



May 1, 2020

BAY AREA  
AIR QUALITY  
MANAGEMENT  
DISTRICT

**Request for Qualifications# 2020-004**

Video Production Services

**SECTION I – SUMMARY ..... 1**  
**SECTION II – BACKGROUND..... 2**  
**SECTION III – GENERAL DESCRIPTION OF SERVICES ..... 2**  
**SECTION IV – SUBMISSION REQUIREMENTS ..... 3**  
**SECTION V – SUBMISSION CONTENTS ..... 5**  
**SECTION VI – QUALIFICATIONS EVALUATION ..... 6**  
**SECTION VII – SAMPLE CONTRACT..... 7**

**SECTION I – SUMMARY**

In carrying out its mission to improve air quality in the San Francisco Bay Area, the Bay Area Air Quality Management District (Air District) seeks to obtain video production services for Air District messaging, promotions and other projects. Through this Request for Qualifications (RFQ) process, the Air District expects to enter into a master services contract with a video production company to provide services to the Air District upon request.

To respond to this RFQ, an interested company should submit its statement of qualifications electronically (in Adobe Acrobat PDF file format) to the Air District's Procurement Portal (Portal):

Cynthia Zhang, Staff Specialist  
Bay Area Air Quality Management District  
375 Beale Street, Suite 600; San Francisco, CA 94105  
Portal link: <https://baaqmd.bonfirehub.com>

**Statements of qualifications must be submitted and received by  
4:00 p.m. on May 15, 2020.  
Late submissions will not be considered.**

Statements of qualifications must address all information requested in this RFQ. A statement may add information not requested in this RFQ, but the information should be in addition to, not instead of, the requested information and format. Minority business enterprises, women's business enterprises, veteran's business enterprises, and Certified

Green Businesses are encouraged to submit statements of qualifications. **Any questions regarding this RFQ should be submitted through the Portal.**

## **SECTION II – BACKGROUND**

### **A. Air District Overview**

The Air District was created by the California Legislature in 1955 as the first regional agency to address air pollution in California. The Air District jurisdiction includes Alameda, Contra Costa, Marin, Napa, Santa Clara, San Francisco, San Mateo, southwestern Solano, and southern Sonoma counties.

The State Legislature originally gave the Air District the authority to regulate stationary sources of air pollution, such as factories, oil refineries, chemical plants, gasoline stations, and agricultural burning. With more recent legislation, the Air District was granted authority to enact certain measures related to transportation and mobile sources.

The Air District is governed by a twenty-four member Board of Directors, consisting of elected officials, including county supervisors, mayors, and city council members. The Executive Officer / Air Pollution Control Officer (APCO) for the Air District is Jack P. Broadbent.

### **B. Video Production Services**

In carrying out its mission to improve Bay Area air quality, the Air District frequently communicates with the public about its various programs including through a web-based Annual Report, the website and on social media. The Air District periodically relies on videographers to provide services for these efforts.

Through this RFQ, the Air District seeks to select a video production company to provide services upon the Air District's request. The selected video production companies will work with the Air District's Communications Office. Firms interested in submitting a statement of qualifications to provide such services are required to follow the recommended guidelines and instructions contained in this RFQ.

## **SECTION III – GENERAL DESCRIPTION OF SERVICES**

### **A. Services Needed**

1. Video production services on an as-needed basis for various long- or short-term projects. Services may include:
  - a. Storyboarding
  - b. Scriptwriting
  - c. Location scouting
  - d. Talent recruitment
  - e. Video recording
  - f. Sound recording and lighting
  - g. B-roll footage recording

- h. Post-production and editing services
- i. Digital file delivery

2. Services must be provided at a level consistent with professional video production standards.
3. Video production and other similar work with Air District staff and Air District consultants on small- and large-scale projects relating to Air District programs.
4. Obtain release forms from all persons who are depicted in videos and recordings in an identifiable way.

**B. Ownership of Rights**

1. Air District will own all rights to video footage collected and final videos produced for the Air District project(s).

