOATING SAFETY PROGRAM SAFE BOATING WEEK 2018

### ALASKA'S BOATING FATALITIES ARE PRIMARILY COLD WATER RELATED DROWNING

- **9 of 10** were not wearing a life jacket, or disappeared during the accident
- **5 of 6** followed a capsized, swamping, ejection, or fall overboard into Alaska's cold water
- **9 of 10** were adult males
- **9 of 10** were boats under 26 feet in length
- **3 of 4** were powerboats

### RESCUE READY

- WEAR a life jacket when in an open boat or on an open deck, regardless of weather, boating experience or swimming ability. Without a life jacket, DROWNING kills long before hypothermia does.
- ALERT – carry at least one emergency communication device on your person.
- LOCATE – carry signaling devices on your person to use when assistance is near.
- ATTACH the engine cut-off device when underway, especially if boating solo.
- EQUIP the boat with at least one means of re-boarding (e.g. swim step, ladder, foot sling).
- INFORM passengers about the location of and how to use emergency and communication equipment, and how to start, stop and steer the boat.
- FILE a float plan.

### PREVENT COLD WATER IMMERSION

- Load for the conditions. Balance passengers, fuel, and gear. Secure items from shifting. Adjust the load and passenger seating as conditions change.
- Maintain at least 3 points of contact when moving in and around in the boat.
- Avoid reaching overboard for objects.
- Be prepared to wait out the weather, especially on the return.
- NEVER consume alcohol or drugs and boat. There is no known safe level of impairment when boating – either for the operator or the passengers.

### PLEDGE TO LIVE

- GOAL: Increase life jacket wear by Alaskan boaters.
- The Pledge to Live concept is a call to action. MAKE THEM PROMISE.
- [PledgetoLive.org](http://PledgetoLive.org) is a boater's resource with weather, river levels and tides, float plans, a life jacket selector tool, life jacket photo gallery, videos and more.



[www.alaskaboatingsafety.org](http://www.alaskaboatingsafety.org)

# National Association of State Boating Law Administrators Seal of Safe Boating Practices

## Procedures and Application Process



The National Association of State Boating Law Administrators (NASBLA) developed the Seal of Safe Boating Practices in 1999 to encourage boating safety promotion adhere to the highest standards in quality boating safety information. NASBLA acknowledges the importance to provide recognition and endorsement for worthy boating publications, videos, digital media, brochures and other media.

*\*Due to the nature of the products, boating safety courses are not eligible for the Seal of Safe Boating Practices.*



Updated: January 3, 2018

## PROCEDURES FOR THE SEAL OF SAFE BOATING PRACTICES

The purpose of these guidelines is to provide direction to applicants in order to meet NASBLA's and U.S. Coast Guard's Programmatic requirements for multimedia and print publications regarding safe boating practices.

1. There is no charge for reviewing materials submitted or receiving the NASBLA Seal of Safe Boating Practices (SOSBP).
2. A company, business, or individual who wishes to have the SOSBP will sign an agreement with a sunset date after which time the materials shall be resubmitted for review and re-awarded the SOSBP prior to any reprinting or additional publication; a new sunset date will be issued.
3. Boating safety courses are not eligible for the SOSBP. Boating safety courses should be submitted according to the established course review and approval procedures found on NASBLA's website ([www.nasbla.org/education/nasbla-course-approval](http://www.nasbla.org/education/nasbla-course-approval)).
  - a. Course definition: a series of lectures or lessons in a particular subject, typically leading to a qualification.
4. The SOSBP is limited to boating safety educational media and products. General water safety educational media and products for pool or swimming safety will not be considered.
5. The SOSBP will not be considered a "certification" however; it will provide recognition that the information is deemed, by NASBLA, to be beneficial to safe boating practices. Recipients will receive an electronic copy of the SOSBP logo and will be featured in the NASBLA weekly newsletter.
6. The SOSBP will not endorse any specific product or equipment (e.g. boats, motors, life jackets, boating accessories, supplies, fuels); however, if a product name is displayed on boating safety educational media or products, it may be accepted as long as product is not being showcased.
7. If the product is designed in conjunction with a U.S. Coast Guard, Non-Profit Grant, under the U.S. Coast Guard's Recreational Boating Safety Guidelines for Multimedia and Print Media Grant Deliverables, please submit proof of the U.S. Coast Guard approval of product with the application for the Seal of Safe Boating.

