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1000 Broadway, Suite 500, Oakland, CA 94607

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## **COUNTY OF ALAMEDA**

### **REQUEST FOR PROPOSAL**

#### **TO PROVIDE**

#### **VIDEO PRODUCTION OF PUBLIC HEALTH TRAINING EXERCISE**

#### **ALAMEDA DEPARTMENT OF PUBLIC HEALTH**

#### **SPECIFICATIONS, TERMS AND CONDITIONS**

#### **BID OPENING BETWEEN**

**February 7th, 2018  
February 23rd, 2018**

#### **Alameda County Public Health Department Public Health Systems Preparedness and Response (PHSPR)**

1000 Broadway  
Suite 500  
Oakland, CA 94607  
Phone: 510 267-8000  
Fax: 510 267-3212

# **COUNTY OF ALAMEDA**

## **REQUEST FOR PROPOSAL**

### **TO PROVIDE**

#### **VIDEO PRODUCTION OF PUBLIC HEALTH TRAINING EXERCISE ICS 020818 (distinguishing initials)**

#### **1. INTRODUCTION AND GENERAL INFORMATION:**

The County of Alameda (County) is in the process of seeking bids for a Video Training Project. The video training project is to update the current Point of Dispensing (POD) Training Videos that are used to train stakeholders in Alameda County on the POD process.

This VIDEO TRAINING PROJECT will consist of up to 4 professionally produced training videos of no more than 20 minutes each finished run time, delivered on DVD for field deployment and in electronic format.

The County is seeking qualified firms to provide various production services to film new video content, if needed and update and edit the existing video content to integrate new Point of Dispensing Operations concepts. The work will generally consist of: pre-production, videotaping, script writing, graphics, and editing.

Subject Matter Expertise – The County prefers firms with experience in public health education and training, especially in emergency response, who can contribute to these areas of subject matter expertise when writing and designing the project.

#### **2. DESCRIPTION OF WORK/SERVICES:**

The scope of work shall include but may not be limited to:

##### **POD Training Videos**

- Up to 4 separate 15-20 minute training videos
- Pre-production Planning
- Scripting
- 3-4 Meetings to include concept and development
- 1 Day Shoot w/ 3 cameras and audio and any necessary lighting (HDV or better)
- 3 weeks of editing

- Animated Motion Graphics of section objectives
- Animated POD floor plan
- Finished video conversion to interactive DVD including support documents
- DVD printing and packaging
- Subtitles for the hearing impaired audiences
- Upload/compress finished video content for delivery on Youtube

The Production Company for this project should have a thorough knowledge of Public Health, Center for Disease Control's City Readiness Initiative and Emergency Management. The production company will provide a staff of individuals that can handle the coordination, writing, producing, direction, videography, editing, graphics, DVD interactive building, and packaging for this production. The Alameda County Public Health Department will conduct a live one-day training exercise that will provide the visual material for the videos, if needed. The production company will provide multiple cameras to collect footage for the training videos as well as time analysis documentation. Alameda County Public Health Department will define the subject matter and provide additional subject matter expertise. For background information on existing Alameda County Public Health Department POD training video content, review the following link: <http://www.acphd.org/phep/podtraining.aspx>

1) Pre-production - The producer will attend concept and development meetings. The producer will meet in-person, by phone or email, as needed to assist with the development of the production including the video format and the schedule for production. The producer will be responsible for pre-production, technical advice on developing the interactive video content, setting up the individual shots for best possible sound and video (including directing action), lighting and videotaping, and editing and assembling the final interactive video and DVD.

2) Meetings – Prior to the exercise, the production staff will attend meetings with the Alameda County Public Health Department and exercise officials to develop training concepts and support planning for the project, clarify security and schedule issues. This consultation will include discussing the best ways to capture training scenes to allow for seamless transitions.

3) Production - The producer will be responsible for setting up all aspects relating to the sound and lighting for the actual video taping of the production. The filming will take place on location both indoors and outdoors at the exercise site. This will include set-up and command operations as well as the exercise operations.

4) Editing - The producer will submit the script for approval prior to editing and then submit the edit for at least 2 reviews prior to final cut. The producer will edit and organize the final clips and complete any other digital manipulation of the

material necessary for project completion including addition of graphics to support or clarify training goals. The producer will also be responsible for designing the interactive DVD menus and for loading the final product onto the DVD and troubleshooting playback issues.

