



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT

March 17, 2025

Request for Qualifications# 2025-004

Video Production Services

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SECTION I – SUMMARY

The Bay Area Air Quality Management District (“Air District”) seeks qualified firms to provide video production services for Air District messaging, promotions and other projects. The Air District will select firms based on their qualifications for specific projects based on the firm’s background and past projects, such as extensive experience working with advocacy and awareness, premium structured video production, and/or digital short form video production. Firms may apply for one or more of the following categories/services:

1. Advocacy and Awareness
2. Premium Structured Video
3. Digital Short Form Video

Through this Request for Qualifications (RFQ) process, the Air District expects to enter into a master services contract(s) with one or more firms to provide services upon request. One (1) firm will be qualified for each category. Firms qualified under this RFQ and the execution of a contract with the Air District does not guarantee any particular amount of work. The duration of the contract will be for a period of up to five (5) years.

To respond to this Request for Qualifications (“RFQ”), an interested firm should submit one (1) electronic copy of its Statement of Qualifications to the Air District’s Procurement Portal (“Portal”):

Michael Chao, Staff Specialist
Bay Area Air Quality Management District

375 Beale Street, Suite 600; San Francisco, CA 94105

Portal link: <https://baagmd.bonfirehub.com>

**Statements of Qualifications must be received by
4:00 p.m. Pacific Time (PT) on Monday, April 21, 2025 (“deadline”).**

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, local businesses, 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 is the government agency responsible for protecting air quality in the San Francisco Bay Area. The Air District is tasked with regulating stationary sources of air pollution in the nine counties that surround San Francisco Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma counties. It is governed by a 24-member Board of Directors composed of locally elected officials from each of the nine counties. The Air District's mission is to improve air quality to protect public health, reduce historical and current environmental inequities, and mitigate climate change and its impacts.

The Air District aims to achieve its mission through many strategic goals, including: reducing and eliminating health problems caused by air pollution, achieving and maintaining air quality standards, leading the Bay Area's efforts to fight global climate change, creating high-quality regulatory programs, and applying environmental best practices in all operations. To do so, the Air District regulates air pollution emissions from stationary emission sources such as factories, refineries, and power plants, and from smaller facilities like gas stations and dry cleaners. The Air District ensures that such facilities comply with air pollution laws and regulations, provides incentives to replace older, higher-emitting vehicles and equipment with cleaner alternatives, and gives grants and provides outreach to encourage healthy clean air choices by businesses and consumers. The Air District implements these efforts with an equity focus, aiming to reduce air quality disparities and promote environmental justice by targeting local air pollution in overburdened communities.

B. Video Production Services

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

Through this RFQ, the Air District seeks to select one or more video production

companies to provide as-needed services for future Air District projects. 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 and must specify the service category or categories it is submitting a statement qualification for. If it becomes necessary to revise any part of this RFQ, revisions will be provided by addenda posted on the Portal and the [RFP/RFQ page](#) of the Air District's website.

SECTION III – GENERAL DESCRIPTION OF SERVICES

A. Services Needed

A selected firm's expected services may include, but are not limited to:

1. Video production services on an as-needed basis may include:
 - a. Storyboarding
 - b. Scriptwriting
 - c. Location scouting
 - d. Talent recruitment/casting
 - e. Video recording
 - f. Sound recording and lighting
 - g. B-roll footage recording
 - h. Aerial drone video recording
 - i. Studio recordings
 - j. Animation
 - k. Visual Effects (VFX)
 - l. Motion Graphics
 - m. Post-production and editing services
 - n. Digital file delivery
2. Providing video production services at a level consistent with professional video production standards.
3. Working with other consultants and in-house staff on small- and large-scale projects relating to Air District programs.
4. Granting unlimited rights to the Air District to use any video footage collected for the Air District project(s) and final videos produced.
5. Obtaining release forms from subjects under the age of 18.

B. Video Production Category/Services Needed

1. **Advocacy and Awareness** – videos highlighting leading community members and Air District staff in relation to environmental justice projects of the Air District.

Qualification Criteria:

- Experience developing short-form to long-form, unscripted documentary style videos with community impact.

- Experience shooting community-based, grass roots style videos with multiple interviews in studio and on location.
- Experience working in racially, ethnically, and/or linguistically diverse settings and communities and, in particular, those within the Air District's jurisdiction.
- Track record of working within a budget and on schedule.
- Experience working with community based and/or environmental justice organizations.
- Experience and capacity to manage logistics for video shoots.

2. Premium Structured Video Production

Qualification Criteria:

- Experience producing corporate, scripted long form videos with postproduction tools like Adobe After Effects, Illustrator or Animate to create motion graphics, animation or visual effects.
- Extensive experience shooting in-studio, longer form video similar in style to feature length films or corporate videos.
- Demonstrates capacity to be collaborative and flexible.
- Experience working with Executive level staff.
- Track record of working within a budget and on schedule.
- Experience and capacity to manage logistics for video shoots.

3. Digital Short Form Video

Qualification Criteria:

- Experience developing video tailored for Tik Tok, Stories, Reels, YouTube Shorts on a short deadline.
- Developing short form video content traditionally shared to Learning Management System (LMS) sites.
- Experience developing software and online system tutorials.
- Knowledgeable about setting up and administering live streams for social media or press conference formats.