## **MEDIA PRODUCTION PROCEDURES**

*NASBLA is committed to providing the public with information that demonstrates safe and legal boating practices. Media and print productions must demonstrate safe and legal boating to influence and reinforce learning and good behaviors while boating. The following boating safety topics that are portrayed in media production shall follow the criteria below to ensure that only the highest quality information and appropriate safety considerations are being presented:*

### **Life Jackets:**

- All persons shall be shown wearing properly fitted life jackets at all times; including persons on the dock getting into or out of a boat.
- Lifejackets shall be properly fastened (i.e. fully zipped and buckled) and appropriate for the activity.
- Life jackets shall be U.S. Coast Guard approved, in good and serviceable condition.

### **Boats and Equipment:**

- Registration numbers shall be current and visible when applicable on all boats and documented boats shall display the proper name and hailing port.
- Other boating safety equipment shall be visible, when applicable and follow the proper use of, be in optimal condition and displayed based on the environment and activity.
- Operators of motorboats must be shown wearing an emergency engine cut-off device.

### **Operator and Passengers Behavior:**

- The operator and passengers shall be shown seated in the appropriate manner only as designed by the manufacturer.

### **Safe Boating Operations:**

- Boats shall not be shown operating too close or in an inappropriate manner to people, other boats, near docks or other structures.
- Boats shall be shown operating at safe speeds for existing conditions.

### **Alcohol and Drugs:**

- Alcohol and drugs consumption or presence may not be displayed in conjunction with boating activities.

## **DISCLAIMER STATEMENT PROCEDURES**

Regardless of the intent of the demonstration or use of a boat, safe boating practices shall be shown. If unsafe behavior or messaging is to portray 'right vs. wrong' or 'cause and effect' to make a point of boating safety, a disclaimer must be added on, or at the beginning or end of the boating safety education media and products.

Example disclaimer statements of unsafe behaviors include, but are not limited to, the following:

- People not wearing life jackets: Life jackets should be worn at all times.
- Professional stunts or competitive practices: All stunts are done by a professional operator - Do Not Attempt.
- Boats shown operating at high speeds, too close or in choppy or inclement weather for demonstration: Boat(s) is/are operated by a professional and for demonstration purposes only – Do not attempt.
- Drinking and operating a boat while impaired: NEVER drink and operate a boat, it is unsafe for everyone.
- Use of recreational marijuana: NEVER operate a boat under the influence of recreational marijuana, prescription drugs or other drugs, it is unsafe for everyone.
- Archival footage and/or published materials: For demonstration or artistic purposes only.



## **NASBLA SEAL OF SAFE BOATING PRACTICES (SOSBP) COMMITTEE REVIEWER PROCEDURES**

The SOSBP program is administered by the NASBLA Education & Outreach Committee's Marketing & Outreach Subcommittee. The Education & Outreach Committee Chair appoints a three person team to review the application and the media(s) to ensure compliance with the rubric developed by the SOSBP committee.

While the SOSBP review and rubric does not include the verification of conformity to the ANSI/NASBLA National Education Standards, the SOSBP review panel cannot approve or publish media or products that are in conflict with the National Education Standards. (For further information on boating safety standards, please go to: <https://www.nasbla.org/education/national-ed-standards>.)

Producers should submit a production timeline in order to insure a timely review.

The producer must also provide references for all data, statistics, or statements of facts, e.g., "In state X, XX% of passengers were injured in 2017." (Source: USCG 2017 Boating Safety Report). The team will review data based on these references and, where appropriate, suggest updated content.

