



Closed Captioning & Translation Request for Proposal

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The CELL
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Section 1: About the CELL

Company Background:

Since 2008, the Counterterrorism Education Learning Lab (CELL), a non-profit, non-partisan institute in Denver, CO, has provided a comprehensive look at the threats of terrorism and violent extremism and how individuals can play a role in helping to keep our communities safe. Through its acclaimed exhibit, distinguished speaker series, and training programs, the CELL provides an important service in enhancing the safety and security of our nation. Many of the CELL's initiatives complement the critical efforts set forth by the U.S. Department of Homeland Security (DHS) and have been nationally recognized.

The CELL is implementing an educational program, the Community Awareness Identity-Based Violence Program (CAIVP), to build awareness for the prevention of identity-based violence (IBV) within Colorado communities and to strengthen communication and collaboration between Colorado citizens and state and local public safety officials. The CAIVP consists of two complimentary components: (1) a series of expert training events open to the public and (2) an interactive multimedia education program designed for a wide audience within Colorado.

Ideal Customer:

Given the CELL's network throughout Colorado, the target audience for the CAIVP is the public constituency across the State of Colorado, who will be able to access the program through the proposed virtual docent and the enhanced online platform.

Locally, the CELL will leverage existing relationships with city and county governments throughout Colorado as well as public safety and health agencies and school administrators within those jurisdictions, and community organizations to target new, broader audiences to receive the CAIVP training. While it may be deployed to sector-specific audiences, the CAIVP content is largely designed for those ages 14 and up with limited background knowledge regarding the content.

List of Similar Organizations:

The CELL does not have direct competitors, but there are similar organizations both in the Colorado and across the U.S.

Name	Web Address	Similarity
American Red Cross	https://www.redcross.org/	Nonprofit with similar educational goals (preparedness)
Anti-Defamation League	https://www.adl.org/	Nonprofit with similar educational goals (anti-hate)
Aspen Institute	https://www.aspeninstitute.org/	National security events hosted in Colorado

International Spy Museum	https://www.spymuseum.org/	Museum with similar subject matter (national and global security)
U.S. Holocaust Memorial Museum	https://www.ushmm.org/	Museum with similar subject matter (mass atrocities)

Section 2: Project Objectives

Objective Summary:

Below, find a summary of the objectives for the request for proposal.

- Current Challenge:
The CELL was awarded Colorado’s Community Awareness Identity-Based Violence Program (CAIVP) grant to develop a new educational program that builds awareness for the prevention of identity-based violence (IBV) within Colorado communities. This new program will consist of two complimentary components: (1) a series of expert training events open to the public and (2) an interactive multimedia education program designed for a wide audience within Colorado.
- Agency Services to Support Objective
The objectives of this project are:
 1. Embedding English language closed captions into six CELL-provided (25-40 minute) videos for our multimedia educational program.
 2. Embedding Spanish language closed captions into six CELL-provided (25-40 minute) videos for our multimedia educational program.
 3. The deliverables are twelve total videos, of which six will have English language closed captions and six will have Spanish language closed captions.

Scope of Work:

This project requires both English language captions and Spanish language captions. If your agency can address both requirements of this scope of work, please speak to both. If your agency can only address one, please explain that in your proposal.

Requirement	Detail
Embed closed captioning into videos (English)	Agency will be responsible for embedding English closed captions into all six provided videos
Translate and embed closed captioning into videos (Spanish)	Agency will be responsible for translating the captions into Spanish and then embedding Spanish closed captions into all six provided videos

Project Schedule:

Below is the schedule of our current timelines. It is subject to change.

Project Milestones	Deadline
RFP Delivered to Agency	Dec. 31, 2024
RFP Close Date (RFP due no later than 4 PM MST)	Jan. 8, 2025
Agency Evaluation Period	Jan. 8-10, 2025
Project Awarded	Jan. 10, 2025
Delivery of first 3 videos	Jan. 15, 2025
Completion of work on closed captioning and translation for first 3 videos	Jan. 22, 2025
Delivery of final 3 videos	Jan. 22, 2025
Completion of work on closed captioning and translation for final 3 videos	Jan. 29, 2025

Section 3: Criteria for Response

Evaluation Criteria:

All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line items below.

- Captioning must be in line with ADA requirements
- Spanish translation must be accurate
- Experience working with national security subject matter is preferred
- Experience working with non-profit organizations and/or museums
- Well-regarded in the fields of transcription, closed captioning, and translation
- Proven experience in the development of closed captioning for public-facing, educational content

Presentation Proposal Requirements:

With the goal of helping you focus your presentation; we ask that your proposal is no more than 2-3 single-spaced pages written in 12-point font. The following items must be addressed in your proposal:

Agency Information

- Corporate Overview
 - Including the number of full-time employees, number of contract employees, office location(s), and date founded
- Services you offer as an agency
- Services that you currently sub-contract

Proposed Solution

- Explanation of the proposed solution
- Make sure to cover all items in the scope of work
- Identify areas of unique expertise
- Information about your review process to ensure accuracy

Estimated Budget & Project Plan

- Provide a line-item breakdown of costs associated with the full project
- Payment terms and conditions
 - The CELL prefers to pay by deliverable rather than on a schedule
- All proposals must include a project workback schedule that includes:
 - Timelines
 - Key milestones
 - Delivery dates
- The CELL estimates the budget for this project to range \$800 – \$1,200.

Section 4: Terms and Conditions

This is an invitation for proposal only.

The CELL shall not be obligated to any vendor until a written agreement has been executed.

The CELL shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

The CELL may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not the CELL has issued any addenda.