Interested firms must specify the Video Production Category/Services category it is submitting a statement of qualification for and have and/or demonstrate the firm meets the qualification criteria of the category.

SECTION IV – SUBMISSION REQUIREMENTS

A. General

1. Interested firms must create an account through the [Portal](#) described in this RFQ to view RFQ documents and addenda, and to submit questions and statement of qualifications.
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 submission.
5. The Air District may modify the RFQ or issue supplementary information or guidelines during the submission preparation period prior to the deadline. Please check the [Portal](#) for updates prior to the deadline.
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. PT on Monday, April 7, 2025**. 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. PT on Monday, April 14, 2025**.
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. **Deadline** – All statements of qualifications are due no later than **4:00 p.m. PT on Monday, April 21, 2025**. Late submissions will not be accepted.
2. **Submittal** – Submit one (1) electronic copy of the statement of qualifications in Adobe Acrobat PDF file format to the Portal. Electronic submissions submitted via the Portal will be acknowledged with a confirmation email receipt.

Portal link: <https://baaqmd.bonfirehub.com>

3. **Uploading large documents** may take significant time, depending on the size of the file(s) and internet connection speed. Respondents should plan sufficient time before the deadline to finalize their submissions and complete the uploading process. Respondents will not be able to submit documents after the deadline. Statements of qualifications received after the deadline will not be considered.
4. **Signature** – All statements of qualifications must be signed by an authorized representative of the firm.
5. **Grounds for Rejection** – A statement of qualifications may be rejected at any

time if it arrives after the deadline, or 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 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.

7. Modification – Once submitted, statement of qualifications may be altered up until the deadline. Statement of qualifications may not be modified after the deadline. Any correction or re-submission of statement of qualifications will not extend the submittal deadline.

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.
4. Interview teams should be representative of the project team.

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. Failure to submit statements of qualifications in the required format may result in the submission being eliminated from evaluation and consideration.

1. Experience, Structure, Personnel

- a. Contact Information (Section I) – 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. Table of Contents – Clearly identify material contained in the statement of qualifications by section.
- c. Firm History (Section II) – Provide an overview of your firm's history, organization, and team. Include an overview of your firm, number of years in business, firm ownership information, and an organizational chart.
- d. Experience and Qualifications (Section III) – **Please specify** which category or categories you are seeking to be qualified for and provide a statement of your firm's experience and qualifications in providing similar services to those sought through this RFQ, including any services provided to governmental organizations. Describe the technical capabilities of the firm in all areas relevant to the services sought through this RFQ.
- e. Assigned Personnel (Section IV) – List all key personnel who will provide the services sought in this RFQ 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, curriculum vitae (CV), or summary sheet.
- f. Past Projects (Section V) – Describe three (3) major projects for each video category you are applying for managed by your firm within the last five (5) years that demonstrate experience in providing the services sought through this RFQ. Include the project name, a description of the nature of the work, and the size and complexity of the project. Past projects should include work performed in the Bay Area region.
- g. Work Samples (Section VI) – Provide three (3) video projects for each video category you are applying for that the firm has completed in areas relevant to the services sought in this RFQ. Include the client, a description of the nature of the work, and the size and complexity of the project.
- h. References (Section VII) - Provide a minimum of three (3) references of other, similar projects including company name or government entity, contact name, title, phone number and e-mail address for all references listed. For each reference, include a description of services provided and dates the services were provided.

- i. Subcontractors (Section VIII) – List any subcontractors that will be used and the work to be performed by them.
- j. Conflict of Interest (Section IX) – 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.
- k. Retention of Working Papers (Section X) – All working papers are the property of the Air District. Include a statement acknowledging that if your firm is awarded the contract, you will retain project related papers and related reports for a minimum of five (5) years.
- l. Additional Information (Section XI) – Provide other essential data that may assist in the evaluation of the statement of qualifications.
- m. Self-Certification for Local Business (XII) - If applicable, include a statement self-certifying that your firm qualifies as a local business. “Local business” means that a firm’s headquarters is located within the nine counties of the Air District’s jurisdiction.

2. Fee Information

- a. The normal hourly rate of each principal and staff member whose resume is provided or whose job category may be required, and the rate that would be charged to the Air District. If annual increases in fees are expected, include the percentage increase, if any, in the response.
- 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 the Air District.
- d. Any other fees or charges.

SECTION VI – QUALIFICATION EVALUATION

A panel of Air District staff will evaluate all statements of qualifications for each of the categories/services. Firms may apply for one or more of the categories/services. Each statement of qualification will be evaluated based on the category or categories that the firm is applying for. The panel will recommend the selection of one or more firms to the Air Pollution Control Officer (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(s) 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 RFQ, 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.
- Proposed fee structure relating to services the video production company would provide.
- Experience with video production centered around environmental justice issues in low-income communities and/or communities of color.
- References of the firm.
- Local business*.

*"Local business" means that a firm's headquarters is located within the nine counties of the Air District's jurisdiction. Bidder must include a statement in their proposal self-certifying that the bidder qualifies as a local business to receive points for this criteria.

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)