If submitting multiple media products for review, a separate application form must accompany each. Before any production begins, producers are encouraged to submit materials in draft form for review in the event the committee suggests edits. This allows the reviewers to make suggestions to ensure the final product can be awarded the SOSBP and make it possible to display the SOSBP on the finished product.

### **METHODS OF SUBMITTING AN APPLICATION**

Submit media for review through on-line application:

To submit the application and media for review electronically, please complete the electronic application form found on the Seal of Safe Boating Practices page on the NASBLA website ([www.nasbla.org/education/seal](http://www.nasbla.org/education/seal)). Please submit a separate application for each submission.

Submit media for review by mail:

Print and complete the NASBLA SOSBP application and mail supporting material to NASBLA. *Note: If submitting a hard copy of the media to NASBLA producers are required to submit three (3) copies for which the award is requested. Copies will not be returned.*

Submit media for review through on-line and mail:

Please complete the NASBLA SOSBP application electronically through the on-line form found on the Seal of Safe Boating Practices page on the NASBLA website ([www.nasbla.org/education/seal](http://www.nasbla.org/education/seal)) and indicate on the form that a hard copy of the media will be mailed to NASBLA. *Note: If submitting a hard copy of the media to NASBLA producers are required to submit three (3) copies for which the award is requested. Copies will not be returned.*

## **SOSBP TEAM REVIEW PROCEDURES**

The signed application, documents, and accompanying media will be forwarded to the three person review team. The team has 30 days to complete the review from the date the materials were forwarded by NASBLA staff.

The process consists of both editorial review and confirmation that boating safety guidelines described for the award of the SOSBP are met. Reviewers will use the SOSBP rubric for review. Each category of the rubric must receive a minimum of two 'yes' votes from the three-person review team and all categories must pass for award of the SOSBP. Minor editorial corrections for grammar, spelling, etc., will be noted but are not cause for denying an award. However, editorial corrections deemed to be significant by two or three reviewers may result in delay or denial of the SOSBP if not corrected.

## **AWARDING THE SEAL OF SAFE BOATING PRACTICES**

After receiving the recommendation from the review team, NASBLA will notify the applicant of the award of the seal, award pending with suggested modifications, or no seal awarded by formal letter or email.

If awarded, the applicant will be furnished with an electronic copy of the Seal of Safe Boating Practices logo with the year of issuance, which can be used and reproduced on awarded materials for up to five (5) years, expiring on the sunset date. Submission for re-award can be completed up to a year before the sunset date. If re-submission is not completed during that time, the SOSBP will expire.



Sample SOSBP with the award year that it was issued.

If modifications are requested by a reviewer(s), the modifications will be emailed to the applicant. The applicant will have the option to modify the project as requested or appeal the request (see Appeals Process section).

If the reviewer(s) deny the SOSBP for the project, the applicant can appeal the decision (see the Appeals Process section).

If awarded the SOSBP, a sample (preferably an electronic copy) of the finished product displaying the Seal must be sent to NASBLA for archiving in the NASBLA library. If the materials are not provided to NASBLA within 90 days, the SOSBP will be withdrawn.

## **APPEALS PROCESS**

Prior to filing a formal appeal, communication with the review team, with mutual effort to informally resolve the noted concerns, shall be attempted and documented. Should informal resolution prove unsuccessful, the applicant has the right to file a written appeal within thirty (30) days of notification of the Seal of Safe Boating Practices review team actions. The appeal must be in writing and submitted to the Chairperson of the Education & Outreach Committee by regular mail or email. The Chairperson will identify a group of three Subject Matter Experts not previously involved in the review process for review and determination.

If the applicant does not accept the determination by the team of Subject Matter Experts, the applicant may file an appeal by notifying, by regular mail or email, the NASBLA Executive Director within thirty (30) days of notice of Subject Matter Experts determination. All decisions by the NASBLA Executive Director shall be considered final.

