



REQUEST FOR QUALIFICATIONS FOR

**VIDEO PRODUCTION SERVICES**

November 27, 2019

Proposals due by December 11, 2019, 5:00 PM PST

*(POSTMARKS WILL NOT BE ACCEPTED)*

# CITY OF GOLETA

## REQUEST FOR QUALIFICATIONS FOR VIDEO SERVICES

### A. INTRODUCTION

The City of Goleta is requesting proposals from qualified firms to produce multiple videos on an as-needed basis for the City. These videos will be shot in various locations throughout the community and each video is estimated to be up to approximately five minutes in length.

The purpose of this RFQ is to invite interested organizations and individuals to demonstrate their background, qualifications, competence, and capabilities, which will be used to establish a shortlist of video production providers who the City expects to use through June 30, 2021.

### B. BACKGROUND

The City of Goleta is located on the Central Coast of California just north of Santa Barbara. Incorporated in 2002, the City has the warmth and charm of a small town. Beaches and well-maintained parks and open spaces add to its attraction. Contributing to this young community's outstanding quality of life are the City's low crime rate, mild coastal climate, and desirable location.

The current population is just over 30,000. Residents enjoy several distinct neighborhoods, each with its own character. Goleta elementary and secondary schools have a reputation for high academic achievement and excellent instruction. The University of California at Santa Barbara, located to the south of the City, is a world class public university.

Video services are for the Community Relations Division. The Community Relations Division provides accurate and timely information and education on the City of Goleta's many programs, projects and events to all internal and external stakeholders and the media. The Division executes the City's messaging in various communication forms and seeks to use new technologies as available. The Division is also responsible for supporting citizen participation, providing emergency public information and creating content for all of the City's information tools including the website, social media accounts, and government access channel (19).

The purpose of this RFQ is to create a short list of well-qualified firms to provide on-call video production services for various City of Goleta projects and programs. Resulting from this RFQ, the City will enter into one or more non-exclusive agreements with the selected firm(s) that meet the needs defined in this RFQ. Projects and programs can come up at any time where the City requests the services of the selected firms.

## C. SCOPE OF SERVICES

The scope of services anticipated by this RFQ will be determined on a case-by-case basis, through June 30, 2021, depending on the assignment. It may include some or all the following:

- Census 2020: A short video highlighting people in Goleta sharing why the Census is important to complete.
- LEAD Goleta: Videos to show to the community academy, and a summary video of the academy.
- Park and Public Facility Openings: A recap video of ribbon cuttings at neighborhood park and public facility openings, including parts of speeches from dignitaries and City staff.
- Right to Vote: Video of different prominent Goleta women speaking and sharing their stories celebrating the 100 year anniversary of a women's right to vote.
- Creek & Watershed Management Plan: A short video showcasing the City's creeks and why people should participate in the public meetings and workshops associated with this effort.
- City Presentations: Vignettes of previous projects composed into one video for the City to present at events.

Videos are the property of the City and may be used on the City's social media accounts, website, government access channel (19), additional outreach platforms, and shared with the media.

### Subjects & Locations

City staff will provide and coordinate all persons being filmed/photographed, including in-house and contracted staff, community members, and dignitaries.

### Technical Requirements

The videos produced must meet the following technical requirements:

- Each video may be up to approximately five minutes long
- Videos must be in high definition
- Videos must be able to be reduced in size without diminishing quality
- Videos should be in a file format for use on the City website and social media platforms
- The final video from each project must be completed in a timely manner, preferably within 48 hours (dependent on the scope of the project)

### Contractor Requirements

- The video producer will have an initial discussion before each project with the City staff person overseeing the project.
- The video producer is required to secure his/her own production facilities and equipment to produce all elements of the videos, including but not limited to: voicing, lighting, graphics, animation, editing, and music.
- Experience working with public agencies is preferred.
- Requests for video services can come up on short notice, and the video producer must be able to travel to Goleta within a half hour upon request.

### **D. PROPOSAL**

Proposals must include:

1. Introduction summarizing any relevant experience and production resources.
2. Examples/samples of past projects, preferably of similar size and scope.
3. Proposed vision for the videos (broad concepts on the final product).
4. Breakdown of fees for professional and administrative services, as well as any ancillary costs.
5. Point of contact information, including name, title, phone, and email address.
6. List of three recent references including the name, address, email address and phone number of the clients.

Applicants are encouraged to provide straightforward, concise information that satisfies the requirements specified. Emphasis should be on brevity, conformity to instructions, and clarity.

