



Request for Qualifications

Release Date: August 30, 2017

Qualifications Due: September 29, 2017

Service Providers for Video Production

I. About the Agency

StopWaste is a public agency that helps Alameda County's businesses, residents and schools waste less, recycle more and use water, energy and other resources efficiently. We work with local governments, businesses, schools, and residents on projects and initiatives that:

- Increase recycling and reduce waste
- Develop and expand markets for recycled materials
- Provide technical and implementation assistance to increase recycling
- Motivate people to make recycling and waste reduction part of their everyday routines
- Develop and implement programs and policies that reduce energy demand, increase energy efficiency, and advance the use of clean renewable resources

We are governed by three Boards: the Alameda County Waste Management Authority, the Alameda County Source Reduction and Recycling Board, and the Energy Council.

StopWaste is requesting qualifications from firms or individuals to assist in developing video content to complement existing marketing and outreach related activities to support agency programs. For more information regarding our organization and programs, visit our website: www.StopWaste.org.

Selected firms/individuals will be placed in a "prequalified vendors list." Those included in this list are eligible but not guaranteed to receive a bid request, RFP or contract, as services are needed by StopWaste staff. This prequalified vendors list is valid from October 1, 2017 through June 30, 2019.

II. Description of Services and Qualifications Required

StopWaste develops and maintains a wide range of initiatives to promote the Agency's programs. Due to the volume and variety of the various programs, the Agency needs to maintain an up-to-date list of service providers who can assist with video development to support various agency campaigns and initiatives. StopWaste is seeking assistance with developing video content that will advance the adoption of strategic initiatives among our target audiences. Companies and individuals providing the services listed below are encouraged to submit qualifications documenting their expertise and experience.

- A. Instructional Video Production** (see Scope A)
- B. Video Case Study Production** (see Scope B)
- C. Creative How-to Video Production** (see Scope C)

General Qualifications:

The following insurance policies are required by our agency:

- Comprehensive general liability insurance, including personal injury liability, blanket contractual liability, and broad-form property damage liability coverage. The combined single limit for bodily injury and property damage shall be not less than \$2,000,000.
- Automobile bodily injury and property damage liability insurance covering owned, non-owned, rented, and hired cars. The combined single limit for bodily injury and property damage shall be not less than \$1,000,000.
- Statutory workers' compensation and employer's liability insurance as required by state law.
- Professional Liability in Professional Liability Insurance. The limit of liability shall be not less than \$1,000,000. (Professional liability will be required if you are providing the following services: Market Research, Strategic Marketing & Messaging and Advertising, Public Relations, Multicultural Outreach, and Writing/Editing Services)

Please state your current level of coverage for the above listed insurance requirements and your ability to attain the required levels indicated above.

III. Submittal Requirements

Firms or individuals responding to this RFQ must provide:

1. Examples of three (3) projects that best demonstrate the individual or firm's expertise. Explain the role the individual or firm played in each campaign or project. Examples may include work previously performed for StopWaste.
 - A. Describe elements of campaign/project and creative materials developed.
 - B. Provide a client reference for each project. Please provide the client reference's name, title, employer, email and phone number.
 - C. Provide samples, if available, for projects discussed.
2. A summary of the firm or individual proposing to provide services. Please include brief resumes for the primary contact and key personnel.
3. Price quotes for at least one (or more) of the three scopes outlined in Section II that you or your firm would like to be considered for. Please break costs into line items for optional elements per the scope descriptions.
4. A professional fee schedule for the primary contact and the key personnel identified above who would be working on Agency projects.

Unless specified in the submittals, the Agency will assume that the professional fee schedule will include any costs associated with complying with the Agency's insurance requirements as specified in Section II of this RFQ. The Agency will also assume that any work product developed as a result of contracting with Agency will become the property of Agency.