5) Delivery - The producer will submit the DVD menu design and packaging for approval. The DVD should be formatted in such a way as to allow Alameda County to easily translate the materials to another digital format in the future.

### 3. INTENT:

It is the intent of these specifications, terms and conditions to describe the requested Video Production and Training Services outlined in the scope of work, as described in section 2 of this document.

It is the responsibility of each Bidder to be familiar with all of the specifications, terms and conditions and other relevant conditions reflected in this document. By the submission of a bid, the Bidder certifies that if awarded a contract, they will make no claim against the County based upon ignorance of the conditions or misunderstanding of the specifications.

### 4. CALENDAR OF EVENTS:

Request Issued	<b>February 7, 2018</b>
Bidding Ends	<b>February 23, 2018</b>
Project Begins	<b>March 5, 2018</b>
Project Delivery	<b>Prior to June 1, 2018</b>

### 5. REQUESTS FOR CLARIFICATION/INFORMATION:

Any explanation desired by a Bidder regarding the meaning or interpretation of the solicitation must be requested in writing, and with sufficient time allowed for a reply to reach such Bidder before the submission of their Statement of Qualifications (SOQ). (See calendar of events). Oral explanations or instructions will not be binding. Any information that is provided to any prospective Bidder concerning this solicitation would be furnished to all prospective Bidders as an amendment of the solicitation.

All questions regarding these specifications, terms and conditions **must be submitted in writing** *before* 5:00 p.m. on February 19, 2018 to:

**Alameda County Public Health Department  
PHSPR**

1000 Broadway  
Suite 500  
Oakland, CA 94607

Phone: 510 267-8000

Fax: 510 267-3212

Attn.: Mary Macaluso – VIDEO TRAINING Project Manager

## 6. SUBMITTAL OF PROPOSAL:

A. The proposal shall consist of two Parts, referred to as:

- **Part A**, which shall contain the "Statement of Qualification" (SOQ)
- **Part B**, which shall contain the proposed cost of providing the services

The SOQ shall be clear and concise to enable management-oriented personnel to make a thorough evaluation and arrive at a sound determination as to whether the proposal meets the requirements of the County. To this end, the SOQ should be as specific, detailed, and complete as to clearly and fully demonstrate that the Bidder has a thorough understanding of and has a demonstrable knowledge of the requirements to perform the work.

Submission of an SOQ constitutes consent for the County to conduct reasonable investigations and reference checks of the Bidder. The County reserves the right to add additional qualifications to those requested. Firms who do not include a satisfactory "Scope of Services" will have their proposals rejected and returned. The County will seat an evaluation team qualified to evaluate the proposals and the decision of the team is final.

B. Proposals shall be sent in writing via email or post. Email submissions shall be considered binding. Posted SOQs and proposals must be received at the Alameda County Public Health Department *BEFORE* 2:00 p.m. on the due date(s) specified above. The most appropriate proposal, determined by the review team, will be selected.

C. Proposals are to be addressed as follows:

Email to: Mary.Macaluso@acgov.org

Subject Line: Project: Video Training

Or post:

Attn: Mary Macaluso

Project: Video Training

Alameda County Public Health Department

PHSPR

1000 Broadway

Suite 500

Oakland, CA 94607

Phone: 510 -208-5942

Fax: 510 267-3212

E. Bidder's name and return address must also appear on the envelope or in the email.

F. Proposals will be received only at the address and location shown above, and prior to the time indicated. Any proposal received after said time and/or date or at a place other than the stated location, cannot be considered and will be discarded unopened.

G. All proposals, whether delivered by an employee of the Bidder, US Postal Service, courier or package delivery service, must be received and time-stamped at the stated address prior to the time designated. The Technical Services Department's timestamp shall be considered the official timepiece for establishing the actual receipt of proposals.

## 7. REQUIRED CONTENTS OF SUBMITTAL – PART A: "Statement of Qualification" (SOQ)

The submitted Proposal SOQ shall include the following:

A. Cover letter shall include the name of the primary firm making the proposal (Bidder), its legal structure, and all sub-consultants, if any, to be used on the Project and the roles and responsibilities proposed for each person/firm.

B. Bidding Qualifications - Bidder shall identify, describe and quantify, for itself and any sub-consultants, the following items for completion of the Project:

1. Description of the firm and its resources.
2. Proof of proper and appropriate licenses.
3. Proof of insurance, commercial general and automobile liability, professional liability or errors and omissions, worker's compensation. (See Exhibit C for exact requirements and limits.)

