



ALAMEDA COUNTY
Community Development Agency

Economic and Civic Development Department
Request for Proposals
for
Open for Business – Videographer/Media Services



Request for Proposal issued: March 23, 2020
Optional Staff Q&A: April 9, 2020
Responses due by 5 PM: April 30, 2020

Please direct any questions regarding Request for Proposal:

Kristin Perrault, Economic Development Specialist – Project Manager
Alameda County Community Development Agency
Economic & Civic Development Department
Phone: (510) 670-6506
Email: kristin.perrault@acgov.org

**Request for Proposals for
Open for Business – Videographer/Media Services**

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I. Executive Summary

As part of Alameda County's ongoing economic development efforts, we are pleased to offer an opportunity to help produce visual aids/videos to assist the COVID-19 impacted small business community and to clarify the process(es) for opening or expanding a business or commercial space in unincorporated Alameda County. (see map on page 5).

The County is seeking a dynamic videographer that will convert information about the County's permitting processes into easy to understand steps and introduce the County's permitting staff in a friendly, inviting way. The videographer will produce an East County focused video, as well serve as an on-call consultant for other media projects during a three year contract period. The County envisions a partnership where the videographer creates the content in meetings with County stakeholders (permitting departments) and creates a storyboard, schedules, films and edits videos to create an informative, friendly, finished product to be accessed on various County department websites.

Project Budget: \$85,000 maximum

Film Location: To be determined

Optional Q & A with Staff: April 9, 2020

RSVP required by emailing to kristin.perrault@acgov.org

Proposals Due: April 30, 2020

Tentative Interviews with Selection Panel: May 6 & 7, 2020

Tentative Selection Date for Outstanding Proposal: May 13, 2020

Contact for Information:

Kristin Perrault, Economic Development Specialist – Project Manager
Alameda County Community Development Agency
Economic & Civic Development Department
510/670-6506
kristin.perrault@acgov.org

Electronic copies of the RFP and additional relevant documents are available on the County's Economic and Civic Development Department website: www.acgov.org/cda/ecd.

Relevant Information: <https://tinyurl.com/vgv36sb>

- County Board of Supervisors June 27, 2017 Board Letter
- *Open for Business Recommended Strategies*
- Small, Local, Emerging Business (SLEB) Requirements
- Open for Business – “Pip the Permit Penguin Video, West County Permitting”

II. The Project Opportunity

Open for Business - Setting

This project grew out of the *Recommended Strategies* made by the County's Open for Business Working Group to brainstorm strategies to make urban unincorporated Alameda County more business-friendly and to remove barriers to economic growth. The Working Group grew out of Supervisor Nate Miley's Eden Area Livability Initiative and builds on the East Bay Economic Development Alliance's "Open for Business" Pledge that Alameda County officially endorsed.

The Community Development Agency's Economic & Civic Development Department (ECD) facilitated the Working Group's deliberations and process. The Working Group was made up of stakeholders and County departments involved in commercial permitting and entitlements, including Planning, Fire, Building, Environmental Health, Public Works/Engineering and Business Licenses.

The Working Group developed twelve *Recommended Strategies* that identified the specific issue or challenge hindering businesses and developers in the unincorporated area. These strategies included recommended solutions, the implementing steps, and the responsible County department or agency.

This project responds to Recommendations #1 and #12 which focus on improving customer service, with improvements ranging from providing consistent information across departments, to using technology to improve the development and permit processes. (*The Recommended Strategies* can be found here: <https://tinyurl.com/vgv36sb>).

Open for Business – Videographer/Media Contract – Scope

Project Description: The County intends to enter into a three year, \$85,000 contract with a media company. The County is hoping to accomplish two goals. The first goal is to create a high-quality video that will serve as a marketing and informational tool for current and prospective businesses interested in operating in Alameda County's unincorporated communities of Sunol, Pleasanton and Livermore, also known as "East County". The video content will include introductions to the permitting departments.

The second goal is to contract with a videographer for to-be-determined future projects to assist the small business community. These projects will be designed to address additional *Recommended Strategies* made by the County's Open for Business Working Group. Respondents should include both line items in their proposed budget for both the East County video as well as their additional on-call service.

