Public Service Announcement (PSA) Video Production Services
2016 REQUEST FOR QUALIFICATIONS
MARIN COUNTY ADMINISTRATOR’S OFFICE

Summary
The County of Marin (County Administrator’s Office) seeks a video production company to produce approximately 12 short public service announcements (PSAs) of 1-3 minutes in length (approximately 1 per month) and/or other miscellaneous videos over the course of the contract period, which begins June 1, 2016 and ends June 1, 2017. Additional details are provided in the Scope of Work, below. Interested proposers must return all required Request for Qualifications by 5:00 PM PST, Monday, May 2, 2016.

Overview
Marin County government is a thriving public agency serving a dynamic community of 261,000 well-educated and involved residents. Marin County’s mission is to provide excellent services that support healthy, safe and sustainable communities; preserve Marin’s unique environmental heritage; and encourage meaningful participation in the governance of the County by all.

Over the last several years, the County of Marin has strengthened its communication with residents. The Communication program goal is to increase public awareness, community engagement and build trust by providing timely, accurate, and coordinated information in ways that are accessible, relevant and interesting to the Marin community.

In 2010, a public information team was created by representatives of all 22 County departments to better coordinate communication efforts; in 2012, a Public Communications Plan was adopted. In 2015, the County adopted the 5 Year Business Plan with a strong focus on communication and engagement. Today, the Communications Division in the County Administrator’s Office is staffed with a Media Specialist and oversees an Assistant County Administrator.
As more residents receive news from their phones and computers instead of traditional media outlets, the County has sought to “meet residents where they are” by increasing both the quantity and quality of information it disseminates to the community. Video production has always been a key component of these communication efforts. Between 2010 and 2015, more than 150 videos were produced and posted on the County’s YouTube channel: http://www.youtube.com/maringchannel.

In an effort to continue to amplify our communication program, the County of Marin is seeking the assistance of an experienced video production company to direct all aspects of video production, delivering public service announcements that are modern, thought provoking, and timely, and educate residents about Marin County services and issues. Recently developed videos include topics such as affordable housing, personnel recruiting, and the library’s bookmobile program.

At minimum, the purpose of the contract is to produce approximately 12 short public service announcements (PSAs) of 1-3 minutes in length (approximately 1-2 per month) and/or other miscellaneous videos in conjunction with staff from the County Administrator’s Office and other departments. This contractor will meet with assigned County staff to develop scripts, provide recommendations and ensure the delivery of a high-quality video product. Each video shall be shot, edited and ready for air within approximately one month of completion of the script. The contractor awarded this work may be utilized for other miscellaneous video production work that may arise during the course of the contract, estimated to be less than $10,000 per year. This may include videotaping important community meetings, or creating simple, non-scripted PSAs with just text and photos. The County of Marin’s annual budget for video production is $50,000.

Response

This RFQ does not attempt to describe all intricacies and functions of the required video production service. Instead the RFQ is designed to ask for information in a format that organizes the responses for analysis, while allowing respondents a wide degree of flexibility in describing their firm and proposed capabilities.

The County is seeking responses that will identify the applicant’s strengths, provide examples of past work and documented success. The applicant should demonstrate capabilities in video production, editing and positive working relationships with clients.

General Requirements (Scope of Work)

1. Working with guidance from the Media Specialist, Assistant County Administrator, other County staff or their designated liaisons, the contractor must have the ability to operate independently. Most PSAs or other videos are produced after directional guidance and story focus from contact persons within departments. The contractor has the responsibility to create a story outline, create a script, develop interview questions (with assistance from staff), identify interview subjects (if necessary), determine and shoot suitable b-roll, and create the final edited video within the context of a public, government agency. The contractor will also be responsible for scheduling and working directly with involved department employees. Since many department staff will be unable to devote significant time to the planning of videos, it is important that the contractor is able to work with subjects and coordinate the production of videos with minimal direct assistance from department staff. The contractor must be able to translate the department’s vision.