C. Proposal Qualifications - Bidder shall also include the following information specific to this proposal:

1. Experience on similar projects, both in size and nature. Bidder shall describe its experience on similar projects. Bidder shall describe how this experience qualifies these parties to accomplish their proposed roles for the Project. Bidder's listing of its contracts shall include the following data for each:
  - a) Project name and location
  - b) Approximate project dates
  - c) Project description, including aspects that compare with this project
  - d) URLs or Video DVD Copies of Project Samples for reference

E. References:

1. Bidders should provide a list of current and former clients. References should have similar requirements to those outlined in these specifications, terms and conditions.

2. Reference information is to include:

- a) Company/Agency name
- b) Type of business
- c) Contact person (name and title). Contact person is to be someone directly involved with the project (not an accounting or finance person)
- d) Telephone number street address
- e) Dates of service
- f) Type of service provided

3. The County may contact some or all of the references provided in order to determine the Bidder's performance record on work similar to that described in this request. The County reserves the right to contact references other than those provided in the response and to use the information gained from them in the evaluation process.

## 8. REQUIRED CONTENTS OF SUBMITTAL – PART B: Proposed Cost of Services.

The submitted proposal COSTS OF SERVICES shall include the following:

### A. STATEMENT OF APPROACH -

B. BUDGET – Include estimated hours to perform each major task, billing rates, travel, and costs for completing each element of the original scope of work.

C. The estimated number of meetings with County to review approaches and review progress throughout the production process.

## 9. EVALUATION OF BIDDER RESPONSIBILITY:

A. The County will make its best efforts to notify each Bidder within ten (10) days of the date of the receipt of proposal.

B. In determining Bidder's qualifications, the County may consider information provided by sources other than the Bidder and conduct such investigation as the County deems necessary to assist in the evaluation of Bidder's responsibility, qualifications and financial ability, as well as proposed sub-consultants and other persons and organizations.

C. The following are the minimum requirements for a Bidder to be found responsible to perform the work:

1. Sufficient financial strength, stability and resources as measured by Bidder's equity and debt to assets ratio.

2. Ability to obtain the required insurance with coverage values that meet minimum requirements and required letter from insurer.

3. Evidence that Bidder and its team have the human and physical resources of sufficient quantity and quality to perform the Contract in a timely and specification-compliant manner.

## 10. TERMINATION:

The County may terminate the Contract at any time without written notice upon a material breach of Contract by the Bidder.



## 11. PUBLIC RECORDS ACT:

A. Per the Public Records Act, County will make available to the public the SOQ, all correspondence and written questions submitted during the bid period, all bid submittals opened in accordance with the procedures and all subsequent bid evaluation information. Except as otherwise provided by law, the County will not disclose trade secrets or proprietary financial information submitted in response to the Request for Proposal (including but not limited to the SOQ). Any such trade secrets or proprietary financial information, which a Bidder believes should be exempted from disclosure, shall be specifically identified and marked as such. Blanket-type identification by designating whole pages or sections shall not be permitted and shall be invalid. The specific information must be clearly identified as such.

B. Upon a request for records regarding the Bidder's bid, the County will immediately notify the Bidder involved and specify a time when the records will be made available for inspection. If the Bidder, in a timely manner, identifies any "proprietary, trade secret, or confidential commercial or financial" information which the Bidder determines is not subject to public disclosure, the Bidder will be required to fully defend, in all forums, the County's refusal to produce such information, and to the fullest extent permitted by law, to indemnify the County against any and all losses, damages, expenses or liabilities (including, without means of limitation, the attorneys fees and costs of parties for the request for records action or proceeding) resulting from any and all judgments or awards in any such action or proceeding, or the settlement of any claim in any such action or proceeding, relating to or arising out of the County's failure to produce such information; otherwise, the County will make such information available to the extent required by applicable law.

C. Information disclosed in the SOQs and the attendant submittals are the property of the County unless the Submitter makes specific reference to data that is considered proprietary. Subject to the requirements in the Public Records Act, reasonable efforts will be made to prevent the disclosure of information except on a need-to-know basis during the evaluation process.

