



San Joaquin Valley
Air Pollution
Control District

Request for Proposals

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Section I: Introduction

The San Joaquin Valley Air Pollution Control District (hereinafter, "District,") seeks a qualified video production company (hereinafter, "Company") to produce two high-quality, professional videos.

Since its formation in 1992, the District has focused on improving air quality through a variety of regulations and programs in Fresno, Kings, the valley portion of Kern, Madera, Merced, San Joaquin, Stanislaus and Tulare counties. One such program is Spare the Air, a voluntary program through which the District notifies residents and Spare the Air partners when air quality is expected to be unhealthy and encourages air-friendly behavior. To enhance Spare the Air, the District seeks to commission a Company to produce a video to educate the public and Spare the Air employer partners about the program. The District also seeks to commission a Company to produce a video for the District's personnel division to orient new employees on agency policies, procedures and resources.

Both videos should achieve clear and consistent communication, be of high-quality technical production and adhere to the established timelines and budget. The District's selection committee will evaluate these factors when reviewing samples and contacting references for each respondent. Production of the Spare the Air video will begin in June 2003. The project should be complete and delivered to the District no later than August 2003. The employee orientation video will be produced in fall 2003 and will use some of the same footage as the Spare the Air video.

The District reserves the right to reject any and all proposals at its discretion. All inquiries concerning this Request for Proposals should be directed to:

Kelly Hogan Malay
Phone: (661) 326-6981
Fax: (661) 326-6985
Email: kelly.malay@valleyair.org

2700 M Street, Suite 275
Bakersfield, CA 93301

Section II: Schedule

Date	Event
April 14, 2003	Release of Request for Proposal
May 1, 2003 by 5 p.m.	Proposal submission deadline (postmarks not accepted)
May 5 – 19, 2003	Proposal review
May 21, 2003	Selection announced
May 22, 2003	Contract negotiations begin
June 19, 2003	Contract presentation to Governing Board

Spare the Air video

June 23 - 26, 2003	First project meeting; review of draft script
July 3, 2003	Final scripts due from District
July 4 -24, 2003	Storyboards, filming and production (mutually scheduled project meetings take place during this time)
August 15, 2003	Final project deadline; masters and copies delivered to District

Personnel video

September 2003	First project meeting; review of draft script
September 2003	Final scripts due from District
October 2003	Storyboards, filming and production (mutually scheduled project meetings take place during this time)
November 2003	Final project deadline; masters and copies delivered to District

Section III: Project Specifications

Upon notification of the project award, the Company will furnish the District with written proof of worker's compensation and liability insurance.

Upon acceptance of the contract with the District, the Company will be responsible for procuring copyrights to music tracks and/or sound effects used in the project. Rights for use and reproduction must be in perpetuity, as availability and use of the video is intended to be ongoing. The Company must disclose the source of music and/or sound effects and related copyright items, conditions and agreements.

An authorized representative from the Company will be available for a minimum of three project meetings per video, to be held at District offices or at the Company's office. The project meetings will be set as needed throughout the project to discuss, develop, review, edit and change the scripts or video content.

The District will provide the Company with the objectives and first draft scripts for the videos. The District also will assist by creating or obtaining slides, photos, charts, maps and graphs as needed to enhance the visual messages in the videos.

Traveling throughout the San Joaquin Valley may be required for the videos. An itinerary will be negotiated during the initial project meeting between representatives of the District and the Company.

The Company will supply a private monitor for District use during shooting.

The videos must be shot and edited on broadcast quality videotape suitable for multiple reproductions and television viewing.

Final scripts and video content must be approved in writing by the District.

Upon completion of the project, the District will own all rights to the videos, including all raw footage shot exclusively for the District, as well as the master copies of the videos. The Company can't re-use the District's footage or the final videos without written permission from the District. The Company will retain rights to any stock footage used in the videos.

Section IV: Video Specifications

Spare the Air

Length of Video

Five to seven minutes

Format and copies

The Company will provide the District with one VHS master video, one VHS confidence master video, three DVD copies, 200 VHS copies, 15 DVC Pro copies and 15 Beta copies. Video jackets will be included with all masters and copies, with labels and designs to be approved in writing by the District.

Target audience

Spare the Air employer partners and their employees; potential Spare the Air employer partners and their employees; general public through distribution to the news media; and District employees.