IV. Application Deadline and Instructions

Release of RFQ.....	August 30, 2017
Qualifications Due	September 29, 2017
<i>Qualifications are due at 5:00 p.m. and will not be accepted after this time.</i>	
Short List Interview	Week of October 9, 2017 (or sooner)
Notification of selected vendors for Prequalified List	October 16, 2017

The deadline for application submittal is **5:00 p.m., Friday, September 29, 2017.**

Submittal

One copy of the qualifications should be emailed, mailed or hand delivered to:

StopWaste
1537 Webster Street
Oakland, CA 94612
Attention: Angela Vivians

Email submittals should be sent to RFQ@stopwaste.org with the subject line clearly marked "**Video RFQ**". Upon submittal, you will receive an automatic confirmation of receipt. If you do not receive this confirmation, please contact Angela Vivians at avivians@stopwaste.org.

Format

All materials and work samples are to be printed double-sided on 8-1/2" x 11" recycled content paper where applicable. Please do not submit plastic covers.

Please note Faxed responses will **not** be accepted.

Qualifications received after 5:00 p.m. on September 29, 2017 will **not** be accepted.

The most qualified candidates will be invited to interview the week of October 9, 2017 or sooner if schedules allow. Depending on the responses to this RFQ and the short list interview, the Agency will select more than one firm or individual to be placed on the prequalified vendors list.

V. General Conditions

All materials submitted become the property of StopWaste, and will not be returned. Funds awarded are public funds and any information submitted or generated is subject to public disclosure requirements.

The Agency reserves the right, at its sole discretion, to waive minor irregularities in submittal requirements, to request modifications of the proposal, to accept or reject any or all proposals received, and/or to cancel all or part of this RFQ at any time prior to awards.

Scope A: Instructional Video Production

Overview: Produce a series of 3-5 video segments that are part of one series, e.g. instructions illustrating best practices of planning, setting up, and communicating to staff about food scrap composting and recycling programs in food service establishments. Segments should be usable as stand-alone clips or as a series of videos that can be watched together. Actors in these videos will be food service establishment staff recruited by StopWaste, e.g. chefs, wait staff, etc. Shoots will be on location in both indoor and outdoor settings.

Note that the specs provided below include room for flexibility (e.g. length of segments). Please provide different estimates as needed.

- 3-5 video segments be used as stand-alone or compilation
- Segments 3-5 minutes each
- Up to 4 shoot locations in Alameda County, 2-3 shoot days
- Both indoor and outdoor footage
- Post-production to include
 - adding captions/subtitles (versions other than English TBD)
 - possibly adding voice over
 - creation of graphic segment (see post production details below)
- Final products delivered as 1080p HD archival quality files and YouTube ready MP4. Additional supporting materials (additional footage, Editor Source Files (Final Cut, Premier, etc)) should also be delivered if requested.

StopWaste responsibilities:

- Provide scripts
- Secure and coordinate scout and shoot dates with sites
- Recruit and coordinate with volunteer actors at the sites
- Provide all props needed
- Attend and assist on the day of the shoot(s)
- Post-production
 - Provide style guide for title graphics for each segment
 - Provide photo images for graphic segment
 - Provide captions in English, possibly translations (TBD)
 - Voice-over talent may be provided by StopWaste

Vendor responsibilities:

Preparation:

- Review and advise on scripts provided by StopWaste
- Create storyboards

Shoots:

- Scout locations before shoots as needed
- Provide crew and equipment necessary, incl. camera, location sound, director and sound/lighting for both indoor and outdoor location
- Provide hair and makeup artist as needed
- Coordinate with StopWaste team during shoot
- Shoot footage at up to 4 locations

Post-production:

- Video editing (rough cut, second cut, final cut)
- Create approx. 2-min of graphic segments per video; may be used to show accepted items and unacceptable items with “NO” symbols animated over them
- Add captions/subtitles
Please provide a separate estimate for subtitles in additional languages
- Voice-over recording
Please provide separate estimate for providing voice-over-talent
- If needed/desired: add background music, approved by StopWaste
Royalty Free only – please include cost

Sample videos

Note: While the examples linked below show a general style of videos that can work for the described scope, other approaches will be considered.