National Association of State Boating Law Administrators  
Seal of Safe Boating Practices

**APPLICATION FORM**

Please Print

Mail application and materials to:

NASBLA  
Attn: Seal of Safe Boating Practices  
1648 McGrathiana Parkway, Suite 360  
Lexington, KY 40511-1338

Phone: 859.225.9487  
E-mail: [info@nasbla.org](mailto:info@nasbla.org)



**Provider Information:**

Name of Item: \_\_\_\_\_

Type of Item: \_\_\_\_\_

Organization/Provider: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

Warranty of Content: By submitting this application for endorsement, the applicant represents and warrants to NASBLA that all content is either (a) original material, including all text, pictures, drawings, and other intellectual content, such that the applicant has or is eligible to copyright same in its name, or (b) material which is in the public domain and is not subject to copyright(s) held by others.

\_\_\_\_\_  
Signature of Contact Person:

\_\_\_\_\_  
Date

Is Project in conjunction with a U.S. Coast Guard, Non-Profit Grant? ☐ Yes ☐ No

Updated: January 3, 2018

# Recreational Boating Safety Guidelines for Multimedia and Print Media Grant Deliverables



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## Foreword

The purpose of these directions is to provide guidance to award recipients, subrecipients, and contractors in order to meet the Programmatic requirements of multimedia and print media grant deliverables.

The Boating Safety Division will make updates to this guide as necessary.

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Overview: This document provides an overview of the Coast Guard Guidelines and requirements for Grants and Cooperative Agreement products (logo, statements, audio, etc) and multimedia and print media (DVDs, talent, etc) submission.

Accessibility Standards: All Grant deliverables must comply with 36 CFR Part 1194, Electronic and Information Technology Accessibility Standards. Section 508 requires that all website content be accessible to people with disabilities. This applies to Web applications, Web pages and all attached files on the intranet as well as internet. *For video this will require synchronized captioning.*

Acknowledgement and Disclaimer Requirements: All publicly released materials produced under a Sport Fish Restoration and Boating Trust Fund grant must contain an acknowledgment statement and a disclaimer statement. Generally, wherever the logo of the grantee appears on the product, the DHS Shield and the USCG Emblem and the printed statement "*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard*" must also appear on the same page, same segment of the video, etc. and the DHS Shield and USCG Emblem are to be of equal size as the grantee logo. The printed statement is to be printed in a font the size of the grantee credit. Further clarification is as follows.

Printed Publications:

1. Acknowledgement statement. Printed publication, national research study, textbook, reference manual, poster, etc. shall include an acknowledgement statement located on the bottom of the front cover (and back cover if the grantee credit is given). The specific content of the statement is as follows:
  - a. "*Produced under a grant from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard*". This statement is to be printed in a font the size of the grantee credit.
  - b. Two markings, DHS Shield and USCG Emblem, are to be placed on opposite sides of the statement. When spacing prohibits this, it is acceptable to place them directly below the printed statement.
  - c. The DHS Shield and USCG Emblem must be of equal size to that of the co-sponsor organization/agency logo. In printed material the DHS Shield and USCG Emblem should not be reproduced smaller than .625" diameter.
  - d. Include a "for more information statement" and [www.uscgboating.org](http://www.uscgboating.org).
2. Disclaimer statement. "*Reference in this [type of media publication] to any specific commercial products, processes, or services, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.*"
3. Pre approved Marking and Statements are available at <http://www.uscgboating.org/multimedia/graphics.php>

### Video and multimedia products:

1. Acknowledgement statement. Any audio visual grant product must contain the same *Sport Fish Restoration and Boating Trust Fund* acknowledgement statement as printed publications. Placement specifications are as follows:
  - a. At the beginning of the video, in full-color as a part of the introduction
  - b. During the closing credit additional credit is given as funding source and contributing partners
  - c. On media and packaging labels.
2. Disclaimer statement. Immediately following the final acknowledgement statement, *“Reference in this [type of media publication] to any specific commercial products, processes, or services, or the use of any trade, firm or corporation name is for the information and convenience of the public, and does not constitute endorsement, recommendation, or favoring by the U.S. Coast Guard.”*
3. Pre approved Marking and Statements are available at <http://www.uscgboating.org/multimedia/graphics.php>

Note: If you have any questions, please contact the Coast Guard Grant Technical Manager (GTM).

