
Electric Reliability Council of Texas, Inc. (ERCOT)

Contract Administration and Procurement



Request for Proposal

For

Corporate Video Services 11-17 BS

Date of Release: November 21, 2017

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1. GENERAL INFORMATION

1.1 RFP Objective

The objective of ERCOT in this procurement is to identify and contract with a qualified vendor to update and potentially develop corporate videos and footage of the ERCOT control room.

1.2 ERCOT Background

1.2.1 Overview of Electric Reliability Council of Texas, Inc.

The Electric Reliability Council of Texas (ERCOT) manages the flow of electric power to 24 million Texas customers, representing approximately 90 percent of the state's electric load. As the Independent System Operator for the region, ERCOT schedules power on an electric grid that connects more than 46,500 miles of transmission lines and 570+ generation units. ERCOT also performs financial settlement for the competitive wholesale bulk-power market and administers retail switching for 7 million premises in competitive choice areas. ERCOT is a membership-based 501(c)(4) nonprofit corporation governed by a board of directors and subject to oversight by the Public Utility Commission of Texas and the Texas Legislature. Additional information about ERCOT can be found at <http://www.ercot.com/>.

The primary control room is located at ERCOT's headquarters in Taylor, Texas. It houses the grid operators who manage the electric grid for 90% of the state. These operators monitor grid conditions 24/7, including the transmission lines and generators in the ERCOT region. A relatively new Reliability Risk Desk focuses on the risks associated with intermittent wind and solar resources and other new technologies. The front of the room consists of a two-story wallboard that displays important information used by the system operators to help maintain system reliability. Each desk inside the control room has multiple computer monitors that allow the operators to see detailed information related to the ERCOT grid. The room is dimly lit to enhance the visibility of the monitors.

The current recruiting video features a variety of employees who discuss their experiences at ERCOT. The new video should include fewer interviews and emphasize the mission of ERCOT and the opportunities and benefits associated with being employed at ERCOT.

1.3 Strategic Elements

1.3.1 Contract Term

ERCOT intends to award a contract resulting from this solicitation for an initial term from date of award as necessary to fulfill the goals of this RFP.

Any contract issued as a result of this solicitation is subject to cancellation, without penalty, either in whole or in part, for breach of contract. Such a contract may also be canceled by ERCOT for convenience upon a thirty (30) day written notice.

1.3.2 Contract Elements

The term “contract” means the contract was awarded as a result of this RFP and all exhibits attached hereto. At a minimum, the following documents will be incorporated into the contract: this RFP and all attachments and exhibits; any modifications, addendum, or amendments issued in conjunction with this RFP; and the successful Respondent’s proposal. Respondent, if selected, must execute ERCOT’s Master Agreement. The actual work to be performed and the compensation for such work will be documented in a Statement of Work. If the Respondent currently has an active Master Agreement with ERCOT, only a new Statement of Work will be required.

1.4 Legal and Regulatory Constraints

1.4.1 Conflicts of Interest

ERCOT seeks to ensure a level playing field in the award of the contract. ERCOT has implemented an aggressive policy concerning actual or potential conflicts of interest to ensure fair and open competition, and has included language concerning actual and potential conflicts of interest in Section 8 of the Master Agreement. Respondents must carefully review and understand this language when developing proposals.

1.4.2 Former Employees of ERCOT

The Respondent must disclose any past employment of its employees and agents, or its subcontractors’ employees and agents, by ERCOT, including the individual’s name and the date such individual’s employment at ERCOT ended.

1.5 ERCOT Point of Contact

The sole point of contact for inquiries concerning this RFP is:

Britney Schneider
2705 West Lake Drive
Taylor, Texas 76574
(512) 248-4248
Fax: (512) 248-3118
Britney.Schneider@ercot.com

All communications relating to this RFP must be directed to the specified ERCOT contact person. All other communications between a respondent and ERCOT staff concerning this RFP are prohibited. In no instance is a respondent to discuss cost information contained in a proposal with the ERCOT point of contact or any other staff prior to proposal evaluation. Failure to comply with this section may result in ERCOT's disqualification of the proposal.

1.6 Procurement Timeline

Procurement Timeline	
RFP Release Date	November 21, 2017
Optional Notice of Intent to Propose Due	November 29, 2017
Vendor Questions Due	December 5, 2017
Response to Vendor Questions Posted	December 13, 2017
Vendor Proposals Due	January 5, 2018
Vendor Presentations, as required	January 22 – 26, 2018
Anticipated Contract Award	January 31, 2018
Anticipated Contract Start Date	February 26, 2018

1.7 Communications Regarding This Procurement

ERCOT reserves the right to amend this RFP at any time prior to the proposal submission deadline. Any changes, amendments, or clarifications will be made in the form of responses to vendor questions, amendments, or addendum issued by ERCOT and sent to the point of contact listed on the Notice of Intent to Propose. Vendors not submitting the Notice of Intent to Propose will not receive changes, amendments, or answers to questions regarding this Request For Proposal.

