



A Traffic Safety Campaign in the San Ramon Valley

REQUEST FOR QUALIFICATIONS & PROPOSAL

VIDEO PRODUCTION SERVICES

The Street Smarts Program is issuing a Request for Qualifications & Proposal (RFQ/RFP) from qualified Contractors to develop one (1) fifteen minute video for elementary school-aged children on the subject of bicycle and pedestrian safety, with the option of producing a longer video that includes a five minute supplement on school site specific traffic safety issues for each of the 21 school sites.

ORGANIZATION INTRODUCTION

The mission of the Street Smarts Program is to educate drivers, bicyclists and pedestrians on issues related to traffic safety and change their behavior.

The program is a public-private traffic safety effort among the Town of Danville, City of San Ramon, County of Contra Costa, San Ramon Valley Unified School District and community partners. The program is managed by the Town of Danville, with the City of San Ramon serving as the fiscal agent.

SCOPE OF WORK

The Request for Qualifications & Proposal (RFQ/RFP) is for a video production services contractor. Part A is a basis proposal for the production of one (1) fifteen minute video about pedestrian, bicycle, scooter and skateboard safety. Part B is an expanded scope of work, subject to funding availability, that would include the production of twenty-one (21) supplemental five minute segments on school-site specific traffic safety issues.

Fifteen Minute Traffic Safety Video (Part A: Basic Proposal)

The purpose of this 15-minute traffic safety video is to teach elementary school students about basic traffic safety principles. Topics may include crosswalk safety, using pedestrian countdown signals, watching for parked cars, bicycling with traffic, and proper use of a helmet. The video may include an individual acting as a "host" to introduce the traffic safety concepts, animation, video of police officers talking to the audience, or a combination of these elements.

The final deliverable for the basic proposal (Part A) will be thirty (30) copies of a final 15-minute traffic safety video in DVD format.

School-Site Specific Videos (Part B: Expanded Proposal)

Subject to funding availability, the expanded proposal would include the production of the 15-minute video (as described in Part A) and the production of twenty-one (21) additional five minute videos about traffic safety issues specific to each elementary school site in the San Ramon Valley.

The expanded proposal to include school-site specific videos would require B-roll or on-site location filming at each of the 21 schools. The final deliverable for the expanded proposal would be 21 unique DVDs (one for each of the schools), each containing a 20-minute video consisting of the primary fifteen-minute traffic safety video (as described in Part A) as well as the five-minute site-specific supplemental video.

Responsibility of Contractor

The Contractor would be responsible for writing, directing, filming, producing, editing and duplicating the video(s). Street Smarts staff would provide the contractor with input on content, style and scouting locations during the video production process.

Format/Specifications

The video(s) would be produced in a high-definition (HD) video mode of 720p, 1080i, 1080p or better.

PROJECT TIMELINE

The project timeline listed below is an estimate only. Street Smarts reserves the right to revise any project dates as needed.

Milestone	Date
Release RFQ/RFP	June 14, 2010
Proposals Due	July 12, 2010
Interviews with Firms	Week of July 26, 2010
Successful Firm Selected	Week of July 26, 2010
Pre-Production Begins	Early August 2010
Shooting and Post-Production	September-October 2010
Project Delivery	December 2010

OWNERSHIP OF WORK

Upon completion of project and payment, the video(s) shall be under full ownership of the member public agencies of the San Ramon Valley Street Smarts Program. The Contractor would be listed in the production credits and be authorized to use the final video for promotional purposes only.

PAYMENT FOR SERVICES

The successful Contractor shall be paid for services rendered and invoiced each month, unless otherwise agreed upon between Street Smarts or its designated member public agency and the Contractor.

TERM OF CONTRACT

This is a one-time contract that would provide video production services for the duration of the project.

INSURANCE COVERAGE

The selected Contractor shall be required to procure and maintain automobile liability of \$300,000 or greater for each occurrence and \$100,000 or greater per person for bodily injury and property damage. If the Contractor hires any employees, Worker's Compensation as required by the State of California, and Employers' Liability Insurance, one million dollars (\$1,000,000) per accident for bodily injury or disease.

DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM

The Street Smarts member public agencies encourages firms who are certified disadvantaged business enterprises (DBE) to submit proposals, or for non-DBE firms to utilize the services of DBE subconsultants/subcontractors for work on this project. For more information about DBE, download responses to Frequently Asked Questions at the following web address:

[http://www.dot.ca.gov/hq/bep/files/Disadvantaged Business Enterprise DBE Program FAQs.pdf](http://www.dot.ca.gov/hq/bep/files/Disadvantaged_Business_Enterprise_DBE_Program_FAQs.pdf)

SELECTION CRITERIA

Street Smarts will select the Contractor based on the contents of the proposal and the following criteria:

- Proposed project and approach;
- Qualifications and technical ability of the firm;
- Similar experience with past projects involving a public education video;
- Ability to comply with the proposed schedule; and
- Cost proposal.

During the evaluation process, Street Smarts may request additional information or clarifications from the proposers. The Agency reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether the proposal was selected.

RESPONSE FORMAT

All submittals shall include the following information:

- 1. Introduction Letter with Price Estimate for Fifteen Minute Traffic Safety Video (Part A) and School-Site Specific Video (Part B)** Please include a cover letter summarizing your firm's background, resources and relevant experience. This letter should also include a cost estimate for the project, listing the cost for Part A and Part B separately. (Two pages max).
- 2. Examples of Three Relevant Past Projects:** Please include a summary describing three relevant past projects. These examples should include a brief summary of each project (not to exceed one page) and a DVD sample of the project. The three video samples can be submitted as separate DVDs or on one DVD with each project separated by chapters.
- 3. List of References and Past Projects/Clients:** Please provide a list of references and past projects/clients (5 pages max.)

DEADLINE AND DELIVERY

One copy of the proposal shall be received at the City of San Ramon Transportation Division Offices no later than 4:00 p.m., July 12, 2010. Submittals received after the deadline will not be accepted. All proposals should be sent to:

Street Smarts
Attn: Nat Rojanasathira, City of San Ramon
3180 Crow Canyon Pl., Ste. 145
San Ramon, CA 94583

CONTACT

Any questions on this Request for Qualifications/Request for Proposals (RFQ/RFP) shall be directed to:

Nat Rojanasathira, Street Smarts
E-Mail: nrojanasathira@ci.danville.ca.us
Telephone: 925.314.3382