### Guidelines for Presenting Boating Information:

Materials must always demonstrate safe and legal boating operations in order to influence and reinforce learning and behaviors. To ensure that only the highest quality materials portraying appropriate safety considerations are prepared, these guidelines are to be followed:

#### General Considerations:

1. **SHOW ALL PERSONS ON BOARD VESSELS WEARING A LIFE JACKET.** Life jackets must be Coast Guard approved, in good condition, fit properly, and be properly secured (zipped or fastened) while underway. Life jackets worn must be suitable to the activity being depicted. It is recommended that persons be shown wearing life jackets on docks before getting into the boat, as well as getting out of the boat
2. **SHOW BOATS AND EQUIPMENT THAT ARE IN OPTIMAL CONDITION.** This includes proper numbering or documentation. Boats must be equipped with (at a minimum) "Federal Requirements and motorboats must display a current year Vessel Safety Check decal.

3. **SHOW SAFETY EQUIPMENT AS VISIBLE AND ACCESSIBLE.** Motorboat operators must be shown wearing the Emergency Engine Cut-off switch lanyard.
4. **SHOW SAFE BODY POSITIONS FOR OPERATORS AND FOR PASSENGERS.** Persons must be sitting only in areas specifically designed by the manufacturer.
5. **SHOW BOATS OPERATING IN A SAFE MANNER,** i.e., accelerating at a safe rate so as not to create a dangerous wake or throw riders around in boat.
6. **SHOW GENERIC PRODUCTS.** Whenever possible. To avoid unfair product representation or inference of endorsement use generic products or, if brand names are shown, avoid "showcasing" or concentrating on labels.

Note: The objective is to be as free of visible brand names and logos as possible.

7. **SHOWING UNSAFE AND ILLEGAL BOATING OPERATIONS.** Alcohol use, not wearing a life jacket, improper procedures, navigation violations, etc. may be shown in context when highlighting the consequence of the negative behavior.

#### Production Considerations:

1. **MODEL SAFE BOATING PRACTICES.** Even though the focus may be on a specific topic or skill, other safe boating practices must also be modeled. A Coast Guard representative should be present during filming; this may be coordinated through the Grant Technical Manager.
2. **ALWAYS DEMONSTRATE THE PROPER WAY.** We do not recommend showing improper methods; however, if the grantee chooses to do so (with prior approval from the GTM), the sequence would be to show the improper method first with explanation or graphic that stresses it is an improper method, followed by the correct method.
3. **PRODUCTION SAFETY.** Consider all applicable company, local, state and federal Environmental, Occupational Health and Safety (EHS) rules, regulations, policies, procedures and programs. Review scripts, creative treatments and production plans to identify and address potential EHS issues; and coordinate the selection, retention, assignment and work product of production safety consultants as required. Life Jackets must be worn.

4. **TALENT ENGAGED SHOULD DEPICT THE AVERAGE CITIZEN.** Efforts should be made to include minorities and depict an equal distribution of minority populations. The intent is to make the program believable and not necessarily the "Cover photo look."
5. **TATOOS OR BRANDS.** Tattoos or brands that promote racism/discrimination, indecency, extremist or supremacist philosophies, lawlessness, violence, or contain sexually explicit material that could bring discredit upon the Coast Guard are prohibited.
6. **ROLES WHICH ILLUSTRATE COAST GUARD PERSONNEL OR STATE/LOCAL MARINE PATROL OFFICERS MUST BE APPROPRIATELY DRESSED** in correct uniforms, have regulation haircuts, and meet the appearance standard of the service. For use of Coast Guard facilities and approval to impersonate USCG personnel, a formal request will need to be made to the local Coast Guard Public Affairs Office, through your Grant Technical Manager. When warranted, a Public Affairs Officer will assist the Grant Technical Manager to review the script and the filming.
7. **RELEASES MUST BE OBTAINED FROM TALENT PRIOR TO SHOOTS** so that the program can be placed in the public domain without constraint. If you have questions about providing the proper releases necessary to achieve this requirement, contact your Grant Technical Manager for additional assistance.