**SECTION IV – SUBMISSION REQUIREMENTS**

**A. General**

1. Interested firms must create an account through the Portal described on p.1 of this RFQ to view RFQ documents and addenda, and to submit questions and bid documents.
2. All statements of qualifications must be made in accordance with the conditions of this RFQ. Failure to address any of the requirements is grounds for rejection of this submission.
3. All information should be complete, specific, and as concise as possible.
4. Statements of qualifications should include any additional information that the respondent deems pertinent to the understanding and evaluation of the bid.
5. The Air District may modify the RFQ or issue supplementary information or guidelines during the submission preparation period prior to the due date. Please check our [Portal](#) for updates prior to the due date.
6. The Air District reserves the right to reject any and all submissions.
7. All questions must be in written form and submitted through the Portal no later than **4:00 p.m. on Thursday, May 7, 2020**. Firms will not be able to submit questions after this time. All questions will be answered in writing and posted on the [Portal](#) by **6:00 p.m. on Tuesday, May 12, 2020**.
8. The cost for developing the statement of qualifications is the responsibility of the responding firm, and shall not be chargeable to the Air District.
9. A firm's selection and the execution of a contract with the Air District does not

guarantee any particular amount of work.

## **B. Submittal of Statements of Qualifications**

All statements of qualifications must be submitted according to the specifications set forth in Section V (A) – Contents of Statement of Qualifications, and this section. Failure to adhere to these specifications may be cause for the rejection of the submission.

1. Due Date – All statements of qualifications are due no later than **4:00 p.m., May 15, 2020**, and should be submitted via the Portal to:

Cynthia Zhang, Staff Specialist  
Bay Area Air Quality Management District  
375 Beale Street, Suite 600; San Francisco, CA 94105  
Portal link: <https://baaqmd.bonfirehub.com>

2. Uploading large documents may take significant time, depending on the size of the file(s) and Internet connection speed. Bidders should plan sufficient time before the due date to finalize their submissions and to complete the uploading process. Bidders will not be able to submit documents after the due date and time. Statements of qualifications received after the date and time previously specified will not be considered.
3. Signature – All statements of qualifications should be signed by an authorized representative of the responding firm.
4. Submittal – Submit one (1) electronic copy (in Adobe Acrobat PDF file format). Electronic submissions submitted via the Portal will be acknowledged with a confirmation email receipt. Late proposals will not be accepted. Any correction or re-submission of proposals will not extend the submittal due date.
5. Grounds for Rejection – A statement of qualifications may be rejected at any time if it arrives after the deadline, is not in the prescribed format, or is not signed by an individual authorized to represent the firm.
6. Disposition of the Submissions – All responses to this RFQ become property of the Air District and will be kept confidential until a recommendation for award of a contract has been announced. Thereafter, submittals are subject to public inspection and disclosure under the California Public Records Act. If a respondent believes that any portion of its submittal is exempt from public disclosure, it may mark that portion “confidential.” The Air District will use reasonable means to ensure that such confidential information is safeguarded, but will not be held liable for inadvertent disclosure of the information. Statements of Qualifications marked “confidential” in their entirety will not be honored, and the Air District will not deny public disclosure of any portion of submittals so marked.

By submitting a statement of qualifications with portions marked “confidential,” a respondent represents it has a good faith belief that such portions are exempt from disclosure under the California Public Records Act

and agrees to reimburse the Air District for, and to indemnify, defend, and hold harmless the Air District, its officers, employees, and agents, from and against any and all claims, damages, losses, liabilities, suits, judgments, fines, penalties, costs, and expenses, including without limitation, attorneys' fees, expenses, and court costs of any nature whatsoever, arising from or relating to the Air District's non-disclosure of any such designated portions of a statement of qualifications.

**C. Interviews**

1. The Air District, at its option, may interview firms that respond to this RFQ. The interviews will be for the purpose of clarifying the statement of qualifications.
2. Submittal of new materials at an interview will not be permitted.
3. Interviews may involve a presentation and/or a question-and-answer session.

**SECTION V – SUBMISSION CONTENTS**

**A. Contents of Statement of Qualifications**

Submitted statements of qualifications should follow the format outlined below and include all requested information. Please number your responses exactly as the items are presented here, and limit to 10 one-sided pages, except work samples, which should be included in a separate appendix.

