

SAN BENITO COUNTY, CALIFORNIA



REQUEST FOR PROPOSALS

FOR

Video Production Services

PERFORMANCE PERIOD: August 1, 2019 through October 31, 2019

DATE RFP ISSUED: May 3, 2019

CONTACT PERSON: Enrique Arreola
Deputy Director
earreola@cosb.us

DUE DATE: Friday, May 31, 2019 at 4:00 p.m. local time

ISSUED BY THE
San Benito County Health & Human Services Agency

REQUEST FOR PROPOSALS (RFP)

Introduction

San Benito County Health & Human Services Agency (HHSA) is soliciting proposals for companies/firms to provide video and audio production services for the production of a 3-4 minute informational video.

General Information

The Health and Human Services Agency is the agency within the County of San Benito government that provides a broad range of health and social services to promote wellness, self-sufficiency, and a better quality of life for individuals and families in San Benito County. The mission of HHSA is to promote personal responsibility, independence, and self-sufficiency of individuals and families through a responsive and accessible system that acknowledges the dignity of all individuals we serve and by providing services with respect and compassion.

San Benito County has a population of over 56,000 and shares a border with Santa Clara County and lies adjacent to the San Francisco Bay Area.

Project Description

The purpose of the video is to inform the general public about the array of services offered by HHSA. The video should highlight the various programs and services offered by each division within HHSA such as Social Services, Public Health, Community Services & Workforce Development, Eligibility and Adult Services.

Technical Requirements

The video produced must have the following technical requirements:

- Video should be 3-4 minutes long
- Video must be webcast quality
- Video must be able to be reduced in size without diminishing quality
- Video should be in a file format for use on the HHSA website and social media platforms
- The finalized video should be completed by October 30, 2019

Contractor Requirements

- The video producer should have an initial creative consultation meeting with the HHSA staff overseeing the project.
- The video producer is expected to be in contact with the designated HHSA staff throughout all phases of the project by providing a weekly progress report, either verbally or by email.
- The video producer is required to secure its own production facilities and equipment to produce all elements of the video, including but not limited to voicing, lighting, graphics, animation, editing, and music.
- As a governmental agency, HHSA expects the video producer to use cost-effective approaches in both the production and post-production of the video.

Proposals must include:

1. Letter of Introduction summarizing any relevant experience and production resources.
2. The individual/firm's qualifications, expertise and ability to perform the scope of service.
3. Examples/samples of past three projects, preferably of similar size and scope.
4. Proposed vision for the videos (broad concepts on the final product).
5. Proposed budget, which should include a suggested work plan and breakdown of fees for professional and administrative services and cost-effective approaches to video production. Budget shall be for reimbursement on an actual cost basis and shall include a line item budget clearly identifying costs to be charged.
6. Proposed schedule for the project, including various stages, milestones, and payments.
7. Point of contact information, including name, title, phone and email address.
8. If subcontractors are used, they must be disclosed in the proposal along with references and qualifications.

RFP Timeline:

Issue RFP	May 3, 2019
Deadline for Proposal Submittal	May 31, 2019 at 4 p.m.
Notification of selection Made	June 14, 2019

Submission Process, Due Date, and Required Documents: One original and five (5) copies of the proposal, including all applicable supporting documentation, must be addressed and delivered to the office and individual named below, which is the address and contact to be used for all communications in connection with this RFP:

San Benito County, Health & Human Services Agency
Attn: Enrique Arreola, Deputy Director
1111 San Felipe Road, Suites 107, Hollister, CA 95023
Phone (831) 634-4918, Fax (831) 637-0996
earreola@cosb.us

All proposals submitted will be date and time stamped. A receipt will be issued to verify and acknowledge the receipt of the proposal.

Submission Deadline: Friday, May 31, 2019 at 4:00 pm local time. Proposals received later than the above date and time will be rejected and may be returned unopened. All proposals received will become the property of San Benito County.

Right of County to Request Further Documentation

The County reserves the right to request any further documentation that it deems appropriate and necessary for the review and award process, during both the initial review process and the negotiation/award appointment phase.

Right of County to Cancel Request for Qualifications, to Elect Not to Award, to Reject Proposals and to Waive Informalities or Irregularities

The County expressly reserves the right to cancel this RFP at any time, to elect not to award any or all of the contracts cited in this RFP, to reject any or all proposals, to waive any informality or

irregularity in any proposal received, and to be the sole judge of the merits of the respective proposals received.

Contract and Insurance Requirements: The successful candidate will be required to execute the County's standard contract and provide the following evidence of insurance coverage prior to entering into a contractual agreement with the County:

- Comprehensive General Liability Insurance \$1,000,000
- Professional Liability Insurance \$1,000,000
- Workers Compensation Insurance (as required by California Labor Code Section 3700)

Proposal Review & Evaluation Process: The proposal review process will include the following activities to ensure that the San Benito County Health & Human Services Agency procurement meets the required standards:

1. All proposals will be screened for compliance and qualification.
2. Bidders may be asked, at the discretion of the San Benito County HHSA, to answer specific questions and/or make brief presentations to the HHSA Executive Team.

Once a proposal is selected San Benito County HHSA shall negotiate the price and terms with the selected firm/individual, final contract approval shall be made by the Board of Supervisors.

Respondents should not assume that the County would award a contract to the lowest bidder. Qualitative factors, such as the firm's demonstrated expertise and experience, will weigh heavily in the selection process.

Selection Criteria

The information requested within this RFP will be the basis for scoring by the HHSA Executive Team. Evaluation point scoring is summarized in the following table. The HHSA Executive Team will evaluate proposals in the following categories. A total of 50 possible points may be awarded.

EVALUATION FACTORS - DESCRIPTION OF REQUIREMENTS	MAX POINTS
1. RFP specifications This category will evaluate the degree to which the proposal meets the format specifications and submission requirements. This includes the required supporting documents, signed forms and assurances.	Pass/Fail
2. Letter of Introduction summarizing any relevant experience and production resources.	10 Points
3. Firm Profile - The individual/firm's qualifications, expertise and ability to perform the scope of service.	10 Points
4. Firm Experience – <ul style="list-style-type: none"> ▪ Demonstrated experience in creative video development, production, and post-production ▪ Ability to coordinate resources, equipment, and required staff for video production and post-production 	25 points

<ul style="list-style-type: none"> ▪ Examples/samples of past three projects, preferably of similar size and scope. ▪ Ability to meet the expected timeline for completing the project 	
<p>5. Proposed Budget – proposal shall include a suggested work plan and breakdown of fees for professional and administrative services and reflect cost-effective approaches to video production. Proposals shall be for reimbursement on an actual cost basis and shall include a line item budget clearly identifying costs to be charged.</p>	<p>5 points</p>
<p style="text-align: right;">Total Points</p>	<p>50</p>