### Coast Guard Review Process:

When a film, video or other multimedia production is created under a grant, cooperative agreement or contract, review is required by the Grant Technical Manager (GTM). Submit for review at the following milestones: A Coast Guard Representative may attend pre production developmental and other meetings.

- A. At the completion of the proposed treatment, where the objectives and creative approaches are discussed.
- B. At the completion of the script and/or story board.
- C. At the completion of the rough cut provide a copy for technical evaluation. For print media, provide “comp” art or rough layouts before producing a final product.
- D. Review of final product prior to release.

Note: In addition to technical accuracy the GTM will review for adherence to the principles of SAPP.

### Final Products:

1. Multimedia: When delivering a final multimedia product to the Coast Guard, the following master copies must be provided:

- a. Two (2) DVD's (Digital Master)

Note: If fonts are used in a rasterized image, the font(s) should be rasterized or the font(s) should be included with the artwork. If the artwork is vector, then any fonts must also be converted to vector, or the font provided.

- b. Two (2) CDs-Copies of Scripts/Video Transcript/Graphics/Closed Captioning/etc.
- c. Label artwork (if applicable)
- d. Print material must be submitted camera-ready. When electronic, shall be editable in the native program.
- e. All digital photography must be available at 300 dots per inch (DPI) or greater.

Note: Images should be provided at both web and print resolutions (two files per image).

- f. All digital videos must be filmed in High Definition or better.

2. Print Media: When delivering a final print media product to the Coast Guard, the following master copies must be provided:

- a. Print material must be submitted camera-ready.

Note: Print versions of images should be provided in one of the following formats: EPS, PDF or TIFF, and should be 300 dpi. Web versions of images may be

provided in JPEG or GIF formats, and resolution may be 72 dpi.

- b. Electronic copies must be submitted with formatting suitable for posting to the Web and new technology products.
3. Mobil Apps: When delivering a final product
- a. The completed mobile app programming code

Availability and Accessibility: One of the goals of the National Recreational Boating Safety Program is that information be shared as broadly as possible except where limited by law, policy, or security classification. In attaining this goal, it is required that all information and material that is created in an electronic format be compatible with the internet and intranet. Formats to consider are Printed, PDF, E-Reader, and Read Online.

- 1. The Coast Guard Standard Workstation. All information and material created in an electronic format shall be provided to the Coast Guard in a format compatible with Microsoft Office Suite, or the software system being used by the Coast Guard during time of production. Recipients are expected to coordinate with the Grant Technical Manager to ensure the compatibility of electronic information.
- 2. The Web and new technology products (Apps). Consider HTML/ Mobile compatibility issues.
  - a. Browser compatibility
  - b. Device compatibility
  - c. Accessible
  - d. Indexing and search
  - e. Mobile compatibility
  - f. Printing

All original footage, pre-print materials and computer disks shall become the property of the U.S. Coast Guard.

## TALENT RELEASE

Coast Guard  
Recreational Boating Safety  
Photo/Video Talent Authorization, Release and Agreement

I, \_\_\_\_\_, hereby give and grant to the United States Coast Guard, (hereinafter referred to as "USCG"), and those acting with and under their permission to record my voice and other sounds of mine, or to substitute another's voice for mine, and to photograph me through electronic and/or digital videotape/still photography to record my presence and/or performance, to use, reuse, publish, re-publish, display, adapt, exhibit, reproduce, edit, alter, modify, make derivative works, distribute, publish, republish, otherwise use, and copyright (including but not limited to copyright of commissioned or contracted work) any such voice, sounds, photographs, videos, and/or performances in which I may be included (hereinafter referred to as "MEDIA"), in whole or in part, composite or distorted in character or form, without restriction as to changes or alterations in the MEDIA whether previous, concurrent or subsequent to the date of this Agreement, reproduction in color, sound, or otherwise, made through any and all media now or hereafter known, for any purpose whatsoever, including, but not limited to, advertising, publicity, informational or training purposes. I understand that any publicity that I might receive as a result of the first use of my name, voice or likeness shall be adequate consideration for this authorization.