<https://youtu.be/MiQOvh56HzY>

<https://www.youtube.com/watch?v=fEee4RDOjUM>

<https://www.youtube.com/watch?v=H6W7i05j8r0>

<https://www.youtube.com/watch?v=CCN-r-hLHd0>

Scope B: Video Case Study Production

Overview: Produce one video case study of approx. 3-minute length showing successful implementation of StopWaste initiative, e.g. energy efficiency upgrades made at a multifamily property. Shoots will be on location in both indoor and outdoor settings and include “talking head” testimonials as well as footage of structural changes made such as LED lighting, attic insulation etc. StopWaste will identify and secure shoot location and recruit volunteer models/actors.

Note that the specs provided below include room for flexibility (e.g. number and length of videos). Please provide different estimates, or a range, as needed.

- 1 video case study
- Approx. 3 minutes
- One shoot location in the Bay Area
- Both indoor and outdoor footage
- Post-production to include
 - Adding captions, subtitles (versions other than English TBD)
 - Possibly adding voice over
 - Possible creation of graphics
- Final product in HD broadcast quality format

StopWaste responsibilities:

- Provide scripts
- Secure and coordinate scout and shoot dates with sites
- Recruit and coordinate with volunteer models at the sites
- Provide props, if needed
- Attend and assist on the days of the shoots
- Post-production
 - Provide captions in English, possibly translations (TBD)
 - Voice-over talent (if needed) may be provided by StopWaste

Vendor responsibilities:

Preparation:

- Review and advise on scripts provided by StopWaste
- Create storyboards

Shoots:

- Scout locations before shoots as needed
- Provide crew and equipment necessary, incl. camera, location sound, director and sound/lighting for both indoor and outdoor location
- Provide hair and makeup artist as needed
- Coordinate with StopWaste team during shoot
- Shoot footage on location

Post-production:

- Video editing (rough cut, second cut, final cut)
- Create graphics if needed e.g. frame with savings and other stats
- Add captions/subtitles
Please provide a separate estimate for subtitles in additional languages

- If needed: Voice-over recording
Please provide separate estimate for providing voice-over-talent
- If needed: Background music, approved by StopWaste
Royalty Free only – please include cost

Sample video

Note: While the example linked below show a general style of video that can work for the described scope, other approaches will be considered.

www.stopwaste.org/preventing-waste/Rethink-disposables/success-stories

Scope C: Creative How-to Tips Video Production

Overview: Produce a series of 10-12 short video segments (up to 30 sec each) that are part of one series, e.g. food storage tips to prevent spoilage and waste. Each segment to illustrate one specific tip, using a creative approach, possibly similar to “Tasty” videos (see www.facebook.com/buzzfeedtasty), showing hands moving through the steps of preparing a food item, with no voice over (just music), time lapse as needed/appropriate and minimal text super imposed. Studio production.

Note that the specs provided below include room for flexibility (e.g. number and length of videos). Please provide different estimates, or a range, as needed.

- 10-12 video segments
- Segments up to 30 sec each
- Studio shoots. Number of shoot days TBD.
- Post-production to include:
 - adding captions
 - time lapse effect as needed
 - background music (royalty free only)
- Final product in HD broadcast quality format

StopWaste responsibilities:

- Provide scripts
- Provide “hand model”
Note: If different approaches are proposed that require models, please specify if model recruitment and compensation is included in your estimate or not.
- Provide all props needed
- Attend and assist on the day of the shoot(s)
- Provide style guide for super imposed text

Vendor responsibilities:

Preparation:

- Review and advise on scripts provided by StopWaste
- Create storyboards

Shoot(s):

- Provide studio space for shoot(s)
Note: If needed, studio shoot could also happen at StopWaste offices
- Provide crew and equipment necessary, incl. camera, lighting, etc.
- Coordinate with StopWaste team during shoot

Post-production:

- Video editing (rough cut, second cut, final cut)
- Time lapse as needed
- Add super imposed text
- Add music, approved by StopWaste (Royalty Free only – please include cost)

Sample videos

Note: While the examples linked below show a general style of videos that can work for the described scope, other approaches will be considered.

<https://youtu.be/MiQOvh56HzY>

<https://www.youtube.com/watch?v=nnLx6YHcCt4>

<https://www.youtube.com/watch?v=uKaAZHpApiE>

<https://www.facebook.com/tastyjunior/videos/403732693314157>