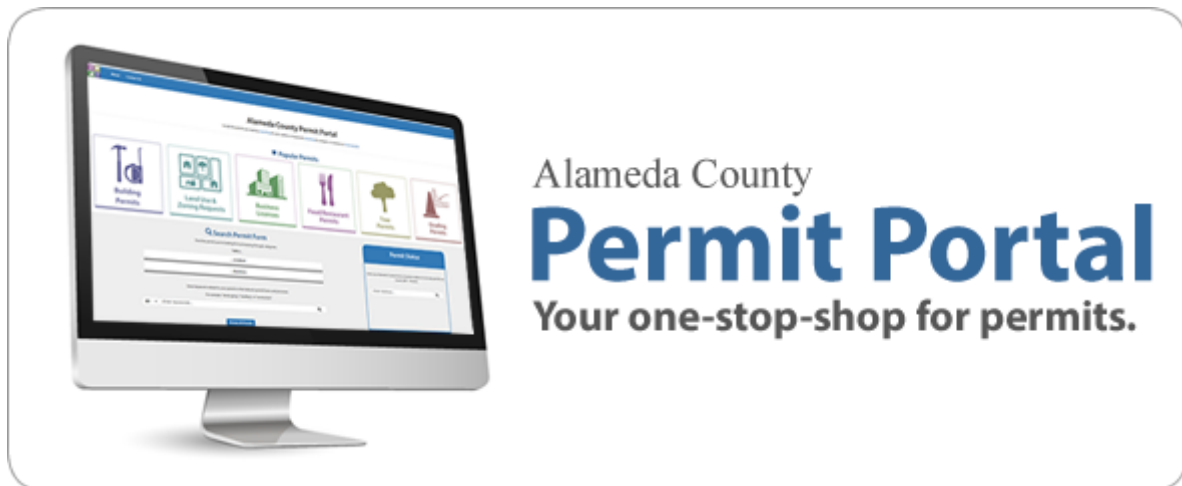




ALAMEDA COUNTY
Community Development Agency

Economic and Civic Development Department

Request for Proposals
for
“Open for Business Permit Portal”
Videographer



Request for Proposal issued: January 15, 2019
Optional Filming Site Tour & Staff Q&A: January 24, 2019
Responses due by 5 PM: February 11, 2019

Please direct any questions regarding Request for Proposal:

Kristin Perrault, Economic Development Specialist – Project Manager
Alameda County Community Development Agency
Economic & Civic Development Department
Phone: 510/670-6506
Email: kristin.perrault@acgov.org

**Request for Proposals for
Open for Business Permit Portal” Videographer**

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I. Executive Summary

As part of Alameda County's ongoing economic development efforts, we are pleased to offer an opportunity to help produce visual aids/videos to clarify the process(es) for opening or expanding a business or commercial space in the unincorporated areas.

The County is seeking a dynamic media company that will convert information about the County's permitting processes into easy to understand steps. A highly qualified videographer team will be selected to introduce the County's permitting staff and process in a friendly, inviting way. The County envisions a partnership where the content is developed in conjunction with the videographer who participates in meetings with County stakeholders (permitting departments), creates a storyboard, schedules, films and edits videos to create an informative, friendly finished product to be accessed on various County department websites.

Project Budget: \$24,500 maximum

Film Location: 224 W. Winton Avenue, Hayward, CA 94544

See [Attachment A](#) for a map of the 224 W. Winton Avenue vicinity

Optional Filming Site Visit & Tour with Staff: Thursday January 24, 2019

Proposals Due: Monday, February 11, 2019

Interviews with Selection Panel: February 20 & 21, 2019

Tentative Selection Date for Outstanding Proposal: March 1, 2019

Contact for Information:

Kristin Perrault, Economic Development Specialist – Project Manager
Alameda County Community Development Agency
Economic & Civic Development Department
510/670-6506
kristin.perrault@acgov.org

Electronic copies of the RFP and additional relevant documents are available on the County's Economic and Civic Development Department website: www.acgov.org/cda/ecd.

Relevant Information: <https://tinyurl.com/ybhyd6ut>

- County Board of Supervisors June 27, 2017 Board Letter
- *Open for Business Recommended Strategies*
- Small, Local, Emerging Business (SLEB) Requirements

II. The Project Opportunity

Open for Business - Setting

This project grew out of the *Recommended Strategies* made by the County's Open for Business Working Group to brainstorm strategies to make urban unincorporated Alameda County more business-friendly and to remove barriers to economic growth. The Working Group grew out of Supervisor Nate Miley's Eden Area Livability Initiative and builds on the East Bay Economic Development Alliance's "Open for Business" Pledge that Alameda County officially endorsed.