Purpose

The video will acquaint viewers with the District's voluntary Spare the Air program. It will address the causes of air pollution in the San Joaquin Valley and will offer air quality solutions that can be implemented by Valley employers, employees and their families.

Key Points

- Describe the Valley air basin and its meteorological conditions/geographic factors that contribute to air pollution; describe both pollutants plaguing the Valley and the difference between the two; provide an overview of health effects of air pollution
- Describe and illustrate the severity of the Valley's air quality problem
- Further describe ozone, which is the primary component of smog and the target of the Spare the Air program
- Overview the Air District's role in cleaning up the air

- Detail the Spare the Air program, how it helps Valley air quality and how to participate
- Provide specific examples of ways employers, employees and their families can help reduce air pollution

Personnel

Length of Video

10-15 minutes

Format and copies

The Company will provide the District with one VHS master video, five VHS copies and three DVD copies. Video jackets will be included with the master and all copies, with identifying labels.

Target audience

Newly recruited District employees. The video will be an internal piece not intended for external distribution.

Purpose

To present the District to new employees and outline policies, procedures and employment expectations.

Key Points

- Brief history of the District, including its formation
- Overview of the District's mission and jurisdiction
- Overview of the District's organization, including the makeup and authority of the Governing Board
- Review of the District's funding
- Employment rules, procedures and benefits
- The video should include narrated presentations by District managers, footage of internal and external office scenes in all three regional offices in Bakersfield, Fresno and Modesto, and footage of a Governing Board meeting.

Section V: Contents of Proposal

Proposals must follow the format outline below. All of the requested information must be supplied in a proposal packet and received by 5 p.m. May 1, 2003 at the Valley Air District, 2700 M Street, Suite 275, Bakersfield, CA 93301

Proposals must be submitted on white, 8.5 x 11-inch paper (preferably recycled), stapled and not bound. Proposals must include:

- **Proposal Contents Checklist**
Include the summary checklist sheet (see Attachment I) to ensure that all appropriate contents of the proposed packet have been included.
- **Cover Letter**
The cover letter must include the company's name, address, telephone number and must be signed by the Company representative authorized to bind the company to the terms of the proposal. The cover letter also must include the final bid amount.

The following items also must be contained in the proposal packet and must be printed double-sided. These items should be no longer than ten pages (five sheets printed on both sides):

- **Summary of Qualifications**
Provide an overview of the company and staff background, including areas of responsibility. Note company production and dubbing capabilities, as well as available equipment that may be needed in production of the District videos.
- **Concept Preparation**
Present a broad concept overview for the Spare the Air video, including a general theme, approach and style, as well as possible voice and on-camera talent.

**** All concepts will remain the property of the submitting company. The District will not utilize any concepts without approval from and compensation to the submitting company.**

- **Stock Footage Review**
Briefly outline any appropriate stock footage available to the company.
- **Budget Breakdown**
List all anticipated costs and a final bid amount.
- **References**
Provide a minimum of three clients for whom the company has produced videos. Include contact information for the references.
- **Demonstration Tape/s**
Provide up to two VHS demonstration tapes accompanied by a list of the

company's specific contributions to the tapes. Tapes without such a list won't be considered. Tapes produced for community education and outreach projects are particularly appropriate. It is recommended that one of the demo tapes be a longer-format production (five minutes or longer).

Demo tapes will be returned via mail, unless other arrangements are made.

Section VI: Evaluation of Proposal

Qualifications will be evaluated based upon contents of the written proposal, references, and demonstration tapes. The criteria below will be judged by a District-appointed committee:

- Clarity of written presentation
- Concept
- Technical and creative production capabilities
- Ability to meet project schedule and budget
- Cost-effectiveness of proposal

The successful respondent will be notified via telephone and in writing of the project award and will be asked to submit a signed contract and proof of insurance within a specified time frame.

Attachment I: Proposal Contents Checklist

The following items are included in the proposal submitted by

(please print company name)

- ___ Cover letter signed by authorized company representative
- ___ Summary of qualifications begins on page ___
- ___ Concept Preparation begins on page ___
- ___ Stock Footage Review begins on page ___
- ___ Budget breakdown begins on page ___
- ___ References begins on page ___
- ___ Demonstration tape/s with list of company's contributions to tape/s