Scope for Goal #1: Video

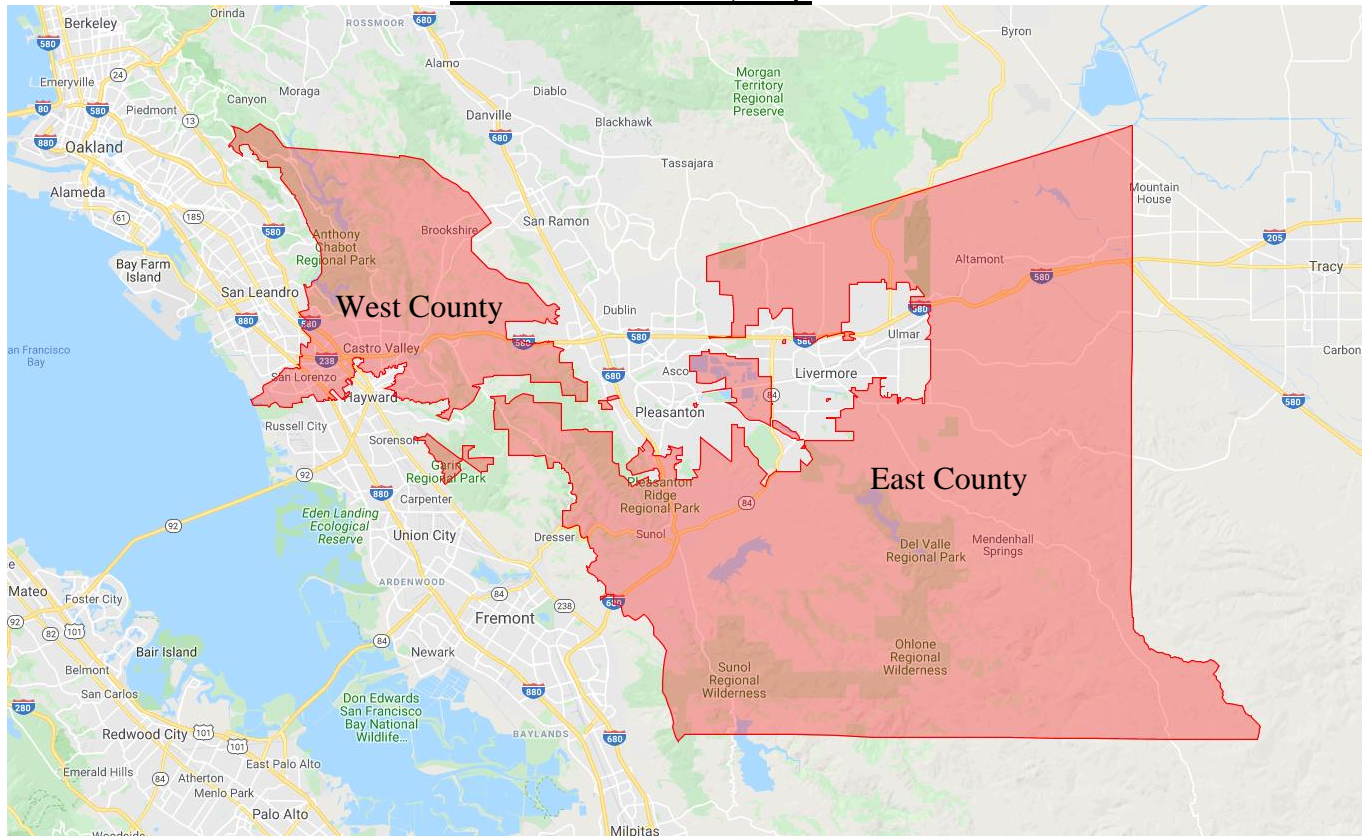
- The video should contain a consistent design with the previously produced "Pip the permit Penguin, West County Permitting Video" 2019. (<https://tinyurl.com/vgv36sb>)
- This video should also clearly introduce the viewer to the East County's amenities and permitting process in 4 minutes or less.

- The respondent's proposal should include a cost estimate for both the existing West County video and the new East County Video to be translated into Spanish and Chinese (Cantonese) as well as pricing for closed caption options in English, Spanish and Chinese (Mandarin).
- The respondent's proposal should include a cost estimate to purchase 2 televisions screens and 2 media players to display the West County and East County videos on loop at the permitting center locations. (No installation required)
- The scope must include a minimum of 5 meetings with ECD and County staff. These meetings will include storyboard drafting, review/editing meetings and final viewings with stakeholders.

Scope for Goal #2: On-Call Media Services

- Provide an estimated cost and number of total hours that would be provided on an on-call basis. Including the proposed project team and respective roles.

East and West County Map



III. Submittal Information

Submittal/Selection Schedule

March 23, 2020	Issuance of Request for Proposal
April 9, 2020	Optional meeting with ECD Staff
April 30, 2020	Submittals due by 5 PM
Tentative: May 6-7	Interviews with Selection Panel
May 13, 2020	Selection of preferred vendor

Staff Q & A

ECD has scheduled an optional Question and Answer meeting for **April 9, 2020** between 2 and 4 PM. Staff will be available to answer questions. Please RSVP to Kristin Perrault at Kristin.perrault@acgov.org

Submittal Instructions/Deadline

Both e-mail and hard copies are due no later than 5 PM on Thursday, April 30, 2020

Please submit both electronic and hard copies of your response.
Please send 5 unbound hard copies to:

Alameda County Community Development Agency
Economic & Civic Development Department
224 W. Winton Avenue, Room 110
Hayward, CA 94544-1215
Attention: Kristin Perrault, Economic Specialist-Project Manager

And send electronic responses to: Kristin.perrault@acgov.org

IV. Selection Process

Criteria for Selection:

The County will use the following criteria to evaluate responses to the Request for Proposal

- Videographer's/media company's qualifications
- Proven track record in completing similar projects
- Project timing – including milestones such as storyboard completion, filming, editing time and project completion
- Total project cost

The County expects to select a videographer/media company to enter into a professional services agreement (contract) that will require County Board of Supervisor's review and approval.

The County has a Small and Emerging Locally Owned Business Requirement. A full description of the SLEB requirements can be found here: <https://tinyurl.com/vgv36sb>

The County will be the final decision-maker regarding selection of the business, and it reserves the absolute right to reject any or all proposals. Individual submittals will not be returned and the County will bear no cost associated with responses.

V. Required Submittal Elements

Transmittal Letter

Please include the following in the transmittal letter:

- Name, address, phone, etc. for the project manager

Description of Relevant Experience

Please describe **relevant projects completed**.

For each project, please include the following:

- Project name and location
- Brief summary of project, scope and project cost
- Brief description of ongoing project maintenance.

Open for Business Project Proposal

Please include a detailed description of the follow:

- Videographer's qualifications
- Project Timing – including milestones such as storyboard completion, filming, editing time and project completion (Due Date)
- Detailed budget showing estimated costs for Goal 1 and Goal 2

Please submit your relevant projects in your electronic submission via Dropbox, OneDrive, Google Drive, YouTube or Vimeo

References

Please provide three references with company/organization names, titles, telephone numbers, and e-mail addresses for individuals who can provide information about your projects.