### **E. PROPOSAL SUBMISSION REQUIREMENTS AND PROPOSED SCHEDULE**

Please email an electronic PDF copy, and mail three (3) bound copies of your proposal at your earliest convenience, but no later than Wednesday, December 11, 2019, at 5:00 p.m. PST. Proposals shall be clearly marked "VIDEO PRODUCTION SERVICES PROPOSAL" and enclosed in a sealed envelope. Proposals may be hand delivered or mailed to:

City of Goleta  
Attn: Kelly Hoover, Community Relations Manager/PIO  
130 Cremona Drive, Suite B  
Goleta, CA 93117

An electronic version may be emailed to [khoover@cityofgoleta.org](mailto:khoover@cityofgoleta.org).

### **Proposed Schedule**

Dates are subject to change. We will make every effort to administer the proposal process in accordance with the terms and dates outlined below. However, we reserve the right to make changes to the schedule.

<b>Date</b>	<b>Activity</b>
November 27, 2019	Request for Proposal Issued
December 9, 2019	Deadline for Submission of Questions
December 11, 2019	Deadline for Proposals (due by 5:00 p.m.)
December 12 – 19, 2019	Proposals evaluated
December 20, 2019	Proposers Notified

### **F. EVALUATION CRITERIA**

An RFQ selection committee will review and evaluate proposals. The committee will select the proposer(s) with the best combination of attributes, including cost, based on the evaluation factors. It is important that the responses be clear and complete so that the evaluators can adequately understand all aspects of the proposal.

Work will be awarded to one or more contractors that provide the most qualified and responsive proposal including:

- Demonstrated experience in creative video development, production, and post-production
- Ability to coordinate resources, equipment, and required staff for video production and post-production
- Understanding of the purpose and scope of the videos
- Original and creative vision
- Cost-effective approaches to video production
- Proposed price
- Ability to respond to requests in a timely manner
- Quality of proposed service

## **G. ADDITIONAL REQUIREMENTS / GUIDANCE FOR PROPOSERS**

All responses to this RFQ will become the property of the City of Goleta. All proposals and any subsequent contract will be subject to public disclosure per the "California Public Records Act," California Government Code, sections 6250 – 6270, once the City has awarded the contract resulting from this solicitation.

The City will review and evaluate all proposals. The City reserves the right to request one or more oral interviews of any respondents prior to the final selection. The City assumes no liability for any cost incurred by any firm in the preparation of its proposal in response to this RFQ, or presentation of the proposal or subsequent interview(s), nor for obtaining any required insurance.

The City reserves the right to reject any and all proposals, to request additional information concerning any proposals for the purpose of clarification, to accept or negotiate modifications to any proposal following the deadline, to waive any irregularities, if doing so would serve the interest of the City, to amend and/or reissue the RFQ, and/or to discontinue or reopen the process at any time. The City retains sole discretion to evaluate proposals and make an award to the proposer that the City deems to have the most responsive proposal. The City reserves the right to negotiate all final terms and conditions of any contract as necessary to more closely match City needs.

## **H. INSURANCE REQUIREMENTS**

Without limiting Grantee's indemnification of Agency, and prior to commencement of Work, Grantee shall obtain, provide and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form satisfactory to Agency. General liability and automobile liability policies must name the City of Goleta as an additional insured.

General liability insurance. Grantee shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Grantee shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Grantee arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than \$1,000,000 combined single limit per accident.

Workers' compensation insurance. Grantee shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least \$1,000,000). Grantee shall submit to Agency, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of Agency, its officers, agents, employees and volunteers.

Primary/noncontributing. Coverage provided by Grantee shall be primary and any insurance or self-insurance procured or maintained by Agency shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of Agency before the Agency's own insurance or self-insurance shall be called upon to protect it as a named insured.

## **I. GENERAL INFORMATION**

- The City reserves the right to cancel or reissue the RFQ or extend the timeline at any time.
- The City reserves the right to reject any and all proposals. The City may accept any proposal if such action is determined to be in the best interest of the City in the sole and exclusive discretion of the City Council.
- The City is not liable for any costs incurred by the proposer prior to issuance of a written contract (fully executed) to the successful organization(s).
- The program/service/activity is subject to the approval of the City of Goleta. The City will have the right to review and approve any changes in the program/service/activity.

### **Questions during Proposal Period**

All questions should be directed in writing to: Kelly Hoover, Community Relations Manager/PIO, at [khoover@cityofgoleta.org](mailto:khoover@cityofgoleta.org).

### **DEADLINE FOR PROPOSAL SUBMITTALS**

**Submittals are due by 5:00 PM PST on December 11, 2019.**

Proposals must be sent to Kelly Hoover at [khoover@cityofgoleta.org](mailto:khoover@cityofgoleta.org) via email and mail by the above deadline.

Proposals not received by the due date and time requested in the Project Schedule herein may be rejected without consideration.

**NOTE: FAXED, E-MAILED, LATE OR "BY-POSTMARK DATE" PROPOSALS WILL NOT BE ACCEPTED**