## **EXHIBIT B**

**ALAMEDA COUNTY  
RFP/Q No. 000-0-0000  
for**

### **REQUEST FOR PREFERENCE for LOCAL PRODUCTS AND VENDORS**

**IF YOU WOULD LIKE TO REQUEST THE LOCAL PREFERENCE  
COMPLETE THIS FORM AND RETURN IT WITH YOUR BID**

A five-percent (5%) preference shall be granted to Alameda County products or vendors on all sealed bids on contracts except with respect to those contracts which State law requires be granted to the lowest responsible bidder. An Alameda County vendor is a firm or dealer with fixed offices or distribution points located in and having a street address within the County and which holds a valid business license issued by the County or a city with the County. Alameda County products are those which are grown, mined, fabricated, manufactured, processed or produced within the County.

Company Name:

Street Address:

Telephone Number:

Business License Number:

**The Undersigned declares that the foregoing information is true and correct:**

Print/Type Name:

Title:

Signature:

Date:

# EXHIBIT C

## COUNTY OF ALAMEDA MINIMUM INSURANCE REQUIREMENTS

Without limiting any other obligation or liability under this Agreement, the Contractor, at its sole cost and expense, shall secure and keep in force during the entire term of the Agreement or longer, as may be specified below, the following insurance coverage, limits and endorsements:

### TYPE OF INSURANCE COVERAGES MINIMUM LIMITS

#### **A Commercial General Liability**

Premises Liability; Products and Completed Operations; Contractual Liability; Personal Injury and Advertising Liability

\$1,000,000 per occurrence (CSL)

Bodily Injury and Property Damage

#### **B Commercial or Business Automobile Liability**

All owned vehicles, hired or leased vehicles, non-owned, borrowed and permissive uses. Personal Automobile Liability is acceptable for individual contractors with no transportation or hauling related activities

\$1,000,000 per occurrence (CSL)

Any Auto

Bodily Injury and Property Damage

#### **C Workers' Compensation (WC) and Employers Liability (EL)**

Required for all contractors with employees

WC: Statutory Limits

EL: \$100,000 per accident for bodily injury or disease

#### **D Professional Liability/Errors & Omissions**

Including Medical Malpractice for medical related Agreement

\$1,000,000 per claim

### Endorsements and Conditions:

1. **ADDITIONAL INSURED:** All insurance required above with the exception of Professional Liability, Personal Automobile Liability, Workers' Compensation and Employers Liability, shall be endorsed to name as additional insured: County of Alameda, its Board of Supervisors, the individual members thereof, and all County officers, agents, employees and representatives.

2. **DURATION OF COVERAGE:** All required insurance shall be maintained during the entire term of the Agreement with the following exception: Insurance policies and coverage(s) written on a claims-made basis shall be maintained during the entire term of the Agreement and until 3 years following termination and acceptance of all work provided under the Agreement, with the retroactive date of said insurance (as may be applicable) concurrent with the commencement of activities pursuant to this Agreement.

3. **REDUCTION OR LIMIT OF OBLIGATION:** All insurance policies shall be primary insurance to any insurance available to the Indemnified Parties and Additional Insured(s). Pursuant to the provisions of this Agreement, insurance effected or procured by the Contractor shall not reduce or limit Contractor's contractual obligation to indemnify and defend the Indemnified Parties.

4. **INSURER FINANCIAL RATING:** Insurance shall be maintained through an insurer with a minimum A.M. Best Rating of B++ or better, with deductible amounts acceptable to the County. Acceptance of Contractor's insurance by County shall no relieve or decrease the liability of Contractor hereunder

5. **SUBCONTRACTORS:** Contractor shall include all subcontractors as an insured (covered party) under its policies or shall furnish separate certificates and endorsements for each subcontractor. All coverages for subcontractors shall be subject to all of the requirements stated herein.

6. **JOINT VENTURES:** If Contractor is an association, partnership or other joint business venture, required insurance shall be provided by any one of the following methods:

- Separate insurance policies issued for each individual entity, with each entity included as a “Named Insured (covered party), or at minimum named as an “Additional Insured” on the other’s policies.
- Joint insurance program with the association, partnership or other joint business venture included as a “Named Insured.”

7. **CANCELLATION OF INSURANCE:** All required insurance shall be endorsed to provide thirty (30) days advance written notice to the County of cancellation.

8. **CERTIFICATE OF INSURANCE:** Before commencing operations under this Agreement, Contractor shall provide Certificate(s) of Insurance and applicable insurance endorsements, in form and satisfactory to County, evidencing that all required insurance coverage is in effect. The County reserves the rights to require the Contractor to provide complete, certified copies of all required insurance policies.