



**Request for Proposal:
Videos on Building Safety Culture at
Smaller Construction Firms**

OVERVIEW

CPWR-The Center for Construction Research and Training seeks an experienced production company to produce video content that will continue our organization’s work to strengthen safety culture at construction companies.

CPWR is a 501(c)(3) nonprofit created by the North America’s Building Trades Unions (NABTU) with the mission of reducing occupational injuries, illnesses and fatalities in the construction industry. Since our inception in 1990, CPWR has become an international leader in applied research, training, and service to the industry. For more information, visit cpwr.com.

Goal

To create video content that inspires contractors, especially smaller ones, to improve their firm’s safety culture as part of reducing job site injuries, illnesses, and fatalities. Though they may mention specific hazards such as falls or electrocution, such hazards are not the focus of this project.

Overall approach

The main work in this project will be three short videos, each focused on a small contractor with a strong safety culture. Each video will be three to four minutes in length. Each will build the argument for the benefits of a safety culture primarily by using comments from people at the firm—not just executives, but also other workers, such as foremen, who have key roles in creating a climate that emphasizes safety. The filming should also produce some short (15- to 20-second) clips that feature comments about the value of specific CPWR resources, such as our Foundations for Safety Leadership program.

Promotional strategy

CPWR will promote the main videos in a variety of ways. They will live on our YouTube channel and be referred to from cpwr.com and other CPWR websites. We will also highlight them in our Update e-newsletter and on our social media channels (Facebook, Instagram, LinkedIn and Twitter), and our staff may incorporate them into presentations. To reach people outside our existing audiences, we will share them with organizations who may have closer connections to our target audience than we currently do, such as associations of contractors. The short clips will be featured on specific pages on relevant CPWR websites.

Target audience

Small contractors (19 employees or fewer), though the content should be applicable to firms of all sizes.

PRODUCTION PROCESS

Creating the videos

The firm selected for this work will be expected to:

- Join planning calls with CPWR staff to establish key elements of the project, such as purpose/vision, process, logistics, and final products.
- Plan and develop content, particularly visuals.
- Travel to sites for shooting.
- Work with CPWR staff to identify footage to include in videos and short clips.
- Produce final video content, including the 3–4-minute videos and several short clips. These will be delivered in an agreed-upon file format or formats.

Details

A film crew will visit a job site (one per video) for one day and conduct interviews, as well as obtain b-roll. One site will be in the Washington/Baltimore area; the others will be in metropolitan areas in other parts of the country, sites to be determined. CPWR will identify the firms to be featured and schedule the interviews, coordinating this work with the production company selected. The firms to be featured will vary enough in characteristics – location, type of contracting work, size – to show that these ideas can and should apply to everyone.

The interviews will focus on a series of questions, with others to be added during the planning process:

- Why did your firm want to improve its safety culture?
- Was there a particular event that made you want to strengthen your company's job site safety climate?
- What steps did you take to accomplish that goal?
- What was most challenging in creating change, and why?
- What are one or two examples of specific challenges that you addressed, and how did you do it?
- Did you use any CPWR resources to help you carry out those actions? If so, how did they help your efforts?
- What benefits have you seen as a result?

We may also schedule other relevant interviews: someone at an insurance company, for example, or if the firm being featured is a subcontractor, with someone from a general contractor who has seen the subcontractor's work.

Although the interviews will define the story each video tells, we do not want videos that are only talking heads, as we believe these will be less effective. We are therefore interested in hearing recommendations for approaches to the visuals for the two main videos that will be engaging and effective. We currently expect that the video will end with suggestions of resources, particularly those CPWR offers, to improve safety culture.

These videos will be made in English, though we are interested in Spanish closed captioning.

SELECTION PROCESS

Proposal Requirements:

Proposals are due **November 3, 2021**, by 11:59 p.m. ET. They should be emailed to news@cpwr.com. Send any questions about this RFP to Sharretta Benjamin, Communications Coordinator, at sbenjamin@cpwr.com.

Proposals should include the following elements:

- Company name
- Contact information
- Description of how you plan to approach production and editing, including ideas for visuals.
- The team that would work on this project, including whether they are firm employees or subcontractors.
- Links to work examples, including descriptions of your role in each example (an online portfolio is sufficient).
- Three references of former or current clients, identifying an individual CPWR can speak with and a brief description of your project with them.
- Description of your scheduling availability to complete the project.
- Description of your pricing model and breakdown of your fees. Please include whether you work on a by project or hourly model.
- Expected production schedule/timeline.
- Total bid, broken out by major categories, including travel costs. We know travel costs will be estimated because locations have not been determined, but the sites will be in or near major cities. Please also include a cost for Spanish captioning as a separate line item.

Selection Criteria

Our selection will consider, but not be limited to, these factors:

- Quality of previous work
- Project management, including approach to communication and collaboration
- Experience working with nonprofit organizations, construction, and/or with worker safety and health issues
- Pricing that is commensurate with the value offered by the firm/individual and ability to work within a budget
- Expected timeline to complete the project

We will consider all proposals submitted by the deadline.

A contract cannot be made to parties listed on the government-wide Excluded Parties List System in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 that implement Executive Orders 12549 (3 CFR Part 1986 Comp., p. 189) and 12689 (3 CFR Part 1989 Comp., p. 235), "Debarment and Suspension." The Excluded Parties List System in SAM contains the names of parties debarred, suspended, or otherwise excluded by agencies, as well as parties declared ineligible under statutory or regulatory authority other than Executive Order 12549.

CPWR will notify all bidders when a decision has been made and reserves the right to reject all bids.