1.8 RFP Cancellation/Non-Award

ERCOT reserves the right to cancel this RFP or to make no award of a contract pursuant to this RFP.

1.9 Right to Reject Proposals

ERCOT may, in its discretion, reject any and all proposals submitted in response to this RFP.

1.10 No Reimbursement for Costs of Proposals

ERCOT will not reimburse any respondent for costs of developing a proposal in response to this RFP.

2 SCOPE AND REQUIREMENTS

2.1 Project Scope Overview

ERCOT seeks a vendor to update existing corporate videos, which typically range in length from 2.5 to 5 minutes. The vendor must also provide edited b-roll of the ERCOT control room in Taylor or Bastrop, Texas. All content must reflect ERCOT's brand standards, both in style and content.

- 2.1.1** Filming will take place in Taylor or Bastrop and should be completed by spring 2018.
- 2.1.2** All filming will take place during normal business hours (M-F, 8 a.m. to 5 p.m.).
- 2.1.3** Awarded respondent will be escorted at all times while on ERCOT premises.
- 2.1.4** Awarded respondent shall provide all necessary equipment (i.e., camera, lights, microphone, editing software, etc.). Filming may occur in dimly-lit spaces as necessary.
- 2.1.5** The Corporate Communications team will meet with the awarded respondent to share the ERCOT vision for videos and b-roll, discuss scripts, coordinate filming times, identify appropriate individuals to interview and select voice over talent. Awarded respondent shall identify options for voice overs and serve as the point of contact for the selected talent.
- 2.1.6** Corporate Communications will oversee the editing process and final scripts, which will typically be developed following interviews. Corporate Communications also will assist with script development as needed.
- 2.1.7** Awarded respondent should submit multiple quotes based on the number of rounds of editing that are provided. Control room footage will be managed tightly and may be reviewed by ERCOT Operations and Legal to ensure compliance with ERCOT's filming policies. Awarded respondent will log sound bites with time stamps and provide raw footage to Corporate Communications prior to editing.
- 2.1.8** Upon completion of the video projects, the vendor must provide raw and edited footage, in Final Cut Pro, to the ERCOT Corporate Communications department on an external hard drive.
- 2.1.9** Vendor must attest that all copies of the control room footage will be deleted at the conclusion of this project.

2.2 Qualifications

- 2.2.1** Please provide examples of past work, especially any energy-related videos if relevant. Samples should demonstrate video and graphic capabilities.
 - 2.2.1.1** Prior experience in the energy sector is a plus, but not required.

2.3 Deliverables

The vendor will work closely with the ERCOT Corporate Communications team to produce and finalize content. The vendor will be responsible for:

- 2.3.1** Filming videos and b-roll.
- 2.3.2** Logging sound bites with time stamps and providing raw footage to Corporate Communications prior to editing.
- 2.3.3** Editing, including up to three rounds of edits, as needed, for the videos and two rounds of edits, as needed, for the b-roll.
- 2.3.4** Providing raw and edited footage on an external hard drive at the end of the contract (i.e., Final Cut Pro).

3 GENERAL INSTRUCTIONS AND RESPONSE REQUIREMENTS

3.1 Notice of Intent to Propose

A prospective vendor may submit a Notice of Intent to Propose to the ERCOT Point of Contact identified in Section 1.6 no later than 5:00PM Central Time on **the date listed in the Section 1.7 Procurement Timeline**. The Notice of Intent should consist of an email stating that the prospective vendor intends to submit a proposal for this procurement. Only vendors who submit a Notice of Intent to Propose will receive the answers to questions from all vendors, and/or any clarifications, amendments, and addenda to the Request For Proposal. Vendors who provide a Notice of Intent are not obligated to submit proposals after submitting the NOI, but must submit a response to be considered for an award.

3.2 Vendor Questions and Comments

All questions and comments regarding this RFP must be submitted electronically to the email address contained in Section 1.6 (ERCOT Point of Contact). All questions must reference the appropriate RFP page and section number. In order to receive a response, vendor questions and comments must be received no later than the deadline set forth in Section 1.7 (Procurement Timeline). Inquiries received after the due date may be reviewed by ERCOT but will not receive a response. Answers to vendor questions will be emailed to the point of contact listed on the Notice of Intent to Propose. A respondent must inquire in writing as to any ambiguity, conflict, discrepancy, exclusionary specification, omission or other error in this RFP prior to submitting a proposal. If a respondent fails to notify ERCOT of any error, ambiguity, conflict, discrepancy, exclusionary specification, or omission, the respondent shall submit a proposal at its own risk and, if awarded the contract, shall have waived any claim that the RFP and Master Agreement were ambiguous and shall not contest ERCOT's interpretation. If no error or ambiguity is reported by the deadline for submitting written questions, the respondent shall not be entitled to additional compensation, relief, or time by reason of the error or its later correction.