2. The final video will be of broadcast quality, both technically and aesthetically, and will be shareable online, since we have steady viewership on YouTube and other social media channels. The contractor will provide all video production equipment necessary to ensure a high-quality video product including but not limited to lights, tripods, cameras, editing equipment and sound equipment.

3. Contractor must have the ability to produce highly accurate closed-captioning for YouTube.
Contract Term

June 1, 2016, to June 1, 2017, with an option for additional years in one-year increments, by mutual consent of each party. A sample, standard contract is attached.

Supplemental Questions

The responses to this RFQ will be used in the selection process; however, the County reserves the right, at its sole discretion, to request additional information, request demos or presentations, or to form test or pilot projects. Contractors will be required to execute the standard County of Marin service contract agreement (attached, which includes a variety of compliance requirements).

The following criteria will be used to evaluate submittals and to develop a short list to interview:

- Experience and ability of proposed team
- References
- Respondent’s concept and understanding of County of Marin’s goals and intent of its video production
- Quality of RFQ response
- Cost of service

A screening committee comprised of county staff will develop a short list of contractors recommended for interview.

Preparing a Response

Please submit the requested information in the format specified below (using the numbers 1-8). If your response does not address all listed topics or program requirements, please note why a response is not listed, if the category is addressed in another way, or if the service can be easily provided by another contractor.

1. Letter of Introduction: Provide a letter of introduction with a brief description of your firm, contact information for the point person from your firm, experience in the industry, number of years providing video production services, client types, and a summary of possible media, products, and services offered. Include company name, address, contact name, title, phone number, and email address. Also identify any subcontractors you intend to use and their particular specialty.

2. Current Clients and References: Submit a list of current clients and contact information, including any clients with public agency, environmental, or community education goals. Include the name of the client, and a description of the campaign developed and results of said campaign (performance indicators).

3. Methodology: Provide a brief description of your overall video production process and what you would recommend for the County. Within that description, describe how you would involve County staff given the scope of work. Identify the primary contact in your firm who would work with County staff to develop ideas.

4. Video production capacity: Provide information about your monthly capacity for the services requested.

5. Examples of work: Provide web links to several examples of similar types of work. Include specifically what services you provided for the project, including timeframe, cost, and client.

6. Estimated Cost: The County has a budget of approximately $50,000. Please develop an estimated sample budget and identify how many videos you could produce within this parameters. Please be specific on what services you would or would not provide for this amount of funding. You may make recommendations to alternatively meet these objectives, including the use of subcontractors. The County is looking for a complete package that includes all price components such as staffing and support costs.

7. Additional Features: Describe any additional features that distinguish your firm from others.

Additional Comments: Add any comments you may have.
Submittal

Please email your submittal by 5:00 PM on May 2, 2016, to Bainsworth@marincounty.org. You can also mail information to Marin County Administrator's Office, 3501 Civic Center Dr., Ste 325, San Rafael, CA 94903, Attn: Brent Ainsworth. Late submittals will not be accepted.

Disclaimer

Submission of the RFQ does not guarantee any future business with the County of Marin. The issuance of this RFQ does not constitute assurance of a contractual agreement by the County. The County of Marin reserves the rights to reject any and all information submitted and re-issue a new RFQ, Request for Bid, or Request for Proposals.

The County accepts no financial responsibility for any costs incurred by a firm in responding to this RFQ.

Responses to this RFQ become the property of the County of Marin and are subject to the California Public Records Act. This does not include the disclosure of a firm’s net worth or information labeled by the firm as proprietary or confidential. In the event that the County is required to defend an action arising out of a Public Records Act request for any contents of a submittal marked “proprietary” or “confidential,” respondent agrees to defend and indemnify the county from all costs and expenses resulting from such action.

Questions

If additional information is needed to assist in preparing a response, please contact Brent Ainsworth, Media Specialist, at Bainsworth@marincounty.org, or (415) 473-3084. You can also check out our website at www.marincounty.org.

Attachments

Sample professional service contract with the County of Marin.