The Community Development Agency's Economic & Civic Development Department (ECD) facilitated the Working Group's deliberations and process. The Working Group was made up of stakeholders and County departments involved in commercial permitting and entitlements, including Planning, Fire, Building, Environmental Health, Public Works/Engineering and Business Licenses.

The Working Group developed twelve *Recommended Strategies* that identified the specific issue or challenge hindering businesses and developers in the unincorporated area. These strategies included recommended solutions, the implementing steps, and the responsible County department or agency.

This project responds to Recommendations #1 and #12 which focus on improving customer service, with improvements ranging from providing consistent information across departments, to identifying a "point person" to shepherd commercial applicants through the process, to using technology to improve the development and permit processes. (*The Recommended Strategies* can be found here: <https://tinyurl.com/ybhyd6ut>).

Permit Portal Videos

Project Description: Videos will introduce the viewers to our permitting departments and to the Alameda County Permit Portal page. Videos must be eye-catching, concise and informative.

Individual videos will be produced for each of the following departments, including:

- Economic and Civic Development Department
- Building Department
- Public Works/Engineering Department
- Fire Department
- Planning Department
- Business Licenses
- Environmental Health,

and introduce a "point person" for each of the departments. Each department will also briefly summarize their role in the permitting process. The videos should contain a consistent design and clearly introduce the viewer to the County's permitting process but should not exceed 5 minutes each.

III. Submittal Information

Submittal/Selection Schedule

Tuesday, January 15, 2019	Issuance of Request for Proposal
Thursday, January 24, 2019	Optional Filming Site Tour & Staff Q & A
Monday, February 11, 2019	Submittals due by 5 PM
Tentative: February 20-21	Interviews with Selection Panel
Friday, March 1, 2019	Selection of preferred vendor

Site Tour

ECD has scheduled an optional tour of the filming sites on **Thursday January 24, 2019** between 2 and 4 PM. Staff will be available to answer questions. Please RSVP to Kristin Perrault at Kristin.perrault@acgov.org

Submittal Instructions/Deadline

Both e-mail and hard copies are due no later than 5 PM on Friday, February 11, 2019

Please submit both electronic and hard copies of your response.
Please send 5 unbound hard copies to:

Alameda County Community Development Agency
Economic & Civic Development Department
224 W. Winton Avenue, Room 110
Hayward, CA 94544-1215
Attention: Kristin Perrault, Economic Specialist-Project Manager

And send electronic responses to: Kristin.perrault@acgov.org

IV. Selection Process

Criteria for Selection:

The County will use the following criteria to evaluate responses to the Request for Proposal

- Videographer's qualifications
- Proven track record in completing similar projects
- Project Timing – including milestones such as storyboard completion, filming, editing time and project completion (Due Date)
- Total Project Cost

The County expects to select a videographer to enter into a professional services agreement (contract).

The County has a Small and Emerging Locally Owned Business Program. A full description of the SLEB requirements can be found here: <https://tinyurl.com/ybhyd6ut>

SLEB Vendors will receive extra consideration.

If you have any questions, please contact:

Kristin Perrault, Economic Development Specialist – Project Manager

Alameda County Community Development Agency

Economic & Civic Development Department

Phone: 510/670-6506

Email: kristin.perrault@acgov.org

The County will be the final decision-maker regarding selection of the business, and it reserves the absolute right to reject any or all proposals. Individual submittals will not be returned and the County will bear no cost associated with responses.

V. Required Submittal Elements

Transmittal Letter

Please include the following in the transmittal letter:

- Name, address, phone, etc. for the project manager

Description of Relevant Experience

Please describe **relevant projects completed**.

For each project, please include the following:

- Project name and location
- Brief summary of project and project cost
- Brief description of proposed ongoing project maintenance.

Open for Business Project Proposal

Please include a detailed description of the follow:

- Videographer's qualifications
- Proven track record in completing similar projects
- Project Timing – including milestones such as storyboard completion, filming, editing time and project completion (Due Date)
- Total Project Cost

Please submit your relevant projects in your electronic submission via Dropbox, OneDrive, Google Drive, YouTube or Vimeo

References

Please provide three references with company/organization names, titles, telephone numbers, and e-mail addresses for individuals who can provide information about your projects.

Attachment A
Map of 224 West Winton Avenue