ERCOT reserves the right to amend answers prior to the proposal submission deadline.

3.3 Modification or Withdrawal of Proposal

Proposals may be withdrawn from consideration at any time prior to the award of contract. A written request for withdrawal must be made to the ERCOT Point of Contact (Section 1.6).

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A respondent has the right to amend its proposal at any time and to any degree by written amendment delivered to the ERCOT Point of Contact prior to the proposal submission deadline. ERCOT reserves the right to request an amendment to any part of the proposal during negotiations.

3.4 News Releases

A respondent may not issue press releases or provide any information for public consumption regarding its participation in this procurement without specific, prior written approval of ERCOT.

3.5 Incomplete Proposals

ERCOT may reject without further consideration any proposal that is not completely responsive to this RFP.

3.6 Additional Information

By submitting a proposal, the respondent grants ERCOT the right to obtain information from any lawful source regarding: (i) the past business history, practices, conduct and ability of a respondent to supply goods, services, and deliverables; and (ii) the past business history, practices, conduct, and ability of the respondent's directors, officers, and employees. ERCOT may take such information into consideration in evaluating proposals.

3.7 Instructions for Submitting Proposals

3.7.1 Submission

Submit all copies of the proposal to the ERCOT Point of Contact no later than **2 p.m. Central Time on the submission deadline** (See Section 1.6 & 1.7). The proposal must be signed by an authorized representative of the respondent and submitted electronically via email—the file must not exceed 20MB. If this size restriction cannot be met, multiple emails may be sent, but respondent must indicate how many emails ERCOT should anticipate (i.e. email 1 of 3). ERCOT reserves the right to disqualify late proposals.

3.7.2 Additional Requirements

All proposals must be:

- Clearly legible;
- Sequentially page-numbered;
- Organized in the sequence outlined in Section 3.9 and 3.9.1;

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- Bound in a notebook or cover; Part 1 and Part 2 must be bound separately (see Section 3.9)
- Limited to 50 pages (excluding ERCOT required forms);
- Responsive to the requirements of this RFP;
- Proposals should include the respondent's name at the top of each page, and should not include unrequested materials or pamphlets.

3.8 Format and Content

The proposal must consist of two separate parts and must be sent in two separate attachments:

- (1) Part 1 – Business Proposal; and
- (2) Part 2 – Cost Proposal.

3.8.1 Part 1 -- Business Proposal

The Business Proposal must include:

- Section 1 – Transmittal Letter;
- Section 2 – Executive Summary;
- Section 3 – Corporate Background and Experience;
- Section 4 – Methodology and Services Approach;
- Section 5 – Assumptions;
- Section 6 – Appendices;
- Section 7 – Vendor Information and Other Required Forms.

Section 1 -- Transmittal Letter

Respondents must include a transmittal letter printed on official company letterhead. The letter must be signed by an individual authorized to legally bind the respondent.

The transmittal letter must include:

1. Disclosure of all pending, resolved, or completed litigation, mediation, arbitration, or other alternate dispute resolution procedures involving the respondent (including subcontractors,) and its client(s) within the past 24 months.
2. Disclosure of all affiliations with, or ownership relationships with, any ERCOT Market Participant or its affiliates.
3. A description of any personal or business interest that may present an actual, potential, or apparent conflict of interest with the performance of the contract and an explanation of how the respondent can assure ERCOT that these relationships will not create an actual conflict of interest.

4. A list of key personnel previously employed by ERCOT in accordance with the requirements of Section 1.5.2.
5. A complete list of all exceptions, reservations, and limitations to the terms and conditions of the RFP.
6. Signed copies of the Professional Services Agreement, NDA, IRS W-9, and Vendor Information Form located here: <http://www.ercot.com/about/procurement/index.html>.

Section 2 -- Executive Summary

In this section, the respondent should condense and highlight the content of the Business Proposal to provide ERCOT with a broad understanding of the respondent's approach to meeting ERCOT's objectives for this procurement.

Section 3 -- Corporate Background and Experience

Respondent Background and Experience

This section details the respondent's corporate background and experience. If the respondent proposes to use subcontractor(s), it must describe any existing ongoing relationships with such subcontractor(s), including project descriptions. The section should include the following information:

- Respondent's full organization, company, or corporate name;
- Headquarter address;
- Type of ownership (e.g. partnership, corporation);
- If respondent is a subsidiary or affiliate and the name of the parent organization;
- State where the respondent is incorporated or otherwise organized to do business;
- Federal taxpayer identification;
- Name and title of person who will sign the contract; and
- Name and title of person responsible for responding to questions regarding the proposal, with telephone number, facsimile number, and email address.