I hereby waive any right that I may have to inspect or approve the MEDIA or the materials to which they may be incorporated or any use whatsoever with which they may be associated.

I hereby release and discharge the USCG from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise, that may exist in the MEDIA or in any publications thereof.

I understand and agree that this Authorization, Release and Agreement shall be effective forever from the date hereof and shall be applicable throughout the world.

This agreement shall be binding upon me and my heirs, legal representatives, and assigns.

I hereby warrant that I am full age\* and have every right to contract in my own name in execution of this Authorization, Release and Agreement. I state further that I have read this Authorization, Release and Agreement in its entirety prior to my execution hereof, and that I am fully familiar with and in agreement with the contents hereof.

BY:                      Name: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*I hereby certify that I am eighteen years of age or over or have reached the age of majority under the laws of the jurisdiction within which I am domiciled. If I have not reached the age of majority, this release must be signed by a parent or guardian.



## GENERIC PROPOSAL FOR MUTIMEDIA

### PROJECT DESCRIPTION

#### ASSESSMENT PHASE

- Relevant data
- Literature search
- Organizational needs assessment
- Interviewing subject and consumer experts, Focus Groups, etc.
- Prioritization of needs and concerns

#### DESIGN PHASE

- Determine goals and objectives
- Weighting and grading assessment data to determine what current institutions will be supported.
- Concept foundation
- Identification of integration factors
- Identification of flexibility factors
- Determination of education methods and mechanisms to be utilized (i.e. video and workbook with questions)
- Draft of a project plan with review milestones
- Format of Metadata
- Identification of key people and reviewers
- Delivery and distribution plan

#### DEVELOPMENT PHASE

- Draft of treatment
- Outline for each set of materials
- Draft of script
- Draft of story board
- Shot List
- Finalization of storyboard (could be slide tape presentation)
- Draft adjunct materials
- Review of materials
- Plan for utilization of existing resources
- List of production issues and criteria
- Finalize production plan

#### PRODUCTION PHASE

- Assemble equipment
- Choose actors and obtain releases
- Design graphics and artwork
- Finalize graphics artwork etc.
- Review
- Produce rough cut
- Review, edit rough cut, closed captioning

- Review
- Final edit

#### DISTRIBUTION, DELIVERY, AND PROMOTION

- Marketing plan
- Advertising materials
- Delivery plan to existing outlets
- Use training seminars or demos
- Maintaining Awareness
- Other

### Intangible Property.

**Copyrights and Trademark:** Copyrights and Trademark are handled in accordance with 2 CFR, Grants and Agreements, Part 200, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Award, Subpart D Post Federal Award Requirements, §200.315 Intangible Property.

*The non-Federal entity may copyright any work that is subject to copyright and was developed, or for which ownership was acquired, under a Federal award. The Federal awarding agency reserves a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use the work for Federal purposes, and to authorize others to do so.*

**Joint authorship and collective works:** Issues surrounding Joint Authorship and Works made for Hire should be resolved, by written agreement, prior to commencement of your project.

**Releases.** It is the Grant recipient's responsibility to obtain all required releases.

## Definitions

Unless otherwise noted, these terms and their definitions are for the purposes of this guide.

Accessible. Containing either open or closed captions, or audio description.

Audio description. Speech synchronized with the picture, describing a production's visual content. Audio description is specifically designed for visually impaired and blind persons. Typically, appropriate portions of the audio description are narrated during what would otherwise be natural silences in a production.