1. Experience, Structure, Personnel
  - a. Firm Contact Information – Provide the following information about the firm:
    - Address and telephone number of office nearest to San Francisco, California and the address and phone number of the office that each of the proposed staff members are based out of if different.
    - Name of firm's representative designated as the contact and email address
    - Name of project manager, if different from the individual designated as the contact
  - b. Firm History – Provide a history of your firm's experience in video production services similar to those sought through this RFQ, including any services provided to governmental organizations. Provide references for any similar projects listed, including contact name, title, and telephone number. Describe the technical capabilities of the firm in all areas relevant to the services sought through this RFQ.
  - c. Assigned Personnel – List all key personnel who would be assigned to Air District projects by name and role. Provide descriptions of education and training, along with a summary of experience in providing services similar

to those sought through this RFQ. Background descriptions can be a resume, CV, or summary sheet. Note that the standard Air District contract will not permit substitution of project manager or staff without prior written approval of the Air District's assigned program manager.

- d. Work Samples (Does not count against 10-page limit) – Samples of up to 5 major video projects that the firm has completed. Include the video files (or links to the video files), the client, the name of a contact person who is able to provide a reference, a description of the nature of the work, and the size and complexity of the project.
- e. Subcontractors – List any subcontractors that will be used and the work to be performed by them.
- f. Conflict of Interest – Address possible conflicts of interest or appearance of impropriety regarding other clients of the firm that could be created by providing services to the Air District. Describe procedures to be followed to detect and resolve any conflict of interest or appearance of impropriety. The Air District reserves the right to consider the nature and extent of such work in evaluating the statement of qualifications.
- g. Additional Information – Provide any other information that the firm wishes the Air District to consider in evaluating the submission.

2. Fee Information (Does not count against 10-page limit)

- a. The normal hourly rate of each videographer, assistant and staff member, and the rate that would be charged to the Air District.
- b. A list of anticipated reimbursable expenses, such as expenses for travel, hiring of talent or support staff, or equipment rental, and the rate charged for each.
- c. Any reduced fees offered to other municipalities, governmental entities, economic development or nonprofit organizations, and civic organizations.
- d. Any other fees or charges.

**SECTION VI – QUALIFICATIONS EVALUATION**

A panel of Air District staff will evaluate all statements of qualifications. The panel will recommend the selection of one or more contractors to the APCO, who will, in turn, make a recommendation to the Air District Board of Directors. The Air District Board of Directors may be required to approve the contract to carry out the work described in this RFQ. An example of a typical contract for professional services used by the Air District is included in Section VII.

In evaluating statements of qualifications submitted pursuant to this request, the Air District places high value on the following factors, not necessarily in order of importance:

- Approaches in methodology with respect to the anticipated scope of services that demonstrate maximum comprehension of and ability to provide such services to the Air District.
- Prior experience of the video production company in providing services to governmental, public health or environmental agencies.
- Quality and diversity of work product applicable to the Air District's messaging needs as demonstrated through submitted work samples.
- Demonstrated knowledge of Air District activities.
- Experience of the video production company with comparable types of services.
- Innovative or outstanding work that demonstrates the video production company's unique, creative qualifications that align with the Air District's messaging.
- Years of professional experience, complexity, and nature of services handled by the video production company.
- Video production company's ability and availability for working with Air District directors, officers, staff and consultants.
- Conformity with applicable Air District policies as noted herein.
- Proposed fee structure relating to services the firm would provide.
- Local business, green business or woman-/minority-owned business.\*

\*The Air District gives preferences to local businesses and those that are certified as green businesses by a government agency or independent private rating organization. "Local business" means that a firm's headquarters is located within the nine counties of the Air District's jurisdiction.

The Air District reserves the right to reject any and all statements of qualifications submitted and/or request additional information.

## **SECTION VII – SAMPLE CONTRACT**

A sample contract to carry out the work described in this RFQ is available on the Air District's website at <http://www.baaqmd.gov/about-the-air-district/request-for-proposals-rfp-rfq/samples-previous>. (Click the + to the left of Sample Contracts, and then click on the Master Services Contract link)