Describe the respondent's corporate background as it relates to projects similar in scope and complexity to the project described in this RFP.

Include at least two (2) references for projects performed within the last five (5) years that demonstrate the respondent's ability to perform the required RFP services. Include contract dates and contact parties, with address, telephone number, and email, if available.

Key Personnel

Identify and describe the respondent's proposed labor skill set and provide resumes of all proposed key personnel (as defined by the respondent). Resumes must demonstrate experience germane to the position proposed. Resumes must list any relevant professional designations for key personnel identified by Respondent. Resumes should include work on projects cited under the respondent's corporate experience, and the specific functions performed on such projects.

Section 4 – Methodology and Services Approach

Describe the respondent's methodology for providing the deliverables identified in Section 2. Include a proposed project schedule, illustrating start and finish dates of the terminal and summary elements identified in Section 2 or proposed by the vendor.

Section 5 – Assumptions

State any business, economic, legal, or practical assumptions that underlie the respondent's Business Proposal.

Section 6 – Appendices

Include any appendices to the respondent's Business Proposal.

Section 7 – Vendor Information and Other Required Forms

Respondents must complete the following required forms:

1. Nondisclosure Statement
2. Vendor information form
3. Except for current ERCOT suppliers who have an active Master Agreement with ERCOT or who have completed the Vendor Information Form (VIF) within the last six months, all Respondents must provide a completed Supplier Vendor Information Form along with the proposal.
4. If the anticipated contract value with ERCOT is equal to or >\$250,000.00, the respondent must include the two (2) most recent two (2) years audited financial statements (include unaudited statements if supplier is unaudited). Publically-held companies must include or provide a link to the most recent Forms 10-K and 10-Q filings.

3.8.2 Part 2 -- Cost Proposal

The Cost Proposal must be based on the Scope of Work described in Section 2. This section should include any business, economic, legal, or practical assumptions that underlie the Cost Proposal.

Respondents may separately identify cost-saving and cost-avoidance methods and measures and the effect of such methods and measures on the Cost Proposal and Scope of Work.

Respondents must utilize the Cost Proposal table format listed below for submitting your Cost Proposal. However, respondents may propose optional cost proposals if such proposals are more cost effective (IE. Time and Materials cost structure, etc.) for ERCOT.

Cost Proposal		
Cost not included in respondents pricing proposal to ERCOT are the sole responsibility of the respondent.	Estimated Number of Hrs to Complete	Total Cost
Project Deliverables and Costs		
Deliverable 1 – DELIVERABLE as required in 2.3.1	XX	\$0.00
Deliverable 2 – DELIVERABLE as required in 2.3.2	XX	\$0.00
Deliverable 3 – DELIVERABLE as required in 2.3.3	XX	\$0.00
TOTAL FIXED COST:		\$0.00

3.9 Multiple Responses

A respondent may submit more than one proposal, including a joint proposal with one or more respondents.

3.10 Joint Proposals

Two or more companies may join together and submit a joint proposal in response to this RFP. A joint proposal must completely define the responsibilities each company proposes to undertake. Also, the joint proposal must designate a primary respondent who will be responsible for the delivery of all goods, services, and requirements as specified in the RFP, and a single authorized official from the primary respondent to serve as the sole point of contact between ERCOT and the joint proposers. Any contract

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resulting from a joint proposal must be signed by an authorized agent or officer of each company. Each company included in the submission of a joint proposal will be jointly and severally liable during the term of the contract.

4 Evaluation

4.1 Evaluation of Proposals

ERCOT will select the successful vendor through an internal evaluation process. ERCOT will consider capabilities or advantages that are clearly described in the proposal, which may be confirmed by oral presentations, site visits, or demonstrations if required, and verified by information from reference sources contacted by ERCOT. ERCOT reserves the right to contact individuals, entities, organizations that have had dealings with the respondent, or staff proposed for this effort, whether or not identified in the proposal.

4.2 Evaluation Criteria

The primary criteria for evaluating the proposals as they relate to this RFP are as follows:

1. The vendor's ability to meet the requirements set forth in Section 2.
2. The vendor's fees or cost structure.

4.3 Oral Presentations and Site Visits

ERCOT may, at its sole discretion, request oral presentations, site visits, and/or demonstrations from one or more respondents. ERCOT will notify selected respondents of the time and location for these activities, and may supply agendas or topics for discussion. ERCOT reserves the right to ask additional questions during oral presentations, site visits, and/or demonstrations to clarify the scope and content of the written proposal, oral presentation, site visit, or demonstration.

4.4 Discussions with Respondents

ERCOT may, but is not required to, conduct discussions and negotiations with all, some, or none of the respondents for the purpose of obtaining the best value for ERCOT.