Caption. The display of spoken dialog as printed words on a television, monitor, projection, or other type of motion display. Unlike subtitles, captions are specifically designed for hearing impaired viewers. They may include information regarding on and off screen sound effects, such as music or laughter. Captions may be open or closed. Open captions are displayed automatically as part of the video without selection by the viewer. Closed captions normally do not appear unless the user has selected them to appear

Clearance for public release. The determination by responsible officials that a production and the information contained therein are not classified; are not designated as controlled unclassified information; do not conflict with established a USCG or Federal Government policies or programs; and comply with applicable laws and regulations, and, therefore are releasable to the public.

Content. Electronic information and data, as well as the encoding that defines its structure, presentation, and interactions.

Document. Logically distinct assembly of content (such as a file, set of files, or streamed media) that: functions as a single entity rather than a collection; is not part of software; and does not include its own software to retrieve and present content for users. Examples of documents include, but are not limited to, letters, email messages, spreadsheets, presentations, podcasts, images, and movies.

Editing. The assembly of a final media production based on edit decision lists with the addition of sound, visual effects, and titles.

Final product. Finished deliverable immediately ready for its intended end users.

Grant Technical Manager. A Coast Guard representative responsible for the management of the Grant.

Information and Communication Technology (ICT). Information technology and other equipment, systems, technologies, or processes, for which the principal function is the creation,

manipulation, storage, display, receipt, or transmission of electronic data and information, as well as any associated content. Examples of ICT include, but are not limited to: computers and peripheral equipment; information kiosks and transaction machines; telecommunications equipment; customer premises equipment; multifunction office machines; software; applications; Web sites; videos; and, electronic documents.

Intangible Property. *Intangible property* means property having no physical existence, such as trademarks, copyrights, patents and patent applications and property, such as loans, notes and other debt instruments, lease agreements, stock and other instruments of property ownership (whether the property is tangible or intangible)

Post-production. The phase of production following principal photography involving processes such as video editing; visual and special effects; graphics; and mixing, dubbing, digitally compressing, and mastering sound.

Pre-production. The planning phase of a Recreational Boating Safety production. This phase includes processes such as storyboarding, script development and approval, selecting and licensing music and stock footage, selecting filming locations, set construction, coordinating logistical and material support, selecting acting talent, and obtaining releases and permits.

Production. A complete, linear or non-linear presentation, sequenced according to a plan or script that is created from original, stock motion, or still images, with or without sound, for the purpose of conveying information to, or communicating with, an individual or audience.

Public release. A determination whether a production can be distributed, sold, presented, exhibited or shown in theater, on television, on the web, or other presentation medium that is or may be accessible to the public

SAPP Security, Accuracy, Propriety, and Policy (SAPP). The Coast Guard's guiding principles for the release of information. Additional information on this topic may be found in the Coast Guard External Affairs Manual, COMDTINST M5700.13 (series)

SME. A specialist or expert in the subject matter related to a Recreational Boating Safety production.

Storyboards. Graphic images representing proposed shot sequences organized in a sequence to enable visualization of a production.

Synchronized Captioning. Captioning coincides with the corresponding spoken words and sounds to the greatest extent possible, given the type of the programming. Captions begin to appear at the time that the corresponding speech or sounds begin and end approximately when the speech or sounds end. Captions are displayed on the screen at a speed that permits them to be read by viewers.

Technical representative. A specialist or expert representing the USCG with a high level of knowledge regarding communicating the intent of the production.

Treatment. A written document that expands on an “approach,” and includes specific, in-depth details of planned production elements and techniques.

Coast Guard Review Process Timelines: Many factors such as illness, loss of staff, weather, etc. may impact the review of your content, so it is recommended that content is submitted well in advance of your deadline.

Content Type	Workdays before deadline
Final Ad	5
Finished Video/Webisodes	5
Mock Ups on New Ads	5
News Release	5
Photos	5
Logo and other Designs	10
Rough Video/Webisodes	10
Quiz	10
New Ad Concept	10
Shot List	10
Video/Webisode Script	10
Written Article	15
Peer Review	Time varies
Translation	Time varies
Excluding weekends and holidays	

The number of items submitted for review and the complexity of a particular review may require additional time.