

REQUEST FOR QUALIFICATIONS – VIDEO PRODUCTION

Altoona Cares Video Project

2020 October 22

The City of Altoona has experienced tremendous growth over the past ten years, increasing in population by approximately 21 percent. Local growth, coupled with an overall increase in general housing demand throughout the region as well as other state and national factors, has resulted in the cost of living, including housing, to increase faster than area median wages and inflation. Housing is also recognized as critical to nearly every City value and objective, ranging from economic vitality and quality affordable lifestyle, to environmental and social responsibility.

City staff and elected officials worked with regional partners to convene the Chippewa Valley Regional Housing Task Force in 2018. That effort resulted in a series of findings and recommendations in 2019, and the City is working to implement solutions. Notably, the City invested nearly \$1 million in the purchase and renovation of a vacant assisted living facility to become Solis Circle, a 24-dwelling property that allows very low rent to improve housing access and connection to supportive services.

Providing awareness of housing cost and access challenges present in our community, along with awareness of other related economic insecurity challenges, have been identified as a priority by Altoona City Council members. The **Altoona Cares** video project is intended to result in media tools that the City and collaborating organizations may utilize to improve awareness and understanding of housing affordability and access, along with other related economic insecurity challenges. The videos are intended to be embedded in the City's website, distributed through social media, supplement presentations, and also to be used in other applications, including, as budget allows, commercials.

Products

The City seeks proposers to produce a **minimum** of three videos that are 2 to 4 minutes in length. Additional videos of shorter length or other marketing products are desired to be produced as budget permits. As a government organization, proposals should utilize creative, cost-effective solutions as they are intended to advance the public interest.

The following general arrangement and theme of the three primary videos is as follows:

- (1) Affordable housing testimonial(s) from Solis Circle residents and stakeholders, sprinkled with relevant statistics to reflect the magnitude of housing and poverty issues in the community.
- (2) The role of community planning and local government decision-making to provide for a diversity of housing options and access, including why this is important. Anticipated to feature City Staff, Council Members, and potentially community partners.
- (3) Focus on the activities of the Altoona Compassion Coalition and why their activities are important.

The City has budgeted \$10,000 for this project.

Samples

The following videos exemplify ideas for the general message, however, we hope to get a more modern and contemporary style and feel and welcome creative input from those providing proposals:

https://www.youtube.com/watch?v=v8pBKDZUn_g

<https://www.housingamericacampaign.org/video-testimonies.html> (the first video in this link provides affordable housing testimonials and interweaves)

<https://www.youtube.com/watch?v=9xQZTT4w1mI> (general overview of affordable housing issue with facts and call to action)

<https://www.youtube.com/watch?v=5zxMjtUvgkg> (corona virus impact on housing insecurity—good facts)

<https://www.youtube.com/watch?v=5u-J5a-rgmM> (importance of affordable housing to a city)

Desired Timeline

The following is an envisioned timeline, to be modified in consultation with the selected firm:

| | |
|---------------------------|------------------------|
| RFQ Published | October 22, 2020 |
| RFQ Due | November 5, 2020 - 2PM |
| Interviews (if held) | Week of Nov 9, 2020 |
| Pre-Production | November 2020 |
| Video/Photo Production | December 2020 |
| Post-Production & Release | January 2020 |

Technical Requirements

The produced videos shall have the following technical requirements:

- Each of the three primary videos should be two to four minutes in duration
- Videos must be webcast quality
- Videos must be able to be reduced or expanded in size without diminishing quality
- File must be formatable for use on the the City website and social media platforms
- The finalized videos should be completed by January 31, 2021.

Selection Criteria

Responses received will be evaluated by the City on the following selection criteria:

- 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 as demonstrated by proposal
- Ability to meet the expected timeline for completing the project
- Cost-effectiveness

Firm Requirements

The video producer should have an initial creative consultation meeting with City staff overseeing the project to assure the City's vision is consistent with the video producer's. The video producer is expected to be in contact with the designated City staff throughout all phases of the project by providing weekly progress reports, either verbally or by email. It is the policy of the City to attempt to retain local firms, however, all Responses will be evaluated based on the quality of the Response, experience of the firm, and overall cost for services.

The video producer is required to secure its own production facilities and equipment to produce elements of the video, including by not limited to voicing, lighting, graphics, music, animation, and editing. The City expects the video producer to use professional, yet cost-effective approaches in both the production and post-production of the videos.

Video will be shot at various locations depending on the agreed upon content of the videos.

Proposal Requirements

Proposals must include:

Part 1: Cover Letter

The Proposer must provide a cover letter signed by a principal in the firm submitting the proposal on behalf of their company.

Part 2: Qualifications and Experience

The proposal must include information describing the background and experience of each firm and key individuals that will perform all or parts of the proposed services. The inclusion of a portfolio of project examples is strongly encouraged, preferably with examples of similar length with a community focus.

Part 3: Proposed Services and Deliverables

A. Project Understanding

The proposal must demonstrate an understanding of the project objectives, providing a clear indication of the ability to perform the work in the required schedule.

B. Proposed Approach

The proposal must describe the approach that will be taken to storyboard, produce, edit and deliver the deliverables specified by the Proposer to include a **minimum** of three videos as noted.

C. Deliverables

The proposal must provide a complete list of all deliverables as well as a proposed plan addressing which media outlets would be most appropriate for launching each deliverable provided (marketing plan).

Part 4: Proposed Project Schedule

Each proposal shall include a proposed schedule for the project, including stages, milestones and payments.

Part 5: Cost Proposal

The City of Altoona has budgeted \$10,000 for this project. Proposers must provide a flat fee, not to exceed, proposal to provide all of the deliverables specified in their proposal.

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

Please submit an electronic copy in .pdf format no later than 2:00 p.m. on November 5, 2020. Statements received after the due date and time will be deemed non-responsive and will not be considered.

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Subject: "Altoona Cares Video RFQ"

All proposals shall remain valid for ninety (90) days following the final date for submission. All proposals become the sole property of the City and part of its official records without obligation by the City to select a proposal.

Disclaimer

This solicitation is not a commitment or contract of any kind. The City of Altoona reserves the right to reject any and all Responses for any reason at its sole discretion, in whole or in part, to waive any informalities or technicalities, to negotiate the terms and conditions of the eventual contract with the successful respondent. The City expressly reserves the right to reject any and all Responses without indicating any reasons for such rejection(s). The City reserves the right to postpone due dates and opening for its own convenience and to withdraw this RFQ at any time without prior notice. Any action taken by the City in response to the Responses, made pursuant to this RFQ, or in making any award or failure or refusal to make any award pursuant to such Responses, or in any cancellation of awards, either before or after issuance of an awards, shall be without any liability or obligation on the part of the City and its officials and employees.

The RFQ does not commit the City to award a contract, pay any costs incurred in preparation of the responses. Costs incurred to prepare a Response or attend selection interviews shall be at the Respondent's sole expense.

Respondents shall examine this RFQ and associated documents and shall exercise their own judgement as to the nature and scope of the work required. No plea of ignorance of conditions or difficulties that exist or may thereafter arise in the execution of the work as a result of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the Respondent to fulfill the requirements of this RFQ.

The City of Altoona or its agents may make such investigations as it deems necessary to determine the ability of the Respondent or its agents to perform the work, and the Respondent shall furnish the City all such information for this purpose, as the City may request. The City reserves the right to reject any Response if the evidence submitted by, or investigated of, such Respondent fails to satisfy the City that such Respondent understands the full scope of work and is properly qualified to carry out the proposed project.

Thank you for your interest in the City of Altoona.